



DYNAMIC RECRUITMENT PLAYBOOK FOR CUB SCOUTING

**A Guide to Growing the Cub Scout Program
Through Personal Invitation and Interaction**



Prepared. For Life.™

A Little Background

In the book, *I Heart Recruitment*,¹ the authors describe 3 distinct types of prospective members to a fraternity:

Always Joiners = 15%

Maybe Joiners = 70%

Never Joiners = 15%

Our recruitment strategy in Scouting America has frequently been directed at the “Always Joiners”, with varying results. The “Maybe Joiners” are out there and ready to sign-up, but we must change our recruitment strategy to get them.

Our organization has long used static recruitment as its main (sometimes only) method of recruitment. However, given the changing societal norms and school access issues depending on your geographical location, we need to explore alternative recruitment ways. Enter **Dynamic Recruitment**.



Static vs. Dynamic Recruitment

Dynamic Recruitment differs from Static Recruitment in the following ways:

- Static Recruitment is event-based, generally held at a recruitment night where the prospective members gather and hear of the benefits of being a Cub Scout, and some of the families complete an application (either in-person or online at some time in the future).
- Dynamic Recruitment is an intentional and continual process of proactively seeking high quality families through a successful system built upon daily patterns of behavior that produce results.²

When should we consider using Dynamic Recruitment?

Dynamic Recruitment might be used in any of the following circumstances:

- If your Spring Recruitment did not yield the desired results in Packs that set a goal of recruiting enough youths to form a new Tiger Den (boy and/or girl). This would not apply to a Pack without an active summer program.
- If Fall Recruitment did not yield the desired results in Packs that set a goal of recruiting enough youths to form a new Den (Lion and/or Tiger, boy and/or girl).
- Packs desiring to grow enrollment during the program year (September through May or September through August) outside of their standard recruitment events and have plans to accept new youth at time and any level throughout the program year.
- Packs with a non-standard (3- or 6-month) program year that desire to grow membership outside of their standard recruitment events.
- One or two open houses or recruiting sign-up nights in the Fall can be easily supplemented by dynamic recruiting for a satisfying result. Add efforts at local festivals, parades, etc. can also be beneficial.
- Dynamic recruitment calls for a number of Normal Friend Activities (NFAs) as part of Pack meetings with outdoor activities such as game nights, cookouts, day hikes, *etc.*

¹ “I Heart Recruitment,” Colleen Coffey and Jessica Gendron, Carmel, IN, Phired Up Productions, LLC, 2007.

² Ibid.

There are eight steps to Dynamic Recruitment:

1. **Know the Basics:** Do things that attract a lot of high-quality families and make sure everyone is dedicated to the Pack’s purpose.

2. **A.C.E. Your Values:** Promotes **Achieving, Communicating, and Expecting** the values of Scouting in everything you do as a Pack. *(use table below for self-assessment)*

3. **Get Motivated:** Build your Pack’s dream. Get your families to build a recruitment dream that is so big they will do whatever it takes - every day - to make it a reality.

4. **Know Your Audience:** Stretches our understanding of our potential member families and helps us understand where we can find the thousands of future members that are sitting out there waiting to be asked.

5. **Sell Your Product:** We must know our product before we try to sell it. Understand and be able to communicate the value and benefits of Scouting, so that when the opportunity arises, we can sell anyone on how great it is to have their child be a Scout. We must be able to explain how BB and archery are great but getting into college with an Eagle Scout scholarship is better and learning leadership skills is the best. What is their personal Scouting story? How has Scouting impacted their family?

6. **Develop Skills:** Build our interpersonal skills so we can be confident going out into the world, shaking hands, developing friendships, and recruiting youth and their families.

7. **Grow Wiser:** We must be willing to learn the lessons that will make us wiser. We must continually seek out new ideas, new strategies, and new systems to take Scouting and our Pack from mediocre performance to amazing results.

8. **Repeat:** We must systematically learn and re-learn each component of the 8 steps to unearth big results.

These steps will be discussed in detail later.



