

Roundtable Membership Moment

Dynamic Recruitment

Dynamic recruitment is a technique by which we continually seek out potential new members and their families and cultivate them as new members one friend at a time. This differs from static recruitment, the traditional technique of a one-time event or “joining night” where you sign up a group of people at once. Both are important for recruitment.

In Cub Scouting, the parents generally carry out dynamic recruitment. In contrast, in Scouts BSA, Venturing, and Sea Scouting, we depend on the individual Scouts to recruit their friends to the program. So, let's talk about the Cub Scout model, and I think you'll see how it can be adapted to Scouts BSA and the older youth programs.



The parents of our Scouts think about their friends and neighbors. Who among them has a Scouting-age child who would benefit from and enjoy membership in Scouting? (Everyone, right? 😊) Once the prospective family is identified, they are invited to participate in a normal friend activity. That can be a picnic, a play date in the backyard, a ball game, or another activity that is not directly Scouting related. Alternatively, the pack can sponsor a picnic, BBQ, or other outdoor activity for all the families to get together without the usual Scouting activities. Most importantly, it is fun for the youth and welcoming for the adults. Activity uniforms are best.

The conversations among the adults can be about their children, about anything, and about Scouting. Casual, natural conversations allow the prospective parent to grow comfortable and avoid the sense that they are being sold.

Once the families have gotten to know each other and are comfortable with the activities, an invitation can be made to the new family to join the pack. It might not happen with only one event. The prospective parent might want to consult with their child or children to find out if they would like to see and learn more.

The equivalent to this in Scouts BSA, Venturing, Sea Scouts, and Exploring is a peer-to-peer recruitment effort where the Scouts invite friends to join them and the fun. These Scouts know what their friends like to do.



The BSA Membership and Marketing Hub has lots more information about dynamic recruitment, including playbooks for Cub Scouts and Scouts BSA.