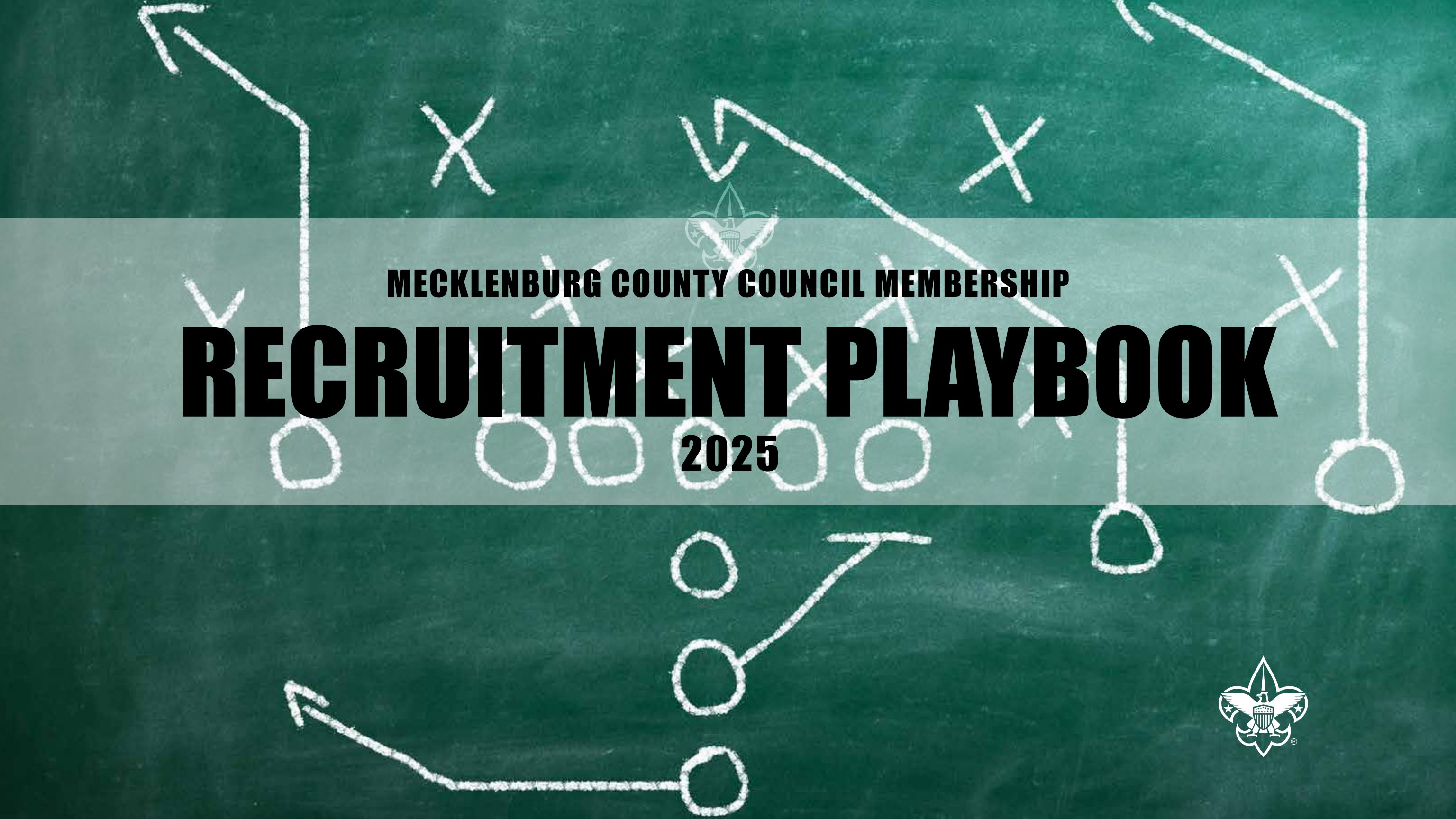




MECKLENBURG COUNTY COUNCIL MEMBERSHIP

RECRUITMENT PLAYBOOK

2025



ELEMENTS OF OUR PLAN

1. Strategic Focus
2. Future State
3. The Setup
4. Key Events Timetable
5. Top Plays for 2025
6. Who is an Influencer?
7. Setup BeaScout.org
8. What is BeKidVenturous?
9. What is Bring a Friend?
10. Share
11. Picking Your Targets
12. Pop Up Events
13. Recruiting at School Open Houses
14. Unit Open House Best Practice
15. How To Use Signage
16. Deliver on the Promise



1st Strategic Focus

**ATTRACT FAMILIES FROM EVERY CULTURAL,
SOCIO-ECONOMIC, AND GEOGRAPHIC GROUP
AND HELP THEM PARTICIPATE IN THE SCOUTING
MOVEMENT AS SCOUTS AND VOLUNTEER LEADERS
IN MECKLENBURG COUNTY.**

Key Responsibilities:

- Create and deliver best practices training to units for recruiting in all programs.
- Assist in recruiting new charter organizations for all programs.
- Develop best practices for council-level recruiting, promotions, and activity.
- Create and deliver best practices regarding the identification and registration of adult volunteers.
- Create nontraditional sponsorship partnerships for recruiting new Scouts.
- Recruit new sponsor organizations and scouts in support of our Exploring program.
- Improve access to Scouting among low income and non-English-speaking families.



