2020 Fall Recruitment Planning

Fall recruiting in 2020 will be unlike any other year because of COVID-19 and the impact it may have on school access. We believe school access may be impacted in the following areas:

- Difficulty conducting Scout Talks (lunchroom, assembly, or classroom pep talks)
- Inability to physically use the school buildings for meetings and/or recruitment nights
- Cancellation of in person open houses

Below are three options for your Pack to conduct your fall recruitment that allow flexibility given your circumstances and abilities.

We encourage CONTACTLESS as the best course of action, but you are free to pick any of the three for your unit given the parameters outlined by your school corporation and the access that you will have to your potential Scouts.

Please communicate your option to your DE by 8/8/2020. Your DE should be contacting you in the near future to discuss your individual plans for this fall.

**CONTACTLESS**

**VIRTUAL**

**TRADITIONAL**

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**Step 1:** Confirm that the Council has your unit contact’s current name, email, and phone number.
- Council will use this information for flyers, posters, and yard signs for promotion.

**Step 2:** Create a Pack budget and calendar for 2020-2021 to be able to distribute electronically.

**Step 3:** Unit Leader/Committee Chair/ Charter Org rep should update your Be A Scout Pin through your My.Scouting account. Go here for further instructions: [http://sagamorebsa.org/htdocs/wordpress/join/](http://sagamorebsa.org/htdocs/wordpress/join/)

Updates should include:
- Current contact info
- Explanation of pack fees (if any)
- Pack specific information
- Welcome email (to include welcome video from unit leader (via YouTube), unit/den leader contact information, next meeting date, parent orientation meeting date, parent orientation guide link, how to/where to purchase a uniform/handbook, and links to unit, district, and council facebook pages.)

**Step 4:** Go to your My.Scouting account and go to Invitation Manager and share your Pack URL with all of your pack families so that they can share it via email and social media to encourage their peer families to join your Pack.

**Step 5:** Have unit leader record video to share as well.

**Step 6:** Create a sign up “deadline” for your unit so that it creates a sense of urgency for the potential families and communicate that to your DE.

**Step 7:** SHARE YOUR LINK/VIDEO EVERYWHERE FOR TWO WEEKS LEADING UP TO YOUR RECRUITMENT.
- Personal Facebook, Twitter, Instagram, school Facebook, PTO Facebook, school newsletters, local newspapers, etc.

**Step 8:** Approve online applications as they come in.
Monitor your My.Scouting Application Manager daily until the deadline passes.

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**Step 9:** Recruit a HOST for your virtual recruitment

**Step 10:** Ensure that your host has a working knowledge of Zoom as a platform for a virtual meeting.
- Chat function for attendance, hyperlink posting, etc

**Step 11:** Make sure the host can verbally communicate how the pack operates, where the money goes, what the pack does, who to contact, when the meetings are, where the meetings are, etc.

**Step 12:** The council will create/share the meeting link in advance of the recruitment night and will also put it on the flyers and posters that will be distributed to schools (in either physical or electronic copy). A BSA staff member or volunteer will be the HOST of the Recruitment Meeting and will send potential Scouts families to the appropriate breakout room where your unit host will be waiting for them.

**Step 13:** Families will be encouraged to attend the “virtual recruitment” via zoom and be given the link to join within that meeting and will submit applications and be approved in real time before they leave the meeting. You might have a second leader on the call that is doing this part.

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