

Tips to effectively promote Boy Scout Open House

1. Present the School Rally—Coordinate with District Executive and other troops to host a rally for all 6th and 7th graders at your local Middle school. Work with the Principle for his support of the event, and assistance in sending home Flyers ahead of the rally. At the rally, either lunchroom or classroom be sure to highlight the outdoor high adventure program that Boy Scouts has to offer and have the boys fill out a High Adventure survey. Split the positive surveys amongst the troops that participated in the rally.



Mail The Invitation—Directly following the School Rally mail an invitation from the Troop Scoutmaster to the prospective scouts parent inviting them to the open house. The letter should emphasize the scouting program including both the high adventure program as well as the values driven, character building core of the scouting program. Also note that if the date is a conflict, there are additional Troops in the area.

Follow up with a Call—Have the Scoutmaster or Assistant Scoutmaster contact the parents of the prospective scout to remind them of the open house. The can also verify the letter was received, see if anyone has previous scouting experience and see if there are any questions in general about Scouting. Ensure parents that you look forward to meeting them at the open house. The person making the reminder calls should be the greeter the day of the open house.



Host the Troop Open House—At the open house, make sure the troop has a greeter for both the parent and the prospective scout. The troop should display pictures, awards and other memorabilia from its past activities. Be sure to have an agenda for the meeting as well as a Troop calendar for each family. The Senior Patrol Leader should be the emcee. At some point during the Open House, you can take the prospective scouts into another room and teach them a few skills to show off to their parents like the square knot or simple first aid. They can then demonstrate it to their parents. During the breakout, the parents are able to get all of their questions answered. This is also a great opportunity to ask the parents to assist the troop as a leader. Be sure to have applications on hand for both youth and adults.



Follow up with Troop Activity or Outing—Boys join Scouts for the high adventure activities it provides. Be sure to deliver the promise immediately and make sure that every new scout is present. This also serves as a follow up for any families that attended the open house but did not register their son to see if they would be interested in viewing the activity. The sooner a new scout gets involved in the outdoor program, the better chance of retaining that scout from year to year.

Be sure to pair your Troop Open House along with any scout that needs First Class Requirement 11. That requirements reads: Tell someone who is eligible to join Boy Scouts, or an inactive Boy Scout, about your troop's activities. Invite him to a troop outing, activity, service project or meeting. Tell him how to join, or encourage the inactive Boy Scout to become active.