



INDIAN WATERS COUNCIL



2026 MEMBERSHIP GUIDE



**READY.
SET.
SCOUT!**



CUB SCOUTS * SCOUTS BSA * VENTURING * SEA SCOUTING * EXPLORING

Unit Membership Guide Objectives

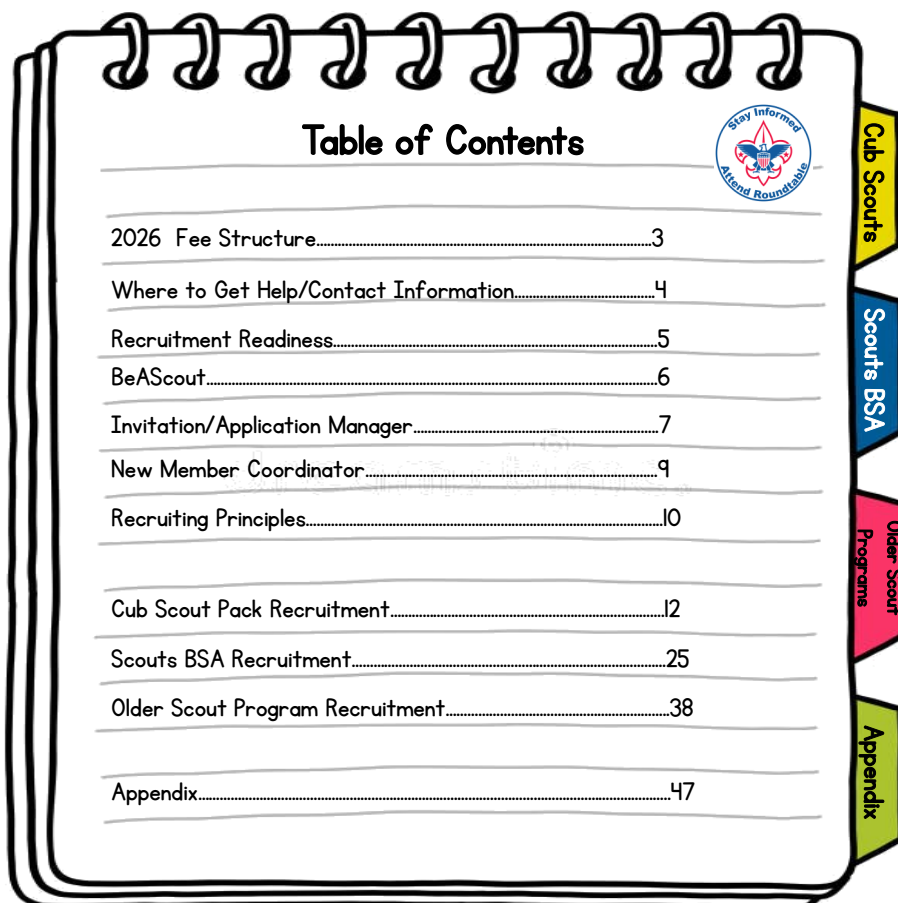
The **2026 Membership Recruitment Leader Guide** is designed to support your unit’s recruitment efforts. Regardless of your unit type—Pack, Troop, Crew, Ship, Club, or Post—this guide outlines the tools, materials, and innovative ideas offered by the **Indian Waters Council** to help you successfully recruit new youth and adults.

Inside, you will find suggestions that work as standalone strategies or in tandem with BSA National resources and your own proven traditions. These materials support the Indian Waters Council Membership Plan and our core mission: to recruit new families, retain current members, and deliver the life-changing promise of Scouting through strong, well-coached, and well-trained units.

The Aims of Scouting: to develop **Character**, foster responsible **Citizenship**, promote physical, mental, and emotional **Fitness**, and build **Leadership skills**, preparing young people to be ethical, participating members of their families, communities, and nation by instilling the values of the Scout Oath and Law.

The Methods of Scouting: The methods by which the aims are achieved are: living the ideals, belonging to a den/patrol method (small groups), advancement, family involvement, activities, serving the community and the uniform.

Please reach out to your [District Membership team](#), [District Staff Professional](#) or your [Unit Commissioner](#) if you have any questions or need assistance.



