

# Blackhawk Area Council's Recruitment Playbook

A UNIT'S GUIDE TO GROWTH

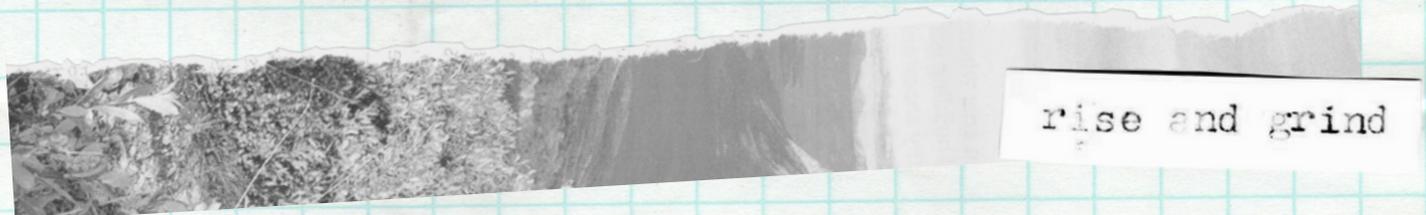


perfect



## *Blackhawk Area Council Will...*

- PRINT FLYERS
- DELIVER FLYERS
- PROVIDE YARD SIGNS
- PROMO MATERIALS
- RECRUITER PATCHES
- ASSIST WITH COMMUNITY  
OUTREACH
- ORGANIZE SAMPLE SCOUTING  
DAYS
- UNIT INCENTIVE
- RECRUITMENT TOOL-KIT PACKET
- CONDUCT / ASSIST WITH YOUTH  
TALKS
- PRESS RELEASES
- PROVIDE SERVICE CENTERS
- PROVIDE SCOUT SHOPS
- ONLINE EQUIPMENT LOCKER-  
ROOM
- MEDIA PROMOTION



rise and grind

# Units ...

## FIRST 7 ITEMS BELOW ARE REQUIRED FOR UNIT INCENTIVES

1. SUPPLY A UNIT INFORMATION SHEET
2. HAVE UP TO DATE BEASCOUT.ORG PIN INFORMATION
3. MEET WITH CHARTERED ORGANIZATION REPRESENTATIVE.
4. PROMOTE "JUST ASK 1" TO ALL CURRENT SCOUTS & PARENTS
5. PLACE YARD SIGNS AROUND THE COMMUNITY
6. HAVE AN IN-PERSON SIGN-UP
7. COORDINATE AN IN-PERSON YOUTH TALK

## THEN UNITS CAN SELECT 2 ADDITIONAL RECRUITMENT PLAYS:

- WEAR SCOUT UNIFORMS TO SCHOOL
- BE VISIBLE AT LOCAL EVENTS
- SOCIAL MEDIA
  - FACEBOOK GEOFENCING
  - BOOST UNIT POSTS
- FACEBOOK PROMOTIONS
  - SCHOOL PAGES
  - LOCAL PAGES



# Unit's Winning play

## 100 SWEEP RIGHT, GREAT SIGN-UP NIGHT!



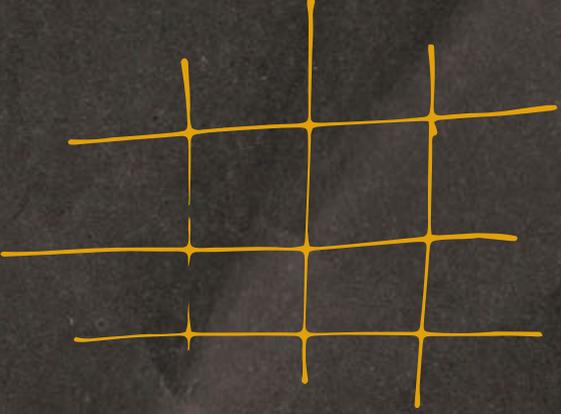
**UNITS CAN QUALIFY FOR INCENTIVES! COMPLETE 9 RECRUITMENT PLAYS (7 REQUIRED + 2 OPTIONAL)**

**- 75%\* UNIT GROWTH OF NEW SCOUTS = UNITS EARN AN ICE CREAM PARTY FOR THE UNIT**

**OR**

**- 100%\* UNIT GROWTH OF NEW SCOUTS = UNITS EARN A PIZZA PARTY FOR THE UNIT**

**\* BASED ON NUMBER OF YOUTH THAT RECHARTERED**

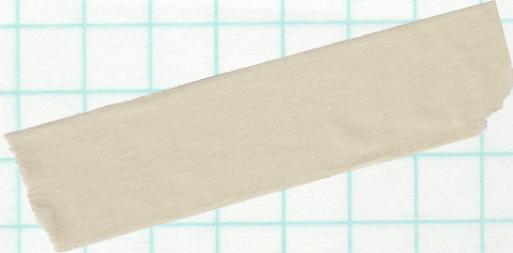


# To score a touchdown!



**BLACKHAWK AREA COUNCIL WILL RECOGNIZE UNITS WHO COMPLETE ALL RECRUITMENT PLAYS (FIRST 7 + 2 ADDITIONAL) IN THE PLAYBOOK AND GROW THEIR UNIT BY 75% FOR A UNIT ICE CREAM PARTY OR 100% FOR A UNIT PIZZA PARTY (FOR EXAMPLE: IF A UNIT RECHARTERED WITH 15 SCOUTS THEN THE UNIT NEEDS TO RECRUIT 15 SCOUTS TO GROW 100%)**





