



Mecklenburg County Council, BSA
Fall Recruitment Planning Calendar Checklist

July

- Update unit BeAScout pin information and your unit's website
- Identify unit leadership needs
- Assign a Unit Recruiting Chair that will coordinate all year-round recruiting efforts for your unit
- Select a Social Media Influencer for your unit
- Select schools where your unit will recruit and let your District Director know
- Select one date and time between August 20th – September 1st to have your Unit Open House
- Fill out and submit the survey from Survey Monkey
- Attend Council recruitment training on July 14th or July 21st
- Prepare at least a 6-month program calendar and share with everyone

August

- Publish recruiting announcements in charter organization bulletins and other social media channels
- Attend Roundtable on Thursday, August 11th and pick up marketing materials and helpful information
- Place marketing materials around your meeting place and in your neighborhood
- Attend back to school (*meet the teacher*) open house events at the school you select
- Prepare and invite others to attend your charter organization open house and district space derby event
- Plan other pop-up recruiting events for your unit

September

- Attend School Night (September 12th-30th) and other pop-up recruiting events and sign-up new families
- Attend "Scouter Success Seminar" adult leader training on September 10th
- Report (*text*) recruiting results and new scout numbers to your District Membership Chair
- Submit new youth and approved adult applications to Council
- Attend Trailblazer Adventure Day at Belk Scout Camp on Saturday, October 1st
- Follow up with all who has shown interest