



Peer-to-Peer Recruiting

Materials needed: Business cards, display boards, Cub Scouting stationary, envelopes, mailing lists, current Cub Scouts and Scouters

Timing of invitation: Ongoing

Process: The most powerful and lasting form of advertising is word of mouth. People may be enticed by clever ad campaigns or catchy jingles, but the honest testimonial of their peers will truly sell them on a product.

The peer-to-peer approach is the ideal method of invitation to Cub Scouting. Our members consistently see the value and benefit of our program in their own lives and therefore they become our best salesmen. **WE** need only to direct their enthusiasm in a manner that will present their views to the public.

Our membership includes three general age groups; parents and adult leaders, older youth, and Cub Scout-age youth. Each age group seeks various benefits from Scouting and therefore should be approached differently. Peer-to-peer recruiting (invitation) can take these forms in those groups.

Parent to Parent

Informal invitation. Parents are looking for effective ways to include their sons in social settings that will help them learn and grow. When our adult members and parents of our youth members attend functions such as school open house, "back to school nights" and parent-teacher meetings, they can invite other families to become part of Scouting.

Direct invitation. Adult-to-adult invitation may also include direct methods such as personal letters or phone calls. The basis of these conversations should be the benefits of Cub Scouting in achieving the parents' goals.

When older youth describe the fun and exciting activities they participated in as Cub Scouts, the younger boys will want to be like them. This contact can occur within the pack meeting through a den chief or by involving troops with Cub Scouting recruitment.

Cub Scout to Cub Scout-Age Boys

Social status also plays a vital role between boys of similar ages. Cub Scout-age boys want to be included in the activities of their friends. Current Cub Scouts can invite their friends to attend meetings with them either by written invitation or verbally.

Cub Scout Business Cards. Your council could make inexpensive "business cards" available to packs. These business cards, with information about the pack's upcoming Cub Scouting "rally," have proved to be something that Cub Scouts are eager to pass out during the school day. The next page shows an example of these cards.

Older Youth to Cub Scout-Age Boys

Boys are less likely to be interested in long-term benefits and are more interested in hearing what specific activities will be available to them. Social status is also a major concern. Younger boys will often try to emulate the actions of older peers.



Cub Scout Business Cards

You Are Invited



_____ invites you and
your parents to join him and other Cub Scouts
and parents at the open house of Pack _____.

On _____

At _____

From _____ to _____

Come join the Cub Scouting fun with your friends!

For more information, call me at _____.

Share this with your parents!

Cub Scouting—for boys in the first grade through the fifth grade—molds its activities around the family. Parents can help with projects and advancement programs at home. Cub Scouts meet weekly in small den groups and monthly as members of the pack for an evening of fun and games, skits, ceremonies, and recognition. Cub Scouting is "fun with purpose," which capitalizes on a young boy's interests. Camping and other outdoor activities are also part of the fun! Cub Scouting builds self-esteem, self-confidence, and a sense of belonging. Don't let your boy miss the adventure!

Please come and find out what all the fun is about. You and your son are invited to learn more about Cub Scouting at the date, time, and location shown on the front of this card. If you like what you learn, you can join Cub Scouting that night.

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