

# RECRUITMENT MENU



**STARTERS** - Make people aware of your unit, but don't get so full of Starters that you cannot focus on the main course!

**BeAScout Pin** ★

The BEAScout unit pin allows prospective members to find you online and apply to join your unit.

**Press Releases** ★

Promote your unit in local publications. Local news will often run stories provide by community groups. Be sure to provide a good photo, contact info/website, and promote upcoming joining opportunities.

**Social Media** ★

In addition to being a great communication tool with parents, having a strong presence on Facebook and other social media can be an incredible tool to promote your Pack within your community. Shares and Likes boost visibility.

**School and Community Publications**

Obtain a spot in the school calendar, website, lunch menu, or school event program. Does your charter org. or local community have a newsletter that you can highlight your scouting adventures in?

**Poster & Flyer Campaign**

Coordinate with local businesses to display a poster promoting your Pack/Troop. Think about places where parents of Scout-aged youth are likely to go, both online and physical places.

**Uniform Day** ★

Nothing creates more awareness of your Pack than coordinating your Cubs to all wear their uniform on the same day.

**ENTREES** - This is the main course. the cornerstone of a recruitment campaign is to have the buy-in from the parents in your unit and the community. The more people sitting around the table, the more fun and successful your recruitment will be. Your entree is served with your choice of at least 2 sides to make sure you've got a crowd ready to join your unit.

**Primary Joining Event** ★

A single event to satisfy even the hungriest Pack! This should be held at a popular spot in your community. Getting attendance at this sign-up night will be the focus of all of your marketing efforts. We are asking all Packs to select a date in the month of September. Tuesday, Wednesday and Thursday nights generally will yield the best turnout. Parents that attend a joining night are there to sign up. Provide them with all the information they need and most importantly **COLLECT APPLICATION AND REGISTRATION FEES** OR BRING A LAPTOP AND **SIGN THEM UP ONLINE**.

**Second Chance Joining Event**

Sometimes plan can fall prey to thing outside of your control. "Be Prepared" and have follow-up sign-up date on the schedule ahead of time.

**Bring a Friend Event** ★

Have you ever bought a tool that you loved and recommended it to all your friends? Customers are the best seller; they know how good it is because they have tried it and they know it works. This strategy will help you recruit new Scouts with the help of parents in your unit and will bring you to double or more the size of your unit if it's done by following the right steps. Step #1 is to actively involve all the parents in our unit and give them tools to take action.

**SIDES** - These are the tools to get potential new youth excited for Scouting, as well as to give their family some information on what we are all about! These tools will also help you engage your current families in your Pack to join your recruitment efforts.

**Scout Talks**

**At Schools:** Whenever possible, talking directly to a group of students about joining Cub Scouts in conjunction with a great flyer is the best means of inviting new youth to join. There are many ways this can be done, so think outside of the box if necessary.

**Other Places:** Whether at a place of worship or to a sports team nearing the end of their season, there are more places we can find a captive audience of Scout-aged youth. You can get creative here. You can arrange with your District Executive.

**Social Media & Geofencing** ★

Create some buzz for your join night. Families have a higher interested in joining Scouting when they see information that is current, relevant, and easy to understand. Geofencing allows you to set a geographic virtual boundary around a specific location or locations. Once the virtual barrier is established through a platform like Facebook, for instance, you can set up triggers that will send our chosen audience an ad when their mobile device enters the specified area.

**Email/Message Templates**

Help parents recruit by providing them with templates that they can easily forward to their friends.

**Bring a Friend Cards**

This strategy allows your Scouts to take an active part in recruitment. Get some cards with information about your unit from your Scouts to pass out to all their friends.

**Scouts and Parent Orientation Videos** ★

In these videos Scouts and Scout leaders explain to new kids and parents what Scouting is really is and how it works. They are available for you to send to the current parents in your unit to share with their friends/new potential scout family!

**Attend School Open House**

Set up a recruitment area at your schools open house.

**DESSERTS** - Everybody's favorite part of the meal! And the best part is, dessert can be enjoyed at any time of the year. These activities can help your pack focus on year-round recruitment.

**Public Markets, Carnivals, & Large Community Events**

Have a presence at these events in town. Whether you have a booth or are there as a group. Make sure to wear uniforms and promote your unit. Our Council has some resources to help provide engaging activities at large community events, talk with your District Professional for more information.

**Candy Treats**

Make a boatload of labels with Pack Information and distribute to your families and ask them to put them on the Halloween candies they are going to distribute neighborhood kids or during various parades that occur throughout the year.

**Visible Community Presence**

This is a huge part of who we are and what we teach in Scouting. While the service itself is its own reward, let's not hide all the good work we do in our community. Take part in parades, get involved at your local library, and spread your Pack information. Have Scouts wear uniforms when possible and take good photos. Our local papers gladly run stories of Scouts helping others!

**Flyer the Local Sports Fields**

Promote scouting at your local sporting events by handing out flyers.

# Popcorn Fundraiser



Not just delicious.  
It's popcorn with a purpose.

Fund your own way  
through scouting  
through our annual  
popcorn fundraiser.



# Volunteer Interest Form

Are you interested in helping out  
in Great Falls Council? Let us  
know and we'll connect you with  
the right fit and the right people.  
Just fill out this short form!

<https://forms.gle/QcAKJjHMKx41eP199>



# ARE YOU PREPARED FOR THE UNKNOWN?

Surviving the Future - Camporall  
October 11-13, 2025  
Genesee Country Village & Museum



<https://gfcscouting.org/camporall-camporee/>

# FRIENDS OF SCOUTING



Give a gift to our annual  
Friends of Scouting  
Campaign Today!



<https://gfcscouting.org/support-us/friends-of-scouting/>

# Summer Camp



Get ready for Summer Camp!  
Whether your Scout has never camped before or is a  
seasoned camp veteran, there is a Summer Camp  
option that will guarantee fun and adventure.

<https://gfcscouting.org/camping/>



Spots for Birchbark 2026 treks  
are filling quick, Don't miss  
out!

20 NATIONAL JAMBOREE 26  
SUMMIT BECHTEL RESERVE  
JULY 22-31

