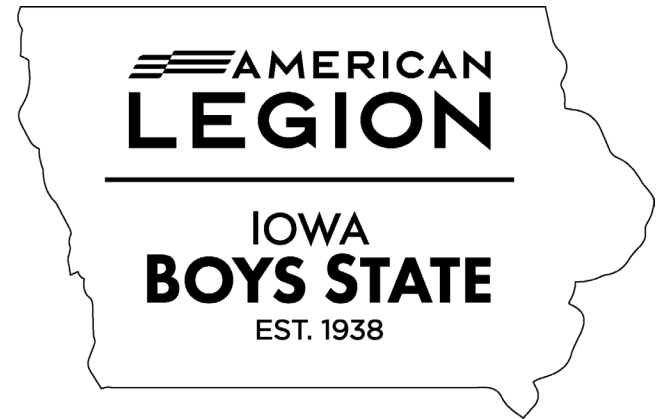


**Mike Vaughn - Director**

# Agenda

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- Where we're sitting today
- Evolution of Iowa Boys State
- District / Posts Roles
- Invitation for Engagement

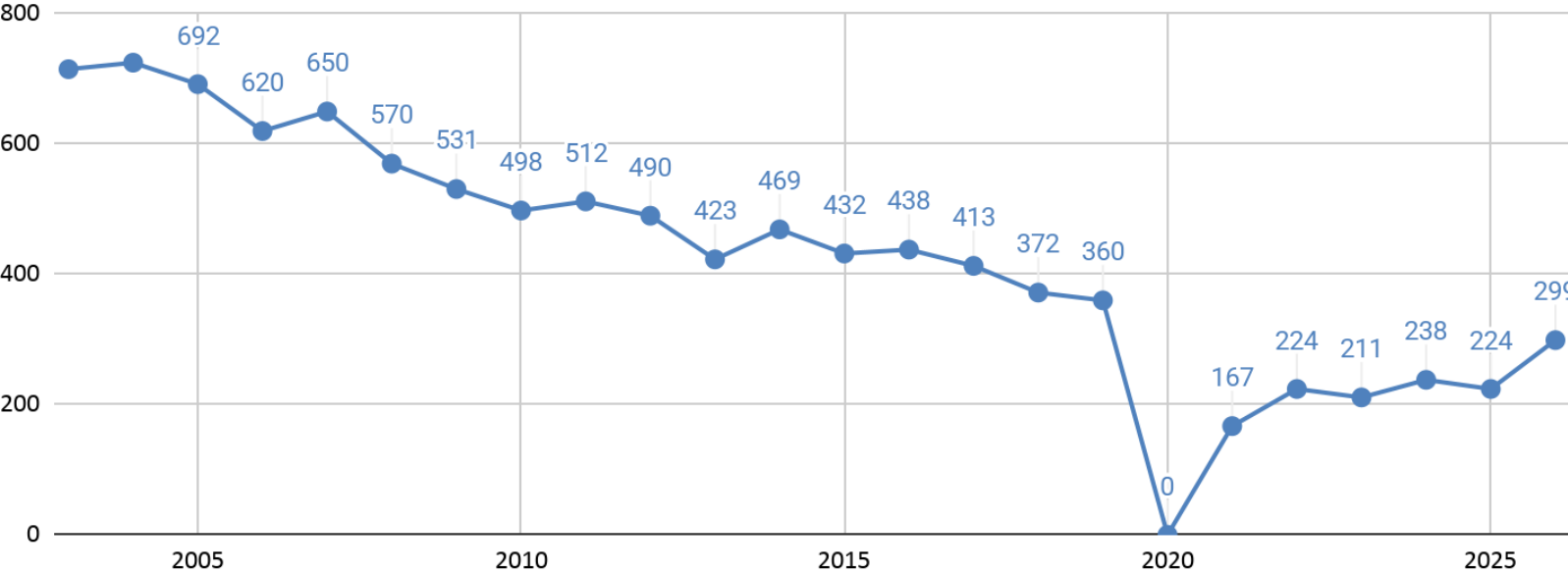


# THE EXPERIENCE: WHAT IS BOYS STATE?



- **Leadership. Service. Legacy.**
- **You're not just attending —you're building a government.**
- **Established in 1938 by the American Legion of Iowa**
- **You'll leave with confidence, connections, and pride.**

