

GREATER YOSEMITE COUNCIL BSA PRESENTS:

THE SCOUTER'S SPECIAL EDITION



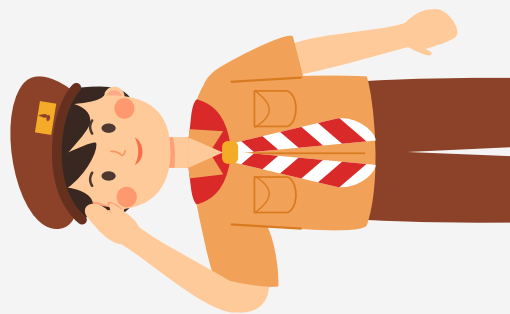
ACCESS TO YOUR
LOCAL COUNCIL
NEWS

INFORMATION ON
THE UNITS NEAR
YOU

UPCOMING
EVENTS

UNIT'S GUIDE
TO SUCCESS

RECRUITMENT



"Scouts grow up to do better in school, graduate from high school and college at a higher rate, value and practice their faith more consistently, are more financially responsible, attain higher incomes and home ownership, report higher confidence in their abilities and satisfaction with their lives, and give back to their communities. "

During recharter, every unit was required to have one adult as a **"New Member Coordinator."** This will be required going forward. But what is a new member coordinator you ask? New member coordinators are adult volunteers who are welcome ambassadors for your troop/crew/pack. You secure new families and youth who wish to join feel welcomed and comfortable. You carry Scout spirit and make sure that everyone feels home.

Who will hold this position in your unit? Find that adult who is willing and able to help grow and make a *premier unit* that shines for GYC.

Scouting offers experiences unlike any other. Not just taking Scouts on fun unforgettable adventures, but teaching them values they will carry for the rest of their lives. These experiences are meant to be shared, which leaves the immense responsibility to you to making sure more youth join.

This Special Edition of the GYC newsletter will be a short and sweet advice guide to aid you in your recruitment efforts.

STAFF ASSISTANCE

The staff here at GYC are standing ready to assist you and your unit.

Your District Helpers:

James Smith - 209-566-7705 | For units in Sierra Valley District

Robin Wilson - 209-566-7702 | For units in Rio Del Oro District

John Drebing - 209-747-9645 | For units in Gold Country District

They are ready to help you succeed in recruiting this year. The staff are available to make color copies of your flyers and if you need help with flyer deliver to your schools, give them a shout!



ADDITIONAL POINTS

Yard signs are a good visual to place in front of the school where you are recruiting. Think about how many yard signs you'll need to spread the word of your troop/crew/pack.

If your school district is only using Peachjar, they can help there too. Please be mindful that it could take up to 30 days for approval; plan accordingly.

One of the most pivotal ways to get the message out is "Lunch Talks." Have your most passionate rep go to your school and speak to the youth during their lunch hour. Spread the word there for your troop/crew/pack's recruitment night!



BEING PREPARED

- Promote your welcome events every way you possibly can. Social media, flyers, yard signs, and all members of your troop/crew contributing to spread the word.
- Set a welcoming atmosphere. Make sure that it will be easy and accessible for anyone who wishes to join in on the fun.
- Have activities and food ready to go at your welcome event. Be prepared and plan thoroughly. Make it a night that your Scouts new and old will remember.
- Have your best representatives at the event. Your most zealous leaders (both adults and Scouts!) should be on full display.
- Be yourself and let your passion for Scouting show. Light up the room with your love, that's what parents and potential Scouts want to see!



