

FALL RECRUITMENT

VOLUNTEER TRAINING

Saturday, Aug. 2 @ 10 am | Fuquay Varina

Welcome!

Thanks for joining our recruiting efforts.





Why Fall Round-Up?

Fall is the perfect time to recruit new Cub Scouts and Scouts BSA members—school is back in session, families are settling into routines, and the new Scouting program year is just kicking off. It's the ideal moment to invite kids to jump into the adventure from day one!

GOAL

PROVIDE UNIVERSAL ACCESS FOR AMERICA'S MOST TRUSTED AND REWARDING YOUTH DEVELOPMENT PROGRAM TO 2,000 NEW FAMILIES IN OUR COUNCIL

FOCUS

MEET OUR PROSPECTIVE SCOUTS
WHERE THEY ARE AND TO
ATTRACT FAMILIES FROM EVERY
CULTURAL, SOCIO-ECONOMIC +
GEOGRAPHIC GROUP

**AND HELP THEM
PARTICIPATE IN SCOUTING**



Marketing for Fall 2025 Recruitment

Local awareness, engagement

National's marketing plans

- General Marketing + PR
 - National TV featuring Scouting America Ambassador + Detroit Lions Running Back David Montgomery
 - Disney+, Hulu, Youtube TV, ESPN+
 - Paid advertising
 - Social media
 - Google
 - Content on family-focused websites and apps (e.g. Scary Mommy)
- SMS messages for registration
- New promotional materials at Scouting America Outfitters (our Scout Shop)



Oconeechee Council > Membership Growth

Membership Growth

Welcoming new families into Scouting is one of the most impactful ways we can strengthen the Scouting movement here in the Triangle and throughout the Oconeechee Council. Our units work year-round to grow and thrive, but the biggest opportunity to invite youth into the adventure of Scouting happens during our annual **Fall Round-Up** campaign—our council’s largest and most important effort to recruit new Cub Scouts and Scouts BSA members.

Strong units are built by both reaching out to new families and helping them feel excited, included, and connected. That’s where the **New Member Coordinator** plays a vital role—ensuring that every new family receives a warm welcome and has a clear path into the fun, friendships, and growth that Scouting offers. Their leadership helps ensure that the energy of Fall Round-Up turns into lasting engagement all year long.

- [Cub Scout Recruiting Resources>>](#)
- [Recursos de reclutamiento para Cub Scouts en inglés>>](#)
- [Scouts BSA Recruiting Resources >>](#)
- [Recursos de reclutamiento de Scouts BSA >>](#)



5 Steps for Successful Recruiting

Get the steps to ensuring your fall recruitment is a successful one!



Order Free Recruitment Resources Now

We can provide printed flyers, stickers and wrist bands to help in your recruitment efforts.

Cub Scout Recruitment

- Resources**
- [Flyer order form](#)
 - [GAC New Den Roster](#)
 - [Cub Scout Info Webpage for Parents](#)
 - [5 Steps to a Successful Fall Recruitment](#)
 - [Cub Scout Directional Signs](#)
 - [The MAgic Circle – Volunteer Recruitment](#)
 - [Table Tents](#)
 - [Parent Orientation Night Meeting Powerpoint](#)
 - [Example Pack Flyer 1](#)
 - [Sign-Up Night Reporting Form](#)
 - [Example Pack Flyer 2](#)
 - [Pack Leadership Needs Form](#)
 - [Peer to Peer Cards – Cubs](#)

New Den Leader Guides

- [Lion and Tiger Den Leader Guide](#)
- [Wolf & Bear Den Leader Guide](#)
- [Webelos Den Leader Guide](#)

Scouts BSA Recruitment

- [Flyer order form](#)
- [Scouts BSA Info Webpage for Parents](#)
- [Scouts BSA Recruitment Playbook](#)
- [How to start a new troop](#)
- [New Unit Helper](#)
- [New Unit Application](#)

Council: Unit Recruiting Resources

- Equipping leaders with knowledge, resources for **unit-specific** recruitment
- Enabling peer-to-peer recruitment with Scout rewards
 - Idea: Fast-food promo cards available for leaders who want to incentivize Scouts (Randy Bernstein)
 - Marketing any other incentives that Membership creates

go.ocscouts.org/membership-growth

Marketing to Parents

- Guide to Cub Scouts
- **Coming soon:** Guide to Scouts BSA



Free When You Join Cub Scouts

Every new Cub Scout will receive a **FREE** 7-in-1 survival whistle—perfect for your next outdoor adventure!

