



Nothing highlights the fun and excitement of Scouting like being in the outdoors. Kids want to get outside, and no one does "the outdoors" better than the BSA. Let's help new families join the fun!

This fall, our recruitment campaign will have a **Hooked on Scouting** theme. That's right, fishing and aquatic activities galore!

We will provide Cub Scout packs with fun fishing-themed recruitment materials. Plus, each district will hold a Hooked on Scouting field day on Saturday, October 15!

To Be Prepared:

- **Attend Backpack to Retention Training on Thursday, May 26**
- **Talk to your district executive about your unit's open house date and recruitment plans**
- **Plan a fun activity that your unit can assist with at the district Hooked on Scouting field day on October 15**

We can't wait to partner with your unit to invite families to join us in the outdoors, as new youth get **Hooked on Scouting!**

