



IDEAS TO RECRUIT GIRLS TO YOUR TROOP

Are you gearing up to start your girl troop? Do you need ideas on how to recruit girls? The Family Scouting and Membership Committees brainstormed and came up with the following ideas your troop can use to recruit more girls. Have additional ideas? Let your District Family Scouting Champion know, so we can add to this list.

Become Aware Of What Others Are Doing

- On Facebook, join the following groups for ideas and discussions:
 - BSA Family Scouting
 - BSA Family Packs / Girl Troops
 - BSA Girl Troops – come 2/2019 Scouts BSA

Advertise

- Hold a recruiting event / information night. Ask your district's Facebook page manager to create an event on the district's Facebook page advertising this.
- Create personalized flyers for your troop. BSA National is constantly generating new materials. Access customizable flyers at <https://scouting.webdamdb.com/bp/#/folder/3960796/>
- Place your personalized flyers in your school's electronic back pack.
- Post information about your troop on www.nextdoor.com (free to non-profits, like BSA), plus it's specific *to your neighborhood*.
- Provide each of your Cub Scouts with 10 business cards with Troop info and contact information to pass out to their friends. If one joins, the Scout earns a "recruiter" patch!
- Ask your school or chartered organization if you can place an ad on its electronic sign for a week or two.
- Encourage current scout families in an existing boy Troop to share photos of events on social media from a linked troop and mention a girl troop is starting. Provide contact information.
- Have a girl-involved scouting success (or any success for that matter)? Contact your district PR & Media Chair (or the Council, if you don't have one) to create a press release and/or video that can be shared with local media. Share published stories with your troop *and* your district and council! Prospective parents are more likely to join active troops.

In The Community

- Combine recruiting with popcorn sales. Tape a recruiting flyer to each box pre-sale.
- Use homeowner's association newsletters and social media to reach families in your area.

In Your Troop

- Hold a bring-a-friend event, which could include:
 - Troop meeting with special activity.
 - Patrol meeting activity.
 - Service project.
 - A Council-created event.

At School

- Have your girls wear either their uniforms or Class Bs to school to recruit their friends.
- Host a table at school functions: curriculum night, parent-teacher conferences, etc. Use a sign in sheet and follow up later to recruit.
- Contact your school's principal and/or superintendent and recruit their support. Ask where you can get a "plug" for Scouts BSA: perhaps at a sporting event, a pep rally, or other school event.
- Work with your DE or Family Scouting Champion to hold an informational talk at a troop meeting. Use these to get girls fired up about your upcoming program plans and excited about scouting.