

SCOUTS BSA TROOP GUIDEBOOK



The guide is designed to assist Scouts BSA Troops in recruiting new members. Effective recruitment ensures Troops thrive, offering more youth the opportunity to develop leadership, outdoor skills, and values rooted in the Scout Oath and Law.

Recruitment Goals

- Increase Troop membership by engaging youth aged 11–17, including those transitioning from Cub Scouts and new Scouts with no prior Scouting experience.
- Foster inclusive, youth-led environments that welcome boys and girls of all backgrounds.
- Build strong relationships with Cub Scout Packs, middle and high schools, and community organizations to create a pipeline of new Scouts.
- Promote Scouting's unique opportunities, such as outdoor adventures



Incentive and Recognition

- **Scout Incentives:** Offer small rewards (e.g., recruiter patch, Troop gear) to Scouts who recruit a friend to join the Troop.
- **Top Recruiter Prize:** Recognize the Scout or patrol with the most referrals at a Court of Honor.
- **Unit Recognition:** Troops achieving significant growth may be highlighted on council social media.



Step-by-Step Recruitment Plan

Step 1: Plan Your Recruitment Strategy

- **Form a Recruitment Team:** Assign a Troop Committee member or parent volunteer as the recruitment coordinator. Engage Scouts to share their experiences at events.
- **Set Goals:** Determine how many new Scouts your Troop aims to recruit (e.g., 5–10 new members per year).
- **Leverage the Ideal Year of Scouting:** Plan a robust Troop program with exciting activities (e.g., camping, merit badge workshops, service projects) to showcase during recruitment. Use the LVAC 2025-2026 18-month calendar for inspiration.
- **Schedule Events:** Plan recruitment events at least 30 days in advance, such as open houses, or school nights.

Step 2: Promote Your Troop

- **Update BeAScout.org:** Ensure your Troop's BeAScout pin is current with meeting times, locations, and contact information. This is a 24/7 resource for families to find your Troop.
- **Use LVAC Resources:** Request recruitment materials (flyers, posters, yard signs) from your District Executive or the Donald W. Reynolds Scouting Resource Center (7220 S. Paradise Rd, Las Vegas, NV 89119).
- **Engage Social Media:** Promote events on Troop and LVAC social media pages. Share photos (with parental consent) of Scouts activities to highlight adventures.
- **School and Community Outreach:** Deliver 3–5 minute school talks or set up booths at community events. Coordinate with your District Executive for access to schools.

30-Day Promotion Plan:

- **Day 30:** Announce the event via social media, flyers, and BeAScout.org.
- **Day 15:** Distribute yard signs and posters in high-traffic areas (with permission).
- **Day 7:** Send reminders to current families to invite friends.
- **Day 1:** Confirm event logistics and welcome team.

Step 3: Host Recruitment Events

Open House Format:

- **Welcome Team:** Assign Scouts and parents to greet families and collect contact information using a sign-up sheet.
- **Interactive Activities:** Showcase Scout skills (e.g., knot-tying, fire-building demos). You should make the activity something that represents your Troop. Are you known for cycling—then why not have a hands on bike maintenance demonstration.
- **Parent Information Session:** Explain Scouts BSA's benefits and costs.
- **Highlight Local Opportunities:** Promote Scout Expo, Merit Badge Clinics, Pathfinders and your Troops summer camp plans.

Scout Expo Participation: Host a booth at the 2025 Scout Expo with hands-on activities to attract potential Scouts. Contact Eileen Bevacqua (Eileen.Bevacqua@scouting.org) for booth.

Arrow of Light Transition: Partner with local Cub Scout packs to recruit Webelos and Arrow of Light Scouts. Host joint activities or invite them to Troop meetings.

- A requirement for the Bobcat Arrow of Light is to visit a Scouting America Troop. This is typically one of the first activities that an Arrow of Light den completes at the start of the new school year. Ensure that you are making contact with Packs around your area in late summer early fall to ensure that the AOL Scouts have the opportunity to visit your Troop.

Sample Transition Timeline

- **August:** Pack and Troop leaders meet to plan the transition.
- **September:** Host a Scouts BSA presentation at a Pack meeting.
- **October:** AOL Scouts visit a troop meeting and attend Scout Expo.
- **November:** Joint campout or outdoor activity with the Troop.
- **December:** AOL Scouts complete Scouts BSA requirements with Troop support.
- **February:** Crossover ceremony at Blue and Gold Banquet.
- **March:** New Scouts join patrols and attend their first Troop activity.
- **April–June:** Follow up with families and promote summer camp.

