

Indian Waters Council Scouting America



UNIT RECRUITING MANUAL 2025

Scouting America
Indian Waters Council
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2025 Unit Recruiting Manual

Key Message: Scouting is fun for the whole family. In Scouting, boys and girls start with their best right now selves and grow into their very best future selves. It's fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today – and for life.

Vision Statement: The Scouting America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

The Aims of Scouting: citizenship, character, personal fitness, and leadership.

The Methods of Scouting: living the ideals, belonging to a den, advancement, family involvement, activities, serving the community, and the uniform.

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Recruiting Options

- Participate in multi-unit / multi-school recruiting events March-April & August-December
- Conduct single-unit recruiting events and peer-to-peer recruiting using Normal Friend Activities (NFA)
- School Open Houses
- School Meet the Teacher or Orientation Night
- Unit Open House

Why Recruit

Recruiting is needed to maintain a healthy unit. Why this goal is so important?

- Healthy Scouting units have 20 or more Scouts
- 20 Scouts allow for multiple dens and patrols
- More dens keep activities age-appropriate
- More patrols permit additional leadership opportunities
- Larger units have a bigger recruiting pool for leaders
- Units with at least 20 Scouts are stronger and don't drop

Every unit is encouraged to establish the goal of achieving and maintaining 20 Scouts.

Where to get help

- VP Membership IWC
 - Council Jack Norris vp.mbr.iwc@gmail.com
- District Commissioners
 - Atakwa Kevin Fox kevinfox.scouting@gmail.com
 - Capital Rivers Kirby Shealy (Chair) kirby.shealy@arlaw.com
 - Chicora Michelle Malcolm michellemscouts@gmail.com
 - Chinquapin Michael Hiller mhiller1071@gmail.com
 - Edisto Ronald Mosley aautomaxxsales@sc.rr.com
 - Etowah Troy McNall bigspur1@hotmail.com
 - Henry Shelor Jonnathan Smith jonn.smith7@outlook.com
 - Wateree Ed Reynolds ed.reynolds.cctx@gmail.com
- Council Office Staff Listed on the Last Page of this manual

2025 Recruiting Calendar

- ☐ Select unit New Member Coordinator February 28
- ☐ Multi-unit / Multi-School recruiting events – Min 1 per County March 1 – May 31
- ☐ Multi-unit / Multi-School recruiting events – Min 1 per County August 1 – October 15

Highlights for Successful Recruiting

- ☐ Ensure beascout.org pin information is current.
- ☐ Have multiple leaders at district recruiting events
- ☐ Within 2 weeks of recruiting night, host a fun, informative New Family Orientation to further welcome families and recruit leaders.
- ☐ Make sure **EVERY NEW FAMILY** receives a welcoming phone call from their Scoutmaster, Cubmaster, Committee Chair, or the recruiting coordinator. Re-invite them to your New Family Orientation.

New Member Coordinators (NMC)

Every unit needs a NMC to:

- Unit ambassador for new parents
- Encourage families to stay & feel like they belong
- Foster adult enthusiasm

Common Mistakes on Signup Events

- ☐ The #1 overall issue – Not enough people to cover each station
- ☐ Adults in uniform – Wearing business casual or a scout activity shirt helps ensure a better dialogue. It also avoids differentiating between registered leaders and parents who are staffing the recruiting night.
- ☐ Fundraising topics – Don't pitch popcorn or other fundraisers on sign-up night
- ☐ Recruiting new leadership at signup–Save that effort for New Family Orientation.

Template for a Single-Unit Recruiting Event

The station-to-station model shown has been demonstrated to increase flexibility of attending families and encourage relationship building in a more intimate setting via parent engagement. It reduces the time parents must be present; many will just want to get through the sign-up process. To help the process consider hosting an activity for the prospective new Scouts to participate in while the parents visit each station. Engaging troops to help in such an effort is a great approach!

Highlights for Successful Recruiting Event

- ☐ Select a fall recruiting coordinator (parent or registered leader) – This allows the Unit Leader to be a floater and interact with parents on recruiting night.
- ☐ Ensure recruiting coordinator attends a recruiting night training
- ☐ Promote your sign-up nights on social media and at your charter organization.
- ☐ Make sure your unit has an impressive presence on recruiting night (at least 6 leaders or parents are needed to cover all positions).

