

SCOUTS BSA PEER-TO PEER RECRUITING

FIRST CLASS REQUIREMENT #10

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- Tell someone who is eligible to join Scouts, or an inactive Scout, about your Scouting activities.
- Invite him/ her to an outing, activity, service project, or meeting.
- Tell him/ her how to join, or encourage the inactive Scout to become active.
- Share your efforts with your Scoutmaster or other adult leader.

IS JUST “TRYING” GOOD ENOUGH?

- Hold your scouts to a higher standard.
- Encourage scouts to do more than writing a lame email.
- Techniques used to recruit adults could also be used to recruit scouts.
- It is not all about getting more members for the sake of getting more members.

FRIEND-STORMING

- Get a group of second class scouts to work on Requirement #10 together.
- Discuss the qualities of a potential new member without naming names. List those qualities on a markerboard.
- Once there is a consensus on the list of qualities, make a list of scout-age people who exemplify those qualities.
- Determine who in the group has the best connections or relationship with each person on the list.

THE “SIZZLE” - PREPARE FOR THE ASK

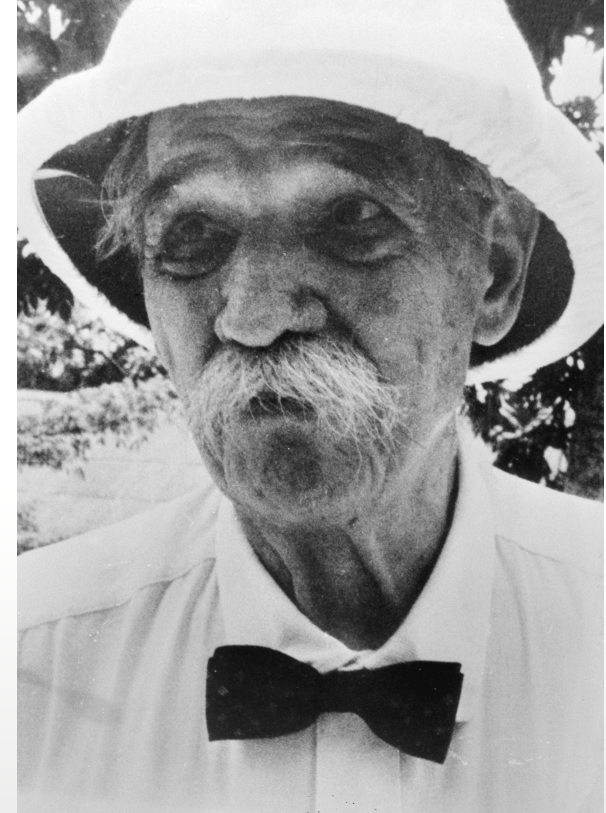
- Ask the scouts to share what they like the most about scouting.
- What is great about their troop?
- What scouting event are they looking forward to?
- Discuss ways to explain scouting to someone who is not a scout.
- Remember that people actually join organizations because they respect the person who asked them.

REMEMBER...

*Example is not the main
thing in influencing others.*

*It is the **only** thing.*

-Albert Schweitzer



SIX RULES OF RECRUITING

1. Practice or role play the way a scout could ask a friend to join scouting
2. Each scout should have more than one prospect
3. Scouts should be prepared to explain expectations in addition to the “fun” in scouting.
4. Always recruit face-to-face, not on phone or email. (Follow-up with phone or text after the initial ask.)
5. 2 scouts asking a friend is more effective than one-on-one.
6. Always be relaxed, comfortable, and have fun.

8 STEP RECRUITING PROCESS

1. Develop rapport
2. Sell the Sizzle
3. Define the responsibilities of being a scout
4. Remind the prospect why they would be a good scout in their troop.
5. Ask questions and overcome objections
6. Get a commitment
7. Have a fallback if they are not ready to join right away.
8. Follow up to the ask