



Plan for School Open House & Community Events Success

The Idea: Open House at schools and community events are great ways to engage parents and potential Scouts early at the beginning of the school year.

Prior to Event:

1. Working with your DE, make sure that a registration night is set at your school.
2. Do you need to coordinate with other units that share the same school for recruiting?
3. Unit Key 3 - update your unit pin in My.Scouting to make sure your unit information is current and that parents can apply online if searching. For instructions click here: <https://www.scouting.org/wp-content/uploads/2020/05/Be-A-Scout-Pin-Set-up.pdf>
4. Promote that your unit will be at the open house to any nearby neighborhoods that you have parents living in and on neighborhood social media pages.
5. Know what local community events are coming up in the fall and what the deadline/cost is to setup a booth. Is it large enough? Can you determine previous year's community attendance? Bring fun items such as corn hole boards, fun thing for kids to participate in.

Adults:

1. Sharp, knowledgeable adults in uniform.
2. Be outgoing, friendly, and confident.
3. Time availability to be at the school/event the entire time. If you have a child that attends the school or nearby school, is there another leader/s that can be there to represent your unit? Plan ahead of time.

Materials/Display/Presentation:

1. Secure a table in a prominent, high traffic area at the school.
2. Put out yard signs promoting Scouting.
3. Have unit information/contact sheets or business cards with QR code to unit's direct URL. (Must allow online applications in My.Scouting)
4. Have bright display with unit photos, trophies, pinewood derby car, uniform, patches earned.

- For ideas, click here: <https://cubscoutideas.com/10041/the-10-best-cub-scout-recruitment-display-ideas/>
- 5. Promote your big events: Are you going to the USS Yorktown, Space Camp, on a trip out west?
- 6. Depending on your school access situation: Collect the parent's/child's names and basic phone/email contact information and let them know that you will give them a courtesy communication a day or two before your confirmed school registration night – or – if no school access, ask them to sign-up through your unit's direct URL for BeAScout/QR Code.
- 7. Ask parents/guardians if they were ever involved in Scouting as a youth. Former Scouts, especially Eagle Scouts, may be a future source of leadership. Star(*) their name as a prospective leaders.

At the end of the open house:

1. Clean your booth space. Leave No Trace.
2. Thank the principal or event coordinator upon leaving and offer a service project (if applicable). For ideas click here: <https://www.scouting.org/outdoor-programs/conservation-and-environment/youth-service/>