

NORTHERN STAR SCOUTING



Packs
and
Troops



Unit Membership RECRUITMENT GUIDEBOOK

2024



NORTHERN STAR SCOUTING

AIM OF THIS GUIDEBOOK

In our efforts to introduce more new families to the adventure of scouting, this guidebook is designed to assist unit leaders in increasing their membership. Drawing from insights gathered from successful unit leaders, each section offers guidance, strategies, best practices, and tools to support you and your team in achieving recruitment success.

**VISIBLE,
WELCOMING,
INVITING,
ENGAGING,
AND MORE
FUN!**

NEW THIS YEAR:

- Being Visible in Your Community
- Always Be Recruiting
- Engaging Volunteers
- Free Recruitment Tools, Materials & Resources
- Free T-Shirts - New Design
- Best Practices from Your Pack/Troop Peers
- New Registration System
- Invitation Manager
- Alternative Uniform Option



BE VISIBLE - Building Community Presence

Spread the word throughout the entire community that Scouting is thriving! Enhancing visibility is essential to draw in new families. There are several approaches shown below and a best practice that is scalable to all units.

Community Groups

- Engage with your local community group to benefit from volunteers, expertise, and enjoyable fun experiences!
- Seek opportunities to interact with the public in your community, such as at Farmers Markets and Parades, among others.
- By collaborating on community event planning with other scouters in your area, you can tap into their volunteer resources and expertise.
- Help in fostering and enhancing community relationships, while also ensuring Scouting has a positive presence in the community.

Tips

- Explore *How to Achieve Outstanding Recruiting Results* shown on pages 10-13 that can scale to your unit.
- As you plan, don't forget the materials available on the Council website for your unit and event; trading cards and knot tying cards have shown remarkable success.
- Set up an interactive booth for young people to experience Scouting activities effortlessly.
- Consider involving a troop to help with activities while you engage with adults.
- Collect contact details from both age groups.
- Attending family-oriented sports events such as soccer tournaments to distribute water bottles with personalized labels from the Council website, offering a cost-effective way to boost community presence.
- Ensure you pre-plan for a fun activity that you will invite interested youth to less than 2 weeks after the recruiting event. (Make it easy and use our "invitation" template on the Council website.)
- Explore Northern Star Scouting's inflatable archery ranges and the inflatable tube man, Scooter the Scout (requires a 500-watt generator) for events. Contact your District Executive in advance to reserve these resources.
- Post Event Follow-up: After gathering leads, energetically follow up with interested individuals. Find email and phone scripts on the website to assist you. This can be managed comfortably from home in your pajamas. Remember to stay connected with those who missed the first event.

SCHOOL COLLABORATION

Prioritize relationships over transactions for the benefit of the school and Scouting.

Building Relationships

- Building relationships with the principals and gatekeepers is essential but it can't be about Scouting. They need to trust you which can take time but it's so worth it. Here are some ideas to consider:
 - Cultivate relationships by sharing common values that align with what schools aim to instill in youth such as character development which we promote in all that we do in Scouting. Don't overlook your PTA/PTO/PTP organizations, as they may not always have the same criteria for restricting access.
 - Support local schools by engaging in community service initiatives, such as caring for plants when the school is not in session, assisting in the cafeteria during lunch breaks, and/or participating in school carnivals or family fun events – wherever help is required.
 - Remember, being in schools is not a right but a privilege, and it's important to approach it with the right mindset.

School Newsletters

- Mimic a "local newspaper" by distributing a press release to your school(s) outlining the ways your unit has contributed to both the school and community.
- Acknowledge the efforts of both youth and adult leaders.
- Remember, if the school is unwilling to publish, consider sharing the content with your PTO/PTP/PTAs to post in their school Facebook groups, as they have fewer restrictions compared to schools. This goes for any area when you're unable to obtain entry into schools.

School Open House/Meet the Teacher Events

- Request permission to set up a table to promote Scouting.
- Utilize the Recruitment Event Kit that may be ordered on the website which includes recruiting materials as well as a fun Scout craft project for the youth while you talk with the parent(s).
- Parents can register their children while Pack/Troop representatives interact with the youth.

ALWAYS BE RECRUITING

To encourage both youth and adults to join, establish a welcoming and inclusive atmosphere by extending personal invitations. Effectively promote your unit to address any concerns potential members may have about joining. Scouting is experiential where fun activities and friendships are cultivated.

