



# Northern Star Scouting

## Outreach Recruiting and Diversity Program Planning Supplement: Successful recruitment strategies by reaching out to others!

Scouting is Diverse, Equitable, & Inclusive.

Here are some strategies for units to support and showcase

Scouting and invite others to join us!

### 2024 Cultural Dates, Events, and Ideas for Recruitment or Participation

1. **Minneapolis Somali Week - 6/24-29/2024**  
[www.somaliweek.org](http://www.somaliweek.org)
2. **St. Paul Hmong International Freedom Festival - 6/29-30/2024**  
[www.theunitedhmongfamily.org](http://www.theunitedhmongfamily.org)
3. **City Parades, 4th of July Parades**  
Check your city and [mspmag.com/arts-and-culture/where-to-celebrate-fourth-of-july-twin-cities](http://mspmag.com/arts-and-culture/where-to-celebrate-fourth-of-july-twin-cities)
4. **Lake Phalen Dragon Boat Festival - 7/13/2024** [dragonfestival.org](http://dragonfestival.org)
5. **Dragon Sailboat Rain Gutter Regatta/Dragon Canoe Race**  
Partner with community group/design your own Regatta Race or Canoe Race, invite youth from community and other units to participate.
6. **Cardboard Cubmobile Race**  
Summer, plan your own event, invite community families to participate.
7. **Community Ethnic Cookouts**  
Late Summer, plan your own event, invite community families to participate.
8. **St. Paul CLUES Fiesta Latina - 9/14/2024**  
[clues.org/get-involved/events/fiesta-latina](http://clues.org/get-involved/events/fiesta-latina)
9. **Mercado Central Independence Anniversary**  
Around Minneapolis in the month of September [mimercadocentral.com](http://mimercadocentral.com)
10. **MinnesoThai Street Food Festival - 9/14-15/2024** [www.exploreminnesota.com/event/minnesothai-street-food-festival/26256](http://www.exploreminnesota.com/event/minnesothai-street-food-festival/26256)
11. **Twin Cities Water Lantern Festival - 9/28/2024**  
[www.waterlanternfestival.com/minneapolis.php](http://www.waterlanternfestival.com/minneapolis.php)
12. **Native American Cultural Sites in Southern Minnesota**  
[www.exploreminnesota.com/article/road-trip-to-native-american-cultural-sites-southern-Minnesota](http://www.exploreminnesota.com/article/road-trip-to-native-american-cultural-sites-southern-Minnesota)
13. **Indigenous Peoples' Day Celebration – 10/9/2024**  
[www.exploreminnesota.com/event/indigenous-peoples-day-celebration/26295](http://www.exploreminnesota.com/event/indigenous-peoples-day-celebration/26295)
14. **Ice-fishing Event**  
Winter, plan your own event, invite community families to participate.
15. **Lunar Chinese New Year Celebration – February 2025**
16. **Minneapolis International Festival – March 2025**
17. **St. Paul Cinco De Mayo Celebration – May 2025**
18. **Minnesota Songkran Festival – May 2025**  
Celebrating Thai and Siam cultures
19. **Twin Cities West Metro Asian Fair – June 2025**
20. **U of M Juneteenth Celebration – June 2025**

*Google the above topics for additional details and for the 2025 dates.*

*Resource: Northern Star Scouting Outreach Committee*

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## Local Organizations to Partner with for Recruiting Efforts

1. Alliance Francaise  
[www.afmsp.org](http://www.afmsp.org)
2. CAMINO – Cuernavaca Minneapolis Sister Cities Organization [caminosisterciudades.com](http://caminosisterciudades.com)
3. Chinese American Association of Minnesota  
[www.caam.org](http://www.caam.org)
4. Chinese Community Center  
[www.cccminnesota.org](http://www.cccminnesota.org)
5. Eden Prairie Chinese Association  
[www.facebook.com/EPChinese](http://www.facebook.com/EPChinese)
6. Hmong American Partnership  
<https://hmong.org>
7. Hmong Cultural Center [www.hmongcc.org](http://www.hmongcc.org)
8. Immigrant Law Center of Minnesota  
[www.ilcm.org](http://www.ilcm.org)
9. International Experience [ie-usa.org](http://ie-usa.org)
10. International Institute of Minnesota [iimn.org](http://iimn.org)
11. Izon Ebi Association [izon-ebi.org](http://izon-ebi.org)
12. Korean Institute of Minnesota  
[www.koreaninstitute.org](http://www.koreaninstitute.org)
13. Marathi Association of Minnesota  
[www.mnmarathi.org](http://www.mnmarathi.org)
14. Minnesota Jewish Community Center – Capp Center St. Paul; Sabes Center Minneapolis  
[minnesotajcc.org](http://minnesotajcc.org)
15. Somali American Parent Association  
[www.mnsapa.org](http://www.mnsapa.org)
16. The Circle of Peace Movement  
<https://tcopm.org>
17. The Hindu Society of Minnesota  
[www.hindutemplemn.org](http://www.hindutemplemn.org)
18. Turkish American Association of Minnesota  
[www.taam.org](http://www.taam.org)
19. Turkish American Society of Minnesota (TASMN) [www.tasmn.org](http://www.tasmn.org)
20. Yinghua Academy (YHA, Chinese Immersion School) [www.yinghuaacademy.org](http://www.yinghuaacademy.org)

