

Fall 2021 Recruiting!

The Scouting program has a tremendous impact on the youth served by the local Scouting units throughout southwestern Kansas. For 75 years the Santa Fe Trail Council has supporting these Scouting units with program support, camping properties, and fun outdoor adventures. As we approach the fall recruiting season Scouting units will have the resources and training to conduct recruiting for new youth to join a Pack, Troop or Crew.

Over the next several weeks there will be special Zoom training meetings to prepare the Scouting adult leaders to conduct a simple and effective recruiting program within you community. The council will be providing Scout handbooks, recruiting posters, yard signs, and youth peer to peer recruiting invitation cards. It is well documented that newly registered Cub Scouts have a far greater Scouting experience if they are provided an opportunity to participate in a Scouting activity within a few weeks after they join.

Let us make 2021 Fall recruiting season a time for Scouting to invite the next generation of youth to experience a fun and meaningful outdoor adventure and leadership development activities.

Calendar of Recruiting

July

- Confirm dates and times of flier distribution and rallies with schools, chartered partners and other locations
- Start the publicity/marketing campaign. Focus on seven “hits” or contacts
- Continue promotion to encourage units to populate their unit pins on BeAScout.org

August/ September

- Conduct fall recruitment kickoff and training
- Post banners, yard signs, and marketing to local news outlets
- Conduct in-school talks, school nights, Join Scout events and open houses
- Ensure that all new leaders receive appropriate training, including youth protection training, and recognize them at the next roundtable

October

- Send welcome letter to all new parents
- Continue to ensure training is provided to and recorded for all new leaders
- Commissioners conduct membership inventories to ensure all members are registered

