



JOIN SCOUT NIGHT KICKOFF



WELCOME

Sarah Biltz,

Director of Program & Marketing

2026 MISSION



Give every youth and their family a chance to attend a recruitment meeting and begin their Scouting story.

ROCKET INTO SCOUTING



Each new youth will receive a
FREE MODEL ROCKET to use at
an upcoming Family
Adventure Camp!





**Resources alone
will not help us
reach every
eligible youth.**

ROCKET INTO SCOUTING



59.3% of new Scouts joined
because of a **personal
recommendation** from
someone they know.

What does that mean?

ROCKET INTO SCOUTING



Keys to Success

- Partner together
- Multiple joining events – including the open house!
- Families sharing their Scouting story



ROCKET INTO SCOUTING



Beyond a yard sign, flyer, buddy card, sticker, etc. the thing that tips someone over from not joining to joining was that they knew someone in scouting that recommended they check it out.



CAMPAIGN OVERVIEW

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RECRUITMENT RECIPE



From 2021-2025, youth membership grew in Buckeye Council each month. To keep growing:

#1 = Be in front of kids.

- This is why it's so important to have a good relationship with schools

#2 = Everything else in concert.

- Then it's a combination of all other forms of promotion. Yard signs, stickers, flyers, etc.

Our plans and resources that you're getting today are the **BEST versions to date**

RECRUITMENT RECIPE



High-Growth Units Have These Habits

- They never miss an Open House
- Every Scout invites a friend
- They follow up within 24 hours
- Parents help recruit
- They have multiple joining opportunities
- They make joining easy

RECRUITMENT TIMELINE



- Join Scout Night Kickoff
- **School Open House – Opportunity #1**
- Community Promotions
- Digital Promotions
- First Day of School
- School Talk
- **Join Scout Night at School – Opportunity #2**
- **Parent Orientation – Opportunity #3**
- Additional Join Scout Night opportunities

SCHOOL OPEN HOUSE



Objective: Create an exciting visual and welcoming environment. Capture contact information of interested families.

Resources:



Who's Responsible: Unit coordinates with school and staffs the table.

SCHOOL OPEN HOUSE



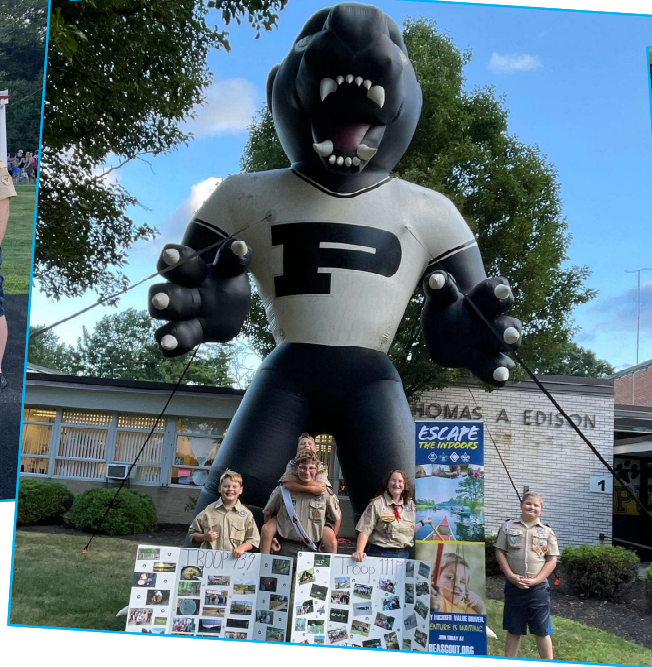
Do I really need to go to the open house?

- The Open House equivalent to the Popcorn Kickoff of the Join Scout Night campaign.
- Families have to go to the open house.
- This is a chance for scouting to be visible. Troops can come and help. Have older kids come to help and be a role model.
- Consider having the youth wear their uniform and adults wear plain clothes.
- Have a table top game.

