



Fall Recruiting Planning Calendar Checklist

- ☐ 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 and post regularly.
- ☐ Select schools where your unit will recruit and let your district director know.
- ☐ Select one date and time between mid to late September to have your Unit Open House.
- ☐ Cubmaster or Committee Chair should fill out and submit the survey from Survey Monkey.
- ☐ Attend Council recruitment training on July 9 or July 16.
- ☐ Prepare at least a 6-month unit program calendar and share with everyone.

- ☐ Recruit an onboarding chair for your unit.
- ☐ Publish recruiting announcements in charter organization bulletins and other social media channels.
- ☐ Attend Roundtable on Thursday, August 13 and pick up marketing materials and helpful information.
- ☐ Place marketing materials (flyers and signs) around your meeting place and in your neighborhood.
- ☐ Attend back to school (meet the teacher) open house events at the schools you've selected with your district director.
- ☐ Prepare and invite others to attend your charter organization open house.
- ☐ Plan other pop-up recruiting events for your unit.

- ☐ Attend School Join Night (Aug. 26 – Sept. 28) and other pop-up recruiting events and sign-up new families.
- ☐ Report (text) recruiting results and new Scout numbers to your district director.
- ☐ Submit new youth and approved adult applications to Council.
- ☐ Encourage new Den Leaders to attend in person training on Oct. 3.
- ☐ Encourage new Scouts to attend Trailblazer Day on Oct. 31.

