



***PEER TO PEER ROUNDUP***  
*“Every Scout Invites (1) Friend”*  
*“Every Parent Invites (1) Friend”*

**Benefits:**

- Ties into existing Troop events.
- Roundup can be extended over multiple events.
  - To convince cautious committers
  - To achieve desired growth
  - To rebuild mid-year, if a number of Scouts dropout
- Scouts commit.....parents follow.
- Growth from within builds off existing leadership structure, strength & talent.
- Makes Round-Up a (9) month potential.
- *Doesn't require complex organizational committees (easier for units to administer).*
- Promotes retention versus quick sign-up and quick exit.
- New Scouts mean New Parents, which increases a Troop's resource of volunteers.

**Potential Event/s:**

- *Best* day hike
- *Best* camping trip location
- Volunteer project
- Eagle Project
- Historical hike

**Promotional Ideas:**

- Scouts bring photos from past events.
- Happy & enthusiastic Scouts are our best salespeople
- Parents tell their “Ah Ha” Stories to friends
- Fliers mailed as invitations with personal notes attached “Sure hope you can join us” (*scout or adult signature*). Fliers can be folded twice, down to a #10 envelope insertion size, taped on (3) sides. The address and stamp can be placed right on the outside. They can also be inserted into #10 Envelopes.

- *It is imperative that the Scout Leader promotes (sells) the importance of increasing our membership to every parent & scout. “This is very important, I need your full support & help with this effort.”*

### **Why should I be a Scout or Parent Recruiter?**

1. Scouts have more fun if they participate in Scouting with their best buddies.
2. Parents have more fun if they have a larger active group of helpers (parental volunteers). More helpers, less effort, less work, less burnout.
3. More Scouts mean higher attendance levels at summer camp, “If we use them, we won’t lose them”.
4. Good friends don’t want their buddies to miss out on all of the fun & excitement.
5. More enthusiastic volunteers & scouts mean more FOS Contributions (reduces financial pressure).

### **How it will work?**

1. Each Troop will ask for a parental volunteer or volunteers to chair the “Peer to Peer” portion of an event/s. Or the Leader can do it.....
2. They will order all of the necessary promotional material & applications (scout & adult volunteers) in quantity (we will list the suggested items & code numbers).
3. They will secure copies of the local school directory & make copies (one for each Den & Patrol)
4. At a designated meeting (first of the year) Scouts will breakout into Patrols. Each Leader will have a school directory, pens, tape and event fliers. School Directories will be taken back for future use.
5. The scouts will write a personal note on each flier to as many friends as they like. They will then fold the fliers down to #10 envelope insertion size, hand address the outside (Patrol leader will give each scout the addresses on a separate piece of paper of the scouts they plan to invite) and then tape (3) sides with *small* pieces of tape.
6. The fliers will be turned into the Patrol who will then give them to the Parental Leader for correlation against the master list & to affix the postage. Other students can be invited as well (direct mail) to the full school roster.

### **The event... “What will happen?”**

1. The event will go on with each Scout spending direct “one on one” time with their buddy/buddies.
2. At the close of the event either the parent volunteer chairman or the Scout Leader will stand before the group and make a statement.

**Leader Statement** (*Example--can be read as shown*)

“We are very pleased to have our guests here with us. We certainly hope that you have had a good time and maybe have a better idea about we do in Scouting. We have fun, participate in exciting events, learn lifetime skills and develop a larger circle of friends. Your friend has invited you here today because he/she would be so pleased if you joined us and became part of our organization. I have heard many Scouts commenting, “I sure hope my friend joins!” “It will be so great.” “We will have so much fun together.” Look to your friend right now and tell me if you are not being greeted by a large smiling face.” (*pause*)

“At the tables, you will be able to receive some interesting material for your review and consideration. Applications for membership are also included and we would be pleased to accept your application tonight, if you would just take a few minutes to fill out this very short form. To our parents, I would like to say that we would love to have you join us as well. Scouting is one of the few events where parents + scouts work and have fun together. The years go by so quickly and we know from past experience, that this choice will be a good one, one you will cherish as the years pass. We need talented and capable parents just like you, to help us make scouting even better than it is today. Volunteer applications are also available at the tables.”

Thank you again for coming and we hope to see all of you at our next meeting.

**Follow-up:**

- Scouts & parents should follow up over the next week. Comments might include, “So what did you think?” “Sure would be great if you joined.” “It sure would mean a lot to me if you did.” “We will have such a good time.” “What do you say?”
- Scouts & Parents who have (2) applicants should be awarded the recruiter badge.