# 1. Unit Information sheet

**BY 8/13 SUBMIT TO YOUR DISTRICT PROFESSIONAL YOUR UNIT**

**INFORMATION SHEET TO INCLUDE:**

- **LEADERSHIP & CONTACT INFORMATION**
- **MEETING TIME / PLACE FREQUENCY**
- **UNIT PROGRAM CALENDAR**
- **JOINING INFORMATION & FEES**

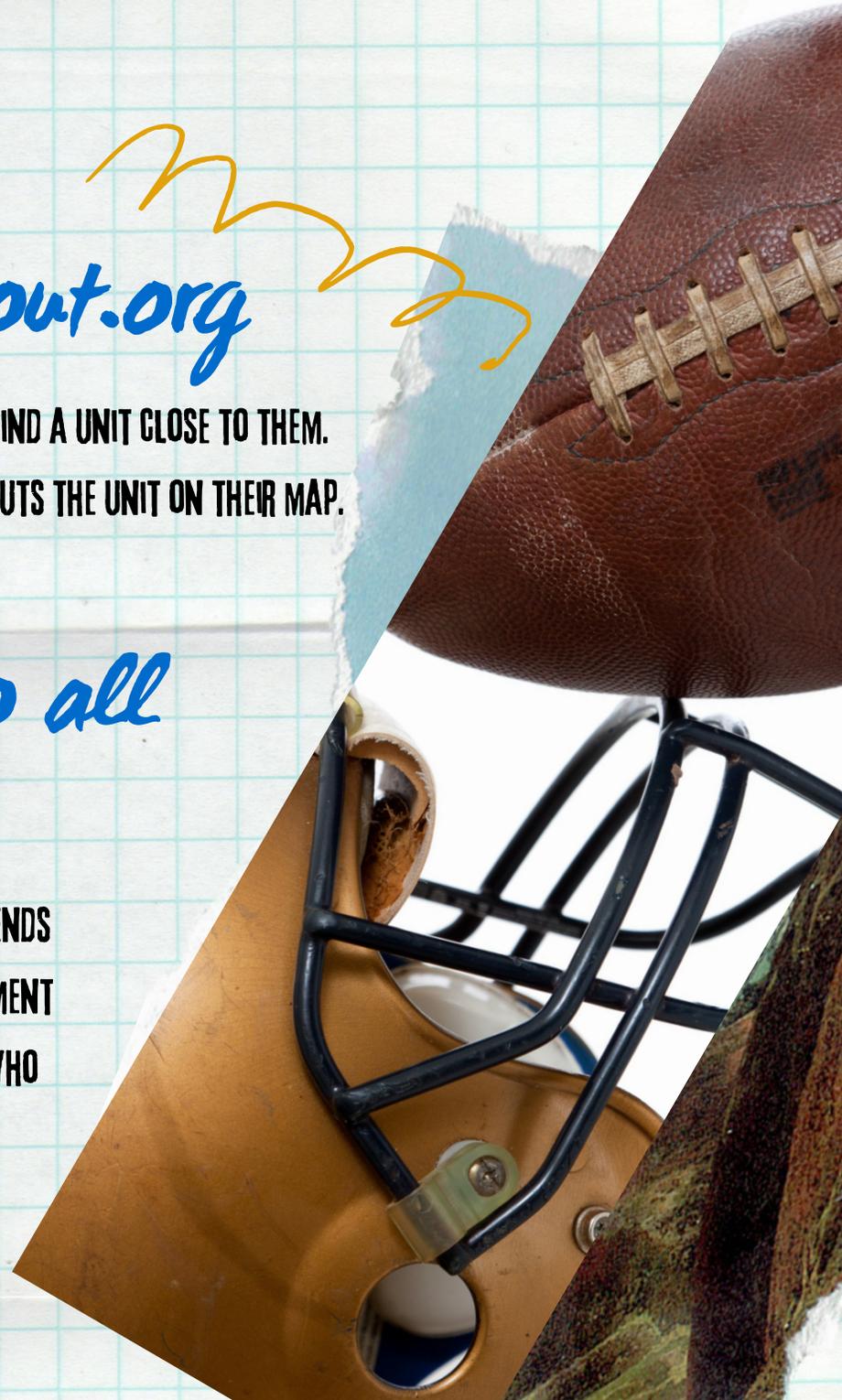


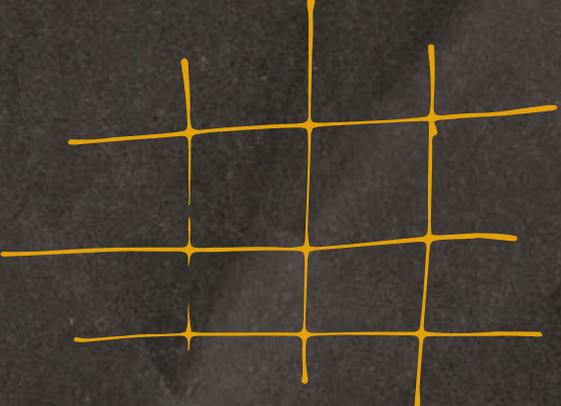
**2. Have up to date BeAScout.org  
pin information**

BEASCOUT ALLOWS PARENTS TO FIND A UNIT CLOSE TO THEM.  
HAVING ACCURATE INFORMATION PUTS THE UNIT ON THEIR MAP.

**3. Promote "Just ask 1" to all  
current Scouts & parents**

"JUST ASK 1" CARDS ARE AN EASY AND FUN WAY FOR SCOUTS TO INVITE THEIR FRIENDS TO JOIN SCOUTING. "JUST ASK 1" INVITES WILL BE AVAILABLE IN THE WEBSITE EQUIPMENT LOCKER-ROOM. UNIT LEADERS SHOULD SUBMIT A RECRUITER FORM FOR EACH SCOUT WHO RECRUITS A NEW SCOUT TO RECEIVE A RECRUITER PATCH.



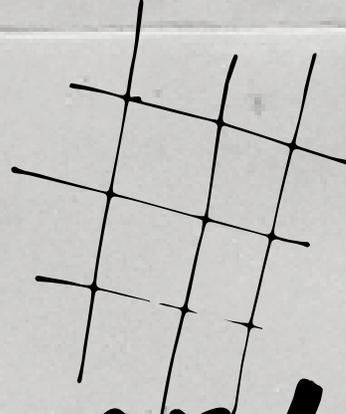


# #4 Meet With Chartered Organization Representative

**IN MANY CASES THE CHARTERED ORGANIZATION HAS THE ABILITY TO PROMOTE TO THEIR YOUTH MEMBERS. HAVING THIS MEETING IS A GREAT START FOR YOUR RECRUITMENT.**

**· DURING THE MEETING:**

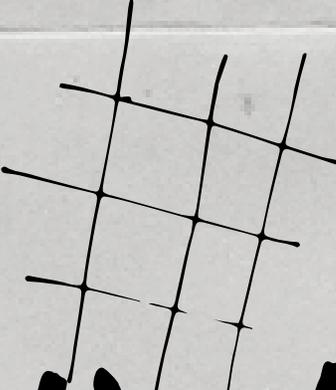