Best Practices

- **Youth-Led:** Let Scouts BSA youth lead activities and ceremonies to inspire AOL Scouts and demonstrate leadership.
- **Inclusivity:** Ensure all AOL Scouts, regardless of gender or background, feel welcome in Scouts BSA Troops.
- **Communication:** Maintain regular contact between Pack and Troop leaders to align schedules and expectations.
- **Safety:** Follow the Guide to Safe Scouting for all joint activities and ensure two-deep leadership.
- **Early Engagement:** Start the transition process in the first year of Webelos to build excitement and familiarity.

Step 4: Follow Up with Families

- **Immediate Contact:** Within 48 hours, reach out to families who attended events with personal calls or emails. Invite them to the next Troop meeting.
- **Welcome Packet:** Provide new Scouts with a welcome packet including Troop schedules, contact information, and uniform details.
- **Engage Quickly:** Assign new Scouts to patrols and invite them to an activity within weeks of joining to boost retention.
- **Financial Support:** Inform families about LVAC's membership assistance programs to ensure accessibility.

Step 5: Train and Support Leaders

- **Leader Training:** Encourage adult leaders to attend LVAC training sessions by visiting <https://www.scoutinglvac.org/training/>. Trained leaders create stronger programs that attract families.
- **Commissioner Support:** Work with your unit commissioner to improve Troop programs and ensure a welcoming environment. Commissioners are available to coach leaders. Don't know who your unit commissioner is, contact your District Executive or District Commissioner to find out.
- **Merit Badge Counselors:** Recruit parents to teach merit badges at events like the Scout Expo or at the Troop level to engage families and showcase expertise.
- **Attend Roundtable:** Roundtable is a monthly program offered by each District that gives leaders hands-on experience and provides a forum for leaders to offer and receive help from their fellow Scouters. There are separate sessions for Scout BSA leaders and Cub Scouts leaders; many Roundtables begin with a joint session to hear announcements and upcoming event schedules that apply to all leaders. The Scout BSA Roundtable session explores a particular activity or area of interest. In the session leaders are encouraged to share their questions, their successes and their failures (usually the latter is the most instructive!). Helping you, the Scouting leader, is the sole purpose of Roundtable.

Local Resources

- **Donald W. Reynolds Scouting Resource Center:** Visit 7220 S. Paradise Rd, Las Vegas, NV 89119, for recruitment materials and support.
- **LVAC Website:** Access event calendars, training schedules, and program resources at www.scoutinglvac.org.
- **Scoutbook:** Use Scoutbook for managing recruitment rosters and tracking new member registrations.

Conclusion

Recruitment is the lifeblood of a thriving Scouts BSA Troop. By leveraging LVAC's resources, promoting exciting local opportunities, and creating welcoming, youth-led environments, your Troop can inspire the next generation of Scouts. For additional support, contact your District Executive or visit the Donald W. Reynolds Scouting Resource Center.

Let's grow Scouting in the Las Vegas Area Council together!

Troop Self-Assessments

Troop Self-Assessment surveys are short surveys that help your troop understand how well it's doing and where it can improve. They also give helpful tips and resources from Scouting America to make your program better.

Each survey has 9–12 questions and takes about 10 minutes to finish. Troops can use them a few times a year, especially before planning their yearly activities. Leaders like the Scoutmaster and troop committee can also use the results to guide their meetings and decisions.

These surveys go beyond basic data tracked by Unit Metrics, which is a system that checks how likely a troop is to renew its charter. While Unit Metrics looks at a few key numbers, the Troop Self-Assessment surveys take a deeper look at things like how many trips your troop goes on, how fun and well-attended they are, and whether they help Scouts of different ages and ranks.

Troop Self-Assessment Surveys Available

- Membership
- Troop Meetings
- Activities/Outings
- Advancement
- Patrols and Patrol Method
- Youth Leaders
- Scoutmaster Team
- Troop Committee
- Troop Administration and Finance

All surveys can be found online:

<https://troopleader.scouting.org/troop-planning/troop-self-assessments/>



Scouts BSA Membership Plan



Troop Information

Unit Number: _____

Schools: _____

Membership Coordinator Contact Information

Individual managing BeAScout Pin, Leads, and Contact person on fliers

Name: _____

Phone: _____

Email: _____

☐ Have you updated your BeAScout.Org Pin?

Our Council Provides:

- Training material and volunteer guidance.
- Customized fliers printed with your join information for distribution in schools and at community events.
- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Promotion on Peachjar (if applicable).
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.