Planning Timeline:

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Select sign-up night location and date | 3 weeks before recruiting night |
| <input type="checkbox"/> Verify beascout.com pin is current | 2 weeks before recruiting night |
| <input type="checkbox"/> Print recruiting night invitations | 2 weeks before recruiting night |
| <input type="checkbox"/> Gather supplies (Forms, Petty cash, Pens) | 2 weeks before recruiting night |
| <input type="checkbox"/> Announce sign-up night & send out invitations | 1 weeks before recruiting night |
| <input type="checkbox"/> Print handouts for recruiting night | week before recruiting night |
| <input type="checkbox"/> Host recruiting night | recruiting night |
| <input type="checkbox"/> Unit Leader approves applications | within 2 days of recruiting night |
| <input type="checkbox"/> New Family Orientation event | within 2 weeks of recruiting night |

Prechecks:

- ☐ Coordinator should arrive about 1 hour before start to ensure time for set-up and to review station duties
- ☐ Review station duties with the leader and parent volunteer representatives
- ☐ Ensure welcome sign and station signs are visible
- ☐ Ensure pens are available
- ☐ Coordinator should serve as greeter and floater during event

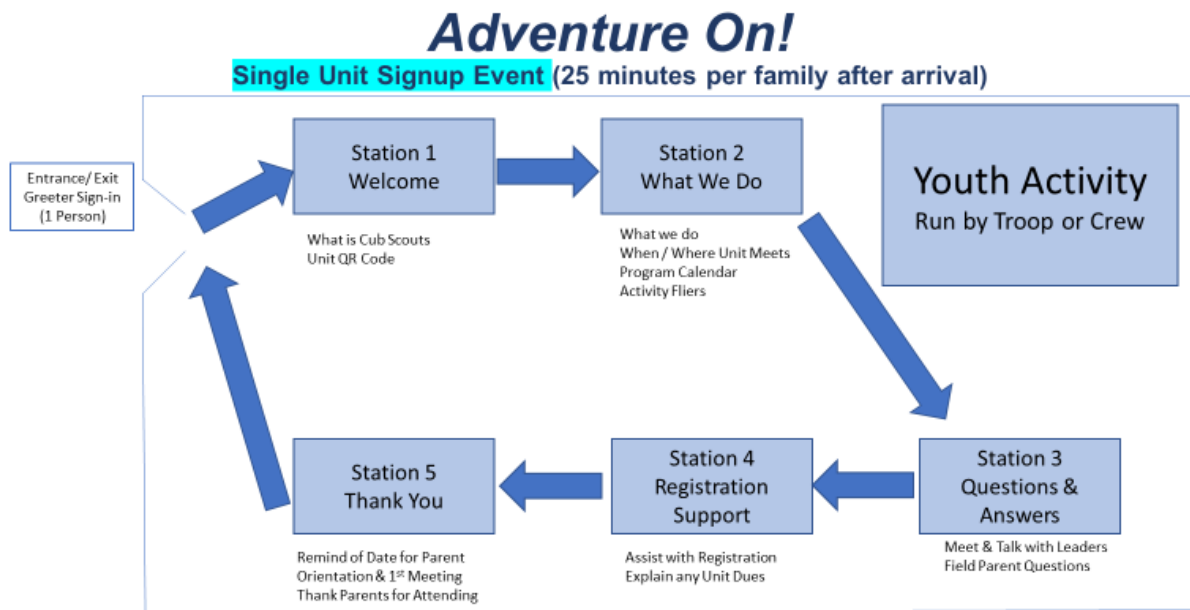


Figure 1, Single Unit Signup Event Arrangement

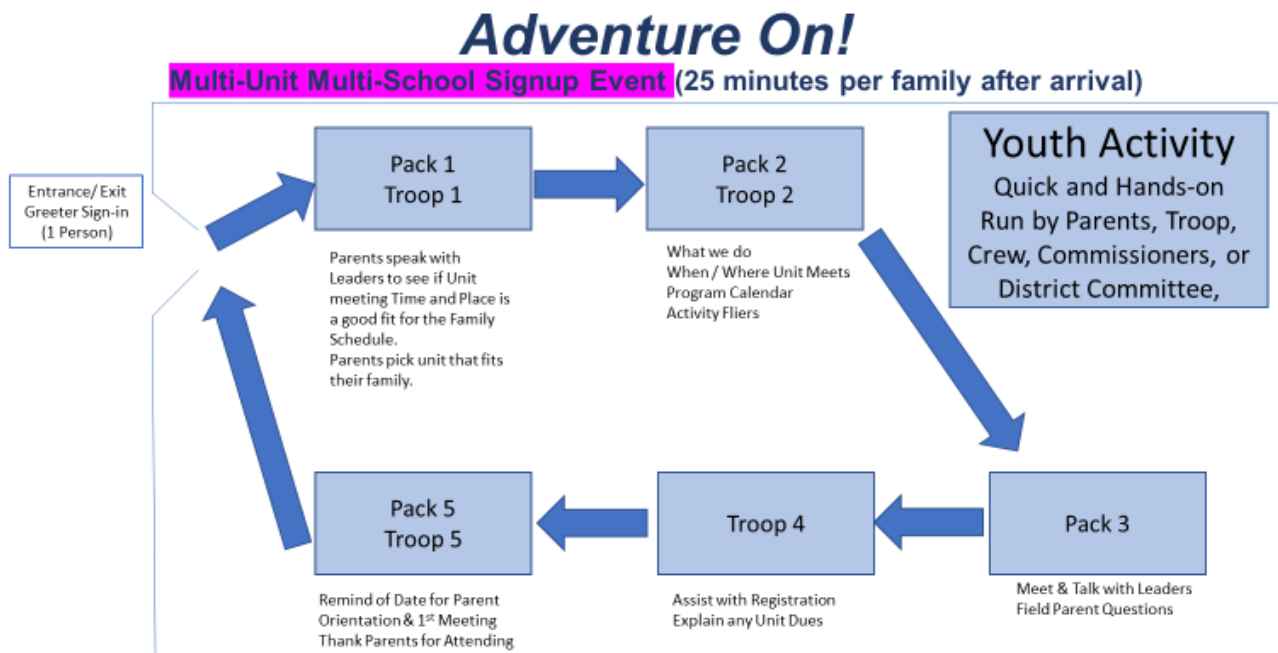


Figure 2, Multi-Unit / Multi-School Signup Event Arrangement

Station 1 – Welcome

Purpose: Greet every family and explain the process.

Messaging:

- Greet every family that enters
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Give them a Be-A-Scout handout and direct

Station 2 – What We Do

Purpose: Provide parents with information on unit activities and provide QR cards that will take parents to beascout.org.

Messaging:

- Greet every family and provide them with a unit calendar and upcoming event flyers
- Answer questions
- Explain upcoming events, but assure families they are not required to attend every event
- Invite children to Youth Activity, and direct parents to Station 3