2 FUTURE STATE

**MECKLENBURG COUNTY COUNCIL
WILL PROVIDE UNIVERSAL ACCESS TO THE MOST
TRUSTED AND REWARDING YOUTH AND FAMILY
DEVELOPMENT PROGRAM IN THE COUNTY.**

KEY MARKETING DATES



January	Send Survey Monkey to leaders asking spring recruitment questions
March	Recharter Units in a timely manner and focus on retention
March	Spring Recruitment at schools willing to participate
March and April	Encourage all Units to do a Spring ‘Pop-Up’ recruiting event and recruit at schools where units are interested
May	Follow up with all families that did not recharter
May	Scout Executive meets with Superintendent and reviews recruiting efforts
June	Send Survey Monkey to leaders asking fall recruitment questions
June–August	Encourage all Units to meet at least once a month and earn the Summertime award
July 10 & July 17	Fall Recruitment training for all Units
July and August	District Executive meets with principal and sets up a School Night for Scouting
August 14	Hand out all marketing recruiting materials to Units
August 21-22	Attend back to school open house to promote Scouting
August 23-31	Unit charter organization open house
Sept. 3- Oct. 2	School Night Recruitment and public and private schools
October 17	Deadline to turn in new youth and adult applications
December	Prepare for 2026 spring recruitment

COUNCIL MARKETING RESOURCES



Large Banners

Posters

School Fliers

Yard Signs

Billboards

Scout Parent Orientation Guide

New Scout Giveaway

Social Media Campaign

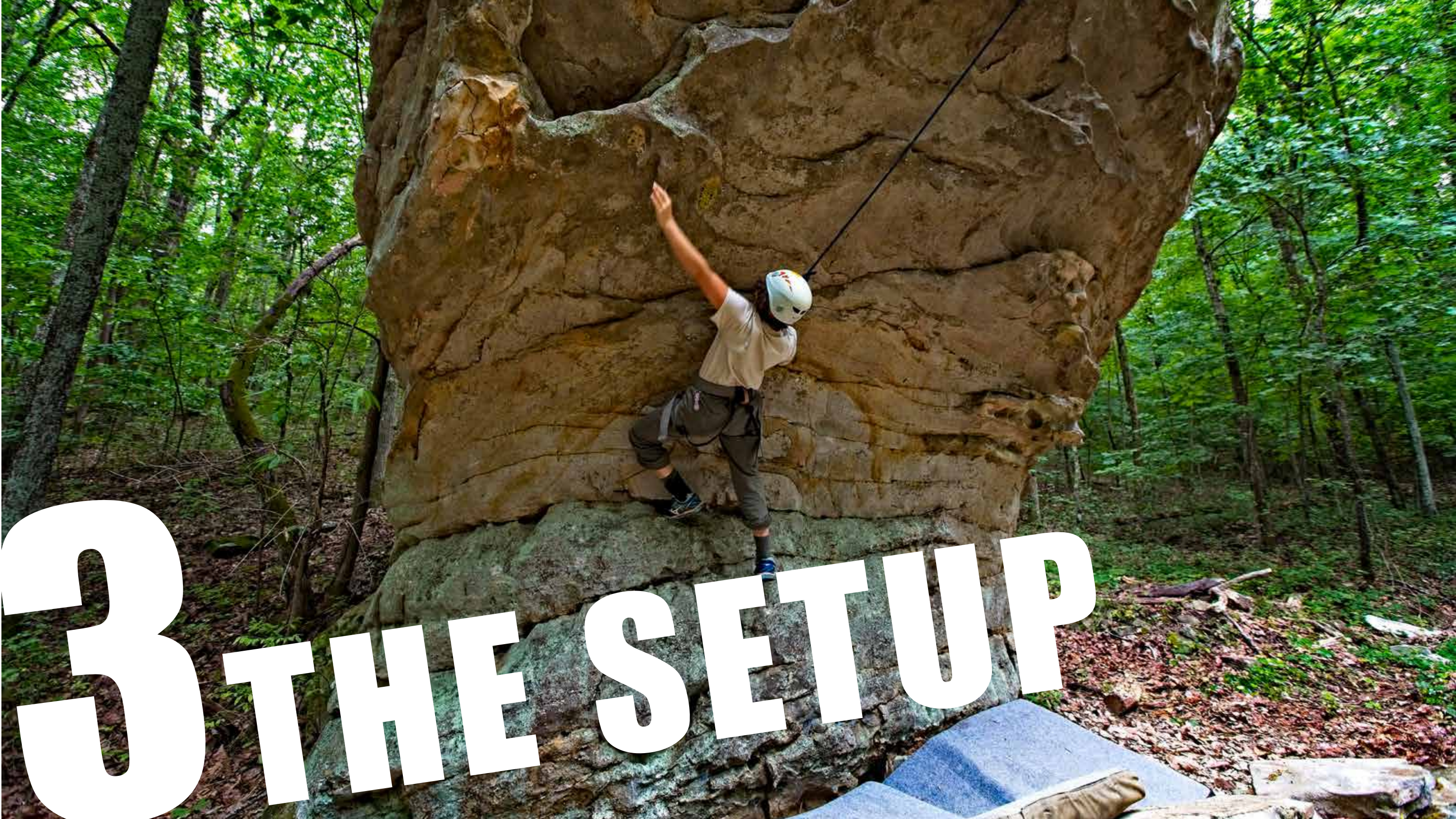
Promote Scouting through community business
partnerships

Training

Stickers

Bookmarks

Printing services for individual unit fliers
(up to 100)



3 THE SETUP

THE SETUP FOR RECRUITING IN ANY UNIT

Previous recruiting focused exclusively on Cub Scout Packs. Today, Mecklenburg County Council has recruiting tools for Packs, Troops, and Crews.