- ASK TO CONDUCT A YOUTH TALK WITH THE MEMBERSHIP
  - REQUEST FLYERS BE PRESENT AROUND THE ESTABLISHMENT
  - ESTABLISH A DATE FOR A RECRUITMENT AT THEIR FACILITY
  - ASK TO PLACE SCOUTING PROMOTIONS IN THEIR NEWSLETTERS / WEBSITE
- 



# #5 Place yard signs around the community

**BLACKHAWK AREA COUNCIL WILL PROVIDE YARD SIGNS FOR UNITS TO TELL THEIR COMMUNITY ABOUT UPCOMING SIGN-UP NIGHTS/EVENTS.**





**#6 Coordinate an in-person youth talk**

WORK WITH THE DISTRICT PROFESSIONAL TO SCHEDULE A YOUTH TALK TO PROMOTE YOUR SIGN-UP NIGHT / EVENT. THESE CAN BE HELD AT A SCHOOL OR OTHER LOCATION.



#7 Have an in-person sign-up night / event

**CHOOSE 1 OR MORE LOCATIONS**

**A. @ SCHOOL (PREFERRED) OR OTHER LOCATION**

**B. PROMOTE YOUR RECRUITMENT AT A BACK TO SCHOOL NIGHT / MEET THE TEACHER**

**C. PUBLIC LIBRARY NIGHT**

**D. CHARTERED ORGANIZATION RECRUITMENT**

**E. CHURCH**

**F. PARKS**

Choose 2 more  
recruitment plays!

**EXTRA POINT!**

Wear Scout Uniforms  
to school

SCOUTS IN THE UNIT PICK A DAY TO WEAR THEIR UNIFORMS TO SCHOOL  
TO PROMOTE THE UNIT'S SIGN-UP NIGHT / EVENT.