Your Troop Provides:

- An including and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Locations for Join Nights.
- Unit Support and follow-through for Promotion Plan

Setting your Goals

A successful troop has a wide range of Scouts of all ages. In order to ensure the longevity of your troop, take a moment to think about your age ranges. Which age group needs the most support?

Rank	Current	Goal	Need
AOL Transition			
Spring 5 Grade			
6-8 Grade			
9-12 Grade			
Total			

RECRUITMENT OPPORTUNITIES

SOCIAL MEDIA/ONLINE PRESENCE

- 1—Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
- 2—Geofence your Join Night (paid social media promotion). Work with your DE on this.
- 3—Post the event on Nextdoor; utilize multiple families from different neighborhoods to increase your reach.
- 4—All-Hands Social Media Blitz— encourage parents/leaders to post info and testimonial in various locations: neighborhood Facebook pages, school/parent Facebook groups, community buy/sell pages, official school/PTO social media pages, etc.

WEBELOS-TO-SCOUT TRANSITION

- 5—Participate in your district's We.S.T. Fair or organize a Troop Open House and promote to the packs in your area.
- 6—Establish a partnership with at least 2 packs in your area and support them with at least 3 of the following tasks:
 - Help them plan their calendar of activities.
 - Provide knowledgeable scouters to support 1 pack recruitment.
 - Bridging scouts to your troop.
 - Facilitate at least 2 Den Chiefs to the local packs in your area.

COMMUNITY

- 7—Set up a table/booth at a popular park/library during the weekend—hand out stickers and fliers.
- 8—Community marquee-board—contact a church or business about adding your joining info on the sign in front of their location. Ask your charter org!
- 9—Post flyers on community boards in local library/community centers.
- 10—Bring flyers or information sheets with you while doing a service project in a public space.
- 11—Distribute flyers at youth sport practices/events.
- 12—Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
- 13—Community event/festival participation—hand out flyers/stickers or have a booth and collect leads (farmers market, summer festivals, Trunk or Treat, parades, cultural fairs, etc). Offer to assist event organizers with setup/breakdown.
- 14—Place yard signs at family homes and businesses.
- 15—Place yard signs strategically on street corners in the community. Locations should be high traffic with clear visibility.(4-way residential stop signs, near neighborhood parks, long traffic lights. Think about where a sign would catch your eye on your daily drive.)

WORD OF MOUTH

- 16—Invite-a-Friend campaign—utilize buddy/peer-to-peer cards and have a special invite to join night.
- 17—Parent-to-Parent campaign— encourage parents to contact one or more of their friends with kids and personally invite them to a join night.

SCHOOLS

- 18—School flyer— in-person or Peachjar; ask schools if you can send a flyer home in homework packets.
- 19—Open House/ Back-to-School night booth—collect leads if your school permits.
- 20—School newsletter article (ask your principal or PTO).
- 21—Meet with the Principal, discuss the value of Scouting and build a partnership.
- 22—Yard sign placed in the pickup/drop-off area at school.
- 23—Hang a large banner on a school's fence.

Membership Plan

Join Events Planned

Date Time Location

#1			
#2			
#3			

New Parent Orientation

Date Time Location

#1			
#2			

12-POINT PROMOTION PLAN

Fill out the section below based off the list of recruitment efforts. Some actions are more effective than others; however, all will help you to grow your Troop

Item # Who is Responsible When

#1			
#2			
#3			
#4			
#5			
#6			
#7			
#8			
#9			
#10			
#11			
#12			



FOR ALL JUNIOR, MIDDLE, AND
HIGH SCHOOL STUDENTS IN
NEVADA

JOIN SCOUTS: ADVENTURE, SKILLS, CREDITS!

Why Join Scouts?

- **Explore Nevada:** Camp and hike in Red Rock Canyon, Lake Tahoe, and more!
- **Learn Skills:** Build leadership, teamwork, and outdoor survival skills.
- **Dive into STEM:** Work on robotics, coding, and environmental science.
- **Earn Credits:** High schoolers can earn graduation credits through outdoor education!
- **Stand out:** Earn merit badges for college and career applications.

GET STARTED TODAY!



www.beascout.org



Nevada AB 501: Outdoor Education Credits

Nevada's **Assembly Bill No. 501** (2023) adds a new chapter to NRS Chapter 389, allowing high school students to earn **graduation credits** for outdoor education programs. Scouting delivers:

- Hands-on skills in navigation, camping, and conservation.
- Merit badges like Orienteering, Sustainability, and Environmental Science.
- Preparation for careers in outdoor recreation and STEM fields.

Scouting + AB 501 = Adventure AND academic success!

*Program and credit availability vary by school district and Troop. Contact your local council or school for details.

702-736-4366

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