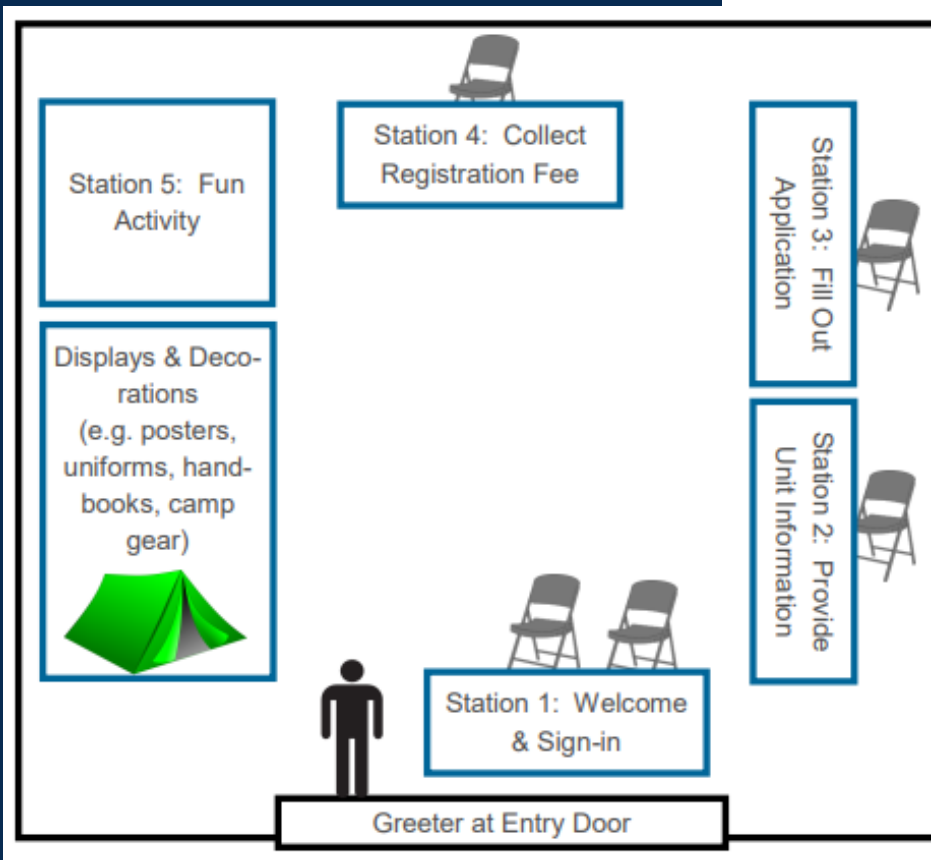


WHAT IS GEOFENCING?

Geofencing is a tool on Facebook that allows you to make a virtual prototype of your events. You can use geofencing to outline your recruitment night.

Have these stations:

- Welcome & Sign-In
- Provide Unit Information
- Fill Out Application
- Collect Registration Fee
- Activities/Food
- Displays (Camp gear, photos, uniforms, books, etc.) to show off your Troop/Crew



Things To Avoid

- Arriving or starting late
- Poorly lit parking lot
- Poor signage at doors
- Locked doors
- Uninviting room
- PowerPoint slideshows
- Overwhelming new families with info
- Kicking off Popcorn Fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply later

MARISOL ASSISTANT CUB MASTER PACK 525 INTERVIEW

Q: What is your most successful recruiting method?

A: For pack 525, every August, we run a recruitment event focused on fun and invite all schools in the Tracy district. Have an activity that captivates the youth's attention, so that leaders can keep the focus on parents and setting a welcoming atmosphere.

Q: What is the largest number of new Scouts you have recruited in a single event?

A: Off the top of my head, I think it was 2019. We recruited 15 and that has been our largest in a single event.

Q: How do you promote your events? What social media do you use?

A: In person, flyers have been a great way for us to spread words for events. Facebook and our pack website are a great way for our Scouts and their families to stay up to date.

Q: What is the retention rate for your Scouts after their first year?

A: Has to be over 95%. Our Scouts love to be here. Only times we've had Scouts leave in recent years is because they move.

Q: What do you believe is the main reason for why people join and stay in your Pack?

A: We set a fun atmosphere. We always make sure that youth are our priority and that they get to go on unforgettable adventures.

Q: What is the most important thing any new member coordinator needs to know to be successful?

A: Be fun, empathetic, and approachable. Be knowledgeable in what you do. Set a warm tone that people will remember.



MARISOL ASSISTANT CUB MASTER PACK 525 INTERVIEW

Q: What got you excited about Scout recruitment?

A: I love meeting new families and children. I love being with people and being able to deliver experiences they will cherish.

Q: What is the most important thing new parents need to know?

A: The benefits of Scouting. The leadership, life skills, etc. Once the parents see what Scouting can do for their child, they'll be engaged and excited to learn and do more.

Q: Do Scouts wear full uniform at recruiting events?

A: Absolutely!

Q: What's a great beginner's recruitment event that you recommend?

A: For packs, ask your youth what activities they'd like. For Scouts, have events that can show off camping, cooking, and outdoor skills. Provide an activity that will hold attention.

Q: How do you motivate your unit to get involved in recruitment?

A: We tell them to welcome everyone, share their passion, and invite their families. Over time, recruitment night becomes tradition. It will set an expectation to show passion and love for Scouting and sharing that.

Q: What event do you have coming up that you're excited for?

A: We're going to be doing a Trunk or Treat this Halloween and invite the whole community. Can't wait!





**DON'T FORGET TO
FOLLOW US
ON SOCIALS!**

CLICK THE ICONS FOR LINKS!