Organize “Bring A Friend” or “Invite a Family” Activities

- Motivate Scouts to invite friends and new families to every Pack or Troop gathering that is specific to having fun (no advancement/ranking sorts of meetings).
- Ensure to provide a friendly and inviting atmosphere!
- Utilize the invitations provided on Council website for your Scouts to share with their friends. This approach, with individual invitations, has proven to be quite successful.

September Recruitment Events

- Organize a straightforward gathering for new families to participate.
- If school is not an option, consider hosting it off-campus, or seek permission from a neighbor to use their lawn/driveway for activities like rocket launches.
- Remember to align your event arrangements with your District Executive.

Engage in Activities with Your Charter Partner:

- Support community service and recruitment initiatives at your charter partner’s location, like a church, by organizing a booth or table where individuals can meet Scouts and leaders, inviting them to attend a fun Scouting activity.
- Prepare invitations for a prearranged enjoyable event to be held within two weeks, and make sure to follow up persistently and enthusiastically.

MARKETING & PROMOTION

Promoting your Scouting unit isn’t just about recruitment; it’s about creating a supportive community where young people can thrive and develop into responsible, compassionate citizens. We have what it takes to make an impact on our youth.

Local Newspaper Feature

- Share a community service project, (eagle projects are great for this!), with your local newspaper. Include photos and stories to highlight the impact of your work.

Scout Shirt Day

- Encourage scouts to wear the new Adventure t-shirt on a selected school day and during Pack/Troop meetings.
- Exciting news for this year: Our Council aims to have everyone proudly sporting their Adventure t-shirts every Monday in August and September.

Social Media

- Update your unit’s Facebook page and website with recent photos of youth having a fun time. (If you don’t have these, you may want to consider starting-high performing units told us this was a great recruitment tool!)
- Encourage families to share messages and information about upcoming activities on platforms like Facebook, Instagram, and Nextdoor.
- **New this Year!** Find social media templates and various resources at GoScouting.org this year.

Unit Specific

- Showcase a picture board featuring current youth having fun and participating in local or community events.
- Design a brochure illustrating the current youth enjoying themselves in various activities. Include a year-long calendar of exciting events.
- Use QR codes to link families to social media pages or your unit’s website.

Don’t Forget to Plan and Publish Your Calendar

- High-performing units plan a wide variety of engaging activities throughout the year for their unit.
- Providing a year-round program and promoting it increases membership growth.

Northern Star Scouting Materials

- Visit GoScouting.org to view all the marketing materials available to advertise your unit successfully and easily.

ENGAGING VOLUNTEERS

Every unit can benefit from more adult volunteers and leaders. Here are some suggestions that have proven to be successful in increasing their participation.

Keep it Simple By

- Bringing cookies or snacks to meetings
- Helping with Blue & Gold banquets and Pinewood Derby's
- Participating in community service projects

Areas Requiring Registered Leadership

- Committee Members, Den Leaders, Scoutmaster, Cubmaster, Assistant Scoutmaster, Committee Chair to name a few
- Identify families with suitable interests, skills, and experience for these positions.
- Succession planning with your committee is imperative

Filling Vital Volunteer Roles

- Extend an invitation for coffee or a sit-down meeting
- Highlight the significance of their contributions
- Motivate them to take on more responsibilities
- Share your belief in their suitability for the role
- Define expectations clearly
- Provide details on training and support resources
- Allow them to shadow the current role holder

Appoint a Membership Coordinator

- Assign the role to concentrate on boosting membership so you don't have to
- Enable other leaders to focus on their main duties
- Find an outgoing individual who loves to connect with others

Ways to Engage New Members

- Welcome new youth and their families
- Provide contact info, calendar, and by-laws promptly
- Support them throughout their Scouting journey
- Encourage volunteerism by demonstrating appreciation through recognition and acknowledgment of your volunteers

Tips

- Not all assistants are required to be registered leaders.
- To establish a culture of volunteering, it is beneficial to encourage new members to volunteer within your team from the beginning.

Avoid the Following

- Making general announcements in meetings about needing help within the Pack or Troop. For example, stating, "I am stepping down as Cubmaster, and we urgently need a replacement. If anyone is interested, please speak to me after the meeting." This approach is often ineffective and might not attract the right candidates, leading families to contemplate leaving.
- Refrain from posting generic help-wanted ads on your website, Facebook, or newsletter. Instead, focus on seeking the most suitable candidates for the unit by avoiding open calls that might devalue the positions and convey the wrong message.
- Not all adults desire a formal title - some may find it overwhelming. Opting for a more casual approach may be more effective.
- Making assumptions. It's completely acceptable for someone to decline or say, "not yet." Appreciate their consideration for the future.