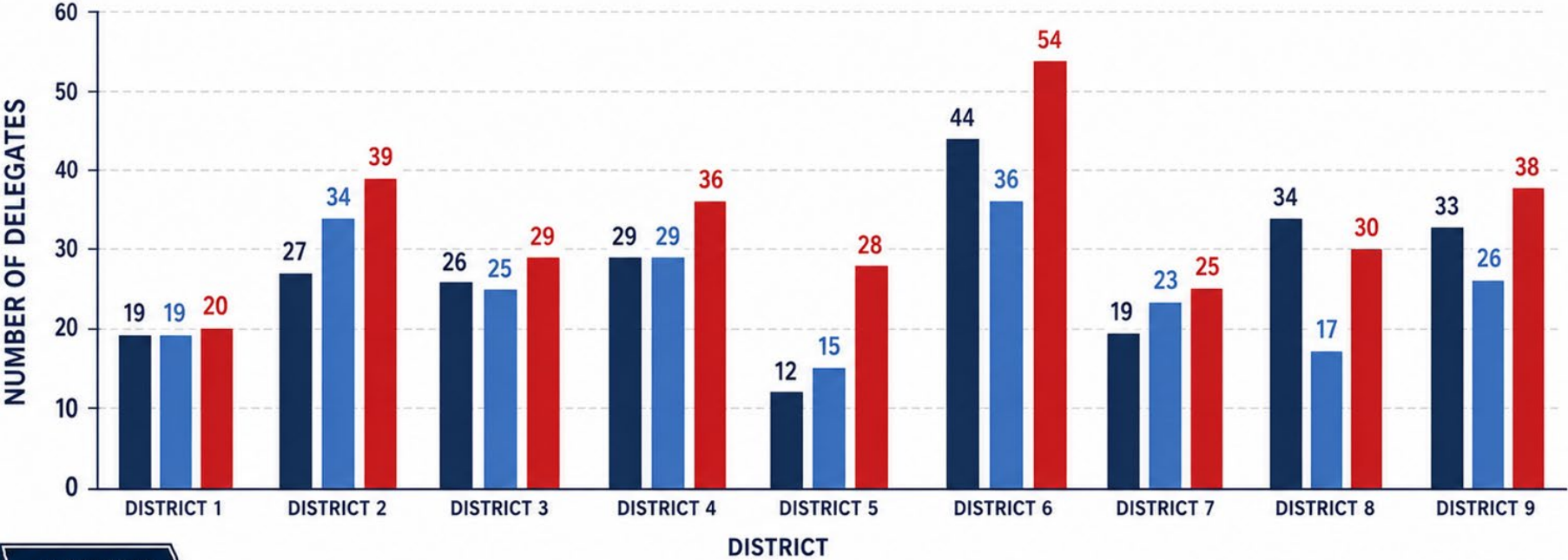
# IOWA BOYS STATE ATTENDANCE 2003 TO 2025



# IOWA BOYS STATE DELEGATES BY DISTRICT

*Building Momentum and Growing Leaders Across Iowa*

2024 DELEGATES      2025 DELEGATES      TOTAL REGISTERED (2026)



**STRONG LEADERS ★ STRONG COMMUNITIES ★ STRONG IOWA**

# Where We Are Today

- 299 Registered Delegates
- 296 Students Completed Interest Form
- 165 Posts Sponsoring a Delegate

DISTRICT	COUNT OF POSTS
1	16
2	20
3	14
4	23
5	11
6	25
7	12
8	20
9	24
TOTALS	165

# 2026 Recruitment Methods

- Mailed packets direct to all Iowa High Schools (December 2025)
  - Letter to Administrator
  - Letter to Gov / Civics Teacher
  - 3 Flyers with QR Code to Interest Form
- Encoura Data Purchase
  - 2000 Direct Mails “to the parents of:”

87 Interest  
Forms

Lesson Learned: At 2025 Boys State we got approx. 200 names for 2026, difficult to use due to no contact information provided by delegates.

