

# DYNAMIC RECRUITMENT PLAN – SCOUTS BSA UNITS



TROOP: \_\_\_\_\_ DISTRICT: \_\_\_\_\_  
CONTACT: \_\_\_\_\_ PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

## PEER TO PEER RECRUITMENT PLAN

EDUCATE - PLANNING	DEMONSTRATE - PRACTICE	GUIDE - EXECUTION
TROOP MEETING: _____  ACTIONS & OUTCOMES:	TROOP MEETING: _____  ACTIONS & OUTCOMES:	TROOP MEETING: _____  ACTIONS & OUTCOMES:

### RECRUITMENT INCENTIVES:

Recruiter Patch  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

## BRING A FRIEND ACTIVITY PLANS

UNIT MEETING	ACTIVITY 2	ACTIVITY 3

### NEXT STEPS:

Units should request marketing resources to help promote your upcoming recruitment activities. Custom Flyers can be created and printed to provide to your schools, \_\_\_\_\_ Videos can be \_\_\_\_\_ post on social media or share with families, and Social Media Events/Ads (Facebook geofencing) can be created to target members of your community.

#### RECRUITMENT RESOURCES



#### ACTIVITY IDEAS

