

Fall Recruitment



As summer unfolds and we enjoy the warm weather and outdoor adventures, it's also the perfect time to start thinking about the upcoming fall recruitment season in Scouting. The fall recruitment period is a critical time for Scouting, as it presents an excellent opportunity to introduce new members to the transformative world of Scouting. To ensure a successful recruitment season, it's essential to start planning now and leverage the available resources. Let's delve into the importance of fall recruitment and highlight the necessity of contacting your District Professional for valuable assistance.

Why is Fall Recruitment Important?

Fall recruitment serves as a gateway for welcoming new youth and adult members into our Scouting family. It allows us to expand our reach and share the life-changing experiences Scouting offers. By recruiting in the fall, we provide potential Scouts with the opportunity to join the fun and adventure from the start of the Scouting year. It allows them to fully participate in the activities, build relationships, and progress alongside their peers.

Furthermore, fall recruitment contributes to the sustainability and growth of our units. As Scouts progress through the program and transition to older age groups, it becomes vital to continually recruit new members to maintain a healthy unit. New recruits bring fresh perspectives, diverse talents, and enthusiasm, revitalizing existing units and ensuring their longevity.

Start Planning Now!

Successful fall recruitment campaigns require thoughtful planning and preparation. By initiating the planning process early, you'll have ample time to identify potential recruitment events, engage volunteers, and secure necessary resources. Here are a few steps to get you started:

1. **Assess Your Unit's Needs:** Evaluate your unit's current membership and identify areas for growth. Determine the ideal number of new members needed to maintain a vibrant and well-rounded program.
2. **Set Recruitment Goals:** Establish realistic goals for your unit's fall recruitment campaign. Consider the number of youth and adult members you aim to recruit and define specific targets for different age groups.
3. **Identify Recruitment Events:** Research and identify local events where your unit can set up a booth or conduct presentations. Examples include back-to-school nights, community fairs, and local festivals. Collaborate with your District Professional to explore potential opportunities and secure event registrations.
4. **Develop a Marketing Plan:** Create a comprehensive marketing plan to promote your recruitment events and generate interest in Scouting. Leverage social media, community newsletters, local newspapers, and school announcements to reach potential recruits and their families.

5. **Engage Volunteers:** Recruit a dedicated team of volunteers to assist with recruitment efforts. Assign specific responsibilities such as event coordination, public speaking, and follow-up communications. Encourage existing members and parents to actively participate in the recruitment process.
6. **Training and Resources:** Ensure your volunteers are equipped with the necessary training and resources to effectively engage with prospective members. Your District Professional is an invaluable resource who can provide guidance, training materials, and recruitment tools tailored to your unit's needs.

Contact Your District Professional

When it comes to fall recruitment, your District Professional is an essential ally. They possess a wealth of knowledge and expertise in recruitment strategies and have access to valuable resources. By contacting your District Professional, you can benefit from their guidance, support, and the following resources:

1. **Recruitment Materials:** Your District Professional can provide you with brochures, flyers, banners, and other promotional materials that can be customized to suit your unit's needs.
2. **Training Opportunities:** They can arrange training sessions for your volunteers, equipping them with the necessary skills to effectively communicate the value of Scouting and engage with prospective members and their families.
3. **Best Practices and Strategies:** District Professionals have access to a network of Scouting leaders who have successfully executed fall recruitment campaigns. They can connect you with these experienced individuals who can share best practices, strategies, and lessons learned.

Remember, your District Professional is there to support you throughout the entire recruitment process. Don't hesitate to reach out to them early and often to maximize your unit's recruitment efforts.

As we embark on the journey of fall recruitment, let's embrace the opportunity to welcome new members into our Scouting family. Together, let's share the joys, adventures, and life lessons that Scouting offers, empowering young people to become the leaders of tomorrow.

Yours in Scouting

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