



## Mobile Base Camp Recruitment Guidebook



1. Set up an inviting Membership/Welcome table.
  - a. Place the **promotional tablecloth** on the table (this is a blue, fitted tablecloth), lay out stickers, patches, and other swag available in the Mobile Base Camp
  - b. Display the framed **Granite Base Camp flyer and Scouting flyer** with the Council's QR code (this leads to the beascout.org invitation manager) - and display your Unit's flyer.
  - c. Set up the **feather banners** in a way that guides families to your table (forming a line)
  - d. **Display the MBC Participation Check in sign** (included in this Guide, below and in the Unit) in a few different places where the line to participate will take place. **This check in is MANDATORY**. The parent is giving permission for themselves and their children to participate and they're providing us with contact information.
  - e. Have the memo pad and pen out on the table to collect information or questions/notes.
  
2. The Membership Table acts as a **"Check in Station"**
  - Have your most outgoing, personable volunteer stationed at your Membership Table. This person should be very familiar with the Scouting program. They should feel comfortable talking to strangers, starting conversations and "selling Scouting".
  - **Ask folks to please "Check in" by scanning the QR code** on the MBC Participation Check In Sign. This is a **REQUIRED step** to enter to use the activities. If the family doesn't have a smartphone, scan the code on your device and ask them to fill in the required information. Tell families they are immediately entered in a raffle to win swag. Pull names from a hat and make the announcement before the event ends.

- Did you know what Gaga Ball was before your kids introduced it to you? **Invite families and kids** over to start playing in the Gaga Ball pit, this will encourage others to come over and visit.
- **Invite the children to check out the sample mini mags** and have the kids pick out patches and other items while you talk about Scouting.
- After families check in, have them stand in line to enter the ranges



3. While families wait in line, offer to take their photo with the photo prop! Ask their permission to post on your Unit's Social Media pages. The Participation Check in form is also a photo release.

4. **Be sure families do not walk away without leaving their contact information.** If they are already interested in **joining Scouting**, have them **scan the BeAScout.org QR code** (included in this Guide, below) and find a Unit near them to "Request More Information".

5. **FOLLOW UP!** Don't forget to call/email families who visited the unit. Go into your invitation manager after your event and contact the families with information (and an invite) about your next event or meeting. Be sure they know how to find you and how to contact you. If they can't make it to the next event, be sure you invite them to your Unit's meetings.

6. **Be prepared to welcome new families.** At your Unit meetings, have a welcome table with a volunteer – or better yet – membership coordinator ready with a sign in sheet (to collect contact info), welcome flyer/packet, applications, device with BeAScout.org called up for easy online applications and answer any questions the family may have.

#### Helpful Links:



BeAScout.org



Membership & Marketing Hub



MBC Required Check In



**CHECK IN**