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2026 Fee Structure

Scouting America

Indian Waters Council

2026 Annual Membership Fees

<p>NATIONAL - \$85</p> <hr style="border-top: 1px dashed black;"/> <p>COUNCIL - \$65</p> <hr style="border-top: 1px dashed black;"/> <p>TOTAL—\$150</p>	<p style="color: #c00000; text-align: center;">Scouts in Kindergarten through age 20</p> <div style="display: flex; justify-content: center; gap: 20px; align-items: center;">     </div>
<p>NATIONAL - \$50</p> <hr style="border-top: 1px dashed black;"/> <p>COUNCIL - \$20</p> <hr style="border-top: 1px dashed black;"/> <p>TOTAL—\$70</p>	<p style="color: #c00000; text-align: center;">For all Exploring youth and adults</p> <div style="text-align: center;">  </div>
<p>NATIONAL - \$65</p> <hr style="border-top: 1px dashed black;"/> <p>COUNCIL - \$35</p> <hr style="border-top: 1px dashed black;"/> <p>TOTAL—\$100</p>	<div style="display: flex; align-items: center;">  <div> <p style="color: #c00000; text-align: center;">All registered adult leaders in unit and non-unit positions.</p> <p style="color: #c00000; text-align: center;">(Leaders with multiple registrations will continue to pay for only one position).</p> </div> </div>
<p>NATIONAL - \$25</p> <hr style="border-top: 1px dashed black;"/> <p>COUNCIL - \$0</p> <hr style="border-top: 1px dashed black;"/> <p>TOTAL—\$25</p>	<p style="color: #c00000; text-align: center;">This fee is for Merit Badge Counselors who <u>are not already registered leaders</u>.</p> <p style="color: #c00000; text-align: center; font-size: small;">MBC who are not also registered in a unit position are not allowed to attend overnight Scouting activities/events.</p> <div style="text-align: right;">  </div>
<p style="text-align: center; color: #c00000; font-weight: bold; border-bottom: 1px solid #c00000;">SCOUT LIFE MAGAZINE FEE</p> <div style="display: flex; align-items: center;">  <div> <p style="color: #c00000; font-weight: bold; font-size: 1.2em;">\$15/yr</p>  </div> </div> <p style="color: #c00000; font-weight: bold; margin-top: 10px;">OPTIONAL</p>	<p style="text-align: center; color: #c00000; font-weight: bold; font-size: 1.2em;">UNIT RENEWAL FEE</p> <p style="text-align: center; color: #0056b3; font-weight: bold; font-size: 1.2em; margin-top: 20px;">\$100 per year</p> <p style="text-align: center; color: #0056b3; font-weight: bold; font-size: 0.9em; margin-top: 20px;">For all NEW and RECHARTERING units.</p>

Contact Information

VP Membership for IWC

Michelle Malcolm

michellemscouts@gmail.com



Professional Staff Advisor

Adam Riedel

adam.riedel@scouting.org

Your District Membership Chair and Unit Commissioner are your primary resources for membership and recruitment support but don't hesitate to attend your District's Roundtable, or reach out to your District Commissioner for additional assistance.

Should you require further assistance, please contact your District Chair. If that position is currently vacant in your district, your District Staff Professionals are always happy and willing to assist you.

<u>District</u>	<u>Membership Chair</u>	<u>District Commissioner</u>	<u>District Chair</u>	<u>Staff Professional</u>
Atakwa		Kevin Fox kevinfox.scouting@gmail.com		Mike Shook michaelshook@scouting.org
Capital Rivers	Roy Laney rlaney@rplfirm.com	Dan Meyer meyerdan77@gmail.com	Kirby Shealy kirby.shealy@arlaw.com	April Mayfield april.mayfield@scouting.org
Chicora	Bill Trinemeyer traxmax2455@gmail.com	Michelle Malcolm michellemscouts@gmail.com	Chris Tyrrell christyrrell32@outlook.com	Adam Riedel adam.riedel@scouting.org
Chinquapin		Brooks Prevetie dbprevette82@gmail.com	Chip Payne payne.chip@gmail.com	Scott Hagler scott.hagler@scouting.org
Edisto		Ronald Mosely aautomaxsales@sc.rr.com	Skyler Hutto skyler.hutto@gmail.com	April Mayfield april.mayfield@scouting.org
Etowah	Gloria Stansell gstansell79@gmail.com	Troy McNall bigspurl@hotmail.com		Scott Hagler scott.hagler@scouting.org
Sandhills		Jonnathan Smith jonn.smith7@outlook.com	Greg Simonson cngn4kids@gmail.com	Mike Shook michaelshook@scouting.org

Introduction to Recruiting

Our membership objective is to provide every youth within the Indian Waters Council the opportunity to join the adventure of Scouting; a seat at the campfire. We believe every unit should strive to deliver a life-changing program that truly reflects and serves its community and delivers the promise of Scouting.

