



2024 SCOUTS BSA RECRUITMENT PLAYBOOK



Scouting  **America**TM
South Texas Council

Play Ball! You've stepped up to the plate, ready to coach and mentor the next generation of Scouts. This book is your playbook for building a winning Scouting team. Just like in baseball, Scouting is a team effort. It takes a dedicated group of players—or leaders—working together to achieve a common goal: helping young people grow into responsible, caring, and prepared citizens. You'll discover the strategies, techniques, and inspiration to recruit and retain All-Star Scouts. Whether you're a seasoned coach (aka Scout Leader) or just starting, this guide will equip you with the tools to hit a home run in Scouting. **Let's get started!**

THE FOUNDATION OF SCOUTING

The Scout Oath

On my honor I will do my best
To do my duty to God and my country and to obey the Scout Law
To help other people at all times.
To keep myself physically strong, mentally awake, and morally straight.

The Scout Law

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

Scout Mission

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law.

RANKS AND ADVANCEMENT

Scouting offers a progressive path to advancement, encouraging personal growth, leadership, and skill development. Here's a breakdown of the ranks: There are seven ranks in Scouts.

- Scout, Tenderfoot, Second Class, First Class, Star, Life, Eagle Scout
- Merit Badge Program – As of 2024, there are 138 Scout BSA merit badges. Of those, 14 are Eagle-required merit badges. Scouts need to accumulate 21 merit badges before earning Eagle rank.

Merit Badges are an essential component of advancement. They cover various topics, from outdoor skills to STEM, enabling Scouts to explore their interests and develop expertise.

Remember: Advancement should be a fun and rewarding experience. Scouts progress at their own pace, and the focus should be on personal growth and skill development rather than simply achieving ranks.

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TALKING POINTS

Explain and talk about your unit Scouting program and activities

- **Campouts** - Scouts enjoy cooking together for their Troop and wandering weekends exploring hiking, backpacking, and swimming. Scouts like Get-aways from Mom & Dad.
- **Troop meetings** - (games, projects, discussions) a place to belong in their community, a way to make friends and GROW as friends, be more active.
- **Outdoor adventures** - Camp Karankawa, troop campouts, district campouts, Order of the Arrow events, NYLT, and outside council summer/winter camp.
- **High adventures** - (ages 14-20) NAYLE, camping, hiking, backpacking, Summit, Philmont, Sea Base, Jamborees
- **College applications & scholarships** – Community service, & service hours, leadership, and planning skills.
- **Merit badge program opportunities**- Fall/Spring Merit Badge University hosted at surrounding colleges and universities in Texas
- **Special events** - (Council camporees, National Jamborees at the advisement of unit leadership)
- **Rank advancement** in Military with Eagle Rank

CAN DO both play sports and **BE A SCOUT.**

In Scouting, there is NO BENCH. In Scouting, everyone is a STARTER, and EVERYONE PLAYS/participates every minute.

Scouting teaches leadership skills, and Sports assigns leadership but doesn't teach leadership. Scouts prepare them for life while having a great time outdoors.

PARENT LEADERSHIP OPPORTUNITIES

Safety and Supervision: parents are still needed in Troop Committee and volunteer leadership attending campouts.



Welcome to the Scouting Diamond

How to promote/market your Troop Unit

- **Troop Open House-** Set up stations led by Troop Scouts & Troop leaders can visit with parents
- **Schedule Sign-Up Nights-** Set up a booth at National Night Out, back-to-school events, and Fall/Spring festival with Troop flyers
- **Pack Meetings-** call on Partner Pack leaders for a mutually beneficial arrangement.
- **Troop Social Media-** Share your campouts and activities on the Troop page. Take good photos and show off the Scout uniform.
- **Unit Peer-to-Peer (Business) Cards**—have these available for leaders and parents to always pass out. They should have UNIT QR codes and information on the Troop meeting location date/time.
- **INVITE!!!!-** Encourage your SCOUTS ALWAYS to BRING A FRIEND to meetings and campouts.



HOME RUN FOR SCOUTING

Like a great baseball team, a Scout Troop is built on teamwork, respect, and a shared love for the game. We're not just building Scouts; we're creating champions of character. We're training future leaders who will hit home runs in life. You are now ready to step up to the plate, take a swing, and hit a HOME RUN FOR YOUR TROOP. Let's play ball and make a difference together!

