

Recruiting with Nextdoor

Nextdoor, an app designed to connect neighborhoods and communities, allows you to create and post events online, as well as invite your neighbors and community members. It's a great way to get the word out about recruitment events, unit open houses, and other unit events. Have units post content in their neighborhood.

Posts – Best practices

Include a subject line, make it 50 characters or less
“Join Scouting Today”

Message Body

- Keep it short – call to action to join Scouting soon
 - Add a link to BeAScout.org or the HOAC
 - Website (Links need to include http://)
- “Escape the indoors and create your own adventure by joining Scouting! Come see us at Perry Park this Tuesday to find out what Scouting is about!”

Images

Posts that include images typically get shared and viewed more so it's always a good idea to include a picture

Attachments

PDF version of your flyer can be attached in your Nextdoor post

Events

Create an event and share it in your neighborhood. Add the event to the public event calendar and make sure “Announce to neighbors” is enabled