UNIT SUPPORT

Attend Mayhem Training & August Check-Ins

- Acquire the latest information and resources for planning summer and fall recruitment opportunities.
- Receive training on optimizing recruitment efforts for best results.
- Finalize fall recruitment strategies, collaborate with other Scouting units, and gather recruitment resources for the upcoming season.

Who to Contact for Support

- Your council membership team is available to assist you. Each district is assigned a District Membership Chair who is prepared and eager to offer support.
- Please contact Council Staff Advisor, Greg Ball at gball@northernstar.org or 612-261-2351.

RECRUITMENT MATERIALS

Recruitment materials available year-round for Packs and Troops.

Yard Signs

24"x18" full-color yard sign with two sides, featuring blank space for you to personalize with your own message. Perfect for displaying Pack or Troop meeting details or contact information.



Side one



Side two

Posters

Cub Scouts only

A full-color 14"x17" poster to distribute to families for posting at schools, on community boards and other boards where appropriate around town, spreading the word about Scouting.



Inflatable Archery Range

Archery is one of our most popular camp activities and these commercial, specially branded inflatable archery ranges can give festival goers a taste of Scouting. They use safe foam tipped arrows with beginner-friendly bows and accessories. Perfect for drawing attention to and showcasing Scouting at recruitment events and community festivals.



To reserve, scan the QR code or visit:
<https://www.northernstar.org/news/enavigator/mobile-archery-ranges-available-to-showcase-scouting>

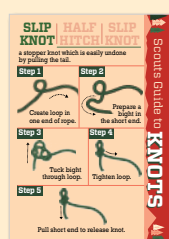
For instructions on how to order recruitment materials, please see page 8.

Lenticular Knot Cards

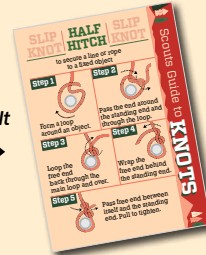
A 2"x3.5" full-color lenticular card displays step-by-step guides on tying three fundamental Scouting knots: slip knot, half hitch, and square knot. When the card is tilted, the instructions for each knot become visible. These cards make ideal giveaways for school open houses, parades, festivals, and more.



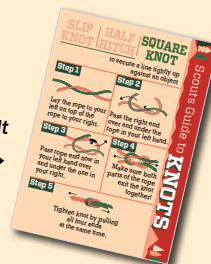
Back



Tilt >



Tilt >



Scooter the Scout

A 40 ft. tall Arm-waving Scout Colossus, Scooter requires a dedicated 15amp circuit and a windless day. Reserve by emailing membership@northernstar.org



RECRUITMENT MATERIALS

Recruitment materials available year-round for Packs and Troops.

Recruitment Event Kit

The Cub Scouts Recruitment Event Kit is a box filled with items ideal for open houses and other recruitment events such as handouts, the new t-shirt sample and a signup sheet! It also includes mini tents to engage the youth while you talk to families about Scouting.



Recruitment Materials Catalog

A 5.5" x 8.5" full-color catalog containing all recruitment materials available at NO COST. Most items can be personalized with your Pack's or Troop's event details or contact information. It's a valuable resource that every unit leader should have readily available. Orders can be placed any time throughout the year!

Flyer

8.5"x11" flyers in full color, double-sided, can be personalized with your Pack or Troop meeting information, special event and contact details. Distribute them to nearby churches, schools, and youth-focused organizations.

Include your event information, unit meeting details, contact name and email/phone! (Side two only)



For instructions on how to order recruitment materials, please see page 8.

ORDERING INSTRUCTIONS

Ordering marketing materials for your 2024-2025 program is a breeze!

Option #1 - Online Order Form

- The most convenient way to order your unit's free recruitment materials is by using our online order form. Visit the appropriate link below to choose the items you'd like, specify any personalization and printing details (if available), indicate the quantities needed, and fill in your contact information before submitting. There are no charges to you or your unit!
- Once your order is ready for pickup, the Council will notify you. If you prefer delivery, coordinate with your District Executive for arrangements.

Cub Scouts

Visit or Scan

<https://tinyurl.com/CubMaterialsOrderForm>



Scouts BSA

Visit or Scan

<https://tinyurl.com/ScoutsBSAMaterialsOrderForm>



Option #2 - Order Through Your District Executive

- Contact your District Executive via phone or email, providing your order details and any specific information you'd like printed. You can then schedule a pickup or delivery. Again, no charge to you or your unit!
- To locate your District Executive, go to northernstar.org/connect/districts. Scroll down to find your district and access the contact information for your District Executive. For further assistance, call 612-261-2300.



