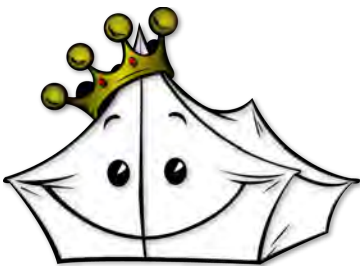




# 2025 Leader Guide to Recruitment



**Samoset Council, Scouting America**  
3511 Camp Phillips Rd, Weston, WI 54476  
(715) 355-1450  
[www.samoset.org](http://www.samoset.org)

## Adult & Senior Patrol Leaders,

Thank you for all the work you do in your Troop, Crew, or Ship to provide activities where Scouts build character, improve physical fitness, learn skills, develop a spirit of community service, and have a ton of FUN!

It is of great importance that Units throughout our council build a year round recruitment plan. With your guidance, your Scouts can create a recruitment plan that will positively impact the size of the Unit and the quality of program.

To ensure an effective Join Scouting event, we have compiled the information within this guide to help everyone achieve success. Your District Professionals, Commissioners and volunteers will be with you every step of the way.

Thank you for all you do to support Scouting in our communities!



## Have questions or need assistance? Your District Executives are happy to help!

### Ahdawagam District Executive

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### Mushkodany Senior District Executive

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### Rib Mountain District Contact

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### Northwoods Senior District Executive

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## Recruiting 101

Begin planning early with input and help from all Scouts & leaders to ensure a successful recruitment. Your recruiting plan should not be limited to recruiting the 5th graders from the Pack. It should be Scout led, vibrant, and year-round. Some components of that campaign are:

### Social Media Campaign: A great way to engage your SPL!

Digital media is one of the best ways to reach out to families to share the exciting world of Scouting. The goal is for every unit to create a dynamic digital presence. Scouting America has a variety of great resources to help you do this in the Social Media Playbook and has Social Media Guidelines to follow.



**DID YOU KNOW?** You have access to the Scouting America Brand Center! Here, you can download templates for emails, web banners, peer-to-peer cards, social media, videos, bookmarks, and more!

### Community Event

Host a kick ball game, volunteer to work a community picnic, host a simple activity for kids at a school or community carnival or participate in local markets or festivals. The size of the event is up to your unit. Always have some kind of take away with you, like contact cards, so prospective families have a way to contact your unit.

### Bring a Friend Activity

These events are simple options with inviting friends to unit activities. See more information on page 4.

### Unit Open House

Plan a drop in style event where the Troop, Crew, or Ship shows off & demonstrates what they do & how they bring the Scouting mission to life. These events have best results with people familiar with the program: AOLs, former Cub Scouts looking to return to the program, and alumni families. Promote this event at Back to School Open Houses.

**Once you have an event planned, work with your District Executive to send flyers to local middle and junior high schools.**

### AOL to Scout Transition

Making the crossover process as seamless as possible and inviting AOLs and their parents to join your unit is crucial. Here are some ways to aide in the transition:

- Select Scouts to serve as Den Chiefs for Cub Scout Dens.
- Serve as a resource for overnight activities.
- Provide equipment, leadership, and logistics for AOL campouts.
- Arrange for AOL Dens to visit a Troop/Crew/Ship meeting.
- Provide each AOL Scout a copy of your unit activities for the upcoming year.
- Work with the Cubmaster in planning a meaningful crossover ceremony.
- Host parent and New Scout Orientation meeting to welcome new families.

# Bring a Friend Activity

What is a Bring a Friend activity?

An easy to execute, fun event designed for both your Unit and prospective members & their families.

## When, What, and Where?

Whenever works best for the most members of your unit and their non-Scouting friends. Whatever and wherever works best! A cookout, kayaking, hike, bowling, movie night, baseball game, ultimate frisbee, or a sledding party! Ask your Scouts what they like to do with their friends and go from there.

Your Bring a Friend activity is not designed to sell new families on Scouting...it's designed to sell prospective families on your members as a fun new group of friends. With this in mind:

- Don't wear uniforms, it's intimidating to new members and parents.
- Keep things fun, relaxed, and enjoyable.
- Be welcoming to new faces.
- Hold a series of events, and keep inviting people back.

## How?

- As a unit, brainstorm some great event ideas and locations.
  - As a unit, have each Scout commit to invite 3-5 friends & their parents to the event.
  - Collect new family information and invite them to future events, and when the time feels right, or if they show interest, invite them to join your unit.
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## Timeline for Success

### August

- Hold a Committee/Patrol Leader Meeting to set goals and discuss recruitment and assign responsibilities to Scouts, parents, and leaders.
- Decide which recruitment efforts you'd like to implement from page 3 and put together a calendar of events.
- **Update your BeAScout Pin so it is easy for prospective members to contact you.**
- Ask the Packs in your area if they need help with their recruitment events (School Open Houses, Join Nights, and New Family Orientations).

### September

- Assist Packs with Open Houses, Join Nights, and New Family Orientations (can your Scouts help run activities for the Cub Scouts?).
- Put yard signs out in highly visible areas.
- Den Chiefs can start working with their Pack.
- Host a Bring a Friend Activity.