Previous recruiting efforts were Council-centric and relied on Units to follow up. Today, recruiting is “Unit Centered” using tools and guidance from Council.

Be Prepared: The 5 Essentials of Unit Recruiting Readiness

1. A Unit calendar of events for the entire year **(Time Commitment)**
2. Know how much it costs to join your Unit **(Financial Commitment)**
3. Have a leadership team in place **(Trust)**
4. Know your Unit’s value statement for parents **(Familiarity for non-Scout families)**
5. Know your Unit’s value statement for youth **(Describe the Adventure)**

4 KEY EVENTS



KEY RECRUITMENT EVENTS

July 23

Unit Open Houses scheduled

Send your DE the date of your Unit's open house

August 14

Hand out all recruiting materials to Units at Roundtables

**August 23 –
August 31**

Charter Organization Unit Open House

Welcome prospective families to your Unit and register them to join the adventure. Consider hosting your open house in a public location.

August 21-22

Meet the Teacher/School Open House

Your Unit should attend and meet prospective families at your local schools.

**September 3 –
October 2**

School Nights

Sign up through Council for your local schools

September 27

Cub Scout Trailblazer Adventure Day

Council recruiting event at Belk Scout Camp



5 STOP PLAYS

TOP PLAYS FOR 2025

1. Be Prepared

- What is on your Calendar of Events
- How much will it cost
- Who will lead it
- What will the youth get out of your Unit
- What will a parent get out of your Unit

2. Find a Unit Level Influencer?

Find one parent to lead online promotion for your Unit.

3. BeAScout.org

The tool for prospective families to find and register with a Unit. Setup your Unit and respond. All Council materials point families to this site.

4. #BeKidVenturous

A social media campaign seeded by the Council and built by Unit social media to drive prospective families to Unit events.

5. #TagYoureIt

Use hashtags to get yourself into conversations of prospective families.

6. Bring a Friend

The concept that families will join your Unit if they trust the person asking them to join. So, all the members of your Unit are working to 'Bring a Friend' to build your Unit.

TOP PLAYS FOR 2025

6. Pick Your Targets

Unit Goals—How many new Scout families does your Unit need to thrive?
Unit Events—Pop-Up, Open Houses, Unit camping or activity schools and neighborhoods—For social, Open Houses, Scout Night.

7. Recruit at School Open House Events Before School Begins

Prepare a Unit presentation, ask your school's PTA for a table at the open house event, bring along applications, talk to parents, youth, and sign them up.

8. Host Unit Open House event Week School Begins

Conduct a Spring and Fall Round-Up event for new scouts and parents (see the Best Practices Guide).

9. Signage In All The Right Places

Display #BeKidVenturous signage prominently anywhere there are youth, publish recruiting information in charter organization bulletins, setup and link Unit website to BeAScout.org and follow your #BeKidVenturous calendar. Alternate #BeKidVenturous signs with BeAScout signs. Be Kid Venturous shows Scouts having fun!

10. ABC—Always Be 'Cruitin

All Scouting events throughout the year should employ the 'Bring a Friend' concept. Encourage youth members to recruit friends, neighbors and classmates to join.



INFLUENCERS

WHO IS AN INFLUENCER?

Influencers are people on social media who have built a reputation for their knowledge and expertise on a specific subjects. They make regular posts about that subject on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their posts.



How to identify and influencer. An influencer ...

1. Owns a phone and knows how to press the photo button while pointing lens at Scout activity.
2. Likes to share kid stories with all friends.
3. Is usually a mom with connections to lots of other moms.
4. A social media coordinator who will post regularly and monitor/respond to questions and comments

Even if you don't have an influencer in your Unit, have a parent start developing the content and post regularly.



1 BeAScout.org

HOW TO SETUP A BEAScout.ORG ACCOUNT AND PIN

- 1. Log into your my.Scouting Tools account at my.scouting.org**
There are links to help if you have forgotten your password.
- 2. From the Menu at the top left of the page, select Legacy Web Tools and then BeAScout.** If BeAScout is not an option or will not load, your account may not be appropriately linked to your Unit. For assistance, contact the Mecklenburg County Council at (704) 333-5471.
- 3. Complete the information for:**
 - Unit Pin Management
 - Unit Lead Management
 - Membership Application Management

You can see a step-by-step guide on the recruiting tab at <https://www.mccscouting.org>

Then click on the “Unit Resources” tab.



8

#

Be

Kid
Venturous

Kids want to be kids.

They want to get out and explore, learn new skills and make new friends. All those things have been significantly dialed back this past year or cut out completely due to the pandemic.

Scouting is a safe way for families to get back out there. Giving children a much-needed outlet away from a screen. But unlike other extracurricular activities, Scouting is multi-dimensional with so many activities all rolled up into one. From the traditional outdoor activities you would expect to science, technology, engineering and math focused activities you might not associate with Scouting.

To make up for some lost time, kids need all the fun they can handle. Only Scouting can deliver that with enough diverse adventure that lets kids be kids again.



#Be
Kid
Venturous

WHAT IS #BEKIDVENTUROUS?

#BeKidVenturous is a branding campaign designed to allow your Unit to show how your Scouts are living a different, often elevated, experience from their friends who are not in Scouting.

Using Unit made images, this social media campaign is the foundation of all recruiting in the Mecklenburg County Council.

