

Recruitment & Retention of New Members

Patriots' Path Council Membership Committee

September 2025



Prepared. For Life.™

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Patriots' Path Council

Why Recruitment and Retention?

- Growth sustains the program and its impact
- New members bring energy and diversity
- Retention ensures long-term success and leadership pipeline
- Strong units = strong community



Understanding Today's Families

- Busy schedules, competing activities
- Parents want value and safety
- Youth want fun, friends, and belonging
- Recruitment & retention strategies must speak to both parents and youth
- It takes 12 touch-points to make action happen



Recruitment Strategies

- **School & Community Outreach**

- Flyers, talks, open houses

- **Special Events**

- Join Nights, Pinewood Derby demos, campfire nights

- **Peer-to-Peer Recruitment**

- Scouts inviting friends

- **Digital Tools**

- Social media campaigns, local parent groups, QR codes for easy sign-up

Multi-Unit Recruitment

- Gives families a choice and shares recruitment efforts

Follow Up

- Families need to be asked and reminded



First Impressions

- Welcoming environment from Day 1
- Clear communication with families
- Organized, fun, hands-on activities at first meeting
- Assign “welcome buddies” to new families
- Ask them to join, be direct



Best Practices for Success

- Promote one Scouting brand—show program progression
- Make sign-up process simple and welcoming
- Train volunteers to represent multiple unit options
- Showcase fun activities and “try-it” stations
- Use council-funded incentive-program

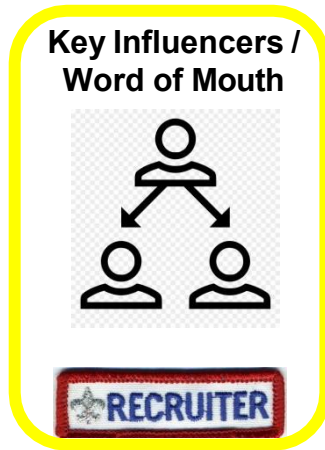


Create Awareness

- You know your community better than we do — you need to use this knowledge to build your communications plan to make parents aware of your event.
- But don't rely on 1 tactic only – use several tactics like the ones below to drive awareness*

ONE OF THE MOST EFFECTIVE TACTICS!

- Challenge your Scouts — Offer an incentive to Scouts that are successful in getting a friend to join



Signage



Social Media



Unpaid Advertising: Share events and info to local interest groups and among current parents

Paid Advertising: Create an ad or event and pay to have it sent to an audience within your community via GeoFencing**

Target Audience:
Kindergarten and 1st Grade
Parents

Houses of Worship, Schools, Libraries, Playgrounds, Eateries, Barber/Salon



Public Relations



* See the Appendix for more tactics. Also, PPC provides free recruiting materials to units
** Go to <https://www.scouting.org/recruitment/> to learn how to GeoFence – it's really easy!

Retention & Building Belonging

- Deliver a consistent quality program while keeping meetings fun, active, and purposeful
- Provide leadership opportunities for youth
- Engage parents in meaningful volunteer roles
- Celebrate achievements and milestones
- Get them outdoors and to camp!



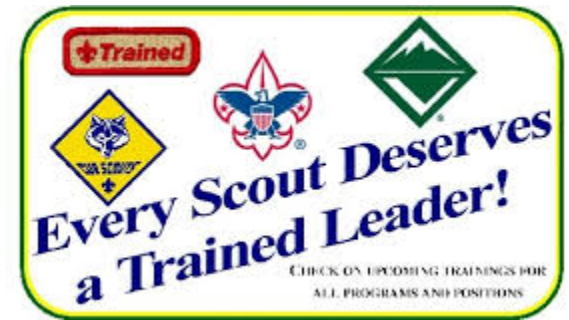
Communication & Support is KEY!