Know Your Own Unit (5 minute self assessment)

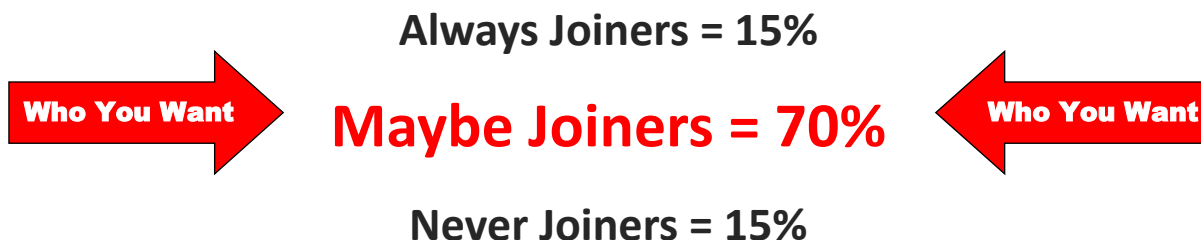
In order to be a successful Scout group, the unit leaders must evaluate itself and how it makes decisions related to its unit values. **Achieving, Communication, and Expecting Your Values** helps create a strong Pack image and gets more people involved in Scouting.

<u>Values</u>	<u>Communications</u>	<u>Expectations</u>

Continuous Implementation

In order to introduce Dynamic Recruitment in a Pack, we will have to ensure the families subscribe to the four competencies of dynamic recruitment.:

- **Motivation:** Having the drive to do what is necessary to get the results you desire.
- **Audience Awareness:** Knowing who you want, where they are, what they want, and how to find them. We need to make it personal, one-on-one and relational.



- **Product knowledge:** Having a good understanding of your Pack, its value to its members, and its value to the community
- **Skills:** Having the ability to share your passion for Scouting by effectively communicating, socializing with potential families resulting in growing your membership³

Dynamic recruitment is volunteer driven because unit leaders know their program best.

Working alongside your District Executive will result in growing your unit membership, adding new volunteer leaders and make Scouting fun for all.

How to do it. You can implement dynamic recruiting in your Pack if you have committee and family members who are willing and able to subscribe to the four competencies (above) and take the necessary training to successfully engage in dynamic recruitment. These individuals, in turn, can serve as the evaluators of the trial and trainers for the following year.

In an ideal world, the Pack will have a membership coordinator and at least one new member coordinator to monitor the success of the program and head off any challenges that might occur.



Why consider Dynamic Recruiting?

“We propose implementing a dynamic recruitment model to recruit several Scouts and volunteers who are willing and able to subscribe to the four competencies (above) and take action so the necessary training to successfully engage in dynamic recruitment is completed. By empowering unit volunteers and family members to serve as the evaluators of the trial and trainers for the following year.

With this approach, a Cub Pack can grow on its own membership and find more Den Leaders and adult volunteers. This proposal assumes a Pack has a New Member Coordinator, as they would be pivotal in implementation of a Dynamic Recruiting Program.”

— Cheryl Parson, VP of Membership, Volunteer since 1998

³ Ibid.

Applying the Eight Steps

The Eight Steps and How They Relate to Cub Scouts:

1. **Know the Basics:** Volunteers will need to know the basics of Scouting, including the aims and methods, and be able to engage in conversations about any and all of them. They will also have to be able to speak of the fun the Scouts have in their Pack, while they develop valuable life lessons and leadership abilities.
2. **ACE Your Values:** Practice of the Scout Law should be evident in all of the activities we invite our new families to attend.
3. **Get Motivated:** Why is the Pack interested in growing? Will it allow them the flexibility to pursue bigger and better adventures? Will it mean more help at meetings, or more money for the Pack to plan activities? The Pack needs to set an ambitious recruiting goal and agree to continue inviting and recruiting new Scouts and families until they reach (or surpass) the goal. Councils should develop programs to financially support the campaigns as well as develop incentive programs to motivate successful campaigns. Packs should revise their calendars to allow for Normal Friend Activities every other month, possibly in lieu of or in addition to Pack meetings. Remember, Normal Friend Activities don't have to cost much (if anything), and dynamic recruitment is less expensive and more fun than static recruitment.



4. **Know Your Audience:** Pack leaders and parents should develop a “names list” of potential new members from sources such as class rosters, youth sports rosters, club memberships, home school associations, *etc.* Each Scout and/or parent should commit to inviting a number of the families on the list with a personal invitation call or text message, and an invitation to the Pack’s next Normal Friend Activity and social media group. Follow this up by having a meeting with the new family.

