

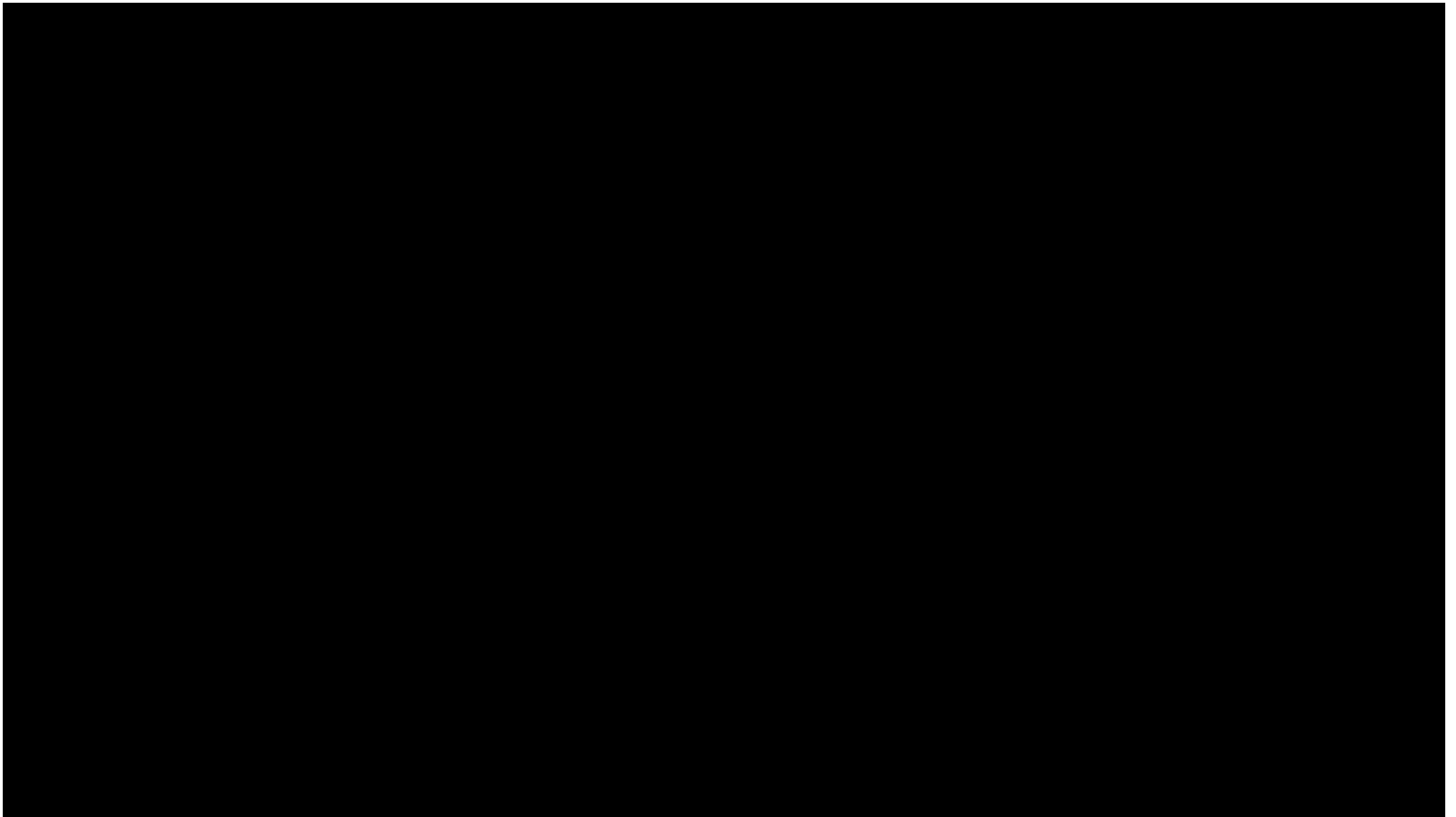
#ADVENTUREON!



**Scouting
America™**

W. D. Boyce Council

**Fall 2025
Recruiting**



Video available in BSA Brand Center - Scouting America Anthem-vid-BC.mp4
<https://youtu.be/bDTRCU2Qp1I>

What is Scouting's share?

There are ~57,602 Cub Scout-age youth in the 14 counties that our council serves.

About 1,460 of them are Cub Scouts today.

That means that, as a council, we have about a 2.5% market share.

