



INVITE NEW FRIENDS

DISCOVER YOUR FUTURE



Dear Advisor:

The Exploring program has been providing young men and women in our communities exciting activities and mentorship opportunities to discover their future. Exploring is a mutually beneficial program to both its own branch offices but also to the youth who are the future workforce of America.

As an adult leader, you are amongst the thousands of adults that make the program possible for youth. You also represent the program's best sales force. This guidebook has been created to assist leaders and Explorers in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every youth should receive the message that Exploring is available in their community. The ideas featured in this book can be done quite easily and most can be supported by the local Boy Scouts of America council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Exploring program.

Council President

Council Commissioner

Scout Executive



INVITATION METHODS

THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING EXPLORERS RECRUIT. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. SOME OF THE RESOURCES ARE AVAILABLE FROM YOUR LOCAL BOY SCOUTS OF AMERICA COUNCIL. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!

TOP 10 METHODS

The Top 10 methods are considered to be the most important ideas for recruiting. Posts should consider doing multiple methods as there is not one method that is considered the "silver bullet" way of recruiting. We challenge you to do 7 or more methods.

Post Information Sheet

- This is your chance to brag about your post and have a quick handout ready to distribute.
- Details should include meeting times and locations, post calendar, list of adult and youth leaders' contact information and other exciting information about your program.
- These information sheets should be shared with your organization, schools, community organizations, and families in your post so that they can be distributed to new members.



Organizational Scheduling/Planning Meeting

- You should have a face-to-face meeting (virtual) with your organization prior to the new school year. This meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your program year.
- Be sure to bring pertinent information regarding your program, a "yearbook" of activities and be prepared to explain the benefits of the program. Determine how your post can help support your organization.
- Bring popcorn, camp card, or other gift to show that you appreciate your charter organization. Also a good idea to take with you when you visit with the schools that allow your to recruit.

Flyers

- Work with your Exploring/District Executive to order flyers to be utilized in your recruitment events.
- Your council will let you know what information they can print on the flyer: this is typically the date/time/location of your recruitment event.
- Recruitment events should be planned within the first few weeks of school. However, you will need to find alternative ways to recruit with the current COVID challenges. If schools are still meeting in person you, could still distribute flyers if the school will allow you. Be creative!

Wear Your Post t-shirt/Be Visible in the Community

- Your post might decide to design a t-shirt for Explorers, leaders, and parents to wear on a regular basis.
- This is an easy way to get exposure for your Exploring Post, as the t-shirt/uniform/etc. serves as a walking billboard and conversation piece.
- Ask all youth to wear their t-shirt when out for events and community activities. If your Explorers are attending school, ask them to wear their t-shirts/uniform/etc. on the day of the recruitment event.
- Adult leaders should also wear their t-shirt/uniform/etc. to school, post events and other community events.



School Visits

- School visits have been a highly effective way to get youth excited about the program in the past. We know this will probably not work this year with COVID. But, what could you do if schools are meeting in person/virtually.
- Can your post help with a school project, supplemental program, or other service for the school?
- Be sure to send thank you notes to your school administrators, principals, and teachers.

Lawn Signs

- Post these signs at the school and other high traffic areas in your community prior to your recruitment event.
- Use council provided signs or create your own.
- Include the Exploring logo, date, time, and location for your recruitment event.

Back to School Night/Community Event

- Your post is part of the fiber of the school, community, and its families. Being present at Back to School Nights, other school and community events is an important way to raise exposure of your program.
- Have a table/booth at these events with flyers, interest sign-in sheets, way for youth/families to sign up online and other visuals/activities for youth/families to get involved.

Picture Board/Social Media Presence

- Sometimes pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)

