**Scouting Drive Thru Recruitment (all ages) During Covid-19**

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In Pullman, WA the School District made the decision to pass out Chrome Books to students in need for distance learning. Over the weekend of August 22, 23, and 24, school officials handed out 1600 Chrome Books to 1000 families. The School set up the exchange to maximize contactless touch and eliminate social gatherings as much as possible in a Covid-19 atmosphere. This idea in turn allowed a Cub Pack 1419 to pursue a recruitment within a very short amount of time.

Below are equipment needs, physical set up, and how to run the recruitment. Also included are general considerations that were observed for the future. This plan was written with the idea that this style of drive-thru recruitment could be used for any similar event with a long line of cars.

**How it works**

1. Locate a spotter who can see the car coming from a distance
	1. In our case, it was around the corner and prior to the approach in the driveway
2. As the car gets closer, stand up and move to the edge of the curb, making eye contact with the driver
3. Presuming they slow down and roll down their window to talk, bend down to window level (eye contact with the driver or passenger) and ask
	1. Ask “**Would you like information on Family Scouting?**”
	2. If **NO**, then “**Oh, you must be here for the (***chrome books***), you’ll need to (***give directions***). Have a great day**”
		* In our case it was chrome book pick up for all grade levels, and they had to go around the cones and up to the front of the school. We just added in those directions
		* It would work for any event where you have a captive family audience who will slow down for less than a minute
	3. If they say **YES**, hand them a postcard and point out the number to text “Scouting” to
		* We also added that it was a personal cell number and they would get an answer by the end of the day, since we were at this event.
		* Lightheartedly we added “We promise not to stalk you, so even if you are curious give us a text”
4. When they text Scouting (or anything similar - since it is a personal cell number and not an auto generated response, I texted back the following (all 1 text, even though it is bulleted here):
	1. Excited to have you learn more about Family Scouting!
	2. Please tell us your children’s grades and school
	3. I will pass your info on to the right Pack or Troop
	4. Do you have any specific questions?
	5. #ScoutMeIn
5. Of course, if they have specific questions in the drive-through or via text we would answer those

**Know your Audience**

* Pick the activity carefully
	+ We were at chrome book handouts for the entire school district. Chrome books are only for those who needed them. (If you have your own device, you won’t be at this event).
		- this may define affluence and your target audience
		- this may be “profiling” – ESL families, free and reduced lunch
	+ Our uniforms are recognizable, but not necessarily to someone from another country
		- Cultural practices meant some of the postcards were taken “to be nice”
* Know the stats of how many prospects and print postcards accordingly
	+ This is my approximate example)
		- Over 1600 chrome books were being given out to just under 1000 families
		- Over 600 were given out in the first half of the first day, and by the end of the day they had given out almost 900.
	+ We had 500 postcards and gave out 150 postcards on day 1 and over 50 on day 2
	+ We’ve had 7 responses
		- A few while waiting in the queue, less than 5 minutes after they met us

**Conversation Points**

* Family Scouting was emphasized in our questions and our conversations
	+ Make sure families understood it is for all of them
	+ If there were kids in the car, we could add to our verbiage
		- Boys and girls
		- Mascots (Sibling) are welcome at all ages when the family participates
	+ We want families to do it together, easier to recruit volunteers
* Pick the phone number to contact wisely
	+ We used mine.
		- I serve on the District level and have contacts in both Packs (boys/ girls joined) and all Troops (2 boys and 1 girl).
		- I am comfortable answering most questions for recruiting and am super enthusiastic about Family Scouting
		- I knew I could handle getting the reply and pending questions is a reasonable time
	+ We added BeAScout.org to the postcards, but we didn’t want to “just refer” to a website
		- Our goal was personal contact and connection
		- The website can be daunting and feel like your stuck in the waiting game.
	+ The prospects know there is a human at the other end of the text
* Generic text questions
	+ We did not ask anything that was personal beyond age and school
		- most of their responses were personalized with names or he/she
	+ We wanted them to be comfortable texting a stranger
		- We have their phone number, but not even their name or their kids name

**Equipment Needed:**

* Safety Equipment
	+ Possibly safety vests/belts
	+ Traffic cones
	+ Drinking Water with cooler
* Promotional Materials
	+ Support Scouting Banner
		- Ours is from popcorn sales (just not the one that says we accept cc)
	+ Parade banner or similar
	+ Mannequins (w Cub and Scout shirts)
		- Weights for mannequin
	+ Yard Signs
	+ Cards to hand out
* Shaded and Covered Area
	+ 10’ x 10’ fold up tent or similar canopy
	+ Camping Chairs
	+ Folding Table
* Bathroom location

**Physical Set Up:**

* Yard signs (Join Cub Scouts) or similar at entry or driveway before the booth
	+ We had 1, but a few more would have been nice
	+ Poster size (or larger) of the postcard with recruitment phone number
* Canopy
	+ Hang banner from the approach side (not the front), high enough so they can be seen when driving. (Off the top of the frame)
	+ Stage the 2 mannequins on the front corner (as they approach in the car), make sure they are weighted so they don’t blow over with a slight wind
	+ The table and chairs are for comfort if it gets slow
		- We used the time to plot and plan our new Scout night and discuss popcorn sales
* Traffic Cones
	+ If you can put traffic cones a car length or two past the canopy, it will encourage people to slow down and stop for the next step
		- we could have removed the cones for most of the day, but we realized people slowed down when they saw them

**General Considerations (In no particular order):**

* This is an active recruitment (as all should be)
	+ The person asking if they want info on Family Scouting needs to be energetic and visually engaging (body language and voice, especially behind a face covering during Covid-19)
		- Your body language needs to be strong enough (command) that the driver believes they must stop at this station, even if it is optional
		- Your voice needs to be conversational and inviting
	+ In uniform (w pants / skirt / shorts if possible)
		- Bonus if you have a Scouting face covering
* Get permission from the school for the booth
	+ Offer to do crowd control or parking / direction control
		- We had an hour where the queue backed up. In order to ensure that the cars made the widest loop in the parking lot, we stopped them and gave directions (after asking if they wanted to join family scouting)
		- The school district saw us helping to manage the situation for safety, the public saw us “doing our good turn”
* Plan your volunteers and day carefully
	+ Bathroom and lunch breaks in the schedule
	+ Canopy requires 2 people for set up and take down
	+ Give your voice a break (2 or 3 people for variety and to eliminate stopping the line)
	+ Know where the closest bathroom is and the time to get there and back
* How busy will it be?
	+ Don’t hold up the line because you are talking
	+ We expected to have a queue in front of us (captive audience), but the distribution was very efficient so we needed to keep the line moving
* Utilizing Scouts during a drive thru recruitment
	+ Ideally only have older scouts or venturers that can articulate the message correctly
	+ Cub Scouts – not much to do except hold signs and be visible
		- Being younger can pose a safety issue with traffic