We asked Chat GPT:

“How would you characterize an organization with a 2.5% market share?”

The answer included terms like:

- Niche positioning
- Resource constraints
- *Low market perception*

Striving for Super 7

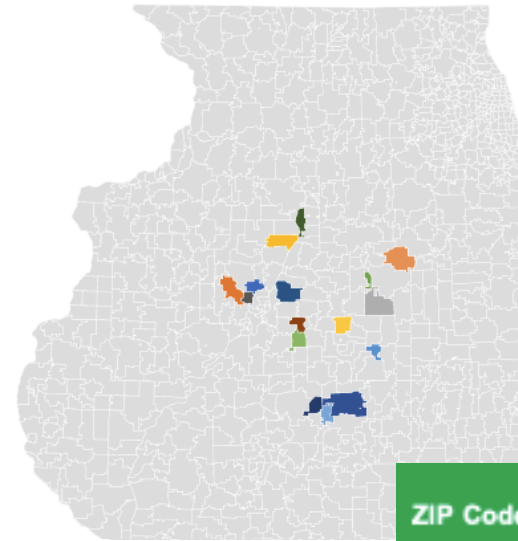
We are NOT limited to a 2.5% market share...

Some areas of our council have 2, 3, 4 or 5 TIMES that market share.

Places like Edelstein, Dunlap, Brimfield, Topeka, Henry, Ellsworth, Graymont and others.

We can't all reach that highest level – but what if we all strove to reach the **7%** mark?

Call it **Super 7**



ZIP Code Name	Cub Scout Market Share
Edelstein	13.2%
Dunlap	11.6%
Brimfield	11.2%
Topeka	10.9%
Henry	10.3%
Ellsworth	8.7%
Graymont	8.3%
Beason	8.3%
Deer Creek	8.2%
Edwards	7.8%
Mossville	7.7%
Metamora	7.6%
Hennepin	7.5%
Wapella	7.1%
Odell	6.9%
Chenoa	6.7%
Hudson	6.6%



Striving for Super 7

At a council level, **7%** would mean going from 1,460 to **4,032 Cub Scouts**.

*That's **1,500 more** than our **TOTAL** number of youth served today!*

Closer to home:

- Pack 4877 in Dwight would go from 11 to **36 Cub Scouts**
- Pack 3935 in Farmington would go from 7 to **23 Cub Scouts**
- Pack 4034 in Creve Couer would go from 13 to **23 Cub Scouts**
- Pack 3709 in Peru would go from 10 to **27 Cub Scouts**

Striving for Super **7**

We'd need – *and we'd get* - more volunteer leaders...

We'd grow our packs...

We'd grow our troops...

We Would Serve More YOUTH!

This is what recruiting is all about. Not just staying at 2.5%.

GROWING SCOUTING

Striving for Super 7

The other term Chat GPT used to describe an organization with 2.5% market share?

GROWTH POTENTIAL

Let's use that potential to GROW Scouting in our Communities!

Cub Scouts

2025 Goal for Every Pack:

Thrive with 5!!

And Great with 8!

Five new Lions...

Five new Tigers...

PLUS five more new Cub Scouts of ANY rank...

...would mean ~1,000 new Cub Scouts council-wide!



*Then imagine **5** becomes **8**: That's over **1,500** New Cub Scouts
Suddenly, **Super 7** comes within striking distance!*

Cub Scouts

Parents in focus groups:

- Have positive impressions of Scouting
- Want their kids to have the opportunity

So why aren't their kids in Scouts?

Because **no one invited them** to join.

Recruiting = Inviting

Recruiting is not about convincing those who aren't interested,
but inviting and welcoming those who ARE!



Recruiting Guide

Focuses on steps for School Night for Scouting

- Back for '25: Facebook geofencing offer:
 - Council will set up for your School Night for Scouting and MATCH the first \$50 of the cost.
- The more you invest,
the more families you reach!*
- Sign up at the same time you and your District professional complete your *School Night for Scouting* planning form



SCHOOL NIGHT FOR SCOUTING

BRIEF weeknight events where parents and their Cub Scouts learn about and JOIN.

- It's a JOINING event, because parents who come are likely already inclined to JOIN!
- They want to get info, verify we're a good fit, join and go home to get their kids in bed!

Make it a quick, fun, and positive "in-and-out" registration event.

