



BOY SCOUTS OF AMERICA®
INLAND NORTHWEST COUNCIL

Spring Recruitment Competition

WHAT IS IT?

Create your own spring recruitment event to invite new families to join your unit! Contest runs from March 1 - April 30.

HOW IS IT SCORED?

Submit a write up of your event, along with pictures, to your DE via email. Entries will be scored on creativity, marketing, Scout participation, attendance, and photo quality. See rubric for more info on each category

WHAT CAN WE WIN?

The winning unit will be chosen by staff and announced on May 6. Winning Pack or Troop wins a \$200 credit on their unit account at the Scout office.



SHOW US YOUR BEST RECRUITMENT EVENT
TO WIN \$200!

Spring Recruitment Rubric

Please include details in your description of the event that answer the below questions. Tell us all about your great event!

Creativity	Is the event an original idea? What do new families see as their first impression of Scouting?
Marketing	How did you get the word out about your event? How many forms of communication were used (flyers, social media, school talks, etc)?
Scout Participation	What percentage of your Scouts participated in the event? What role did they play in creating and executing the event?
Attendance	How many new families attended the event? Was their information captured and were they invited to the next meeting?
Photo Quality	Do you have photos from the event that show close up, smiling Scout faces? Do the photos capture the activity?