While there will be some paid media in the campaign, the majority of #BeKidVenturous content will be created by Units and shared on parent's social media channels.

#BeKidVenturous images will also appear on printed material and neighborhood signage throughout the campaign.



#BeA Kid Venturous

Screen time.



#BeA Kid Streaming. Venturous

BeAScout.org



#BeA
Kid
Venturous

Hot spot.

BeAScout.org



#Be Kid Venturous

Hot spot.

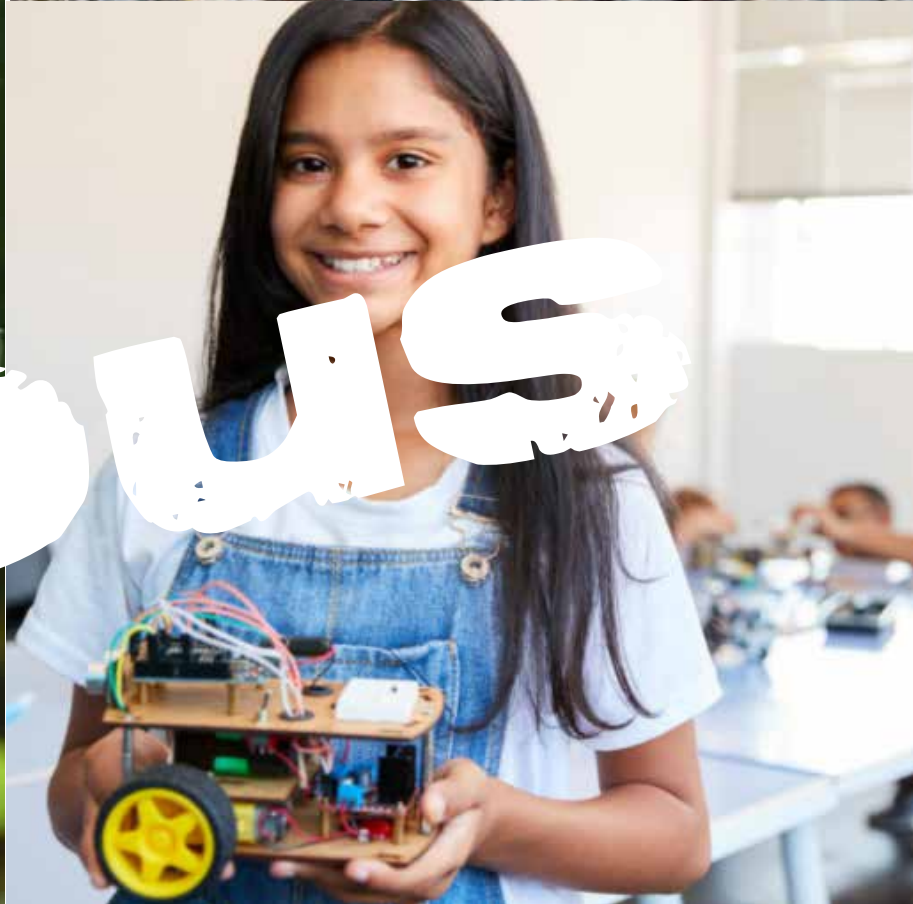
BeAScout.org



#Be Kid Venturous

Hotspot.

BeAScout.org





9
BRING A
FRIEND

WHAT IS BRING A FRIEND?

‘Bring a Friend’ is the concept that families will join your Unit because they trust the people who are already in your Unit. So, by current families asking new families to visit meetings and events and then join, you build a Unit of friendly families.

#BeKidVenturous is the tactic that helps families understand how to feel about Scouting.

‘Bring a Friend’ is the tactic that makes it easy for those families to take action on the feeling and join a Unit.

Ask your Scouts ‘Bring a Friend’ to meetings and events.

Use Unit made cards with the BeAScout.org QR codes and give them out in neighborhoods, sports events, houses of worship, and anywhere else your group of friends gather.

