



We Build Campaign

Families Inviting Families into Scouting

Overview: The District Membership Team recruits Team Builder(s) from within each unit. Each Team Builder recruits 5 Family Enrollers who recruit at least 3 new families into Scouting. The unit campaign begins with a Family Enroller kick-off and ends 2-weeks later with a unit party that everyone attends.

Unlike other recruitment methods that utilize mass marketing, flyers, scout talks, and blanket invitations, the We Build Campaign focuses solely on personal invitations from parents to other parents.

Team Builder: Each Team Builder has a goal to recruit 15 new families into Scouting. Through personal and individual asks, each Team Builder recruits 5 Family Enrollers who commit to recruit 3 new families. The Team Builder supports each Family Enroller, follows up with them regularly and helps them achieve their goal. To achieve their goal a Team Builder may need to recruit additional Family Enrollers. Based on the size of the unit, multiple Team Builders may be needed.

Team Builder Kick-off: Our Council will hold a Council-wide Virtual kick-off for all Team Builders on Sept 29th. This event provides an overview of the We Build Campaign with basic instructions. Following this, Team Builders will have 2 weeks to recruit their 5 Family Enrollers.

Family Enroller: Each Family Enroller has a goal to recruit 3 new families into the unit. Through personal communications such as face to face, phone calls, txt messages, etc., they invite families that they know to participate in Scouting. To achieve their goal a Family Enroller may need to ask others for help, this could include other Scouting families in the unit, neighbors, and friends.

Family Enroller Kick-off: Exactly 2 weeks after the Team Builder Kick-off, each District will hold a Kick-off for their Family Enrollers. Team Builders also attend this. The event will provide an overview of the We Build Campaign and provide basic instructions. 2-weeks after the kick-off the unit will hold their end of campaign unit party to welcome the new families into Scouting.

Unit Party: At the end of the 2-week campaign the unit holds a fun party. The party is a welcoming event for the new families that have joined. The party should be fun and showcase the Scouting program by having the youth complete an advancement adventure or item needed for rank.

Timeline:

On Sept 29th @ 6:30pm – Council-Wide Team Builder. Virtual Event

By Oct 15th – Each District Holds their Family Enroller Kick-off.

By Oct 30th – Each Unit Holds their Unit Party.