



# INVITE NEW FRIENDS

DISCOVER YOUR FUTURE



Dear Advisor:

The Exploring program has been providing young men and women in our communities exciting activities and mentorship opportunities to discover their future. Exploring is a mutually beneficial program to both its own branch offices but also to the youth who are the future workforce of America.

As an adult leader, you are amongst the thousands of adults that make the program possible for youth. You also represent the program's best sales force. This guidebook has been created to assist leaders and Explorers in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every youth should receive the message that Exploring is available in their community. The ideas featured in this book can be done quite easily and most can be supported by the local Boy Scouts of America council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Exploring program.

Council President

Council Commissioner

Scout Executive



# INVITATION METHODS

**THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING EXPLORERS RECRUIT. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. SOME OF THE RESOURCES ARE AVAILABLE FROM YOUR LOCAL BOY SCOUTS OF AMERICA COUNCIL. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!**

# TOP 10 METHODS

The Top 10 methods are considered to be the most important ideas for recruiting. Posts should consider doing multiple methods as there is not one method that is considered the "silver bullet" way of recruiting. We challenge you to do 7 or more methods.

## Post Information Sheet

- This is your chance to brag about your post and have a quick handout ready to distribute.
- Details should include meeting times and locations, post calendar, list of adult and youth leaders' contact information and other exciting information about your program.
- These information sheets should be shared with your organization, schools, community organizations, and families in your post so that they can be distributed to new members.



## Organizational Scheduling/Planning Meeting

- You should have a face-to-face meeting (virtual) with your organization prior to the new school year. This meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your program year.
- Be sure to bring pertinent information regarding your program, a "yearbook" of activities and be prepared to explain the benefits of the program. Determine how your post can help support your organization.
- Bring popcorn, camp card, or other gift to show that you appreciate your charter organization. Also a good idea to take with you when you visit with the schools that allow your to recruit.

## Flyers

- Work with your Exploring/District Executive to order flyers to be utilized in your recruitment events.
- Your council will let you know what information they can print on the flyer: this is typically the date/time/location of your recruitment event.
- Recruitment events should be planned within the first few weeks of school. However, you will need to find alternative ways to recruit with the current COVID challenges. If schools are still meeting in person you, could still distribute flyers if the school will allow you. Be creative!

## Wear Your Post t-shirt/Be Visible in the Community

- Your post might decide to design a t-shirt for Explorers, leaders, and parents to wear on a regular basis.
- This is an easy way to get exposure for your Exploring Post, as the t-shirt/uniform/etc. serves as a walking billboard and conversation piece.
- Ask all youth to wear their t-shirt when out for events and community activities. If your Explorers are attending school, ask them to wear their t-shirts/uniform/etc. on the day of the recruitment event.
- Adult leaders should also wear their t-shirt/uniform/etc. to school, post events and other community events.





### **School Visits**

- School visits have been a highly effective way to get youth excited about the program in the past. We know this will probably not work this year with COVID. But, what could you do if schools are meeting in person/virtually.
- Can your post help with a school project, supplemental program, or other service for the school?
- Be sure to send thank you notes to your school administrators, principals, and teachers.

### **Lawn Signs**

- Post these signs at the school and other high traffic areas in your community prior to your recruitment event.
- Use council provided signs or create your own.
- Include the Exploring logo, date, time, and location for your recruitment event.

### **Back to School Night/Community Event**

- Your post is part of the fiber of the school, community, and its families. Being present at Back to School Nights, other school and community events is an important way to raise exposure of your program.
- Have a table/booth at these events with flyers, interest sign-in sheets, way for youth/families to sign up online and other visuals/activities for youth/families to get involved.

### **Picture Board/Social Media Presence**

- Sometimes pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)



# Geofencing

## What is it?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

## How to set it up?

**Step 1** - Login to your council FB page

**Step 2** - Click on Events

**Step 3** - Create an Event

**Step 4** - Enter Event Information

**Step 5** - After your event is posted - BOOST your event

The BOOST cost you as little as \$1 per day!

## ADDITIONAL TIPS!

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphic for the event
- Make sure it looks professional
- You can target or geofence any location and target junior high/middle schools and high schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing flyers for a school and changing the date

# JUST ASK ONE

- Just Ask One is designed to give your Explorers and their families a recruitment tool to promote Exploring. What a great opportunity for youth to have their friends join them in this adventure.
- Existing youth/families can probably think of at least one other youth/family that might have an interest in a particular career field.
- Explorers should invite their friends/other youth to join them at the next meeting. This should be a personal ask!







# MORE OPPORTUNITIES

The following ideas are additional methods that the post should consider doing! Ask every family to join in!

## **Information Business Cards & Buddy Cards**

- These cards can be created by the post for Explorers to hand out to other youth. Card templates can also be found on the BSA Brand Center by visiting [Scoutingwire.org](http://Scoutingwire.org)
- Include details like date and location of meetings and leadership contact information.
- Cards can be printed from your home computer.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Explorer share these cards with their friends and other youth.

## **Invitation Letter/Email/Personal Phone Call**

- The letter or call should be customized from each Explorer/family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Exploring and why you/your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new youth/families to go with you to the next activity.

## **Promote at Church & Other Personal Affiliations**

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Exploring.
- Ask other youth/families who are involved with you and your family to join you in Exploring.



## Social Media Posts

- Encourage your families to share their experience on their personal social media channels. This is a great way for other youth/families to discover their career potential!
- Ask youth/families to share on community pages they are also a part of like Nextdoor

## Drive-up Signup Night

Set up in a parking lot (possibly your school) and have youth/families drive up sign-up stations

**Station 1** Welcome & QR code to fill out online registration

**Station 2** What We Do: Provide families with an information packet (calendar/leader contact/post information sheet)

**Station 3** Youth Officer/adult leader Welcome and Q&A

**Station 4** Check-out (opportunity for post to collect any dues, sell t-shirt, and remind youth/ family of 1st upcoming event/activity)

# ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers or community service activities
- Unit Events
- Career Recruitment Days
- Ice Cream Socials
- Summer Experience: Launch Events
- FUN outdoor activity (fishing Derby, STEM Derby, Rocket Launching)
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants that are willing to throw in an advertisement)  
Local Flyer distribution (places families go to. Pizza/Ice Cream/Snow Cone Yogurt Shops etc.)
- Joining Night events at sporting areas (soccer/baseball/basketball/etc.)
- Post self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc.
- YouTube Ads
- Calendar of Community Events: parades, service events, etc.
- Spirit Day at Chick-fil-A or other businesses
- Utilize NextDoor app
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations- adult education