Because every community is unique, we encourage units to develop a recruitment vision tailored to their specific demographics and needs. This guide is designed to help you build that custom plan by connecting you with the best tools, resources, and support available whether you are a Pack, Troop, Crew, Ship, Club or Post. Use these pages to discover what works best for your unit and start your next great recruitment season!

Scan this QR code to go to the Indian Waters Council Membership page.



Recruitment Readiness: Online & Unit

Recruitment Readiness is essential for a successful campaign, regardless of what time of year you recruit. To ensure your unit is prepared to welcome new families, follow these foundational steps:

- Update Your Digital Front Door** - Ensure your unit's BeAScout pin is ACTIVE and CURRENT.
- Does your unit have a social media presence?** Make sure you have posted recently and that your unit families are sharing important posts to their personal feeds. Coordinate with your District and Council Social Media Pages to make sure
- Choose Your Tools & Build a Timeline** - Select the recruitment materials and tools that best fit your unit's goals. The most effective approach is to "backdate" your planning: start with your recruitment event date and work backward to determine when each task must begin.
- Account for Lead Times** - Professional support takes time! Please remember that flyers and geo-fencing requests require a 3-week turnaround for our District Volunteers and professionals to provide proper support.
- Conduct a unit inventory** - Is your unit capable of growing in membership? Do you have enough adult leaders to support more youth? Does your unit need to grow in both adult and youth members?

BeAScout

Your unit's BeAScout pin is the primary way families locate units in their neighborhood. Verify that all contact information is accurate and reflects any changes made during your latest unit renewal.



When families enter their information to search BeAScout, they are brought to a landing page of the results of their query. The information that is presented for each unit is called their “pin”.

The information that a “pin” provides includes:

- Unit Number and Specialty
- Unit Meeting Address
- Best Contact Name/Phone/Email
- Additional Unit Information
- Unit Website

Unit Key 3 Members have access through their myscouting account to update this information to ensure its accuracy. Have a Key 3 member login to your unit's Organization Manager on myscouting. Then, they will select UNIT PIN. This is where information can be updated and edited.

PLEASE NOTE

*If the “Only Allow the Council to Update Pin Information” bubble is darkened, please let your Unit Commissioner and/or District Commissioner know. This can be changed to allow individual units to update their information.

*It takes 24 hours for your Unit Pin changes to be reflected on beascout.org. Be proactive, change it early!

Additional information about these tools can be found within the Training Section on our Council Membership page.

Invitation/Application Manager

Scouting America's online application process allows youth and adults to join your unit from start to finish without a single piece of paper changing hands. Prospective families can easily request more information or complete their registration and payment at their convenience—making the transition into Scouting smoother than ever!

This online system creates a more efficient and user-friendly registration experience for units, districts and councils. This online presence is linked through your BeAScout pin and is known as **Invitation Manager** and **Application Manager**.

The following bullet points provide a brief explanation and expectations about each of these tools. [Additional information about these tools can be found within the Training Section on our Council Membership page.](#)

Invitation Manager

These "Leads" are from parents requesting additional information about your unit.

- A response should be sent to parent within 72 hours
- Scouting America now sends emails 3 days a week alerting units of new or opened (already viewed) leads
 - Responses should be sent to families within 48 hours of submission
 - A short note should be entered in the "Lead notes" box stating what action was completed
 - i.e. Email sent or left a message with parents or will be joining us at our next meeting.

Below is an example of an email that you can send to prospective Scout families to invite them to a meeting/recruitment event:

SUBJECT LINE: Scouting is FUN for the whole family!!

Hi there,

We're so glad that you're interested in Scouting!

Scouting is designed to be a fun experience for the whole family.

Your (future) Scout will learn about themselves and the great outdoors – and the best part? Your entire family will get to share in the excitement. We want to tell you more about this journey. Join us (<date>) at <time/place> to see how much fun the Cub Scout program is!

Bring the family and check it out!

