

GREATER YOSEMITE COUNCIL BSA PRESENTS:

# THE SCOUTER'S RECRUITING EDITION



# New Member Coordinator



"Scouts grow up to do better in school, graduate from high school and college at a higher rate, value and practice their faith more consistently, are more financially responsible, attain higher incomes and home ownership, report higher confidence in their abilities and satisfaction with their lives, and give back to their communities. "

During recharter, every unit was required to have one adult as a **"New Member Coordinator."** What is a new member coordinator you ask? New member coordinators are adult volunteers who are welcoming ambassadors for your troop/crew/pack. You secure new families and youth who wish to join feel welcomed and comfortable. You carry Scout spirit and make sure that everyone feels at home.

Who will hold this position in your unit? Find that adult who is willing and able to help grow and make a *premier unit* that shines for GYC.

Scouting offers experiences unlike any other. Not just taking Scouts on fun unforgettable adventures, but teaching them values they will carry for the rest of their lives. These experiences are meant to be shared, which leaves the immense responsibility to you of making sure more youth join.

# STAFF ASSISTANCE

The staff here at GYC are standing ready to assist you and your unit.

Your District Helpers:

**James Smith** - 209-566-7705 | For units in Sierra Valley District

**Marisol Gonzalez** - 209-566-7720 | For units in Rio Del Oro District

**John Drebing** - 209-747-9645 | For units in Gold Country District

They are ready to help you succeed in recruiting this year. The staff will make color copies of your flyers and if you need help with flyer deliver to your schools, give them a shout!



# ADDITIONAL POINTS

Yard signs are a good visual to place in front of the school where you are recruiting. Think about how many yard signs you'll need to spread the word of your troop/crew/pack.

If your school district is only using Peachjar, they can help there too. Please be mindful that it could take up to 30 days for approval; plan accordingly.

One of the most pivotal ways to get the message out is "Lunch Talks." Have your most passionate rep go to your school and speak to the youth during their lunch hour. Spread the word there for your troop/crew/pack's recruitment night!

Join Scouts BSA today at [beascout.org](https://beascout.org)

#ADVENTUREON!



## BEING PREPARED

- Promote your welcome events in every way you possibly can. Social media, flyers, yard signs, and all members of your pack contributing to spread the word.
- Set a welcoming atmosphere. Make sure that it will be easy and accessible for anyone who wishes to join in on the fun.
- Have activities and food ready to go at your welcome event. Be prepared and plan thoroughly. Make it a night that your Scouts new and old will remember.
- Have your best representatives at the event. Your most zealous leaders (both adults and Scouts!) should be on full display.
- Be yourself and let your passion for Scouting show. Light up the room with your love, that's what parents and potential Scouts want to see!



# #ADVENTUREON!

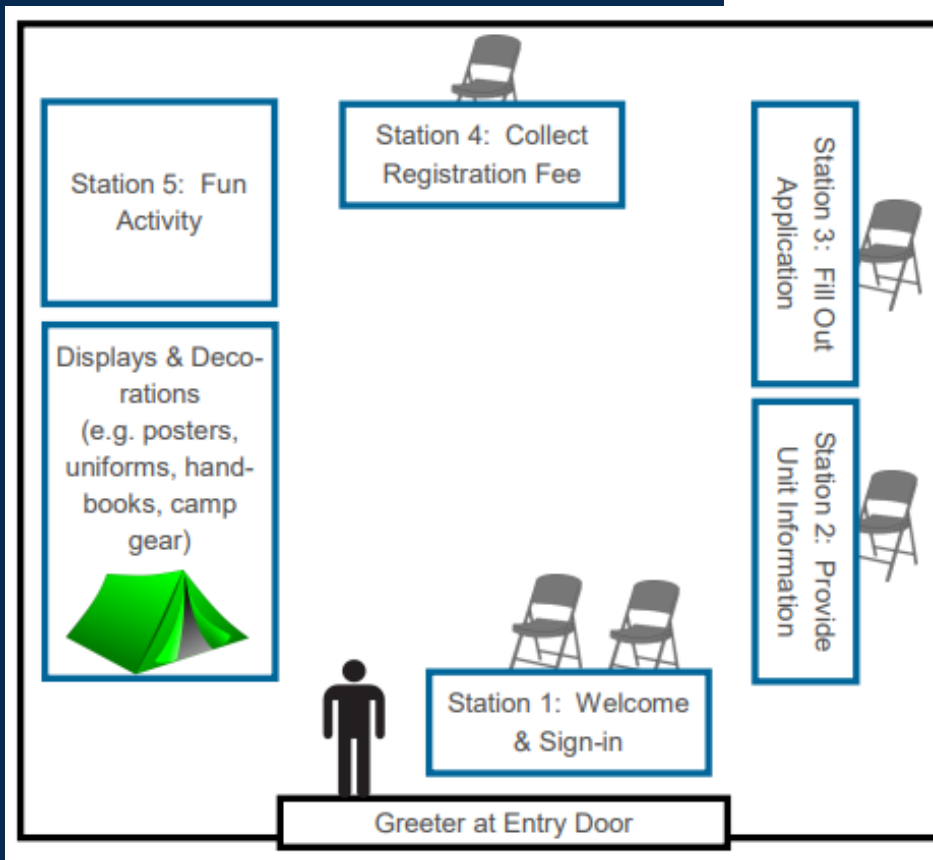


## WHAT IS GEOFENCING?

Geofencing is a tool on Facebook that allows you to make a virtual prototype of your events. You can use geofencing to outline your recruitment night.

Have these stations:

- Welcome & Sign-In
- Provide Unit Information
- Fill Out Application
- Collect Registration Fee
- Activities/Food
- Displays (Camp gear, photos, uniforms, books, etc.) to show off your pack



### Things To Avoid

- Arriving or starting late
- Poorly lit parking lot
- Poor signage at doors
- Locked doors
- Uninviting room
- PowerPoint slideshows
- Overwhelming new families with info
- Kicking off Popcorn Fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply later



**DON'T FORGET TO  
FOLLOW US  
ON SOCIALS!**

**CLICK THE ICONS FOR LINKS!**