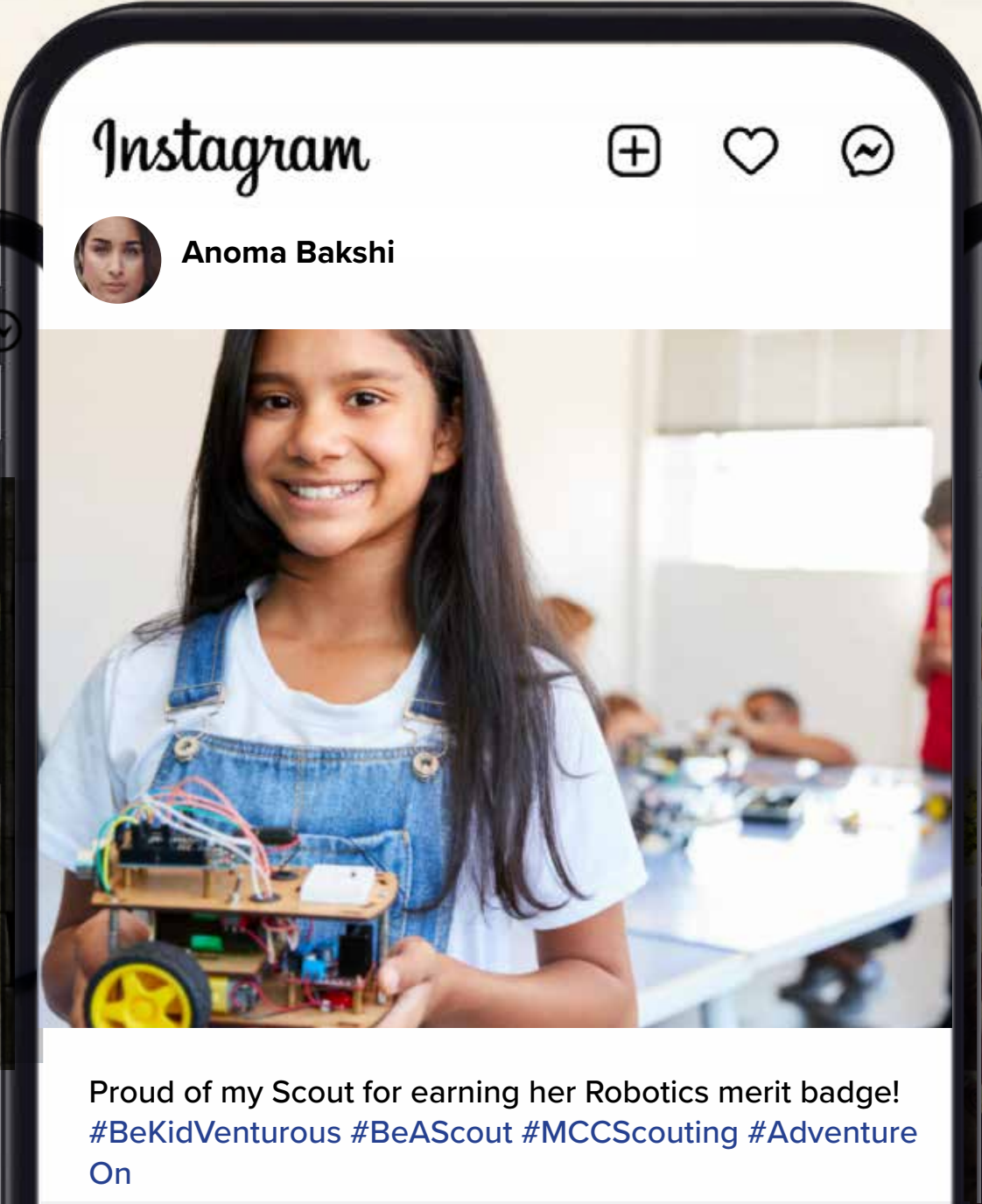
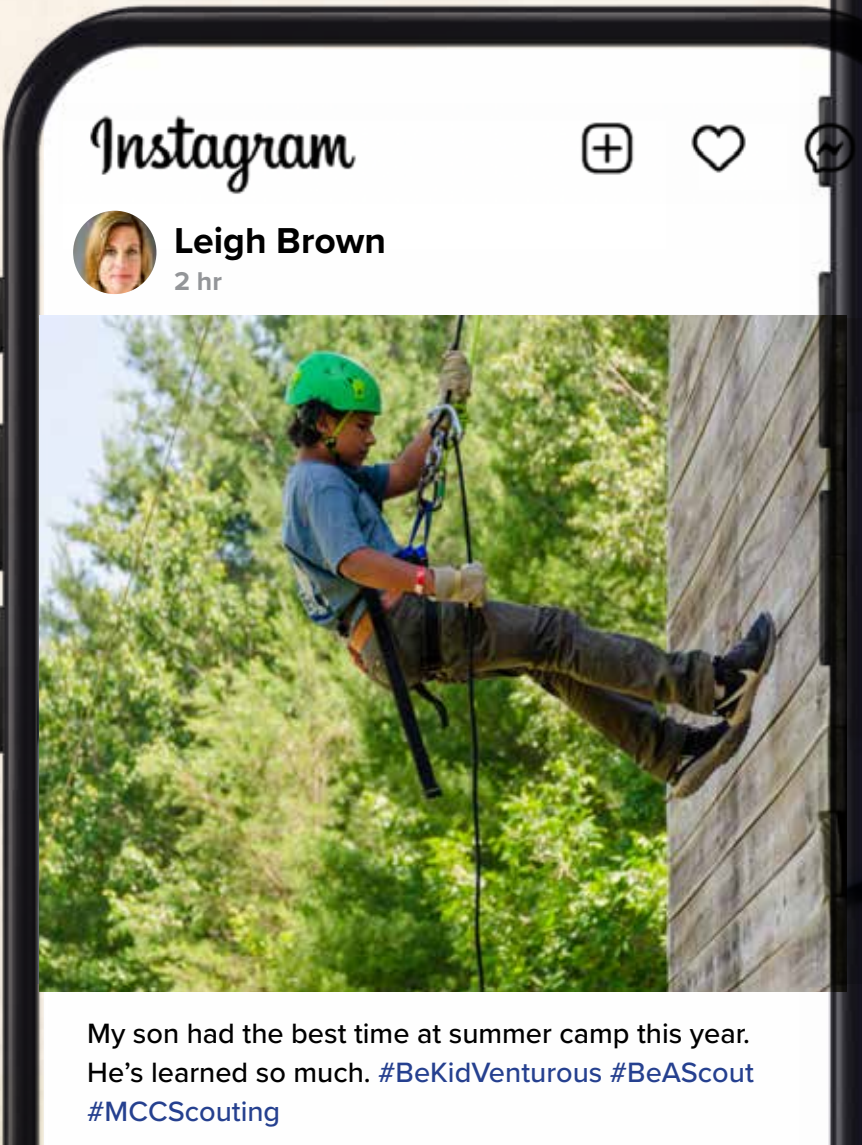
Tag! You’re A Scout! – Encourage your current Cub Scouts to “tag” a friend to become a Scout!



