Generation X and Millennial Parents Say They...

- are likely to enroll their son in after-school activities or organizations.
- are willing to volunteer for some type of role in their son's after-school activities.
- did not realize that both men and women can be volunteers at all levels of Scouting.
- prefer dual messaging in recruitment, one targeted toward their child and one targeted toward them.
- and their child identify available activities and make the final decision about joining after-school activities and organizations.

African American Parents Say They...

- prefer in-person registration so they can meet the people who will be interacting with their child, including other parents.
- are extremely likely to get their son involved in after-school activities.
- trust ministers, sports figures, and other community leaders. Use these leaders in the community to promote the organization to parents.
- would use such words as leadership, character, teamwork, self-respect, values, community service, and discipline to describe Scouting.
- have no emotional connection to Scouting.

Asian Parents Say They...

- want school to be a priority. They suggest emphasizing the educational aspects and scholarship opportunities available through Scouting.
- would highlight successful CEOs who have Scouting backgrounds and how Scouting helps contribute to their success.
- have no emotional connection to Scouting.
- would use such words as preparing for future success, physical fitness, independence, and values to describe Scouting.
- trust community leaders, school administrators, teachers, and cultural community centers to deliver culturally relevant information about Scouting.

Hispanic/Latino Parents Say They...

- want to participate in activities with their entire family.
- have no emotional connection to Scouting.
- trust their employers, clergy, community leaders, and other parents in the community to provide them with information about organizations.
- would use such words as responsible, instills respect for others, and teaches teamwork and how to set and achieve goals to describe Scouting.
- perceive that Scouting is expensive.
- are interested in youth activities that preserve their cultural heritage and teach responsibility.

Generation X: Born 1965 to 1976
Millennials: Born 1977 to 1994

What We Did

In 2006, two studies show how Scouting can meet the needs of diverse communities.

The first study, *Reaching the Next Multicultural Generation*, conducted by New American Dimensions, includes the findings from focus groups with African American, Asian, and Hispanic/Latino parents and youth. Twenty-five focus groups were held in Los Angeles, Houston, Chicago, and New York.

> *As you use this guide, keep in mind that the information and ideas related to diverse communities are based upon focus group findings. Communities in your council area may be from different ethnic backgrounds; therefore, you may find some differences in the communities you serve.*

The second study, *Reaching Generation X and Millennial Parents*, was conducted by Harris Interactive. The study reflects the responses from an online survey of 1,321 parents of all ethnic groups who were between the ages of 20 and 39 and had at least one son between the ages of 3 and 14.

Successful Recruiting:

Tapping Into Diverse Markets

Notes:

BOY SCOUTS OF AMERICA®

02-1066 2007 Printing

What We Know

The research shows areas that regardless of ethnicity:

Parents want:

- A safe place for their child
- Their child to be successful
- Their family values reinforced
- A place where their child can gain self-esteem and confidence

Youth want:

- Fun activities
- To be with friends

Most youth are growing up in communities where diversity is the norm and their circle of friends reflects a variety of cultures. They want and expect diverse participants in their activities and the organizations they join.

(To read the full report, order No. 02-1058 from the National Distribution Center or download a copy at www.marketing.scouting.org/research.)

Generation X and Millennial Parents Prefer:

- In-person registration. However, higher-income parents (over $50,000) are open to online registration.
- Volunteering to help with special projects on an as-needed basis or as a team parent.
- Activities that teach youth how to set and achieve goals, promote teamwork, and build discipline.
- To learn about after-school activities through fliers, family, and friends.

Tips

- Identify grandparents who would like to be involved and ask them to hold volunteer positions.
- Get information about Scouting to parents before they choose activities for their child. Information should reach parents when the child is 5 or 6 years old.
- Consider extending fall and spring recruitment from a one-night event to a registration period of one week to one month.
- Encourage parents to talk to other parents about Scouting and why they are involved.
- When recruiting volunteers, highlight the volunteer opportunities available and the time commitment involved.
- Promote Scouting as a way to spend time with and help their son.

Tools

- ScoutParents.org has a variety of tools that councils can use to engage parents.
- Use the Cub Scout billboard graphic, No. 02-732, as a mailer to kindergartners/parents with information about joining in first grade.
- *The Values of Scouts*, No. 02-882, can illustrate to parents how Scouting reinforces values, goal setting, discipline, and teamwork.
- *More Than Ever, American Families Need Cub Scouting*, No. 13-077A, introduces parents to the program and highlights the benefits boys and their families receive from the program.
- *Cub Scouting: Time Well Spent*, No. 02-342, introduces parents to Scouting and the benefits their son will receive.
- *Scoutreach Strategies for Serving Single-Parent Families* brochure, No. 11-309.
- *It's Our Turn to Make a Difference*, No. 02-478, can be used to encourage grandparents to volunteer.
- Use print ads as fliers to show Scouting fun, Nos. 02-702 and 02-703.

Generation X and Millennials

African American Parents Look for Activities That:

- Build discipline.
- Improve academic skills.
- Provide youth with an opportunity to serve the community.