SCHOOL OPEN HOUSE



SCHOOL OPEN HOUSE



COMMUNITY PROMOS



Objective: Conduct additional joining opportunities at public venues.

What Success Looks Like:

- Creates awareness – families stop & engage
- Sign in sheet with names collected
- Interested families leave knowing when and where to join
- Unit follows up a few days prior to Join Scout Night



The best recruiting tool for next year is a family that had an amazing first experience this year.

DIGITAL PROMOTIONS



Objective: Leverage digital technology to create additional touch points with prospective families.

What Success Looks Like:

- Families see posts multiple times
- Posts are shared by current families
- Parents click for more information
- New families attend Join Scout Night because they saw your unit online



Facebook
Ads



Online
Registration

The best recruiting tool for next year is a family that had an amazing first experience this year.

FIRST DAY OF SCHOOL



Objective: Communicate at the first available opportunity about upcoming joining events.

What Success Looks Like:

- Every family receives a flyer
- Parents know when & where to join
- Families have multiple opportunities to attend a Join Scout Night
- Interest begins before the first recruitment event



Give every youth and their family a chance to attend a recruitment meeting and begin their Scouting story

SCHOOL TALK



Objective: Communicate directly with kids to cast a vision of the adventure found only in Scouting and invite them to a specific Join Scout Night.

What Success Looks Like:

- Every youth can picture themselves in Scouting
- Kids are excited to share the invitation with their family
- Parents hear about Scouting from their child
- More families attend Join Scout Night



Every kid leaves excited with a flyer in their hand!

JOIN SCOUT NIGHT



Objective: Sign kids up for Scouting!

What Success Looks Like:

- Every family is personally welcomed
- Youth register before leaving
- Parents know who to contact and what comes next
- Families are excited for their first meeting.



A successful Join Scout Night doesn't end with a registration, it ends with a family excited to come back.

PARENT ORIENTATION



Objective: Educate parents on how the unit functions and how they can help. Should also serve as a joining opportunity.

What Success Looks Like:

- Parents leave informed and confident
- Families understand the year ahead
- Every family has a way to contribute
- New Scouts are set up for a successful first year.

The goal of Parent Orientation isn't just to explain how the unit works, it's to help every family feel like they're part of the team from day one.

2ND CHANCE SIGN UP



Objective: Sign kids up for Scouting! Ensure every youth has the chance to join.

What Success Looks Like:

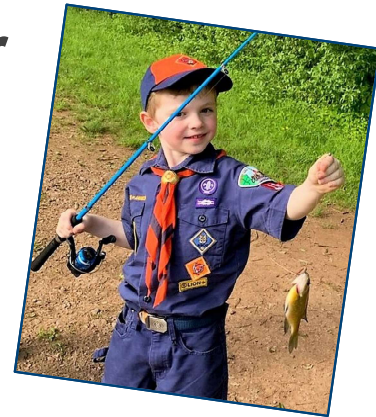
- Every family has an opportunity to join Scouting
- Youth register before leaving
- Parents leave informed and confident
- New Scouts are welcomed into the unit

Not every family can make the first Join Scout Night and that's okay. A second chance ensures every youth has the opportunity to begin their Scouting journey.

FAMILY ADVENTURE CAMP



Objective: Deliver the promise of Scouting adventure to all scouts and increase their likelihood to stay in the program.



What Success Looks Like:

- Families experience the adventure of Scouting firsthand
- New Scouts build friendships & confidence
- Parents connect with unit leaders and other families
- Families leave excited for the next adventure



The best recruiting tool for next year is a family that had an amazing first experience this year.

5 RECRUITMENT MISTAKES



- 1. Waiting until Join Scout Night**
- 2. No follow-up**
- 3. Only one joining event**
- 4. Thinking one event is enough**
- 5. Assuming families know what Scouting is**

THANK YOU!



THIS FALL...

- **Every flyer matters**
- **Every conversation matters**
- **Every invitation matters**

**Because somewhere there's a child
waiting for someone to invite them
into Scouting**

THANK YOU!



Questions & Answers