- *If your pack serves multiple schools, hold a joining event at EACH SCHOOL. Parents will be most comfortable coming to the school they know best.*
- *Don't just invite families to a Pack meeting or another event. We want them to feel like the evening's "main event" – because they are!*

School Night for Scouting (SNFS) should take place AT SCHOOL no earlier than 14 days after the first day of school.

Any earlier is too chaotic for schools to consider Scout talks in the classroom, and is still an adjustment period for parents & kids.

Kindergarteners are still learning how to go to school!

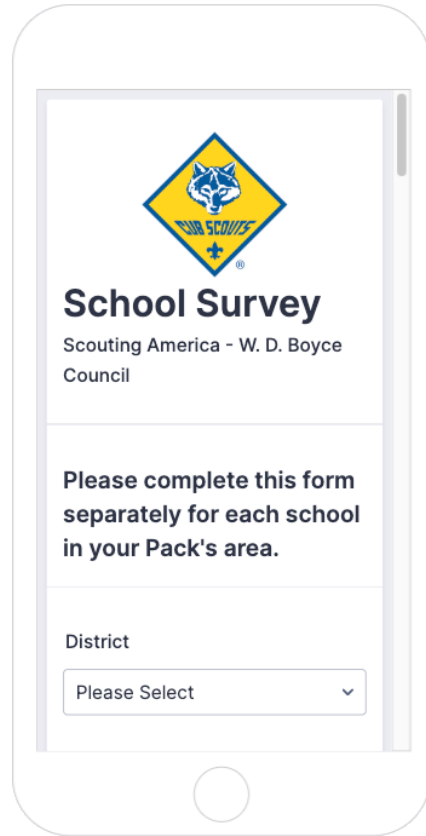
Best Nights: Tuesday, Wednesday, Thursday

Best Places: Each school you serve



Make it special – and make it all about THEM JOINING!

PLANNING & PERMISSIONS

A graphic of a smartphone displaying a web form titled "School Survey" for Scouting America - W. D. Boyce Council. The form includes a logo, instructions to complete the form separately for each school, and a dropdown menu for selecting a district.

School Survey
Scouting America - W. D. Boyce
Council

Please complete this form
separately for each school
in your Pack's area.

District
Please Select ▼

FIRST

SECOND

Together with your District Professional,
determine who will reach out to the school to ask
about the following:

1. Procedures for submitting announcement and flyers
2. Providing information electronically for school emails or newsletters
3. Putting posters by drinking fountains and a yard sign by the school pick-up/drop-off location
4. Providing a video to be shown at lunch or other times, and a message for the school marquee.
5. Coming to school to hold "Scout Talks", which are 2-3 minute talks to pump up kids for Scouting.
6. Holding a "School Night for Scouting" for students and their parents on an evening in September.

<https://form.jotform.com/231495595412158>

**NOTE: THE COUNCIL CAN PROVIDE ALL OF THE
MATERIALS MENTIONED ABOVE!**

Additionally:

- **Mixed-gender Pack and Dens are the Norm**
 - Help when single-gender dens are too small, short of adult leaders.
- **Plan “Normal Friend Activities” as part of process AFTER the School Night for Scouting**
 - Low-pressure events where new families have fun, and mingle with current Cub Scout families.
 - Great first event after joining.
 - Fun for your pack, a welcoming environment for new families.
- **Hold a Parent Orientation**
 - NOT School Night for Scouting... Separate event a week or so later.
 - *Reduces the pressure for you to “tell them everything” at the School Night for Scouting.*
 - Time for Q&A, signing up parents to help, program, etc.
 - Have an activity in another room for kids – or consider holding orientation by Zoom or Teams.



Scouts BSA



2025 Goal for Every Troop:

**Add One Patrol for a
Minimum of 2+ Patrols***

Provides more leadership opportunities for older Scouts

Provides natural basis for friendly competition

More Scouts = More FUN

**** 5-7 Scouts/patrol, Senior Patrol Leader + Asst SPL = 12+ Scouts/Troop Min.***

Current median troop size is 11, average troop size has shrunk in last year

Scouts BSA

We need a renewed emphasis!

Can't count on cross-overs

- PLC and older Scouts are best assets in planning, executing and recruiting.
- Middle School recruiting can work, even if slightly different
- First campouts are critical to retention!
- Make sure your BeAScout pin is accurate and up-to-date.
- Re-engage new Scouts from Spring 2025



2025 Fall
Recruiting
W. D. Boyce Council

#ADVENTUREON!