Whether you're hiking, camping, or learning new skills, this whistle is a fun and useful tool every Scout will love.



This 7-in-1 whistle includes a thermometer, magnifier (5x), signaling mirror, LED flashlight, compass and storage tube.

Don't miss out. Adventure starts now!

OCCONEECHEE COUNCIL
Scouting America

Membership Marketing for Fall: Cub Scouts + Scouts BSA

- **Tactic 1: Ads**

- WRAL digital ads: news website and programmatic (non-WRAL sites)
- Targeted email to WRAL's massive database
- Social media ads targeted at community events

- **Tactic 2: School district flyers**

- Wake County
- Peachjar for other districts

- **Tactic 3: Cities/towns/communities push**

- Earn sponsored support (e.g., relationship with Town of Knightdale)
 - Community newsletter and social media emphasis
- Scout presence/table at community events

- **Tactic 4: Media and influencer attention**

- Journalists, bloggers/social media influencers
- PR stunt ideas: Coordinating with municipalities to promote photos/videos of famous statues with merit badge sash and caption “_____ would have made a great Scout.”

Membership Emphasis: Girls

- Content marketing
 - Paid and organic strategy for social media content
 - Testimonials of girls in Scouting, as well as parents
 - Example 1: Morgan Bradbury who found passion for welding through Scouting
 - Example 2: Shiloh Townsend, Eagle Scout who is going to university for data science and credits Scouting with equipping her for her career



Additional Areas of Emphasis

- **Exploring:**
 - New marketing plan for Exploring with addition of new executives
 - Content marketing: Career exploration in the Triangle, etc. type of content
- **Hispanic Families:**
 - Social media marketing
 - Webpages with information and resources in Spanish
 - New videos of Hispanic families talking about Scouting

Preparing Our Children for the *Adventure* of Their Life

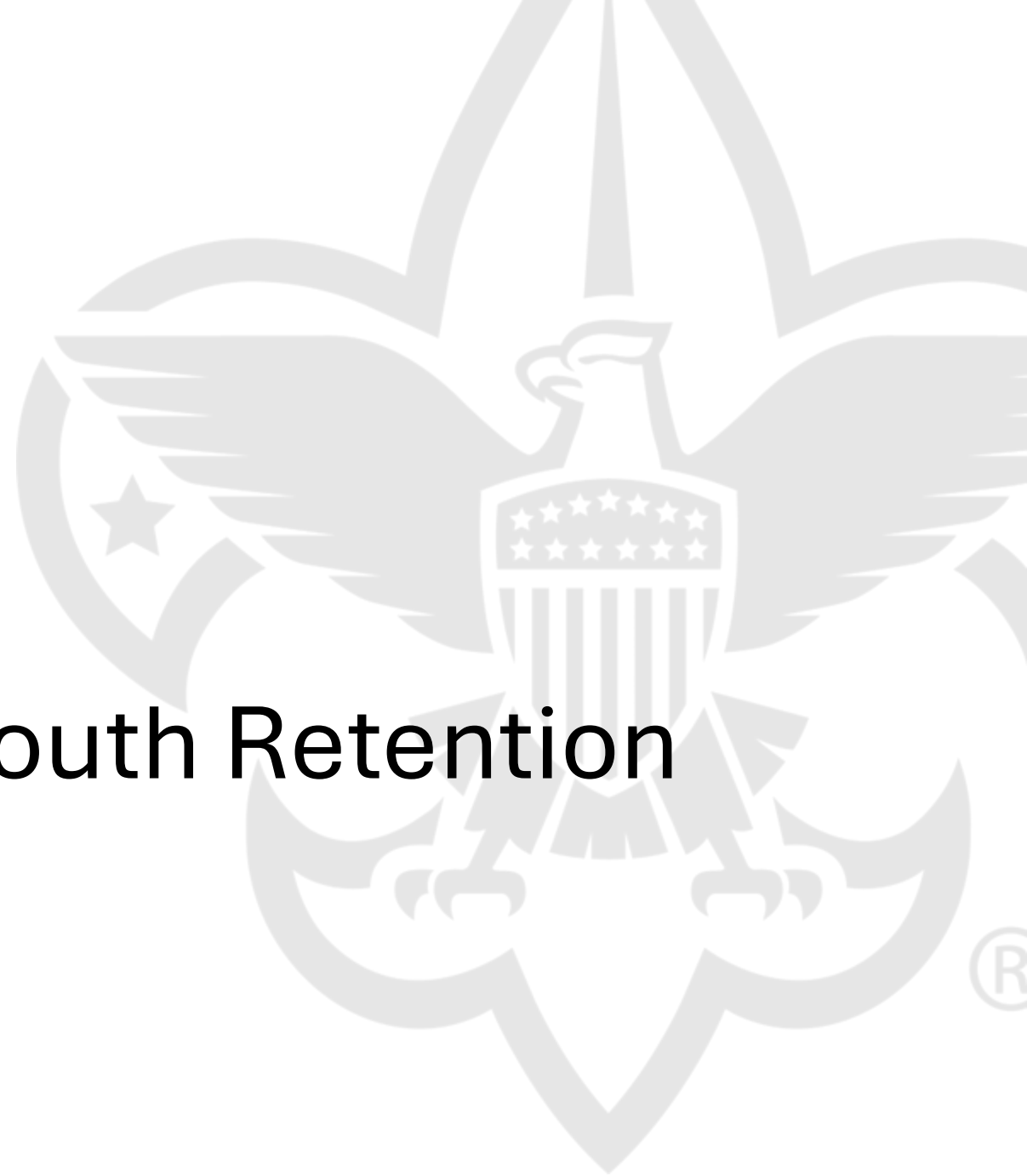
Discover a world of leadership, friendship, and outdoor fun with Scouting in the Raleigh, Durham, and Fayetteville areas of North Carolina.