10 SHARE

#Be
Kid
Venturous

SHARE!



SHARE!

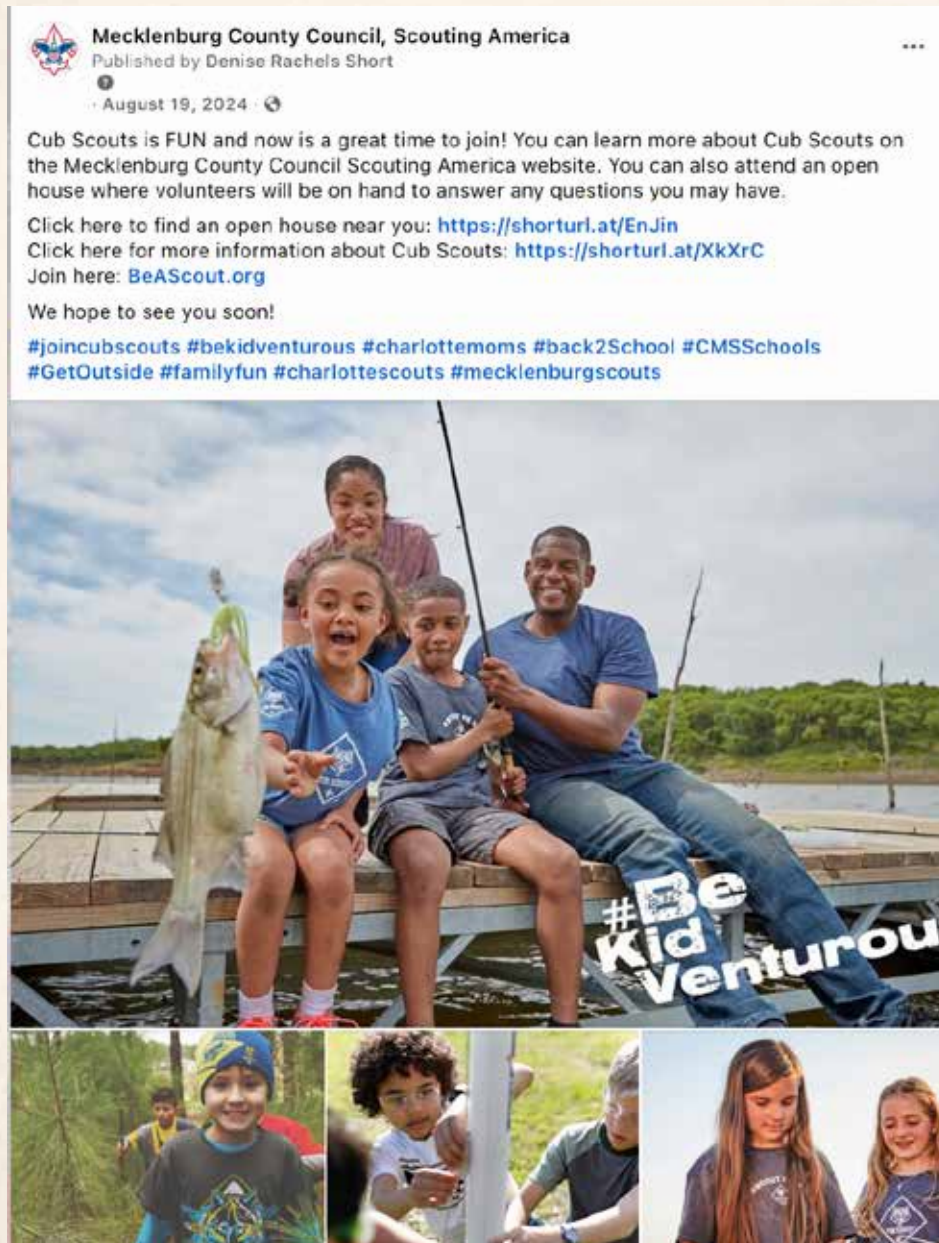
Create a video and post it on social.

Incorporate #BeKidVenturous into existing advancement requirements for Scouts around videomaking, communication and cyberchip.

RULES for SAFE POSTING:

- Potential Scouts should have signed photo waivers at registration
- Every Scout's current health form serves as permission to use their photos and videos taken at Scouting America events.
(There is a paragraph on the health form with the photo permission language.)
- Never post the names of Scouts
- Post your own kids and share posts from other parents
- The MCC marketing team does not recommend using TikTok and SnapChat
- Scouting America requires that all unit social media accounts be public
- Always remember to be 2 deep when responding to emails or messages from youth

USE #HASHTAGS



Posts should include some of the following tags:

#BeKidVenturous

#Pack15 (Your Unit social media)

#ScoutMeln

#ScoutsBSA

#BeAScout

#MCCScouting

#StFrancisUMC (Your meeting location)

#MatthewsRotary

(Your chartered organization)

#PSE #McKeeRoadElementary

(Schools your Unit recruits from)

#AdventureOn

#JoinScouting

#Back2School

#Charlottemoms

#ScoutingAmerica

#GetOutside



11 PICKING TARGETS

PICKING YOUR TARGETS

Unit Goals—How Many New Scouts?

This target is set by each Unit with encouragement from our district membership team.

Unit Events

Your Unit's #BeKidVenturous campaign will include promoting upcoming recruiting events specific to your unit. These can include Pop-Up meetings in public locations and Open Houses at schools.

Your Unit should hold at least 3 events that involve recruiting throughout the year.