This guide and more available at
<https://bit.ly/wdb-recruit>



Scouts BSA



Additionally:

- Can still reach out to Cub Scouts "lost" during COVID who are now Scouts BSA age.
- **Remember:**
It's not about convincing those who aren't interested, but inviting those who ARE!
- It's never too late to be a Scout
 - Cub Scout experience *not* required
 - Camping experience *not* required
 - It's NOT all about making Eagle
Great experiences are possible without making Eagle!

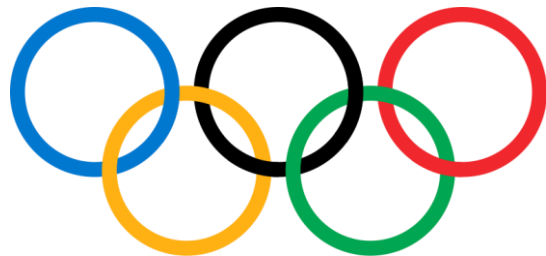
Scouts BSA

PLUS: Scouts & sports can and DO co-exist!

- Unit leaders need to demonstrate the flexibility by being welcoming when they can be there, understanding when they can't.
- Not all that different from a teen Scout who has a job
- If the Scout wants to make it work, WE can make it work.

Good examples:

- 13 US Olympians in 2024 were Eagle Scouts
- Eagle Scout Addison Nichols is an offensive lineman at SMU
- [Eagle Scout David Montgomery](#) – 2024 Detroit Lions rookie phenom



<https://www.youtube.com/watch?v=iWM7OdNM1CU>

Scouts BSA



Sports don't "consume" all available kids

- In 2022, 52.1% of kids in the US, ages 12-17, were involved in sports.*

47.9% weren't

- Our council serves ~3.4% of the total available youth (TAY) in Scouts BSA age range.
 - 2025 TAY = 29,752
 - 3.4% = ~1,019 Scouts
- Assuming those in sports aren't in Scouts, that still leaves 44.5% of the TAY with NEITHER Scouting or sports in their lives.
- **That's 13,240 kids in our 14 counties who ARE AVAILABLE!**
 - We know they need what Scouting can offer: A chance to belong and be themselves

We just have to reach them.

* "Are fewer kids playing sports?" March 21, 2024 - <https://usafacts.org/>

Pop Quiz!

Cub Scout Leaders: What did you learn from the Scouts BSA slides that can apply to your pack?

- *It's never too late to be a Scout*
- *Sports don't consume all available kids*
- *Sports and Scouts can co-exist*
- *Recruiting is about finding and welcoming those who ARE INTERESTED!*

Scouts BSA Leaders: What did you learn from the Cub Scout slides that can apply to your troop?

- *New Member Coordinators*
- *When families come to a recruiting event, it's really a JOINING event, because they're likely already inclined to JOIN!*
- *NFAs are low-pressure events where kids and families can have fun, mingle with current Scouts and their families.*



New Member Coordinator

Outgoing parent who happily welcomes all new families.

Checks in with them during year to make sure they're having a GREAT experience.

- Can assemble and distribute Welcome Packets
- Maybe a parent in their second year with the unit– it's a great way to get involved without taking on too much!
- Learn more at <https://bit.ly/bsa-nmc>



Welcome Packet Item	Source
Welcome Letter w/Contacts	Unit
Unit Calendar	Unit
Intro to Popcorn	Download
Parent Involvement Flyer(s)	Download
Roundtable/Training Info	Download
Scout Shop Checklist	Download
<i>Welcome to the Adventure (Cub Scouts)</i>	Council
<i>Cub Launch Flyer (Cub Scouts)</i>	Download

Downloads at <https://bit.ly/wdb-recruit>

New Parents' Booklet

Welcome to the Adventure

- 16 pages – chock full o' information!
- Newly-revised text and graphics; updated rank pages to reflect program changes
- New photos better reflect the wide variety of families in our program
- Page for taking key notes – have parents fill this out before they leave SNFS!
- *Provided by council at no charge to units*



SOME THINGS ARE WORTH WRITING DOWN...
These Are Some of Them!

My child is in Pack _____, which meets at _____ (location)
at _____ (time) on _____ (day and week of month).

My child is in Den _____, which meets at _____ (location)
at _____ (time) on _____ (day of week).

Our pack's chartered organization is _____.

We are in the _____ District of the W.D. Boyce Council.