<LINK TO FB EVENT TO "RSVP"> or <in-person event>

See you soon,

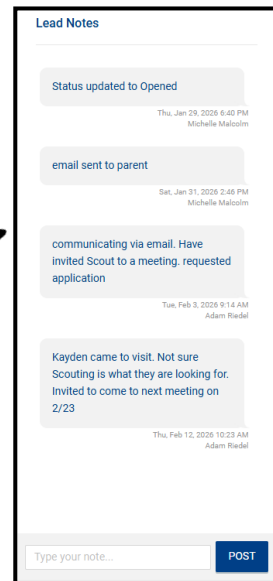
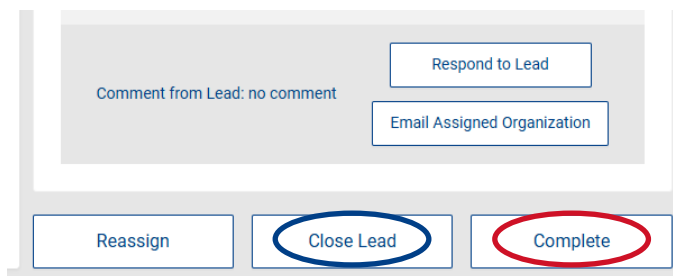
<INSERT NAME>

Leads within 60 days of inactivity are automatically closed out by the system, which means we have lost that opportunity to have that child experience Scouting.



It is important that we are marking our “leads” appropriately after we have responded to the initial information request. Please follow the guidelines below:

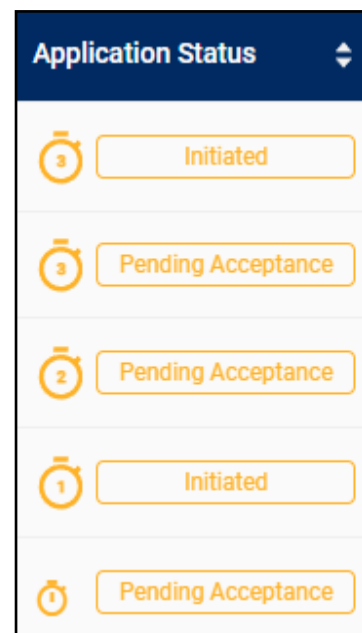
- If the youth joins your unit after you have responded to the family, you should then go back and mark this lead as **COMPLETED**.
- If the youth does not join your unit, or you have not received any response after at least 3 attempts, this lead should be marked as **CLOSED**.



- If you are still in the process of contacting the lead, please add **NOTES** into the note section of what activities you have done, when you do them.

Application Manager

- This is an online application that has been submitted by the parents to have their child join your unit or by an adult interested in joining your unit.
 - If you are unsure if your unit accepts online applications, view your unit’s Organization Dashboard -> Settings.
- These applications should be accepted within 48 hours of submission
 - Scouting America sends emails out 3 days a week alerting units of pending applications
- It is important that you also review the “Initiated” applications listed
 - We do not want to miss the opportunity to have a child experience Scouting..



New Member Coordinator

Strong membership is built on two pillars: consistently inviting new families to join your unit, and then engaging those families so they feel welcome, valued, and excited to stay. Even though getting started in Scouting is fun and exciting, it can be overwhelming. New member coordinators help bridge that gap and get new families involved in the unit much more quickly.



The **New Member Coordinator (NMC)** role is designed to ensure that these keys to success take place in your unit. The main responsibilities of the NMC are to:

- 1) Share the benefits of Scouting
- 2) Welcome, connect and form relationships with Scouting families
- 3) Engage and guide new families as they begin their Scouting journey
- 4) Identify leaders
- 5) Assist in registration
- 6) Help at Join Scouting nights
- 7) Recognize less engaged families and help bring them into the fold



Your unit can appoint one person or an entire team to the New Member Coordinator role. This flexibility allows you to divide the workload across the key areas of focus. By working in tandem with the District and Council support teams, the NMC ensures the unit is prepared, supported, and successful during recruitment season.

New Member Coordinators are encouraged attend their District's Roundtable meetings to learn best practices and receive the most up to date information in our Districts and Council.

[More information about the New Member Coordinator position can be found within the Training Section on our Council Membership page.](#)

Recruiting Principles

Principle 1: People want to be asked. Being invited to help makes people feel seen, valued, and included. When you ask a parent of a Scout to help, even if they say no, they will at least engage in the conversation—and often that's the first step toward a yes.