FREE T-SHIRT!

EVERY youth who registers in a Pack, Troop or Crew by October 31, 2024 will receive a complimentary heather navy blue, Adventure t-shirt!



FULL COLOR
FRONT PRINT ON
HEATHER NAVY
BLUE, GILDAN
100% COTTON
T-SHIRT



Details:

- Full-color, front print, on heather navy blue, short sleeve t-shirt made of 100% cotton by Gildan.
- Sizes from youth will be collected by unit leaders in early Fall with shirts available for distribution starting in August 2024.
- Adults will have the chance to order a shirt for themselves, with more information to follow.



How to Achieve OUTSTANDING RECRUITING RESULTS with a Community Event

TESTIMONIAL

AMAZING
RESULTS

39

NEW
YOUTH

EVENT:

- Chaska Community Festival, Chaska River City Days.
- When looking for events to take part in, start by reaching out to your community groups. Then, inquire with adults if they have any connections to community events to assist with booth placement and promotion.

Timeframe: Friday afternoon to Sunday afternoon

Supplies On Hand:

- Reserved Northern Star Scouting mobile archery booth well in advance of event.
- Customized banner and yard signs around booth.
- Clipboard, spreadsheet & pens.
- Create Google doc .

School access not necessary to implement and succeed with this strategy!

Volunteers/Roles:

- At minimum 3 adults present:
 - o One person should focus on greeting visitors and inquiring if they are interested in learning more about scouting. They can have a clipboard and stand nearby, as many parents interacted well with volunteers who had clipboards while their children were participating.
 - o Another adult should assist with managing the range, ensuring all children can shoot bows even if additional assistance is required.
 - o Maintain a welcoming and friendly atmosphere, without immediately promoting scouting; instead, engage visitors in conversation.

What Attendees Received:

- Promotion materials (use the order form from council).
- Invitation to the next (pre-planned) fun activity that is 2 weeks or less away from event.

Leads (or Prospects) Collection & Forms to Create:

- Gather the adult's name, the child(ren)'s name and age, along with the adult's email and phone number on a paper form for each interested attendee as they arrive at the booth.
- Input all prospects into a Google form to allow information sharing among unit leaders. The columns should indicate the meeting location, the child's name and grade, and other important contact information (consider utilizing the new "Invitation Manager" for this task).

RESULTS:

- Over 700 kids and adults visit the archery booth.
- Over 50 leads from interested families.
- 39 New Youth!

REASONS FOR SUCCESS

- Booth was accessible to any child interested in trying their hand at shooting without any charge.

How to Achieve OUTSTANDING RECRUITING RESULTS with a Community Event

KEY TAKEAWAYS

Works
even
WITHOUT
school
access!

POST-EVENT FOLLOW-UP:

- Send an email to attendees within 48 hours of the event, inviting them to your next pre-planned activity to explore scouting (refer to the email template available on the 'recruitment resources' page on goscouting.org).
- Make a phone call the weekend before the upcoming activity to invite them (refer to the phone script available on the 'recruitment resources' page on goscouting.org).
- Keep up with the follow-ups! Invite them to attend a pack, den, or unit meeting. It's important for both parents and kids to experience it firsthand before committing. Keep reaching out until they ask you to stop.
- If they don't participate in the first activity you invite them to, keep inviting them to the subsequent ones persistently until they request you to cease contacting them.
- If they have connections with another scouting family, encourage that family or scout to invite them to events (they can earn the recruiter strip!). You can identify this by asking parents if they are acquainted with anyone in scouting.
- Following a popular marketing strategy, we utilize 7 follow-up touch points with potential youth (see page 12).

NEXT ACTIVITY TO INCLUDE YOUR NEW ATTENDEES:

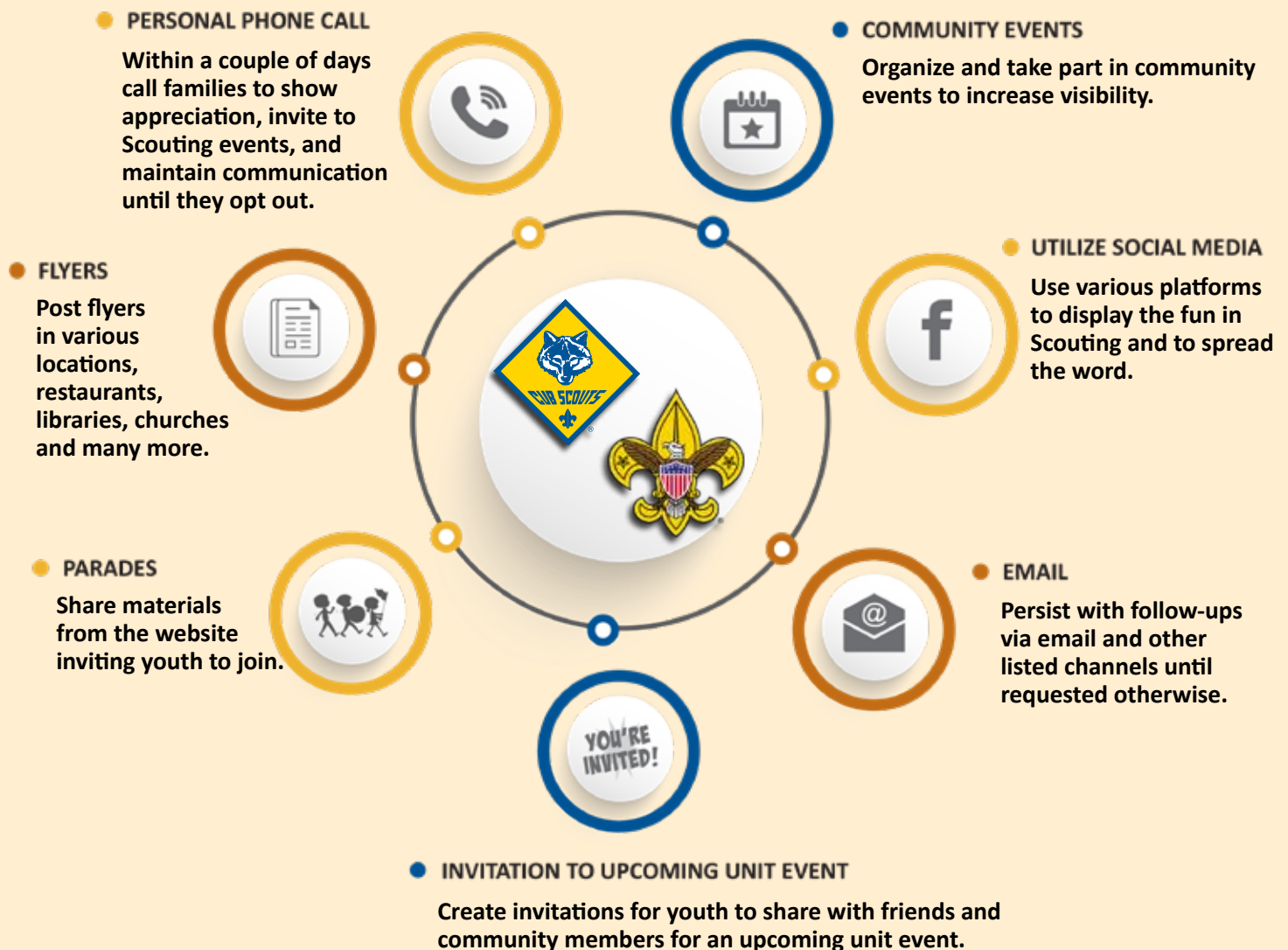
- Establish personal connections with families by taking notes on their inquiries and identifying any leaders or families they bonded with.
- Ensure there is a designated individual to engage with families at the event, introducing them to others and addressing any queries.
- These were fun activities that our Pack did as part of the summer program for our Scouts but timed to coincide with recruiting event.
- Previous activities included a fishing night and a tie-dye t-shirt night.



How to Achieve OUTSTANDING RECRUITING RESULTS with a Community Event

7 KEY TOUCH POINTS

Even though schools are crucial for reaching new families for recruitment, some units are facing a decrease in school accessibility. Fortunately, this method does not rely on school access to be effective. By following the steps outlined in this book, you can achieve success irrespective of your unit's connection to schools and school families.



ONLINE REGISTRATION & RENEWAL

All Northern Star Scouting registration is online. Detailed guidance and instructions are available on the Annual Program Registration / Renewal page at NorthernStar.org. Registration for the 2024-2025 program year is now rolling on an annual basis. Your initial registration determines your renewal month. Registration renewal is coordinated through my.scouting.org.

