



A guide to creative, year-round recruiting for strong, growing troops.

Choose at least 10 of the activities to strengthen your unit’s recruiting plan.

Recruitment is year-round — dynamic, creative, FUN and Scout-led.



Top 10 Showcase & Visibility

- Create a Unit Information Sheet with a sample calendar
- Attend a Community Fair with Scouts teaching scout skills
- Invite-a-Friend Challenge
- Scout-Themed Holiday or Community Giveaways
- Classroom or Assembly Presentations connecting with current interest of students in attendance
- Create a Unit Promo or Highlight Video
- “Scouts at Work” or “Scouts Meet Here” Yard Sign / Service Project Display
- Social Media Slides or Short Reels
- Attend School Open House (with booth/display)
- Keep Your BeAScout.org Pin Updated



Unit Families (Word-of-Mouth & Connections)

- Information Cards for Families
- Flyers or QR Handouts
- Personalized Invitation Letter
- Phone Calls or Email Invitations
- Promote through Faith & Civic Groups
- Take Flyer to Pediatrician’s office during annual physical requesting the office share or post it.



Schools (Partnerships & STEM Opportunities)

- Participate in Adopt-A-School
- PTA/PTO Scout Presentation
- Join or Support School Events
- Gift Membership or Bring-a-Buddy Drive
- Digital or Video Announcements
- Morning Announcement or Student Broadcast
- Bulletin Boards or Table Displays
- Display Case or Hallway Exhibit
- Personalized Letters of Invitation
- School Marquee Messages
- Follow-Up Night or Info Session
- Lunchroom Table or 'Scout Table Talk'
- STEM & Afterschool Clubs Partnership



Community (Visibility & Service)

- Local Newspaper or Online Feature
- Community Event Display Board
- Honor Ceremonies (Patriot Day, Veterans Day)
- Unit Special Events in the Community
- Volunteer for Local Events
- Faith-Based Bulletin Inserts
- Sports Field or Recreation Center Displays
- Parades or Public Ceremonies
- Community Marquees
- Public Website and Social Media Page
- Library Displays
- Local News or Community Spotlight Features
- Faith Youth Group Presentations
- Scouting for Food Flyers with BeAScout.org Link

Together we can give every youth the chance to Join Scouting.