Principle 2: Ask everyone.

This is a HUGE point. We should ask everyone to join the committee. If we limit ourselves only to those who already show up or step up, we severely restrict our pool of volunteers. Having a Scout in Scouting America should come with the expectation that families will contribute time to support the program.



Principle 3: Pre-screen your candidates.

When filling a position, consider each candidate's occupation, Scouting experience, availability, and interests. Ask around. Knowing people's strengths allows you to suggest roles that align with their skills, which significantly increases your chances of success.

Principle 4: Start small.

An initial request that is simple and achievable is far more likely to get a yes. From there, responsibilities can grow over time. This also gives you the opportunity to learn a new volunteer's strengths and challenges.

Principle 5: Be clear about the mission and expectations.

Recruiting is much easier when you can clearly explain:

1. How the role supports the mission of Scouting
2. The time commitment
3. The responsibilities
4. The available resources and processes
5. The training and ongoing support



Honesty is critical. People are far more willing to help when expectations are clear. Joining a team is also less intimidating than being the lone person in charge. Splitting responsibilities among a committee not only increases volunteer participation, but also builds a pipeline for future committee chairs.

Principle 6: Ask individually.

Mass emails and general announcements rarely work. People are busy and overwhelmed with messages. What does work, is a personal ask—by phone, video, or in person. It's much harder to say no when someone is asked directly.

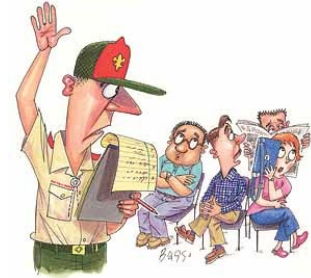
Principle 7: Be excited.

We volunteer because we love this program. Enthusiasm matters. Energy and genuine passion are contagious and make people want to be a part of the team.

Principle 8: Let them know you are in it with them.

The two biggest reasons people say no are:

“I don’t have enough time.” or “I don’t know how to do the job.”



You may not be able to solve the first, but you can address the second. Clearly explain how you will train them and support them. Sharing your own learning journey helps reassure new volunteers that no one is expected to know everything on day one. Suggest that they attend your District’s Roundtable meetings to learn best practices, ask questions or seek advice from other Scouters.

Event Planning Tips



- Complete your dates and location information
- Identify your New Member Coordinator (NMC)
 - If your unit does not have a NMC, identify a parent(s) to help
 - Are they willing to be your unit’s NMC?
 - If yes, let’s get them registered and trained!
- Set your unit goals
- Review your plan for strengths and/or weaknesses
- Identify what support is needed from your District/Council Membership team and Commissioner Corps
- Identify those collateral materials (i.e. geo-fencing, flyers or other customized recruitment materials) you will need to support your recruitment efforts



Unit Health Inventory - Are you ready to GROW?

Unit Health

Ensuring we have healthy, well-run Crews, Ships, Clubs and Posts is the first priority in providing participants with a fun, consistent, and high-quality program. Evaluate whether each unit provides the following:

- Trained and organized leadership
- Regular meetings and activities/outdoor program
- Consistent attendance of 60% of unit membership per meeting
- Participation in council, district, and territory campouts, weekend activities, or super activities
- Annual rank advancement for Sea Scouts in a Ship or youth led leadership in place for Crews and Posts



Unit Leadership and Participant Retention

For each unit, determine which adult leaders and participants will return for the next school or program year. This process should be completed by **June or December**.

- Create a checklist with the names of all adult leaders and participants in your unit
- Contact each adult leader and participant/parent to confirm who will be returning
- Compile the adult leadership status and needs of your unit to identify where new leaders are needed
- Count the number of participants returning and determine how many additional participants are needed to strengthen your unit
- Use this information to establish your unit's recruiting goals



Unit Committee and Leadership

- Do we have the appropriate amount of trained adult **AND** youth leaders in our unit to be able to accept additional youth into our unit?

If you and your unit leadership have completed the Unit Health Inventory and met with your Unit Commissioner, but still have questions or concerns about your unit's growth or future, you are not alone.

Support is available. Michelle Malcolm, Indian Waters Council Vice President of Membership, is ready to listen, offer guidance, and work alongside your leadership team, your unit commissioner and your district staff professional to develop a practical, customized plan to address your specific unit challenges and help your unit move forward with confidence.

