



BOY SCOUTS  
OF AMERICA  
MEMBERSHIP GROWTH



# DYNAMIC RECRUITMENT PLAYBOOK

FOR CUB SCOUTING

*A Guide to Growing the Cub Scout Program  
Through Personal Invitation and Interaction*



Prepared. For Life.®

## A Little Background

In their book, *I Heart Recruitment*, the authors describe three distinct types of prospective members to a fraternity:

**Always Joiners = 15%**  
**Never Joiners = 15%**  
**Maybe Joiners = 70%<sup>1</sup>**



Our recruitment strategy in the BSA has frequently been directed at the “Always Joiners”, with varying results. The “Maybe Joiners” are out there and ready to join, but we must change our recruitment strategy to get them.

The Boy Scouts of America has long used static recruitment as its main (sometimes only) method of recruitment. However, given the changing societal norms and school access issues depending on your geographical location, we need to explore alternative recruitment ways. Enter **Dynamic Recruitment**.



## What is Dynamic Recruitment?

Dynamic Recruitment differs from Static Recruitment in the following ways:

- Static Recruitment is event-based, generally held at a recruitment night where the prospective members gather and hear of the benefits of being a Cub Scout, and some of the families complete an application (either in-person or online at some time in the future).
- Dynamic Recruitment is an intentional and continual process of proactively seeking high quality [families] through a successful system built upon daily patterns of behavior that produce results.<sup>2</sup>

## When should we consider using Dynamic Recruitment?

Dynamic Recruitment might be used in any of the following circumstances:

- If your Spring Recruitment did not yield the desired results in packs that set a goal of recruiting enough youths to form a new tiger den (boy and/or girl). *This would not apply to a pack without an active summer program.*
- If Fall Recruitment did not yield the desired results in packs that set a goal of recruiting enough youths to form a new den (lion and/or tiger, boy and/or girl).
- Packs that desire to grow enrollment during the program year (September through May or September through August) outside of their standard recruitment events and have plans to accept new youth at any level throughout the program year.
- Packs with a non-standard (3- or 6-month) program year that desire to grow membership outside of their standard recruitment events.

<sup>1</sup> *I Heart Recruitment*, Colleen Coffey and Jessica Gendron, Carmel, IN, Phired Up Productions, LLC, 2007.

<sup>2</sup> *Ibid.*

## Implementation

In order to introduce Dynamic Recruitment in a pack, we will have to ensure that the families subscribe to the four competencies of dynamic recruitment, known by the acronym “MAPS”:

- **Motivation:** Having the drive and guts to do what is necessary to get the results you desire.
- **Audience Awareness:** Having the awareness of who you want, where they are, **what they want**, and how to find them. We need to bring the heart. The reason dynamic recruitment works is because it's personal. It's one-on-one, it's relational.
- **Product knowledge:** Having a good understanding of your pack, its value to its members, and its value to the community
- **Skills:** Having the ability to communicate, socialize, and effectively grow your membership<sup>3</sup>

How to do it. You can implement dynamic recruiting in your pack if you have committee and family members that are willing and able to subscribe to the four competencies (above) and take the necessary training to successfully engage in dynamic recruitment. These individuals, in turn, can serve as the evaluators of the trial and trainers for the following year. In an ideal world, the pack will have a membership coordinator and at least one new member coordinator (NMC) to monitor the success of the program and head off any challenges that might occur.



The added benefits of dynamic recruitment are that it is entirely volunteer driven, so it can increase the membership of a district/council without any impact on the district executive's workload, and it costs little to nothing to do.



As stated previously, static recruitment has been the mainstay of the BSA for years. For this reason, we think that it remains a viable approach to invitation and recruitment, even in the packs that select to participate in the dynamic recruitment pilot. One or two recruiting nights a year can be easily supplemented by dynamic recruiting for a satisfying result.

Additionally, dynamic recruitment calls for a number of normal friend activities (NFAs) as part of the program.

In this context, it may be necessary for the packs to alter their meeting schedules to accommodate these by alternating the traditional “pack nights” with weekend outdoor activities such as game days, cookouts, day hikes, *etc.*

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<sup>3</sup> *Ibid.*

### Applying the Competencies in Three Simple Steps:

1. **Know It!**
  - a. Know and live the Scouting Values
  - b. Set your goals and recruit until you meet (or exceed) them
2. **Do It!**
  - a. Every family invite a new family
  - b. Hold a Normal Friend Activity
  - c. Sign them up!
3. **Study It!**
  - a. Review and revise the plan
  - b. Make plans to do it again next year!

### Support Materials

- [40 Developmental Assets for Cub Scouts](#) (PDF)
- [BSA Tufts Study Infographic](#) (PDF)



Successful Recruitment = More Cub Scouts = More Scout Families!  
*"Many Hands Make Light Work"*