



GULF COAST COUNCIL
SCOUTING AMERICA

2026 FALL RECRUITMENT PLAYBOOK

ONE COUNCIL. ONE MISSION.

INVITE • HOST • WELCOME • CONNECT • GROW



WHY THIS MATTERS

Recruitment opens the door

BELONGING KEEPS FAMILIES CONNECTED

Every unit shares one goal:

Give more young people a place to belong, grow, lead, serve, and experience adventure.



OUR FALL PROMISE

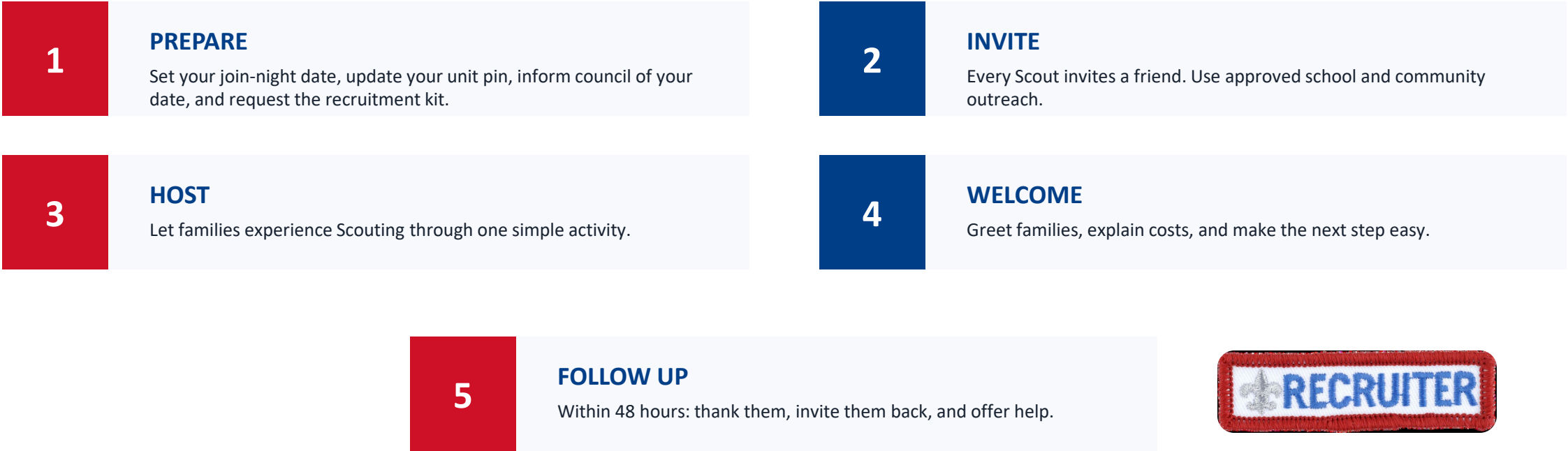
WARM WELCOME

CLEAR NEXT STEP

TIMELY FOLLOW-UP

5 easy steps to grow your unit

INVITE. WELCOME. CONNECT.



COUNCIL STANDARD

Every inquiry receives a personal response within 48 hours.

GET READY

Build your recruitment kit

EVERYTHING YOUR UNIT NEEDS TO WELCOME FAMILIES

50	BOOKMARKS	25	PENCILS
10	RULERS	10	MINI MAGS
5	YOUTH APPS	5	ADULT APPS

READY TO RECRUIT?

Confirm your join-night date
Update your unit pin
Assign your team
Plan the first 30 days

COUNCIL KIT ALSO INCLUDES

Military fee waiver information • Popcorn flyer

BRING FROM YOUR PACK

Pack fees • Pack calendar • Pack open positions

MAKE IT FEEL LIKE SCOUTING

Host a great join night

EXPERIENCE FIRST. INFORMATION SECOND.



01

WELCOME

Collect contact information and greet every family.

02

DO

Let youth try a simple Scouting activity.

03

SHARE

Highlight the next adventure and meeting.

04

JOIN

Explain costs, assistance, and registration.

05

CONNECT

Confirm the next step before they leave.

SIMPLE WELCOME

“Have fun, ask questions, and leave with a clear next step.”



RECRUITING FOR CUB SCOUTS

Families join when fun feels immediate

MAKE THE INVITATION SIMPLE, ACTIVE, AND WELCOMING



PACK RECRUITMENT

- Invite the whole family, not only the child.
- Lead with hands-on fun: games, STEM, fishing, hikes, or crafts.
- Use school nights, open houses, peer invitations, and community events.
- Explain meeting rhythm, family participation, costs, and the next activity.
- Assign a New Member Coordinator to welcome and follow up.

BEST FIRST STEP

Invite the family to one specific meeting or adventure within the next seven days.



RECRUITING FOR SCOUTS BSA

Youth join for challenge, friends, and adventure

SHOW WHAT THE TROOP ACTUALLY DOES

TROOP RECRUITMENT

- Let Scouts lead the invitation and demonstration.
- Host an open house, skills night, hike, campout preview, or service activity.
- Build relationships with Webelos and Arrow of Light dens.
- Use Den Chiefs to create familiar connections.
- Give parents a clear picture of safety, leadership, advancement, and the calendar.

BEST FIRST STEP

Connect each prospective youth with a Scout buddy and one upcoming troop adventure.



WELCOME MILITARY FAMILIES

Military family fee waiver

MAKING SCOUTING MORE ACCESSIBLE

**\$85 NATIONAL FEE****WAIVED FOR ELIGIBLE YOUTH**

WHO MAY QUALIFY

- Active-duty military families
- Reserve families
- Coast Guard families

The waiver covers the \$85 national youth registration fee.

Unit dues, council fees, uniforms, handbooks, and activities may still apply.

SHARE IT WITH EVERY FAMILY

Present the information consistently, protect privacy, and use the council-approved process.

BUILD THE CREW

The 100-point parent signup tool

MORE SMALL YES’S. STRONGER UNITS.

Ask each family to choose a combination totaling approximately 100 points.

50	Unit leader or committee chair	20	New Member Coordinator
40	Den leader, ASM, or key officer	15	Lead one activity or skill
25	Assistant leader or committee member	10	Recruitment, follow-up, or setup
25	Coordinate an event or fundraiser	5	Refreshments, photos, or invite a family

USE IT AS A CONVERSATION STARTER

Points estimate responsibility—not the value of the person or task. Never make this a barrier to joining.

KEEP THE CONNECTION

From join night to belonging

RECRUITMENT IS COMPLETE WHEN THE FAMILY FEELS CONNECTED



1

CONNECT IMMEDIATELY

Add the family to communication and invite them back.

2

ENGAGE EARLY

Assign a buddy and give the youth something meaningful to do.

3

REINFORCE BELONGING

Recognize participation and early achievements.

4

CHECK IN

Contact the family after the first and third meetings.

WHO OWNS THE WELCOME?

Assign one New Member Coordinator to greet, explain, connect, and follow up.

ONE COUNCIL. ONE MISSION.

EVERY INVITATION MATTERS.

EVERY WELCOME MATTERS.

EVERY FOLLOW-UP MATTERS.

TOGETHER, LET'S WELCOME MORE FAMILIES.