For examples of Crew, Ship, Post or Club inventory forms, please visit the Indian Waters Council Membership page or in the appendix of this Membership guide.

Unit Membership Growth Plan

You have confirmed that your unit is ready to recruit and welcome new participants—now it's time to take action by creating a focused plan that turns preparation into growth.

This guide is designed to support you, in partnership with your District Membership Team, District Executive, and Unit Commissioner, as you develop a Unit recruitment plan and turn that plan into clear, actionable steps that lead to sustainable and consistent unit growth.



Please utilize the Membership Plan document found in the appendix to help guide your unit to submit the appropriate membership plan form (spring or fall) found on our Indian Waters Council Membership page.

A written membership plan helps guide and strengthen your recruitment efforts. By clearly identifying what you want to accomplish—and how you will accomplish it—your unit can recruit more effectively and with greater confidence. Submitting your plan to the Council also allows us to better understand your goals and provide targeted support to help your unit succeed.

Recruitment Strategies

Dynamic recruiting for Sea Scouting, Venturing, and Exploring requires a shift from passive sign-ups to high-energy, experience-driven engagement that meets teens where they are. Empowering current youth members to serve as ambassadors—inviting friends, sharing their stories, and leading recruitment events—creates a genuine, peer-to-peer connection that is far more compelling than traditional recruitment methods.

Dynamic Recruitment Ideas

Units should focus on “try-it” events—such as leadership training activities, adventure nights, community service events, or career exploration workshops—that give prospective youth an immediate taste of the adventure and real-world opportunities these programs offer. Leveraging social media with short, authentic videos highlighting youth-led activities and peer testimonials helps create excitement and relatability, while partnerships with high schools, community organizations, and local businesses open doors to new audiences.

Below are the Top 10 Invitation Methods for Sea Scouting, Venturing, and Exploring:



1. Unit Information sheet

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

2. Organizational Visit/ Scheduling

- You should have a face-to-face meeting (virtual) with your chartered 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 crew can help support your charter 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 you to recruit.

3. Flyers

- Work with your District Staff Professional 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 to overcome challenges, like schools not allowing flyers to be sent home. Be Creative!



4. Wear Your Uniform/Be Visible in the Community

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



5. School Visits

- School visits have been a highly effective way to get kids excited about the program in the past.
- Can your unit 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.

6. 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 Venturing logo, date, time, and location for your recruitment event.



7. Back to School Night/Community Event

- Your crew 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 families to sign up online and other visuals/activities for families to get involved.

8. 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.)



9. Social Media Posts

- Encourage your families to share their experience on their personal social media channels. This is a great way for other youth/families to see the FUN!
- Ask youth/families to share on community pages they are also a part of like Nextdoor



10. Drive-up Signup Night

- Set up in a parking lot (possibly your school) and have youth/ families drive up sign-up stations
 - Station 1. Welcome & QR code to fill out online registration
 - Station 2. What We Do: Provide families with an information packet (crew calendar/leader contact/crew information sheet)
 - Station 3. Youth Officer/Adult Leader Welcome and Q&A
 - Station 4. Check-out (opportunity to collect dues, sell unit t-shirts, and remind youth/ family of 1st upcoming event/activity)

Additional Methods/Ideas



The opportunities to share information about your unit and program do not end there! Not all methods work for all units, and that is okay. Below are some additional ideas to consider:

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers
- Unit Events
- Park Recruitment Days
- Ice Cream Socials
- Summer Experience: Launch Events Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Utilize NextDoor app
- Pizza box flyers (other restaurants that are willing to throw in an advertisement)
- Local Flyer distribution (places families go to)
- Joining Night events at sporting areas (soccer/baseball/ basketball/etc.)
- Unit self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc.
- Calendar of Community Events: parades, service events, etc.
- Spirit Day at Chick-fil-A or other businesses
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations- adult education

While we encourage dynamic (year-round) recruitment, some of the most effective and easiest methods are conducted by the youth themselves. Youth recruit youth. Here are some ideas how:

Information Business Cards & Buddy Cards

- These cards can be created by the unit for participants to hand out to other youth.
- Card templates can also be found on the BSA Brand Center
- Include details like date and location of unit meetings and unit leadership contact information.
- Cards can be printed from your home computer or provided to you by our Council Membership Team..
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each participant share these cards with their friends.