Our Leaders

	Name	Phone	Email
Den Leader	_____	_____	_____
Cubmaster	_____	_____	_____
Committee Chair	_____	_____	_____

My Child Knows These Friends in Our Pack/Den:	Our Cub Launch Event Takes Place:
Date _____	Date _____
Time _____	Time _____
Place _____	Place _____


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Flyers

- Show boys and girls in both programs
- Space on front for event information and QR code
- Back pages provide answers to most asked questions
- QR codes on back lead to program-specific pages on wdboyce.org with BeAScout.org lookup for unit pins.
- Printed, bundled by class size and delivered to schools by council.



#ADVENTUREON!



Comparing Adults With 5 Years of Scouting vs No Scouting Experience:

Graduate from college	34% vs 19%
Have higher annual household incomes	\$80,000 vs \$61,000
Attend religious services	87% vs 77%
Value family relationships highly	81% vs 72%
Vote in elections	47% vs 29%

Scouting Goes Hand in Hand with a Busy Life
Scouting is a year-round program allowing youth to participate in multiple youth programs. They may go and come as their schedules allow, understanding that some work may need to be done outside of meetings to stay on track for advancement. We encourage involvement in sports, church, school, fine and practical arts, and any other activity that helps young people develop character and life skills.

And Scouting will always be there when they get back if they have to step away.

Investments in Character That Pay Dividends
Scouting is not free. It costs money for the BSA to provide professional staff, programming, and insurance. It costs money to buy uniforms, gear and other materials, and it costs money to travel, go on campsouts, and summer camp.

Scouting also provides value. It offers benefits beyond the quantifiable value of physical materials and professional services, and even beyond the experiential value of good times, camaraderie and life-long memories.

You can learn more about both the values and costs of Scouting on our web site at wdboyce.org/values-and-costs.

If you are a parent considering whether to sign your son or daughter up to be a Scout, we encourage you to discuss any concerns or questions with Scout leaders. If you still have questions, please contact the W.D. Boyce Council Service Center.

Financial assistance is available by completing a financial assistance form available at wdboyce.org/bsaist.

Uniforms & Handbooks
Shirts with appropriate neckerchiefs are perfect uniforms for the brand new Cub Scout, along with their handbook. A belt, hat and pants/shorts are not immediate necessities.

Activities

- Camping
- Pinewood Derby
- Field Trips
- Earn Badges
- Swimming
- Blue and Gold Banquet
- Hiking
- Games
- Adventure
- Fishing
- Sling Shots
- Nature
- STEM
- B.B. Guns

Fundraising
Scouts have the opportunity each year to earn dollars to support their Scouting adventures!


Our popcorn sale is a (tasty!) staple of Scouting that many look forward to each year. It helps pay for council support, pack activities and individual costs for participating Scouts. They can earn awesome prizes, free summer camps, uniforms, campouts and much more!

Cub Scout Pack Organization
"Packs" are made up of "dens" representing specific grade levels. There is no need to "catch up" for previous grade levels.

- Lion (Kindergarten)
- Tiger (Grade 1)
- Wolf (Grade 2)
- Bear (Grade 3)
- Webelos (Grade 4)
- Arrow of Light (Grade 5)

Meetings
Generally once a week or every other week, 2-3 den meetings per month and one monthly pack meeting.

Find a Cub Scout Pack Near You
beascout.org



W. D. Boyce Council, BSA
wdboyce.org • 309-673-6136

#ADVENTUREON!



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Activities

- Camping
- Kayaking
- Field Trips
- High Adventure
- Swimming
- Leadership Development
- Advancement
- Fishing
- Canyons
- STEM
- Hiking

Fundraising
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Outside of fundraising, Scouts can also earn post-high school scholarships.

Scouts BSA Organization
Each "troop" is made up of "patrols" with 6-8 Scouts in each patrol.

- Troops are single-gender. Some may have "sibling" troops with occasional joint activities, but otherwise operate independently of each other.

Scouts help lead, plan and guide the activities of the troop with adult supervision and leadership.

Meetings and Activities
Generally once a week or every other week, with activities throughout the month.

Find a Scouts BSA Troop Near You
beascout.org



W. D. Boyce Council, BSA
wdboyce.org • 309-673-6136

Cub Launch

- Every new registered Cub Scout receives a snap-together Estes model rocket to build and launch once at Cub Launch.
- Additional rockets (for existing Scouts) and engines may be available for purchase.

