**Recruitment Open House**

Event Overview: This event welcomes new and interested youth into our Unit and is very important for sustaining and growing the unit. Ahead of the event, advertising invites interested boys and girls and their families to the event. During the event, the youth are able to participate in a scout related activity while the parents learn about the Pack or Troop. After a presentation and Q&A session, parents are invited to join the unit and become leaders.

Note: this document provides ideas and suggestions for how to hold a recruitment event in ***an ideal world***. Do not let this planning checklist “scare you off”. Use the ideas *which work for you this time* and save the rest for a future time.

Resources

* Pack or Troop overview slide show from prior years
* Local newspapers
* Front Page Forum
* Certificate of insurance (if needed for meeting location) - contact you District Executive
* Recruitment flyer printing

Target Schools

* Public School
* Private school - parochial, Montessori, etc.

Flyer locations:

* Shaws
* Stores (hardware, restaurant, etc.)
* Schools
* Churches

3 months Prior to event

* Identify recruitment theme
* Set potential recruitment date(s)
* Contact potential venues for availability
* Review recruitment materials for packets

2 months prior to event

* Finalize date and location of recruiting night
* Request certificate of insurance from Council (if required by venue)
* Finalize recruitment packet material
* Finalize advertising flyers
* Contact feeder schools to confirm policies for flyers to go home:
  + Send as pdf or paper
  + If paper, number of students. If needed to collate, # for classes
  + Date to have flyers at school for distribution prior to event
  + Potential for Scout visit from District Exec. or interested unit leader.
* Identify leader for Cub Activity - Stop Rockets or Kites or ??? - Opportunity for Troop to assist
* Identify locations for flyer

1 month prior to event

* Send recruitment materials to all elementary schools in our recruitment area for distribution
* Print recruitment packet materials
* Review Cub Activity plan
* Sign up for flyer distribution to stores
* Review site location for needed signs, open house layout, etc.

2 weeks prior

* Place flyers in stores & other locations
* Post to Front Porch Forum
* Review plans with leaders & confirm supplies and materials are ready

1 week prior

* Replace flyers in stores & other locations
* Send reminder text to schools for inclusion in electronic newsletter (if appropriate)
* Reminder post to Front Porch Forum
* Review, update and practice slide presentation

Day before

* Leader check in with team
* Reminder email or calls
* Review slides & practice presentation

Day of event

* Arrive early, set-up and have fun!
* Set up:
  + Signs outside and directing folks to meeting location
  + Welcoming table with information
  + Snacks?
* Have leaders and parents from unit available to meet, greet and talk with prospective families.
* Set out sign up form to collect contact information from all attending - important if they don’t sign up at event
* Present slide show and answer questions
* Handout and review membership packet/handouts after presentation.
* Invite them to join. Have them complete:
  + Youth and adult membership applications (better if online with a link to your unit)
  + Recruit adult volunteers form

Day after event

* If not done already, turn in membership forms and collected dues
* Send all attendees a note or phone call to thank them for attending and their interest in the Pack or Troop. Invite them to the next event.
* Write down what went well, what didn’t and what you’d do differently for next time. Include in notes all contacts and any other comments that will be helpful for next time.