We have added some 'Pop-Up' events this year. Space Derby Build and Race Days will be in August at several locations throughout the Council.

Schools and Neighborhoods—For Social, Open Houses, Scout Night

Find the member of your Unit who is connected to the PTA President and Principal at schools where you recruit.

Identify Unit members who are also active in organized neighborhood activities in places where it is easy for your families to 'Bring A Friend' to a recruiting event.

Use Public Spaces (with permission) where members of your Unit shop or socialize.

12 POP UP EVENTS



Mecklenburg County Council, Boy
Scouts of America

Mar 11 · 🌐

Join Pack 3219 for ice cream in the park! Sept. 3. Freedom Park
[#BeKidventurous](#) [#BeAScout](#)



Be KidVenturous
BeAScout.org

[Learn More](#)

UNIT POP UP EVENTS

Hold events at neighborhood pools, clubhouses, local retailers or other public venues outside your charter organization.

Make it fun, simple and memorable. Be Prepared to register new families at the event and keep it very local to where your Scout families live. Pick times of day when families will be available and looking for something fun to do. Also, get your Troop involved to help with these events.

Unit Ideas for ‘Pop-Up’ Events

- Grilling Hot Dogs at Lunchtime in the Neighborhood
- Building Craft Kits
- Making ‘Survival’ Bracelets
- Drive-In Movie (works better when it gets darker earlier)
- Goofy Game Night (outdoor games at a local park)
- Ice Cream Social (at a local park or the Scout Hut)
- Mock Campout (at a local park or the Scout Hut)



13 SCHOOL OPEN HOUSES

RECRUITING SCHOOL OPEN HOUSES



Every elementary school that feeds youth to your Unit will host a school Open House/ Meet-the-Teacher event in August the week before school opens.

At that event, organizations from school clubs to martial arts studios will be there to recruit members. Your Unit must be there, too.

Use the Council's DVD/video to attract attention or bring your own board of photos or props that show all the fun youth will have in your Unit. Have a uniformed adult and as many of your Unit in uniform as well. Other youth will come check out your table. This is a terrific opportunity for Scouts to recruit their friends into the Unit and earn their Recruiter' strip. In the best cases, youth love what they see and turn around and yell, "Hey, mom, I want to join the Scouts!"

So, you'll need to be prepared for the parents. Have a calendar of your Unit's planned events for the year. Know how much it will cost to participate in your Unit for the year. Know how much time a parent can expect to spend on Scouting. Remember, research tells us that dad is an influencer on the decision to join, but mom is the decision maker. She has to know this will work in her families schedule and budget.

Be sure you have setup online applications or have paper applications on hand at this event.

Ask families to join that day or at least visit your Unit's Open House or attend a regular Unit meeting. Be prepared to accept credit cards or checks that day and complete the registration process.

PRINTED MATERIALS

A handout that families can take with them is always a great idea! Units can create and print their own flyers for distribution.

The Council will print up to 100 flyers for each unit. If you need a bit of help, there is a PDF template on the Council's recruiting page that can be downloaded and completed with your unit's information. The Council will print these flyers as well. You can find these at <https://www.mccscouting.org/Recruiting-Graphics>

If units would like Council to print their flyers, please submit and 5.5" x 8.5" flyer in PDF format to your district executive. Be sure to plan ahead as there is a two week turnaround for printing.

A flyer for a Pack Open House. The top image shows a girl in a red life vest on a boat. Text on the flyer includes "BOY SCOUTS OF AMERICA", "#Be Kid Streaming. Venturous", and "BeAScout.org". Below the image are two boxes labeled "PACK" and "OPEN HOUSE". The "OPEN HOUSE" box contains the text: "Join us for a fun evening of Scouting and learn more about our Pack and Scouts!". Below these boxes are fields for: "Date: August 29,", "Time:", "Location:", "Contact:", "Social Media:", and "Website:". The "Date" field is partially filled with "August 29,".

PACK	OPEN HOUSE
Join us for a fun evening of Scouting and learn more about our Pack and Scouts!	
Date: August 29,	
Time:	
Location:	
Contact:	
Social Media:	
Website:	

A flyer for a Pack Open House. The top image shows two boys with a green tent. Text on the flyer includes "BOY SCOUTS OF AMERICA", "#Be Kid Social Network Venturous", and "BeAScout.org". Below the image are two boxes labeled "PACK" and "OPEN HOUSE". The "OPEN HOUSE" box contains the text: "Join us for a fun evening of Scouting and learn more about our Pack and Scouts!". Below these boxes are fields for: "ate:", "me:", "cation:", "tact:", "ial Media:", and "site:". The "ate:" field is partially filled with "ate:".

