



New Member Coordinator Network

Rainbow Council, Scouting America

Tips & Tricks: What to Say When Recruiting

Timing

Keep in mind that you may only have a minute or two. Be aware of other activities and the engagement level of the families. Adjust based on how much time they may have to focus on what you have to say.

The Elevator Pitch

When time is short, focus on a few key items:

1. Thank them for stopping by your table/event
2. Focus on who we are
 - a. What makes scouting great
 - b. What makes your unit great
3. Ask them what questions they have
4. Have them give you contact information

The Full Sell

When you have a little more time try these ideas to get them interested:

1. Ask them what they already know about scouting and/or what they are looking for from the program
 - a. Tailor your discussion based on those that are completely new, those that were in scouting years ago, and those that know a lot
2. If their children are present, ask them what their interests are and what grade they are in
 - a. Tailor your discussion based on how that area of the program can work within those interests
3. Sell your unit
 - a. Talk about an upcoming (or past) event and how much fun it will be if they join
 - b. Talk about the culture of your unit – are you large/small, into camping/STEM/service, etc.
5. Ask them what questions they have
6. Have them give you contact information