*Google them to find out more.*

*Make plans to be a part of local events and activities to invite and welcome others to Scouting.*



## Northern Star Scouting Resources in Tackling Inclusion Barriers

*"It is the philosophy of Scouting to welcome all eligible youth, regardless of gender, race, ethnic background, sexual orientation, or gender identification, who are willing to accept Scouting's values and meet any other requirements of membership."*



**Diversity Facets & Inclusion Barriers**

- **Race & Ethnicity**  
Scouting welcomes people of ALL races & ethnicities in our programs.
- **Language**  
People who speak any language can join the Scouting program.
- **Age**  
People of ALL ages are allowed join the Scouting program as long as they meet the physical requirements of the activities.
- **Religion & Worship Schedule**  
People of ALL religions or NO religion can join the Scouting program.
- **Family Structure**  
Unit Committees are encouraged to work with families of diverse family structures to encourage scouting event participation.
- **Social-Economic**  
People of any social-economic backgrounds are welcomed in Scouting. Financial Assistance for registration is available. "No child will be turned away for inability to pay".
- **Gender & Identity**  
Youth are encouraged to join the unit that they feel comfortable with regarding their gender identity.  
(Contact Council Staff for resources.)
- **Sexual Orientation**  
BSA welcomes youth and adults regardless of their sexual orientation.
- **Dietary Restriction**  
Event planners are recommended to work with member families regarding dietary restrictions for trips & events.
- **Accessibility & Mobility**  
Event planners are encouraged to make provisions for participants regarding accessibility & mobility.
- **Digital Media Inclusion**  
Information in alternate format should be provided to members to address digital and online accessibility & readability concerns.
- **Political Belief**  
ALL who accept Scouting's values and meet other requirements of membership can join Scouting.
- **Special Needs**  
Resources and support are in place for anyone with special needs to be a part of Scouting.
- **Physical Size & Ability**  
Event planners are encouraged to make provisions for participants regarding physical size (e.g., height, weight) and ability (e.g., strength, stamina.)
- **Mental & Physical Health Challenges**  
Resources and support for anyone with mental and physical health challenges who want to be a part of Scouting.

## Strategies In Planning Starts with Awareness & Education

### “To be Understood, First Seek to Understand”

#### 1. Understand your Demographics – Look Around

- Survey the diversity facets & inclusion barriers in your district.
- Look for new contact connections during Commissioner unit visits.

#### 2. Understand your Communities – Look Outward

- What does Scouting mean to those in the more diverse communities?
- Ask, “What do your youth like to do for fun?”
  - Partner with their community leaders and find common ground.
- Wear a casual Scouting or camp shirt when greeting them – not the official uniform (unless it’s in a Scouting function.)

#### 3. Understand how those of us in Scouting Deal with Diversity? – Look Inward

- What do Diversity & Inclusion mean to our Scouts, leaders, and volunteers?
  - Are they DEI-trained?
  - Northern Star Scouting has classes at Spring & Fall University of Scouting to educate volunteers in Diversity-Equity-Inclusion and recruiting from under-served communities.
- How do they treat each other in the unit, in the Scouting community?
  - Any kind of bullying or name-calling is not allowed in Scouting.
- If any inclusion barriers come up, consult with Council Staff for resources to assist.

## Annual Planning / Action Plan – Seasonal Strategies to be Visible and Welcoming

Consider integrating DEI awareness and planning as part of your scouting support work in District / Community / Unit Level:

- 1) **Spring** (Mar-May) – Survey/Update Community Demographics
  - Sync up with Review & Reflection in Roadmap to Success
- 2) **Summer** (Jun-Aug) – Formulate District/Community/Unit DEI Action Plan & Schedule
  - Consider cultural/sports/fun events year-round (see list of Multicultural examples above.)
- 3) **Fall** (Sep-Nov) – Executing your year-round DEI Action Plan
  - Bring DEI Training to your Volunteers.
  - Connect with community partners to support & promote.
- 4) **Winter** (Dec-Feb) – DEI Action Plan Lessons Learned Review & Reflection
  - Update Action Plan for Next Program Year



## More Outreach Resources

[www.northernstar.org/news/enavigator/outreach-committee](http://www.northernstar.org/news/enavigator/outreach-committee)

- Diversity Awards
- Upcoming training
- National training resources