Information Station 3 – Unit Leaders / Questions & Answers

Purpose: Answer any questions and provide den information

Messaging:

- Review the “Unit Leadership” handout and explain who is best contact
- Answer questions about the type of activities their child will be doing
- Share information from the Leader Notes (page 8)
- Direct family to Station 4

Information Station 4 – Registration Support

Purpose: Provide parents with information on Scouting dues and fees

Messaging:

- Share cool experiences you have had with your child through the Scouting program
- Answer questions on Scouting costs
- Direct them to Station 5

Information Station 5 – Thank You

Purpose: Thank families for attending and ensure they have what they need.

Messaging

- Explain the importance of attending the next Unit event – the Parent Orientation.
- Show the Scout Shop flyer and explain that is where they can buy their needed items
- Collect family talent surveys – Don't hold line for completion – Turn in later.
- Discuss leadership opportunities for interested parents – IF ASKED

Supplies

UNIT Basic Items

- ☐ Welcome sign (station 1)
- ☐ Five station signs (one for each station)
- ☐ Pens (station 1 & worktable)
- ☐ Calculator (station 5)
- ☐ Money Bag/change box (station 5)
- ☐ Petty Cash (station 5)
- ☐ Receipt book (station 5)

Handouts & forms

Station 1 – Welcome

- ☐ Be-a-Scout sign-up cards with QR code (1 for each family)

Station 2 – What We Do

- ☐ Unit calendar with meeting times & locations (1 for each family)
- ☐ Upcoming event flyers (Council and District) (1 for each family)

Station 3 – Questions & Answers

- ☐ [Family talent survey](#) (1 for every family)

Station 4 – Registration Support

- ☐ Scout Shop flier (1 for each family)

Station 5 – Check Out

New Family Orientation Event

(Two Weeks After Sign-up or next Unit Meeting)

The new family orientation event helps parents' transition into your unit and ensures Scouts have a fun start to their Scout experience. When planning this event, plan for two; one for parents and the other for the new Scouts.