[Become a Scout](#)

Nurturing our Scouting Families

- Parent onboarding
 - Paint the picture of what Scouting life looks like. Set the expectation and help them plan better and access resources for involvement
 - Tailor the experience for Cub Scout parents and Scouts BSA parents
 - Hype up Camp Durant, district hikes/program, etc.
 - **Tactic: Automated onboarding emails for new parents and launch in August 2025**
 - Goal: Help them become productive, informed and prepared parents

Marketing Plans for Youth Retention



AOL Recruitment (Early Winter/Spring 2026)

- Create exciting content around joining Scouts BSA
 - Tips on finding/picking your troop
 - Hype up Camp Durant, program activities, district events, etc.
 - **Tactic: Mailed postcards and email marketing**

Scouting America™

Outfitters

BEAR

CUB SCOUTS

3RD GRADE

BUYING YOUR UNIFORM IS EASY

1 PICK YOUR BOTTOMS	3 HEADGEAR	5 BELT
2 NECKERCHIEF - SLIDE	4 SOCKS	6 UNIFORM SHIRT

GRIN AND BEAR IT!

WEBELOS

CUB SCOUTS

4TH GRADE

BUYING YOUR UNIFORM IS EASY

1 PICK YOUR BOTTOMS	3 HEADGEAR	5 BELT
2 NECKERCHIEF - SLIDE	4 SOCKS	6 UNIFORM SHIRT

BEAR

WEBELOS

ScoutStuff



TIGER

CUB SCOUTS

1ST GRADE

BUYING YOUR UNIFORM IS EASY

1 PICK YOUR BOTTOMS	3 HEADGEAR	5 BELT
2 NECKTIE/SIDE	4 SOCKS	6 UNIFORM SHIRT



WOLF

CUB SCOUTS

2ND GRADE

BUYING YOUR UNIFORM IS EASY

1 PICK YOUR BOTTOMS	3 HEADGEAR	5 BELT
2 NECKTIE/SIDE	4 SOCKS	6 UNIFORM SHIRT





Break Outs Cub Scouts/Scouts BSA



Types of Recruitment

Community events, online marketing and more





Why recruit Cub Scouts?