# Be Visible at local events

UNITS CAN SET UP BOOTHS, OR PROGRAM AREAS, AT LOCAL EVENTS DISPLAYING SCOUTING AND PROVIDING AN OPPORTUNITY FOR ALL TO JOIN IN.

LOCATIONS CAN INCLUDE:

- FAIRS
- SPORTING EVENTS
- PARADES
- FARMER'S MARKET
- AND OTHER EVENTS IN THE COMMUNITY

# *Social Media*

**FACEBOOK GEOFENCING — THE UNIT CAN TARGET FAMILIES IN THEIR COMMUNITY FOR A NOMINAL FEE.**

**BOOST UNIT POSTS — UNITS CAN ENHANCE THEIR POSTS ON SOCIAL MEDIA TO CAPTURE A WIDER AUDIENCE**

# Social Media Cont...

**SCHOOL PAGES — UNITS CAN POST EVENTS ON THE LOCAL SCHOOL'S PAGES TO ENSURE EVERYONE KNOWS THEY ARE WELCOME TO JOIN SCOUTING**

**LOCAL PAGES — MANY TOWNS, OR NEIGHBORHOODS, HAVE LOCAL PAGES THAT UNITS CAN SHARE DETAILS OF THEIR EVENTS**

## BLACKHAWK AREA COUNCIL COACH'S CORNER

- **Print flyers** – Once a sign-up night has been scheduled units may request flyers through their District Professional (quantities determined by school population). Blackhawk Area Council will print two rounds of flyers with sign-up night / event details to be distributed 10/14 days prior to the event and again the week of the event.
- **Deliver flyers** – The District Professional will deliver the two rounds of flyers to the school (10-14 days prior and the week of the sign-up night).
- **Provide yard signs** – Blackhawk Area Council will provide yard signs to units for display in the community.
- **Provide promotional materials** – Upon request Blackhawk Area Council can provide additional promotional materials to help your unit grow. Items may include:
  - o Digital-media (videos)
  - o "Just Ask 1" invites
- **Patch incentive** – A recruiter patch will be provided to every youth who recruits a new scout.

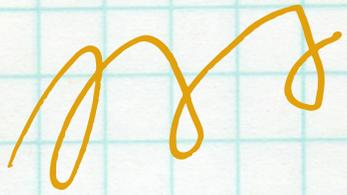
## BLACKHAWK AREA COUNCIL COACH'S CORNER

- **Assist with community outreach** – Where necessary, your District Professional may contact school officials, chartered organizations, and others in the community to help setup sign-up nights / events.
- **Organize “fun” or Sample Scouting Days** – Blackhawk Area Council will schedule day activities around the council providing a sampling of scouting where units can invite potential members to join in on the fun. Dates, locations, and promotional materials will be provided by the council.
- **Recruitment tool-kit** – Blackhawk Area Council will provide kits comprised of: applications, sign-in sheets, and much more!
- **Social Media promotion** – Blackhawk Area Council will support unit’s recruitment efforts with social media posts demonstrating the fun and value of Scouting!
- **School Talk Conduct / Support** – The District Professional will help schedule and conduct a school talk to grow excitement for the unit’s sign-up night / event. In the event that there is no school access a video can be provided for the school to share with their students. Please provide at least 3 weeks notice to the District Professional before the sign-up night / event for the unit's video request.

## BLACKHAWK AREA COUNCIL COACH'S CORNER CONT...

- Press releases** – Blackhawk Area Council will support unit's recruitment efforts with press releases of upcoming Scouting and joining opportunities. Contact your District Professional for a press release.
- Unit incentives\*** – Blackhawk Area Council will provide
  - A Unit ice cream party for 75% unit growth (for example: If a unit rechartered with 15 scouts then the unit needs to recruit 12 scouts to grow 75%)
  - A Unit pizza party for 100% unit growth (for example: If a unit rechartered with 15 scouts then the unit needs to recruit 15 scouts to grow 100%)
- Council Service Center** – Blackhawk Area Council will provide 2 council service centers (Rockford & Crystal Lake) ready to assist units with professional and support staff.
- Scout Shops** – Blackhawk Area Council will provide 2 Nationally ran Scout Shops (Rockford & Crystal Lake) ready to help new members gear up for Scouting.
- Website Equipment Locker-Room** – Blackhawk Area Council provide a web based toolkit with resources to help units grow. (flyer request / unit info sheet/ ask invites/ recruiter form /etc.....)

\*Units are eligible for incentives provided they have completed all seven plays + 2 additional of their choosing.



VICTORY = when every youth has the opportunity to join Scouting!

100 SWEEP RIGHT, GREAT SIGN UP NIGHT!

ALL BLACKHAWK AREA COUNCIL UNITS  
CLAIMING VICTORY AS A TEAM

