



Best Practices for Units

- ☐ Update your unit's BeAScout PIN information.
 - ☐ Assign a social media influencer to support marketing in your unit.
 - ☐ Use the hashtag #BeKidVenturous and #AdventureOn.
 - ☐ Conduct an organizational meeting during the summer to plan for next year.
 - ☐ Be sure to know your unit activities, dues and what will the respective Scouts get from your unit.
 - ☐ Update your unit's website.
 - ☐ Publish a calendar to advertise Scouting activities and events.
 - ☐ Create and publish a QR code for your unit so that potential members can learn more about your unit.
 - ☐ Update training records and encourage leaders to take appropriate training classes.
 - ☐ Make sure your Troop is helping recruit Cub Scouts.
 - ☐ Make an emphasis for your Scouts to invite non-Scout friends to a recruitment activity.
 - ☐ Use appropriate forms of social media to establish an online presence.
 - ☐ Recruit an unit membership and onboarding chair.
- ☐ Get your best youth and parent sales force to be at your school open house your charter organization open house.
 - ☐ Recruit at public and private schools and follow the council join plan.
 - ☐ Provide a device at recruiting events so families can sign up online at the event.
 - ☐ Communicate with new applicants about meeting dates, locations, times.
 - ☐ Submit to the Scout office new youth and adult applications.
 - ☐ Host a parent orientation meeting for new parents.
 - ☐ Encourage attendance at Trailblazer Adventure Day and other district activities.
 - ☐ Keep it simple and have FUN!



#Be
Kid
Venturous

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