Invitation Letter/Email/Personal Phone Call



- The letter or call should be customized from each participant/family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of the program and why you/your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new youth/families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of your program.
- Ask other youth/families who are involved with you and your family to join you in your program.



Post Event Follow-up



NOW
WHAT?

Congratulations on taking the most important step—opening your unit to new families and inviting them into the adventures of Older Youth Scouting & Exploring! Hosting a recruitment event is a big win, and what you do NEXT is what turns interest into registered Scouts.

The post-event follow-up phase is where momentum is built, questions are answered, and families feel welcomed and confident in saying “yes”.

The steps that follow will help you stay organized, communicate clearly, and ensure every family who attended knows they matter, understands what comes next, and feels excited to take the next step with your Unit.

Step 1: Welcome your new members *immediately*.

Don't wait. Invite all new members to Unit meetings starting the very next week. These first meetings are your only opportunity to make a strong first impression—have fun, build excitement, and begin involving parents in the life of the pack. Youth Leaders should make personal welcome phone calls and send follow-up emails that include meeting dates, locations, the pack calendar, and any other essential information.

Step 2: Follow up with potential members who did not sign up.

This is where sign-in sheets are invaluable. Compare your applications to the sign-in list and personally contact potential members who did not join. Address any questions or concerns, offer to drop off an application, and invite them to attend the first meeting so they can experience Scouting or Exploring firsthand.

Step 3: Hold your next Unit meeting within two weeks.

Include a parent orientation during this meeting. Use this time to discuss volunteer opportunities, training options, fundraising to help offset costs, and guidance on purchasing uniforms and handbooks.

Step 4: Follow up with any new potential members who missed the meeting.

Reach out promptly and personally. Let potential members know how much their participation is wanted and valued, and ensure they feel welcomed and excited to be part of the Unit.

Below are examples of emails to send to potential new participants and parents as a follow up to your event:

I. Thank You and Welcome:

SUBJECT LINE: Thank you for your interest in (insert unit name/number here)!!

Hello, and THANK YOU for joining us yesterday to discover more about the <program name> program!

It was great to meet you!

Keep watching your email and our social media accounts for more <specific unit> fun. If you missed out on yesterday, or if you have another friend who would be interested, send us an email and we'll be in touch.

This will be an exciting year, and we can't wait to share our adventures with you.

See you again soon,

<INSERT NAME>

Optional: Include a picture of something fun from the event

2. New Parent Announcement: Announce any FAQs for new parents

SUBJECT LINE: Get answers to your Scouting questions

Welcome, new parents!

We're so glad that you're now a part of our "Scouting" family. At this point, you probably have questions.

Here are some answers to a few of the usual FAQs that we get, and also a few suggestions for how you can prepare to have the best Scouting year.

<Scout Shop uniform info, first meeting info and what to bring to the first meeting, etc>

If you still have questions, send them to <insert contact info>. Here's to a great season of Scouting!!

<INSERT NAME>

**3. It's not too late to invite to join (2 weeks to a month later send out to new or potential parents)
Keep recruitment efforts going – Keep sharing, keep inviting!**

SUBJECT LINE: Scouting's (or Exploring) always more fun with more friends!

Hey there,

Did you know there's still time to invite other friends and families to join Scouting? More friends means more fun, and we are all in for an extra-large helping of fun!

Help us spread the word – invite your friends to check us out, too.

Thanks for spreading the joy of Scouting!

<INSERT NAME>



Congratulations! You did it!

Your unit has just hosted a successful registration night. Congratulations! You did it! Now what?

As you wrap up your unit's recruiting efforts, remember that the most successful units take time to reflect and refine.

Conduct a simple **Start, Stop, Continue** review with your leadership team—identify what clearly worked well and should be continued, what didn't add value and should stop, and what you didn't do that you should add into the plan for next time.

Take notes on what connected with potential members and what fell flat, and bring those insights with you to your next **District Roundtable** so you can learn from other units and share what you've discovered.

Celebrate your wins by sharing photos, stories, and successes on social media to help tell your unit's story and inspire others (don't forget to tag Indian Waters Council!), and don't forget to follow up with any potential Scouts that did not register during the event.

Recruiting isn't a one-time event—it's a cycle of action, reflection, and improvement. Capture what you learned this time, apply it next time, and your recruiting efforts will continue to get stronger every year.