5. **Sell Your Product:** We need to be able to explain to the potential family how much fun

Scouting is, but we must also be able to explain to them how much value is added to their family by having a child in Scouting. We will also have to teach the families how to respond to the common reason for not joining in an effort to help them “sell” the program.

6. **Develop Skills:** We encourage Scouts and/or families to make the first contact with prospective Cubs and their families, and invite the prospects to a Normal Friend Activity.
7. **Grow Wiser:** Essential to any change of tactics of this sort is to conduct an in-depth after-action review of the methods and results of the program at specified points during and at the end of a Scouting year. Mistakes are OK but repeating them is not.
8. **Repeat:** Following the review, we will prepare for the next year with revised plans as necessary.

Aims of Scouting

- Character Development
- Citizenship Training
- Personal Fitness and Leadership



Aims Delivered by these Methods

1. Ideals (Scout Oath, Scout Law, Scout Motto, Scout Slogan)
2. Belong to a Den
3. Advancement
4. Family Involvement
5. Activities
6. Serving the Neighborhood
7. Uniform

Applying the Competencies in Three Simple Steps:

The previous eight steps can be simplified in the Cub Scout setting to three simple steps:

1. **Know it!** – Know and live the Scouting Values, set your recruitment goals and recruit until you meet (or exceed) those goals.
2. **Do it!** - Every Scout and/or family in the Pack personally invites up to five (5) families over the course of a year, one at a time, and follows up with them in a “Normal Friend Activity,” and signs them up to the Pack.
3. **Repeat it!** - Review, revise and make plans to do it all over again next year.

Final Thoughts

Please remember you are not being asked to do more work, you are simply being asked to apply these concepts to what you do with your unit. A steady flow of youth into a Cub Scout Pack is essential to maintaining the Pack’s health and building more Den Leaders, Committee members and unit support. Plus, new Scouts bring energy and enthusiasm to the Pack program! To avoid the pitfall of shrinking membership, a Pack should add at least 10 new Scouts every year through Fall and Spring recruiting. Having a year-round growth plan in place will help attract new Scouts.

**Successful Recruitment = More
Cub Scouts =
More Scout Families!**
“Many Hands Make Light Work”



Support Materials

- [40 Developmental Assets for Cub Scouts](https://www.scouting.org/wp-content/uploads/2019/04/40-Developmental-Assets-for-Cub-Scouts_Mar-2019.pdf) (scouting.org)
https://www.scouting.org/wp-content/uploads/2019/04/40-Developmental-Assets-for-Cub-Scouts_Mar-2019.pdf
- [Welcome New Cub Scout Families](https://blackswampbsa.doubleknot.com/document/cub-scout-new-family-welcome-guide-spanish/211514) (PFD)
<https://blackswampbsa.doubleknot.com/document/cub-scout-new-family-welcome-guide-spanish/211514>
- [100 Point Cub Pack Adult Participation Form](https://blackswampbsa.doubleknot.com/document/100-point-cub-scout-adult-participation-form/214616)
<https://blackswampbsa.doubleknot.com/document/100-point-cub-scout-adult-participation-form/214616>
- [Cub Scout Family Talent Survey](https://blackswampbsa.doubleknot.com/document/family-talent-survey/211517) (PDF)
<https://blackswampbsa.doubleknot.com/document/family-talent-survey/211517>
- [Tufts Study confirms: Scouting builds character](https://blog.scoutingmagazine.org/2015/10/22/tufts-study-confirms-scouting-builds-character-six-critical-areas/) (scoutingmagazine.org)
<https://blog.scoutingmagazine.org/2015/10/22/tufts-study-confirms-scouting-builds-character-six-critical-areas/>
- [Parent Talent Survey - Scouts BSA](https://blackswampbsa.doubleknot.com/document/parent-talent-survey-scouts-bsa/211518) <https://blackswampbsa.doubleknot.com/document/parent-talent-survey-scouts-bsa/211518>
- [The Scouting Edge: A study of Ethics & Character in America](https://blog.scoutingmagazine.org/2024/06/04/what-is-the-scouting-edge-here-are-some-key-findings-from-the-latest-research/) (scoutingmagazine.org)
<https://blog.scoutingmagazine.org/2024/06/04/what-is-the-scouting-edge-here-are-some-key-findings-from-the-latest-research/>
- [Black Swamp Area Council Membership Hub](http://www.blackswampbsa.org/resources/membership-hub/75884) www.blackswampbsa.org/resources/membership-hub/75884