



BOY SCOUTS
OF AMERICA
MEMBERSHIP GROWTH



DYNAMIC RECRUITMENT IN CUB SCOUTING

GROW YOUR PROGRAM!

Dynamic Recruitment is a year-round process of proactively seeking high-quality families through a successful system built upon daily patterns of behavior that produce results.



Know It!

Know and Live the
Scouting Values
Set your Goals and Recruit
until you meet (or exceed)
them!



Do It!

Every scout family invite a
new family.
Hold Normal Friend
Activities
Sign Them Up!



Study It!

Review, Revise, and Make
Your Plans for the Next
Year

This is Your Chance to Succeed!

Successful Recruitment = More Scouts = More Scout Families!

"Many Hands Make Light Work"

For more information, check out the Dynamic Recruitment Playbook on the BSA Membership & Marketing Hub