African American Youth Look for Activities Where They Can:

- Gain personal recognition.
- Compete with others as part of a team.
- Serve the community.

Tips

- Be visible in the community on a consistent basis. Have African American Scouts volunteer to help at community events (such as the Black Family Reunion, African American Health Fairs, and Black Expos) and have a booth to promote Scouting at these events.
- Encourage units to select culturally relevant patrol names, patches, and cheers.
- Partner with faith-based organizations in the community.
- When promoting Scouting to African American youth, show youth participating in a variety of team sports. Highlight competition and recognition earned through Scouting.
- Tell parents about the membership and activity costs so they can determine affordability.

Tools

- *Scouting Works in the African American Community*, No. 11-251, is a DVD that introduces parents and chartered organizations to Scouting.
- New-unit organization kit for African American Baptist conventions, No. 11-4251.
- Use *Cub Scouting: Time Well Spent*, No. 02-1074, and *Boy Scouting: Time Well Spent*, No. 02-341, to show parents what their child will gain from Scouting.
- *The Values of Americans*, No. 02-849, and *Values of Scouts*, No. 02-882, show how Scouting builds values and academic skills that lead to success.
- Use the print ads Scouting Believes in Us, No. 02-815, and Be Prepared to Lead, No. 02-675, as recruitment fliers.
- *Scoutreach Strategies for Serving Single-Parent Families* brochure, No. 11-309.
- Use *Scouting in the African-American Community—A Guide for Council Staff and Volunteers*, No. 11-056, during training.

African American Community

Asian Parents Look for Youth Activities That:

- Help their child succeed academically.
- Build leadership skills.
- Preserve their cultural heritage.

Asian Youth Look for Activities That:

- Allow them to meet new people.
- Allow them to try new and different things.
- Prepare them for academic success.

Tips

- School comes first in Asian households; therefore, showing how Scouting supports academic success is very important.
- Build a rapport with Asian cultural centers to promote Scouting.
- Have Scouts put on demonstrations at the centers to highlight what they have learned through Scouting merit badges.
- In promotions aimed at teens, show diverse youth participating in extreme outdoor activities and hanging out with friends. Highlight adventurous activities, learning from young mentors, and meeting new people through Scouting.
- Encourage units to select culturally relevant patrol names, patches, and cheers.
- When describing Scouting to youth, use words such as fun, competition, extreme, amazing, and travel.
- Parents of boys 11 to 13 years of age will encourage their sons to join because of the scholarship benefits of the Eagle Scout Award.
- Emphasize how Scouting encourgaes spiritual and religious development.

Tools

- *The Values of Americans*, No. 02-849, and *Values of Scouts*, No. 02-882, show how Scouting builds values and academic skills that lead to success.
- *Scoutreach Strategies for Single-Parent Families* brochure, No. 11-309, may help meet the needs of those dealing with this issue.
- Use *Cub Scouting: Time Well Spent*, No. 02-1075, and *Boy Scouting: Time Well Spent*, No. 02-341, to show parents what their child will gain from Scouting.
- *Asian-American Emphasis in Your Local Council Area—A Guide for Local Council Staff and Volunteers*, No. 11-082.

Asian Community

Hispanic/Latino Parents Are Interested in Youth Activities That:

- Include the entire family. Family participation is particularly important to those with Mexican and Central and South American roots.
- Preserve their cultural heritage.
- Teach responsibility.

Hispanic/Latino Youth Look for Organizations That:

- Offer a variety of activities from which they can choose.
- Allow them to do something new they would not otherwise be able to try.
- Provide extreme sports activities and travel opportunities.

Tips

- In promotional materials, emphasize family involvement, fun, and recreation provided through Scouting programs.
- Identify bilingual volunteers to help with roundtables and commissioner service. Have these volunteers available to provide translation and mentoring assistance to Spanish-speaking unit leaders throughout the year.
- In promotions to Hispanic/Latino youth, include images of young people enjoying a variety of activities and hanging out with friends.
- Encourage units to select culturally relevant patrol names, patches, and cheers.
- Highlight community leaders who were Scouts or are currently involved in Scouting.
- Place English and Spanish-language promotional pieces at high-traffic locations in the community, such as grocery stores.

Tools

- *Cub Scouting: Un Buen Programa Para Nuestras Familias*, No. 13-125, can show parents that Scouting is a family program
- www.Scoutingvalelapena.org provides information about Scouting programs in Spanish.
- Use *Cub Scouting: Time Well Spent*, No. 02-342, and *Boy Scouting: Time Well Spent*, No. 02-341, to show parents what their child will gain from Scouting.
- *The Values of Americans*, No. 02-849, and *Values of Scouts*, No. 02-882, show how Scouting builds values and academic skills that lead to success.
- *Que es Scouting*, No. 94-124, is a video to introduce parents or community groups to Scouting and explain the program.
- *Scoutreach Strategies for Serving Single-Parent Families* brochure, No. 11-309.

Hispanic/Latino Community