# **New to 2026: Encoura Data**

For the first time we purchased contact information

- Iowa HS Juniors (class of 2027) that took the ACT test and has 3.0 or above GPA
- Approx 2,000 contacts
- Method used by other Boys State programs with successful outcomes

As of May 3rd:

- **Total matches (ACT list ↔ Interested list): 161 campers**

## **Registration Breakdown (within those 161)**

- **Registered: 98**
- **Declined: 17**
- **Undecided / Other: 46**

# **New to 2026: Interest Form**

For the first time we used an online interest form

- Scan QR code - provide contact information
  - Warm lead to push to District & Posts
- 296 Students / Parents filled out form
- 174 Registered (60% conversion)
- 125 Delegate Registrations that came from Post driven leads

# Path to a Delegate

1. Delegate received information: packet, referral, letter, flyer
2. Delegate completed online interest form
3. Director emails contact information to District Task Force (District Commander, Vice-Commanders, Board Member)
4. Task Force contacts delegate / connects with local post
5. Post should determine eligibility / availability
6. Post secures sponsorship / registers delegate

# **Post Potential**

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**We got 165 posts to sponsor a delegate.**

**We know there's more out there, how do we stimulate engagement with posts not sending delegates?**

# Recruitment Talking Points

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- Free to Attend

Parents don't have to consider the financial burden - covered by our posts.

- Stands Out

Boys State is a unique opportunity that looks great on College Applications, Scholarship Applications, and interviews.

- Scholarships

Access to over \$25,000 in post-high school scholarship opportunities.



***Boys State offers significant value, and these points tend to resonate with parents and spark their interest.***

# Recruitment Toolkit

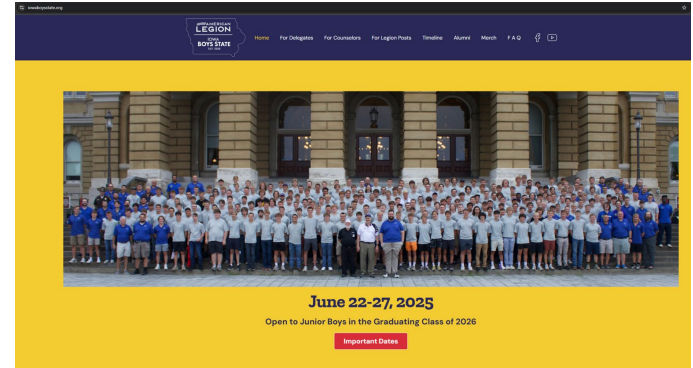
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- We have a website!

[www.iowaboysstate.org](http://www.iowaboysstate.org)

- We have a **Marketing Toolkit** Built Just for You!

- Special Note: Post Checklist



# Finding Candidates

**Historically Schools have provided the most success - not all schools support or are aware of Boys State now.**


**Other community groups to talk to:**



**Let's talk about ideas! What works in your community?**

# Boys State 2026

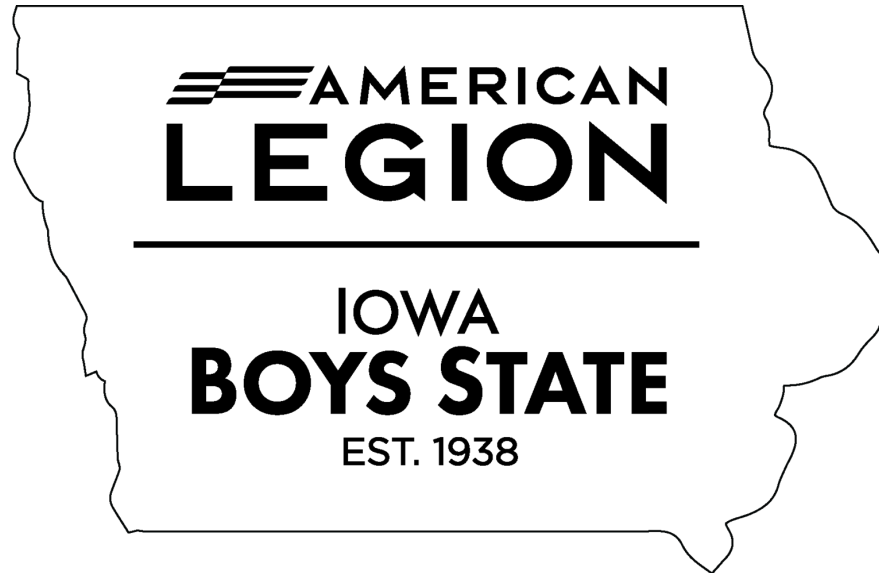
**June 21-26, 2026**



Countdown to  
2026 Boys State:  
**21 Days**

# Q&A

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## QUESTIONS?