- Everything we do, everything the program exists for is driven by new children and their families joining Cub Scouts
- Nearly 90% of all Scouts come from the Cub Scouting program





This year's plan: What's New

Fall Incentive for Cub Scouts

All new Cub Scouts who register this fall will receive a 7 in 1 Survival Whistle 7 functions include:

- whistle
- thermometer
- magnifier (5x)
- signaling mirror
- LED flashlight
- compass
- storage tube



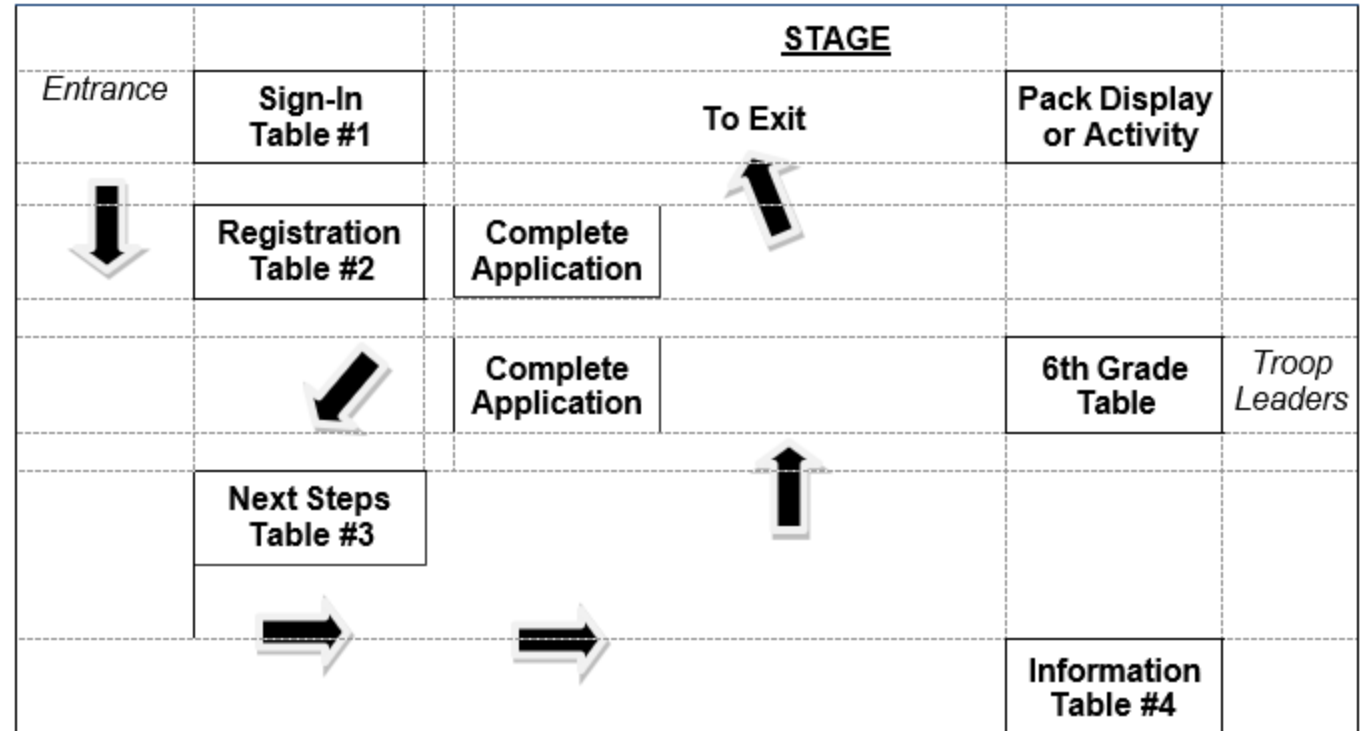
Great for camping, hiking, fishing, and other outdoor activities.

Recruiting Materials

- New Cub Scout Parent Orientation Guides (printed and online)
- New Coloring Page for youth at Sign Up Night
- New Bobcat Booklet
- 2025 Pack Recruitment Plan Worksheet
- Updated Flyers 4 new types
- Yard Signs (New Purple Color for Family Packs!)
- Wristbands (Seven New updated designs!!)
- Pencils
- Pens

Night of Round-Up

- 4 Table Method to Sign Up
- Table 1-Welcome-New Member Coordinator
- Table 2-Registration - Cubmaster
- Table 3=Next Steps Committee Chair
- Table 4 Information=Den Leader





Questions? Need resources?
go.ocscouts.org/membership-growth