► New Youth

Beginning June 1st, new Scouts can register for the 2024/2025 program year at BeAScout.org. Annual registration is \$205. Northern Star Scouting is committed to including all families, regardless of their ability to pay. **Registration assistance is available through GoScouting.org/financial-assistance.** New Cub Scouts receive a FREE printed heathered navy t-shirt. New Cub Scouts also receive a voucher for free day camp!

► Returning Youth

Scouts who renew their membership will receive a FREE printed heathered navy t-shirt. Annual registration is \$205. Northern Star Scouting is committed to including all families, regardless of their ability to pay. *Registration assistance is available through GoScouting.org/financial-assistance.*

► Adults

New and returning adults pay \$65. New applications are accepted year-round. Returning adults must register through my.scouting.org. All adults should take or renew their Youth Protection Training before registering.

► Unit Renewal

Units also need to register, however this year due to changes with the National system, unit renewal is deferred until February 2025! Unit renewal via My.Scouting will open January 1, 2025.

INVITATION MANAGER BASIC OVERVIEW

Invitation manager is a tool to collect information from potential new Scouts interested in your unit from BeAScout.org, manage leads from joining nights and from individual referrals. It also allows you to send invitations directly to interested families with a link to an application specific to your unit.

Accessing Invitation Manager

1. Logon to your My.Scouting.org account (this is the same site that you take Youth Protection Training).
2. Click on MENU (top left hand-side of screen).
3. From the drop-down menu select the unit for which you want to process leads for.
4. Select INVITATION MANAGER.

Processing Leads in Invitation Manager

1. Scroll to bottom of dashboard to see leads.
2. You will now see a summary screen of the leads.
3. Select the one or more leads that you would like to send the invitation to with a link to an application that is specific to your unit.
4. Select send application.

Adding New Leads in Invitation Manager

1. Click on +NEW LEAD (top right-hand section of dashboard).
2. Add the parent name (first and last), email address and phone number and the SAVE (this is a good option for a joining night where you can collect information as the families walk in and enter right into invitation manager, when you are ready you can send the invitation to all the families that attend).
3. Go to back to processing leads for instructions on sending the an invite.

Obtaining Your Unit QR Code and URL

1. In the dashboard you will see your units unique QR Code and URL.
2. Click on download to download the QR Code which will allow you to save the image in a destination of your choice.
3. To obtain the URL specific to your unit select copy URL and save the URL in a destination of your choice.



FREE POCKETKNIFE & RECRUITER STRIP PATCH!



Northern Star Scouting
www.NorthernStar.org

2024



ATTENTION SCOUTS BSA:

Recruit a friend and you and
your friend receive a
FREE POCKET KNIFE and
RECRUITER strip patch!



**Scoutmasters, we ask that you hold an
open house recruitment opportunity in
support of this effort.**

Joining youth must be brand new to Scouting; youth crossing over from Cub
Scouts are not eligible for this promotion.

Knives, recruiter strip patch and Totin' Chips will be distributed through
Scoutmasters who are to obtain parent permission and review safety rules with the
Scouts before presenting them with their knife

All Scouts must be registered by 12/31/24 to receive a knife

Submit this completed form to: kallers@northernstar.org

Troop number: _____ District: _____

Name of new recruited Scout: _____

Name of recruiter: _____

Parent /Guardian of new Scout approval signature: _____

Parent/Guardian of recruiter approval signature: _____

Name and email of Scoutmaster to distribute items: _____

Pick up at Base Camp or mailed to Scoutmaster? _____



NORTHERN STAR SCOUTING

ALTERNATIVE UNIFORM OPTION

The official BSA uniform is still recognized should a unit choose to continue to utilize it. The current, "Class A" uniform is NOT discouraged or discontinued.

Uniform Alternative

A method of Scouting is the use of a uniform that visually reminds all members they are a part of a team.



Cub Scouts

can wear a t-shirt provided annually by the Council as part of the program fee for the year.

PLUS rank-specific neckerchief



Lions



Tigers



Wolves



Bears



Webelos



Scouts BSA

can wear a t-shirt, polo shirt, or any other shirt acceptable to their unit leaders and a Northern Star Scouting neckerchief (neckar) will be available for purchase to wear with it. They can be worn with or without a slide. Troops may choose to use neckars of their own design in lieu of the Northern Star Scouting neckar.



Venturing

will follow the same options as Scouts BSA members.



Adult Leaders

will follow the same options as Scouts BSA members.



Youth and adult leaders wearing either uniform may use the Scout salute when participating in flag ceremonies.



Your District Membership Chairs are ready to serve you!

612-261-2300

GOScouting.org

GO SCOUTING