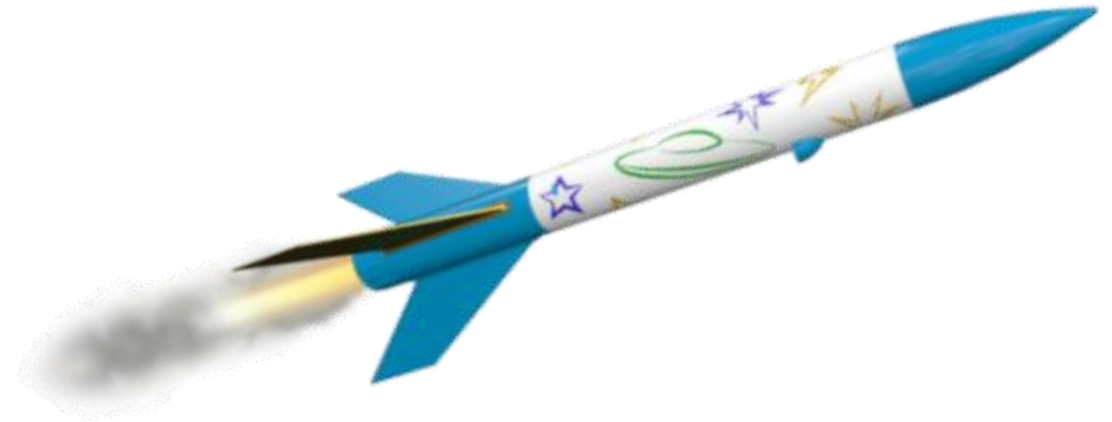
Flyers, distribution details and more info coming soon.

Need helpers! Can you help?

October 25

Crossroads
Heartland – Peoria
Lowaneu
Wotamalo

Canton - TBD




Guides with Links and More Online:



This guide and more available at
<https://bit.ly/wdb-recruit>




Guides with Links and More Online:



BOY SCOUTS OF AMERICA
W. D. BOYCE COUNCIL, BSA

Give to Scouting ▾Calendar & Events ▾Camping ▾Resources ▾Our Council ▾MORE ▾

Search 

W. D. Boyce Council, BSA > [Recruiting Resources](#)

Recruiting Resources

The best things in Scouting happen at the unit level. It's true for life-changing experiences that happen in every pack meeting, and it's true for recruiting as well. When packs and dens get involved, more boys and girls are introduced to the adventure of Scouting than through any other recruiting campaign or method. We can't do it without you!

Maintaining Vibrant and Growing Units



Packs, Troops and Crews are designed to be perpetual... young Scouts enter, grow and move on to the next program. But the unit continues. Long-lived Scouting units are no accident – they achieve that through intentionally recruiting every year.


A steady flow of youth into your unit is essential to maintaining its health. Plus, new Scouts bring energy and enthusiasm to the program, and provide leadership opportunities for older Scouts! As some attrition is only natural, your unit should set a goal of...

Also, having a year-round growth plan in place will help attract new Scouts.

Update Your BeAScout Pin

This only take a few minutes and is the single most important thing you can do to help

[Volunteers & Leaders](#)
[New Parents](#)
[Become a Volunteer](#)
[Advancement & Awards](#)
[BSA Forms](#)
[On Scouting \(Blog\)](#)
 [Popcorn](#)
 [Recruiting Resources](#)
[Scholarships](#)
[Scout Life Magazine](#)
[Scouting Magazine App](#)
[ScoutingWire](#)
[Training](#)
[Value and Costs of Scouting](#)



This guide and more available at
<https://bit.ly/wdb-recruit>



<https://wdbovce.org/recruiting-resources/>

Guides with Links and More Online:



<https://www.scouting.org/recruitment/>

- Webinars – Past and Upcoming
- Links to BSA Brand Center
- Social Media Calendar Tools
- Marketing Campaign Kits
- Geofencing Tips
- SNFS Plan Tips
- BeAScout.org Support



RECRUITMENT

Finally... What If...?

We get **more Scouts** than our unit can handle?

We will help form another pack (or troop)!

Ideally, we should have 1 pack per elementary school

Ideally, we should have 1 troop per 1-2 packs

We have **5th grade girls** in our pack but **no girls' troop nearby?**

We will help form a troop for them!

Do you have this situation now? Let's address it now!

This feels like **too much** for me?

Let's not ask anyone to tackle this alone – divide into smaller pieces and ask others to help, not take it all on themselves.