

# The Path to Membership Growth: Dynamic Recruiting

Adapted from: "I Heart Recruitment"  
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# BSA Recruiting Facts

- **We've been on a five-decade membership decline**
- **Too many kids join our program, but don't stay**
- **We have brand problems**
- **We're not accustomed to competing for kids**
- **We're a tribe that others don't understand if they aren't legacy Scouters**



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# Typical Cub Recruitment A True Horror Story...

# Static Recruitment

Static recruitment is time-based and/or event-based.

**Eventitis and Dependicitis – Scouting recruitment diseases that place an unhealthy dependence on formal strategies that take a lot of time.**

**Is your recruitment focused on inviting strangers?**



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# Dynamic Recruitment

Dynamic recruitment is continuous and intentional

It happens via everyday interactions that over time produce recruitment results

**NFA = Normal Friend Activities**

- Friends inviting friends



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**You don't have to be great to start,  
but you have to start to be great.**

- Zig Ziglar, American Author

# You're only as strong as your weakest link...

## The Basic Ingredients of a Unit are People and Purpose

- A purpose without a group of people is an idea.
- A group of people without a purpose is a crowd.

## We have to start by knowing:

- What is your unit's purpose?
- What dream for your unit unifies your youth and adults?
- What motivates your unit to work towards achieving outcomes?

This tells you what kind of members you are seeking!

## Want your unit to stay fresh and focused?

- As you recruit new members, how often do you re-evaluate your unit's purpose and outcomes?



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# A.C.E. Your Values

**A – Achieving, C – Communication, E – Expecting**

**Has your unit discussed how your activities and the way you make decisions relate to your values?**

## **5 Minute Activity**

- **List your unit's values on the left**
- **List how you communicate those values to potential members in the middle**
- **List how you set expectations for living your unit's values with both your current and new members on the right**

**When you ACE your values you create a stronger public image, and get more people involved in Scouting**



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# Let's Talk about Motivation

Most people will work as hard as their dream is important to them. **THEIR** dream, **NOT** yours! **What is your unit's BIG DREAM?**

Wouldn't it be great if our pack/troop.....

**With more quality members:**

- What could your unit do?
- What could your unit have?
- What could your unit become?

**Don't get the post charter blues**



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# What can you do about unit apathy?

Can you relate to any of these statements?

- It feels like no one in my unit cares
- I'm carrying the weight alone right now
- I can't get anyone to help
- Not everyone wants our unit to grow

## The Tale of Mules and Horses



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# Know Your Audience

- **Always Joiners = 15%**
- **Maybe Joiners = 70%**
- **Never Joiners = 15%**

**FOCUS on the Maybe Joiners – They are your Most Important Group.**

## **Why are they a MAYBE?**

- **Have never been invited**
- **Don't know much about Scouting**
- **Have made an assumption that Scouting is "Not for me"**

## **Where do you find them?**

- **Mind joggers activity**

**Congratulations, you just created a Friends List.**

# Know Your Product

- How do you “sell” Scouting during static recruitment?
- Does your unit understand the value of the BSA, what we add to the lives of our members, and the value we provide to the community?
- Think about your potential new member – How can Scouting in your unit make their individual life better?



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# Understand the Value of your Product

- **Excuses, excuses...**
  - Money
  - Time
  - Sports
  - I don't like camping, don't know how, don't have equipment
  - Scouting is weird or for the nerds
- **Speak from your own experiences.**
  - Use Feel, Felt and Found...
  - Do NOT lie, share half truths, dismiss, or fail to listen
- **Keep it simple!**



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# Develop Your People Skills

- **Think of NFA's like the dating process**
- **What is everyone's favorite topic?**
- **Master the F bombs: From, Family/Friends, Favorites, Firsts, & Fun**
- **Use plus one, bridging, next meeting**

# Repeat, repeat , repeat...

- **Review your big dream at every meeting.**
- **Review names list and recruitment status at every meeting.**
  - **Continue to add names**
  - **Continue invitations to NFA's/meetings**
  - **Continue to tweak your process via feedback**
  - **Continue positive feedback for your horses**

**KEEP THE FOCUS ON VALUES**



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# Continuous Implementation

- **Steps 1-2 Create a BIG DREAM.**
  - What could your unit do if you had more youth and adults?
- **Steps 3-6 Learn, explore, practice.**
  - Get excited about growth – create names list, do normal friend activities, don't forget the pre-close
- **Step 7: Implement, repeat and ask for feedback.**
  - Start, Stop, Continue, Exit interviews



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**“You gain strength, courage and confidence by every experience in which you really stop to look fear in the face... You must do the thing you think you cannot do.”**

**- Eleanor Roosevelt**