



Easier recruiting



Discuss as a committee:

Week 1: Great start!

- Get dropped Scout list from District
- Find out/look up your recruiting goal from District
- District contacts Principal for you
- Update unit Be A Scout PIN
- Get yard signs to give to each parent
- Email kim.minichiello@scouting.org for District contact if you don't know it

Week 2: Delegate!

- Agree on join event as a committee
- Get parents to volunteer
- Approve Unit funds
- Source 'bring a friend' prizes
- Ask each parent to display yard sign
- Get school list to District Exec for postcard mailing

Week 3: Promote!

- Invitation phone call to dropped Scouts' parents
- Review Powerschool list with kids & parents
- Update/Make Facebook Page & Google Site
- Make a Facebook Event
- Promote join event in school's digital backpack
- Share event with local Facebook 'Moms' group

Week 4: Now you're really moving!

- Coach kids on friendliness
- Make final preparations
- Work toward the goal

Week 5: Your unit wins!

- Have a great program at your join event
- Work toward the goal
- ASK new kids to join & followup call
- ASK parents to volunteer with a small task

Online toolkit:

<https://neic.org/leader-toolkit/membership/>

Questions?

Aptakistic District
Quinn Ryan
quinn.ryan@scouting.org

Northstar District
Nicole Karlove
nicole.karlove@scouting.org

Potawatomi District
Emily Prymula
emily.prymula@scouting.org

Theresa Calabrese
NEIC Membership Chair
Cub Scouts
tcalabrese@arxium.com

Russ McNeilly
NEIC Membership Chair
Scouts BSA
russtic1@me.com

Northeast Illinois Council Membership Team