



Spring

**Summer –
Start of
School Year**

Timeline

**September
30**

**Approx. 1
Week after
Sign-Up**

**October –
November**

Planning

Promotion

Sign-Up

**Parent
Orientation**

Follow-Up

- Pack assessments
- Identify unit needs & develop a plan to address
- Secure unit coordinator
- Meet with schools
- Secure sign-up location

- Yard signs, newspapers, billboards, marquees, bulletins, posters, ads, PSAs (*focus on chartered partners!*)
- School talks & fliers

- “Sports style” sign-up nights throughout the council, preferably in schools or other highly-visible locations
- Provide families with next steps
- Applications & national fees submitted at county turn-in locations

- Establish expectations
- Provide program overview
- Review financial commitment and collect unit dues

- Identify youth not registered
- Continue recruiting
- Encourage new recruits to attend first outdoor activity

Training sessions and webinars held



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