- Regular emails/texts with schedules
- Family-friendly calendars in advance
- Make it easy for parents to know what's happening
- Use pictures/social media to highlight fun
- Work with your unit commissioners
- Get parents/ leaders involved and trained



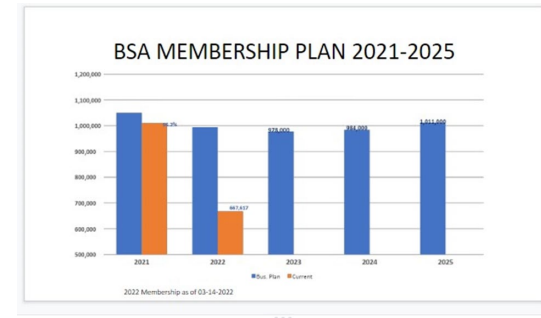
Recruiting & Supporting Leaders

- Trained, confident leaders = better retention
- Provide mentoring and resources
- Share best practices among units
- Celebrate leader efforts to prevent burnout



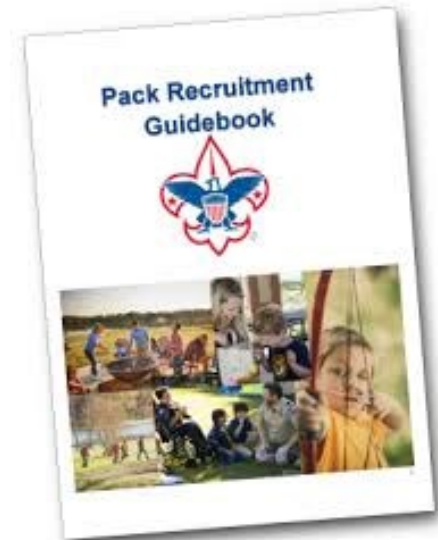
Tracking Success

- Monitor membership numbers monthly
- Identify drop-off points (after 1st month? after summer?)
- Survey families for feedback
- Adjust recruitment and program strategies accordingly



Action Steps for Leaders

- Connect with other unit leaders this month
- Identify shared recruitment opportunities
- Make a PLAN!
- Use provided council resources (flyers, school talks, social media)
- Report results & celebrate new families together



Stronger Together: Building the Future of Scouting



<https://ppcscouting.org/membership/recruiting-membership/>

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Recruiting Event Ideas

- **Model or stomp rockets**
- **Fishing**
- **Exotic animals** (Rizzo's Wildlife Word, Eyes of the Wild)
- **Dinosaurs** (Dinosaurs Rock!)
- **Swimming Party**
- **Bike rodeo**—Set up a championship course of fun!
- **Derby day**—take your derby track outdoors and have lots of cars for the boys to race.
- **Cub Olympics**—an outdoor field day of games and fun; various activities. In the heat of summer, consider a “water themed” day
- **Ice cream social**
- **S'mores and fun**

Remember – these events can also double as Pack activities so that not only your Scouts can enjoy them but they can also invite their friends.

Awareness Building Tactics

In-School Promotion

- Distribute sign-up event fliers the week before the sign-up event
- Posters and yard signs around school
- School rallies or youth talks at the school
- Back-to-school open house events, school carnivals, and conferences
- Electronic backpacks
- Invite current youth and parents to attend lunch at school in uniform
- Videos on in-school video networks
- School newsletter or website
- School marquee signs

Out-of School Tactics

- Ask current members to use social media to let their friends and family know about sign-up event nights
- Create unit profiles on Facebook and Instagram and join local 'mom' and town groups to promote the Pack
- Personalized invitations, emails, and personal phone calls to prospective parents
- Recruit-a-friend and other peer-to-peer recruiting initiatives
- Fliers and youth talks at after-school programs
- Houses of worship and community websites, calendars, and bulletin boards
- Press releases
- Posters and yard signs in the community
- Community fairs, parades, and other events
- Hang flyers at the local barber / salon, ice cream shop, etc — wherever youth go
- Door hangers and door-to-door invitations