

On-Campus School Recruiting

Types of school Recruiting

- Scout Talks
 - Talk directly to kids (parents won't hear you)
 - What you tell/give them must be enough for parental action
- School Open House
 - Lots of Activity
 - Location you set up is important (central or where they will have to pass by)
 - Get there early!!!
- Meet the Teacher Night
 - Similar to Open House
 - Parents have less time to chat
- Classrooms Posted
 - Similar to Meet the Teachers
 - Might be best if you can't make it to other open house events
- School Assembly - Parents' Chat with the Principal
 - You talk to parents but not kids
 - Great chance to answer their questions
 - Need to sell them on why – character etc – Most schools have character theme
- School Assembly - Award Assembly
 - You may be able to talk to the kids
 - Get kids excited, parents see that
 - Kids go to class, some parents will stay to talk
 - Try to arrange with school where you can be to chat
- Family Friday
 - Similar to School Assembly

How to find out when

- Contact school
 - Contact information on School Website
 - School Calendar Online <https://www.sandiegounified.org/schools/>
- Parent information

Who to talk to

- Appointment with Principal
- Administrative Assistant -
 - Very important! They can make or break your connections!
- Parent Connection

What to Wear

- Civvies vs Field Uniform vs Unit T/NMC
 - Civvies – will not get attention, suggests lack of official status
 - Field Uniform
 - Eye-catching
 - If knots, may show “experienced leadership”
 - May make some parents avoid you! (Looks like Border Patrol)
 - May impress other parents (suggests an organized program)
 - May impress the kids
 - Unit T-Shirt
 - Friendly, casual
 - Shows Unit personality
 - New Member Coordinator Shirt/Hat (if NMC)
 - Has BSA logo
 - Not scary to new immigrants
 - Can open conversation on how the unit welcomes new scouts

What to Bring to Schools

Scout Talks

- <https://mikecooney.net/school-recruiting-talk/>
- Portable, small items scouts make
 - Big enough to see from back, small enough to carry in a bag
- Flyer with Important Info
 - Invitation to upcoming event w/ date, time, place
 - NMC/Unit Leader contact information
 - List of upcoming fun activities
- Bookmarks with critical info
- Stickers

School Assembly

- Same stuff as Scout Talks
- If Cubs, BIG sign "GIRLS AND BOYS"
- If G Troop sign "GIRLS WANTED!!!"
- If G and B Troops together, BIG sign "GIRLS AND BOYS"
- If B or G troop only, have contact handout for nearest (or "joint") troop of other gender
- "Interested?" Sign up Sheets AND pens
 - on a clipboard
 - Leave LOTS of room for email
 - spaces for email, phone, youth names & grades (Cubs)/ages
 - In BIG letters "PLEASE PRINT CLEARLY!!!"
- Indoors, can expand with more indoor items
- Table set-up
 - Unit banner or tablecloth
 - Tri-fold with pictures of past unit activities
 - Samples of scout crafts made in the past that the kids CAN touch
 - Cubs – PWD cars, Rockets, Boats, etc
 - Scouts – Small Dutch Oven, Small camping gear items
 - Scout uniform(s)
 - Handbooks
 - Patch vest or blanket
 - Free stickers, Boys Life samples, other give-aways
 - Poster
 - rank info
 - general program information
 - unit structure (girl/boy, dens/patrols, etc)
 - Location
 - Annual Calendar
- Cost sheet –
 - Registration
 - Unit Dues, fundraising opportunity if they impact dues
 - Uniform Costs
 - Handbook & other gear
 - Where to buy uniforms
 - be up front and complete
 - point out annual cost is same/less than a few months of most sports
 - uniform is good for many years (sports often change every year)
- Hand-out calendars with regular meeting dates and place + Contact

Back To School

- Make sure you have scouts there to help IN FULL UNIFORM
- Same items as Assemblies PLUS:
- Scout Me In yard signs – have sign holder that can sit on cement
- Bungie Cords, Hooks, Duct tape, tape, stapler, more pens