The Path to Membership Growth: Dynamic Recruiting

Adapted from: “I Heart Recruitment”
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BSA Recruiting Facts

• We’ve been on a five-decade membership decline
• Too many kids join our program, but don’t stay
• We have brand problems
• We’re not accustomed to competing for kids
• We’re a tribe that others don’t understand if they aren’t legacy Scouters
Typical Cub Recruitment
A True Horror Story...
Static Recruitment

Static recruitment is **time-based** and/or **event-based**.

Eventitis and Dependicitis – Scouting recruitment diseases that place an unhealthy dependence on formal strategies that take a lot of time.

Is your recruitment focused on inviting strangers?
Dynamic Recruitment

Dynamic recruitment is continuous and intentional.

It happens via everyday interactions that over time produce recruitment results.

NFA = Normal Friend Activities
• Friends inviting friends
You don’t have to be great to start, but you have to start to be great.

- Zig Ziglar, American Author
You’re only as strong as your weakest link…

The Basic Ingredients of a Unit are People and Purpose
• A purpose without a group of people is an idea.
• A group of people without a purpose is a crowd.

We have to start by knowing:
• What is your unit’s purpose?
• What dream for your unit unifies your youth and adults?
• What motivates your unit to work towards achieving outcomes?

This tells you what kind of members you are seeking!

Want your unit to stay fresh and focused?
• As you recruit new members, how often do you re-evaluate your unit’s purpose and outcomes?
A.C.E. Your Values

A – Achieving, C – Communication, E – Expecting

Has your unit discussed how your activities and the way you make decisions relate to your values?

5 Minute Activity

• List your unit's values on the left
• List how you communicate those values to potential members in the middle
• List how you set expectations for living your unit’s values with both your current and new members on the right

When you ACE your values you create a stronger public image, and get more people involved in Scouting
Let’s Talk about Motivation

Most people will work as hard as their dream is important to them. THEIR dream, NOT yours! What is your unit’s BIG DREAM?

 Wouldn’t it be great if our pack/troop………..

With more quality members:
• What could your unit do?
• What could your unit have?
• What could your unit become?

Don’t get the post charter blues
What can you do about unit apathy?

Can you relate to any of these statements?
• It feels like no one in my unit cares
• I’m carrying the weight alone right now
• I can’t get anyone to help
• Not everyone wants our unit to grow

The Tale of Mules and Horses
Know Your Audience

- Always Joiners = 15%
- Maybe Joiners = 70%
- Never Joiners = 15%

FOCUS on the Maybe Joiners – They are your Most Important Group.

Why are they a MAYBE?
- Have never been invited
- Don’t know much about Scouting
- Have made an assumption that Scouting is “Not for me”

Where do you find them?
- Mind joggers activity
  Congratulations, you just created a Friends List.
Know Your Product

• How do you “sell” Scouting during static recruitment?

• Does your unit understand the value of the BSA, what we add to the lives of our members, and the value we provide to the community?

• Think about your potential new member – How can Scouting in your unit make their individual life better?
Understand the Value of your Product

• Excuses, excuses...
  • Money
  • Time
  • Sports
  • I don’t like camping, don’t know how, don’t have equipment
  • Scouting is weird or for the nerds

• Speak from your own experiences.
  • Use Feel, Felt and Found...
  • Do NOT lie, share half truths, dismiss, or fail to listen

• Keep it simple!
Develop Your People Skills

• Think of NFA’s like the dating process

• What is everyone’s favorite topic?

• Master the F bombs: From, Family/Friends, Favorites, Firsts, & Fun

• Use plus one, bridging, next meeting
Repeat, repeat, repeat...

• Review your big dream at every meeting.

• Review names list and recruitment status at every meeting.
  • Continue to add names
  • Continue invitations to NFA’s/meetings
  • Continue to tweak your process via feedback
  • Continue positive feedback for your horses

KEEP THE FOCUS ON VALUES
Continuous Implementation

• Steps 1-2 Create a BIG DREAM.
  • What could your unit do if you had more youth and adults?

• Steps 3-6 Learn, explore, practice.
  • Get excited about growth – create names list, do normal friend activities, don’t forget the pre-close

• Step 7: Implement, repeat and ask for feedback.
  • Start, Stop, Continue, Exit interviews
“You gain strength, courage and confidence by every experience in which you really stop to look fear in the face... You must do the thing you think you cannot do.”

- Eleanor Roosevelt