### October

- Host another Bring a Friend Activity.
- Participate in local festivals/events/parades.
- Share what your Unit is doing on Social Media.



## Preliminary Planning Questions

### To begin building your Unit's program year:

- Does your unit have a program and calendar of events planned for the next 6-12 months?
- What does your unit have planned for fun summer activities?

Communicate those plans and schedules with your existing unit members and have copies of your unit calendar of events available at your Join Scouting event or Bring a Friend activities.

### To begin building your unit membership plan:

- What is our recruiting goal? How many new members do we need?
- Do we foresee needing to fill a leadership role for someone in the next year or two? Do we have a Membership Chair or New Member Coordinator?

If you do not have a membership chair or New Member Coordinator, is there someone you could approach about helping with this role? Don't forget to welcome the new families—parents like to know how Scouts BSA/Venturing/Sea Scouts is different from Cub Scouts and need to know how to best support their Scouts.

## Questions to Help Plan for Recruitment:

### Where do our members come from—which schools or organizations can we connect with?

- Coordinate with other units in your area to send flyers home with middle school/junior high students.
- Find out if you can set up a table at the Back to School Open House or other event at the school.
- Talk to the principal about setting up a table during parent-teacher conferences.

### Where will we hold our Join Scouting event(s)?

### What information should we have available for attendees at our recruiting event?

- Create a fact sheet about your unit and include your upcoming calendar on the back.
- Additional marketing tools available at the Scouting America Brand Center and the Marketing and Membership Hub.

### Is our Unit Pin set up on BeAScout.org?

- Check your unit pin at least 2-3 times a year to make sure the information is accurate.

### How will we promote our Unit's Recruitment efforts?

- Create a Facebook event on your unit's page to promote your event.
- Promote the good work your Scouts do throughout the school year. Creating program recognition will lead to great community support for your Troop's recruitment activities next year.
- Text friends (Scouts) & their parents (Leaders).
- Utilize other social media platforms like Snapchat or Instagram.

## How to Register New Youth



**Online Registration** - This is the preferred method for registration. Head to [BeAScout.org](https://BeAScout.org), select your program (i.e. Cub Scouts, Scouts BSA, Venturing), enter your zip code, choose the unit you would like to join and select APPLY NOW. Next, create an account with [My.Scouting.org](https://My.Scouting.org), complete the online application, and make a payment (if financial assistance is needed, submit that application first).



**Financial Assistance** - In Samoset Council, we believe every family should have the opportunity to join Scouting and understand there may be circumstances in which financial assistance is needed.

Requests can be made at [Samoset.org/aid](https://Samoset.org/aid) by a parent or guardian for youth and adult applications. All information will be kept confidential. If assistance is given, an email will be sent with a code to enter when filling out the online application.



**Paper Applications** - If needed, paper applications for youth and adults are available. Youth applications must signed by an adult leader. Adult applications can only be signed by the Charter Organization Representative, or their delegate. Once signed, paper applications and payment can be sent to the Samoset Office, located at 3511 Camp Phillips Rd, Weston, WI 54476.



**Online Payments** - An online portal is set up at [Samoset.org/pay](https://Samoset.org/pay) for accepting credit card payments for paper applications. When completing the payment information, please add the name and unit number.

## How to Transfer Youth from Cub Scouts



Any unit Key 3 member or parent can transfer youth through [My.Scouting.org](https://My.Scouting.org). Scan the QR code for a video tutorial.



Scouts that are currently serving as, are interested in becoming a Den Chief, or who want to learn the skills to be a Den Chief are encouraged to attend Den Chief Training!

Date: September 6, 2025

Time: 8:00 AM - 12:00 PM

Location: McCormick Lodge at Camp Phillips

Cost: \$15.00

Adults are encouraged to attend at no cost.



Scan the QR code for more information!

# Samoset Scouting

## 2025 Annual Membership Fees

Updated June 1, 2025 for all new and existing members.

NATIONAL \$85.00  
COUNCIL \$48.00  
**TOTAL \$133.00**

Youth participants in Kindergarten through age 20.



NATIONAL \$50.00  
COUNCIL \$48.00  
**TOTAL \$98.00**



For all Exploring youth and adults.

NATIONAL \$65.00  
COUNCIL \$36.00  
**TOTAL \$101.00**



All registered adult volunteers (excluding Exploring) in unit and non-unit positions. Volunteers with multiple registrations will only pay for one position.

NATIONAL \$25.00  
COUNCIL \$0.00  
**TOTAL: \$25.00**



This fee is for Merit Badge Counselors who are **not** already registered volunteers. Merit Badge Counselors who are not also registered in a unit position are not allowed to attend overnight Scouting activities/events.

SCOUT LIFE  
MAGAZINE \$15.00  
(optional)



The official magazine of Scouting America  
10 issues + free digital access

Get a multi-year subscription online at  
[subscribe.scoutlife.org](https://subscribe.scoutlife.org).

Please note, additional fees may be charged by units. The National fee cover costs such as liability insurance, background checks for adults, tech support, and program resources. The Council Program fee offsets the cost of various district and council events – learn more at <https://samoset.org/about/fees/>.