Recruitment and Advertising

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Recruitment is one of the most time consuming parts of leading a group. Even established groups will have attrition, so it is important to think of this as an ongoing process.

Recruiting Leaders

Generally if you are thinking of starting a scout group, you may have a few families in mind who are interested in scouting together. These core families are a great pool to recruit your initial leadership team from.

For an established group, most of your leadership pool will come from the families of the scouts interested in your program. It can be difficult to get volunteers. One strategy if you are struggling with finding enough leaders is to guarantee a spot in your group for the children of leaders.

Recruiting Scout Families

There are several ways to get the word out about your group:

Social Media

Focus on the social media platforms that are most likely to reach parents of school-aged kids (or near school-aged kids). This can be a shifting landscape. Consistency of posting is key for engagement.

Facebook is a good place to have a presence. You should set up a public page for your group. Generally groups have selected “community organization” as the group type. At some point, you may also opt to have a private Facebook group for your members.

Instagram can be linked to your Facebook page and you can update both together since they are both owned by Meta.

YouTube is useful if you will be posting any video content.

X (formerly Twitter) is becoming less common these days, as it has lost much of its user base, but you still may opt to get the appropriate handle there.

Discord is popular among younger users and may provide a good platform for interacting with your members. Keep in mind that you must maintain two deep leadership practices in electronic communications.

Word of Mouth

Public Events and Tabling

Local Media

If you are setting up a group in an area that has not had an OSG presence before, there may be some media attention around the organization. There has been a tendency among reporters to categorize OSG as an “alternative to BSA”. Rather than focus on what we don't do (exclude anyone), try to put the focus on what we DO do: offer scouting opportunities for everybody!

That said, media coverage can be an excellent way to get the word out about your group. If you decide to engage media inquiries, make sure the focus is on outdoor skills and service to community and refrain from commenting about other organizations. Remember that a scout is a friend to all and a sibling to every other scout!

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