- ☐ The Scout activity should be fun and entertaining. Include siblings in the Cub Scout age range. The effort is to ensure the Scout has a great first experience and allows parents to focus on the orientation.
- ☐ The orientation should introduce the unit leaders, describe how your unit works, and how the unit communicates to parents (e.g., e-mail, Remind, etc.)
- ☐ Collect the family talent surveys

Unit Signup Event Information (Leader Notes)

Unit: _____

Unit Type (Circle One): Family, Boys, Girls

Unit leadership

Position	Name	Phone	E-mail
Cubmaster/Scoutmaster			
Committee Chair			
Unit Recruiter			

Unit Meeting

Day/week of month:

Time:

Location:

Address:

Den	Leader (phone)	Meeting day & time
Lions (5K)		
Lions (5K)		
Tiger (1 st grade)		
Tiger (1 st grade)		
Wolf (2 nd grade)		
Wolf (2 nd grade)		
Bear (3 rd grade)		
Bear (3 rd grade)		
Webelos (4 th grade)		
Webelos (4 th grade)		
Arrow of Light (5 th grade boys)		
Arrow of Light (5 th grade girls)		
Patrol for Troops		

Be-a-Scout Recruiting Card Instructions

Unit Name: Unit ____

Meeting Address: Location Name
 First Line
 Second Line (if needed)
 City, State Zip Code

Telephone contact: Name, Phone

Normal unit meeting night: Second Tuesday of month



QR Code

Where to get the QR code:

- Step 1: Access you're my.scouting.org account
- Step 2: Click on "Menu" in top-left corner
- Step 3: Click on arrow next to unit
- Step 4: Click on "Invitation Manager"
- Step 5: Look for Invitation QR – Click "Download QR Code"
- Step 6: Select "Show in Folder" option
- Step 7: Copy the file "qrCode", which is a PNG file
- Step 8: Paste the copied qrCode file into a Word document

Indian Waters Council Contact Information

Columbia Office
803-750-9868
715 Betsy Drive
Columbia, SC 29210

Monday-Thursday 9:00 AM to 4:00 PM
Friday 9:00 AM to 1:00 PM
Friday 8:30 AM to 1:00 PM

Scout Shop (Columbia)
803-798-0389
715 Betsy Drive
Columbia, SC 29210

Monday-Friday 10:00 AM to 5:30 PM
Saturday 10:00 AM to 3:00 PM
Friday 8:30 AM to 1:00 PM

Florence Office
843-662-6306
702 Coit Street
Florence, SC 29501

Monday-Thursday 8:30 AM to 5:00 PM
(Closed for lunch 12:30 PM to 1:30 PM)

Scout Shop (Florence)
843-662-6306
702 Coit Street
Florence, SC 29501

Monday-Thursday 8:30 AM to 5:00 PM
(Closed for lunch 12:30 PM to 1:30 PM)

Council Staff

Vice-President Membership	Jack Norris	803-381-8280	vp.mbr.iwc@gmail.com
Scout Executive	Doug Stone	803-750-9868 Ext. 101	douglas.stone@scouting.org
Director of Field Service	Scott Hagler	803-750-9868 Ext. 102	scott.hagler@scouting.org
Support Services Director	John Cuenin	803-750-9868 Ext. 106	johncuenin@scouting.org
Field Director (Pee Dee Service Area)	Michael Shook	706-691-7839	michael.shook@scouting.org
District Executive	April Mayfield	803-626-6651	april.mayfield@scouting.org
District Executive	Tara Holberg	803-848-0777	tara.holberg@scouting.org
District Executive	Adam Riedel	843-954-3124	adam.riedel@scouting.org
District Executive	Matthew Presson	803-677-5757	matthew.presson@scouting.org
Development Director	Terri Towle	803-750-9868 Ext. 116	terri.towle2@scouting.org
Accounting	Risa Cuenin	803-750-9868 Ext. 119	risa.cuenin@scouting.org
Office Manager/Registrar	Diane Wheeler	843-954-3122	diane.wheeler@scouting.org

District Contact Information	
ATAKWA Florence, Chesterfield, Darlington, Marlboro, and Williamsburg Counties Michael Shook Cell – 706-691-7839	EDISTO Bamberg, Calhoun and Orangeburg counties April Mayfield Cell – 803-626-6651
CAPITAL RIVERS Richland 1&2 Columbia, Forest Acres, Lower Richland & Eastover April Mayfield Cell – 803-626-6651	ETOWAH CREEK Richland & Lexington District 5 and Richland 1 Scott Hagler Cell – 919-750-1283
CHICORA Horry, Marion and Dillon counties Adam Riedel Cell – 843-954-3124	HENRY SHELOR Clarendon, Lee, and Sumter counties Tara Holberg Cell – 803-848-0777
CHINQUAPIN Saluda County, Lexington 1, 2, 3, & 4 Matthew Presson Cell – 803-677-5757	WATEREE Kershaw and Fairfield counties Michael Shook Cell – 706-691-7839