



## New Member Coordinator Network

Rainbow Council, Scouting America

# Tips & Tricks: What to Bring When Recruiting

## Tables/Chairs

In general, it is a good idea to have a table with tablecloth and a few chairs. Keep in mind that you are selling scouting and your unit, so you should be standing the majority of the time.

Use the table wisely. If you need space for an activity, standing behind the table is ok. Otherwise, try standing in front of the table to remove that barrier between you and the potential family.

## People/Attire

Having more than one person at a recruiting event can be a great help. If you have activities, one person can work with the kids while another talks to the parents. Having multiple recruiters also allows for bathroom/food breaks. For long events, also consider running the event in shifts.

Scouts that are old enough to talk about the program should also be present. Keep in mind that they are there to recruit. Scouts that are too young may need more supervision and take away from your ability to recruit. For Scouts BSA, Venturing, and Exploring recruitment, the scouts should be taking the lead with adults there to assist.

A consistent look for your recruitment team is a must. But, consider your attire carefully. Some events/communities will expect to see you in full Field (Class A) uniform. But, that may be off-putting at other events. When Field uniform is not appropriate, consider wearing your unit's Activity (Class B) shirt, a scouting polo, or the Scouting America New Member Coordinator [shirt](#). It might also be a good idea to have a mix of uniformed and non-uniformed recruiters.

## Table Décor

The table should be full but not cluttered. If you are running an activity, make sure to leave enough space between other décor elements.

Items to consider:

- Scrapbooks, banners, tri-fold posterboards, or electronic slideshows are some great ways to show multiple pictures of past events.
- Pinewood derby cars, rockets, raingutter boats, and souvenirs from camping trips are great ways to talk about the fun families will have by joining.
- Merit badge sashes, brag vests, and beltloops show all the things kids can learn in Scouting.



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## Activities or Handouts

Consider the event you are attending. Some public events may expect you to run an activity (or require one to draw people to your table). Other events may be too busy or lack space for an activity.

When time and space allow, activities are a great way to keep kids engaged while talking to families. Some ideas to consider:

- Backyard bass
- Craft stick harmonicas
- Trivia wheel with prizes
- Mini weather rocks, or other activities that teach knot tying
- Physical challenges that can adjust based on age/ability of the youth

When time or space are limited, a fun handout can also help the kids remember what fun they might have in scouting. Some ideas to consider:

- Old patches
- Stickers
- Candy

## Sign-in Sheet/Form

Collect sign-in information from each family that stops by and remember to follow up with unit information after the event.

Some ways to collect information:

- A signup sheet that they fill out
  - Tip: add 2-3 names from your unit at the top. No one wants to be first.
  - Warnings: they might not fill it out, it may be hard to read, you have to type it up later to use/track the information
- A QR code to an online signup form
  - Tip: have an incentive to fill it out
  - Warnings: they may scan but never fill out the form
- A signup sheet that you fill out
  - Tip: save this for the end of the conversation, have it on a clipboard and ask for their email address
  - Warnings: this will take more time, and you have to type it up later to use/track the information

## Unit Information Takeaway

Bring flyers, a “one-pager”, or a QR code where families can walk away with more information about your unit.