PACK	OPEN HOUSE
Join us for a fun evening of Scouting and learn more about our Pack and Scouts!	
ate:	
me:	
cation:	
tact:	
ial Media:	
site:	



14 UNIT OPEN HOUSE

BEST PRACTICES FOR UNIT OPEN HOUSE

- Update BeAScout pins
- Assign 3 key positions to support recruitment
- Conduct a Unit meeting during July to plan for next year
- Publish a calendar to promote Unit activities and events
- Update training records and complete appropriate training classes
- Use appropriate social media channels to establish an on-line presence
- Plan/prepare a structured Charter Organization open house event
- Communicate with new applicants about meeting dates, locations, times
- Submit applications by District deadline
- Host a virtual or in person parent orientation meeting for new families
- Encourage leadership to attend Scouter Success Seminar
- Encourage attendance at Trailblazer Adventure Day
- Keep it simple and have FUN

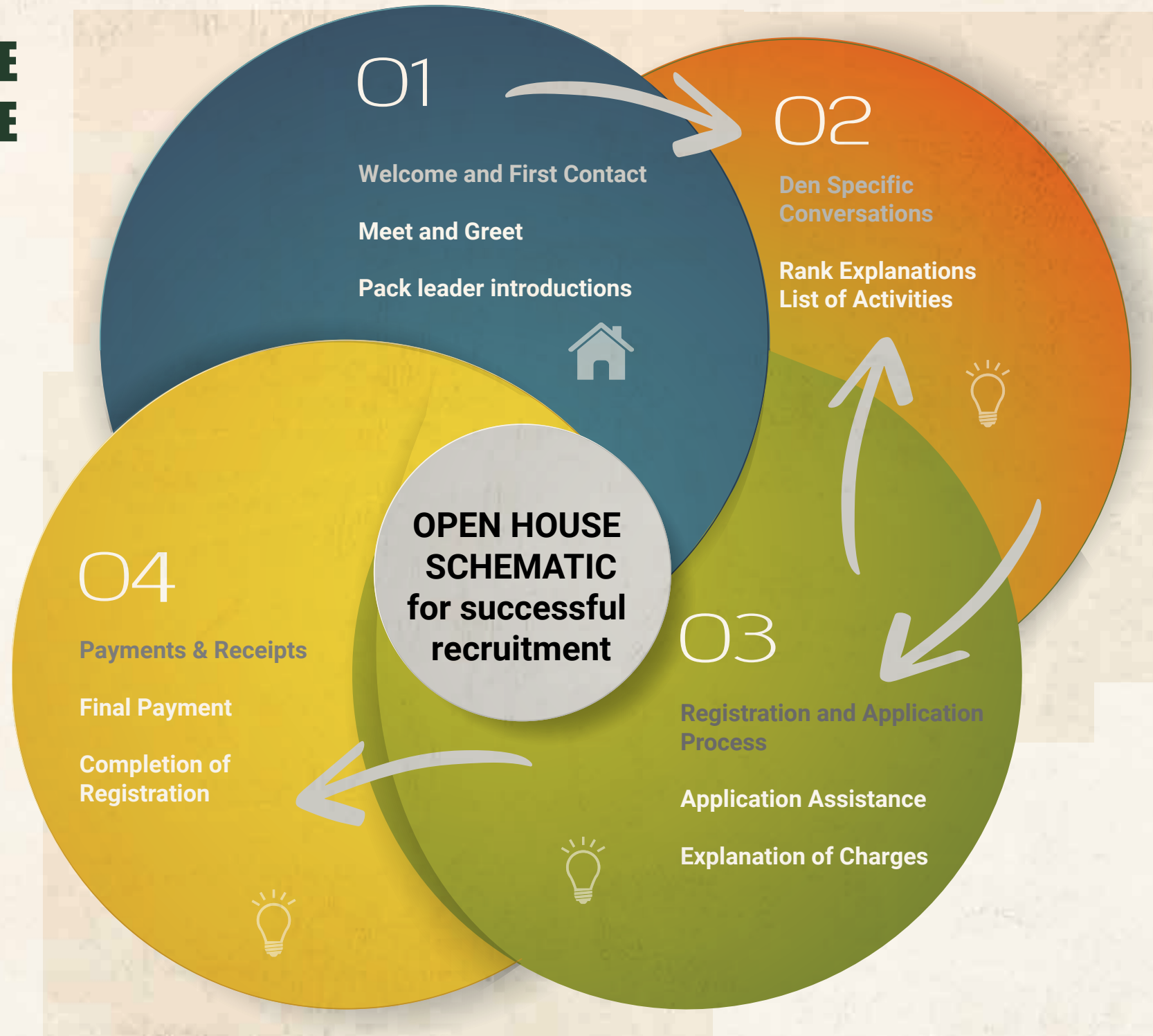
BE A MASTER RECRUITER

- One of the best ways to increase membership is to invite a friend to visit your Unit.
- Also, recruiting one friend earns a recruiter strip and if two friends join, the Scout earns a special master recruiter patch



Some say it is the most important patch
in Scouting!

BEST PRACTICE UNIT OPEN HOUSE



15 HOW TO USE SIGNAGE



HOW TO USE SIGNAGE



Fill in your meeting day and time!

HOW TO USE SIGNAGE

Great Locations for Signage

- Anywhere other groups post signs for youth activity
- Charter Organizations
- Near Car Pool Lanes at Schools
- At Your Home
- At neighborhood entrances
- Near Youth Sports Venues

HOW TO USE POSTERS & WINDOW DECALS

Where to post them

- Retail stores
- Schools
- Chartered Organizations





16 DELIVER ON THE
PROMISE

DELIVER ON THE PROMISE

- **Make sure that all new and existing families feel welcome**
- All families should attend Spring and Fall Cub-o-ree
- Have fun and keep the ‘outing’ in Scouting
- All new Scout families should attend Trailbazer, September 27 at Belk Scout Camp
- Help your new Scouts advance quickly and earn their Bobcat and Scout Ranks in their first month.

Then

- Keep up your #BeKidVenturous social media posts all year
- Be Prepared to welcome new families anytime and integrate them into your Unit
- Use ‘Bring A Friend’ concepts for your spring and summer events such as Pinewood Derby, Day Camp and Summer Camp.



#Be
Kid
venturous