



## FALL RECRUITMENT TIMELINE

Why is the ideal time to recruit September?

- Statistics show most parents will choose what extra curricular programs their youth will participate in for the year in the month of September.
- Most families associate the month of September as the beginning of the Scouting year, in concert with all the other school and community extra curricular activities.
- Statistics show that Troops and Packs who recruit in September hit their goals and experience growth.

Why is the idea place to hold a recruiting event the School Cafeteria or gym?

- The new potential families who could join Scouting this fall do not know where your unit meets, but they do know where the local schools are located.
- Avoid recruiting nights on Mondays, Fridays, Saturdays, and Sundays.

Why is it important to try to get as many new youth members registered and entered into the ScoutNet System by the end of September?

- Scouts who are registered by the fall are able to participate in the annual program plan for advancement at a Cub Scout and Boy Scout level as optimally designed.
- Scouts who join the fall are able to participate in the full year of planned programs at the District and Council level, along with all their peers.

### A Timeline for Success

- By August 30<sup>th</sup>, 2012 – Selected a time, date, and location for your fall recruitment event. Best location is the local elementary school.
- By September 14<sup>th</sup>, 2012 – Flyers in the School
- By September 26<sup>th</sup>, 2012 – Fall Recruit Event Held, applications and monies collected.
- By September 28<sup>th</sup>, 2012 – Applications and Monies submitted to Pine Tree Council.