

CUB SCOUT PACK RECRUITMENT RESOURCES



DISCOVER YOUR PATH
to serving more youth with a quality program

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INTRODUCTION

A CASE FOR BUILDING CHARACTER

"Before we can put Scouting's values into youth, we have to put youth into Scouting." The mission of Scouting America is to prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout Oath and law.

Thank you for your leadership and efforts in bringing the Scouting program to more youth and for making a significant difference in their lives by helping them to "Discover Their Path."

PURPOSE

The purpose of a Sign-Up for Scouting Night is to enroll new members and enlist parent participation in support of the Pack.

OBJECTIVES

- ◆ **To increase the number of youth** served by the Scouting America.
- ◆ **To showcase the Cub Scout program.** Show that Cub Scouting is fun!
- ◆ **To provide parents with information** about their role in Cub Scouting, including advancement, Pack participation, and support.
- ◆ **To recruit new leaders.** Assist the Pack and chartered organization in the selection and enrollment of new adult leaders.

BASIC PRINCIPLES

- ◆ **Host enrollment event within the first 2 weeks of school and no later than 4 weeks.**
- ◆ Never hold a recruitment event in combination with a Pack meeting or school sponsored back to school program/open house.
- ◆ Include a Scout Troop where possible. Allow them to assist and recruit sixth grade youth.
- ◆ All registered adult leaders must be approved by the chartered organization.
- ◆ Essential Pack leaders (Cubmaster, Committee Chairperson, Den leadership, and Charter Representative) should be in place before the recruitment night is held.
- ◆ Organize new dens with 5 to 6 boys and girls, to allow room for future growth.
- ◆ Encourage new Scouts to bring friends.
- ◆ All registered adults must complete Safeguarding Youth Training before their registration is complete.
- ◆ Training is vital for new leaders. All new Den leaders should be trained before they meet with Scouts.

RECRUITING METHODS

Sign-Up for Scouting Night –

A recruitment night held at an elementary school to invite prospective members and parents to register for Scouting.

Back to School Night/Open House –

Packs provide information table at a school sponsored welcome back to school program.

In School Rally/Classroom Talks –

Packs conduct recruitment activities during regular school hours, i.e. recess, individual classrooms, and/or school assemblies.

Chartered Organization Night –

Special evening meeting held at a location other than a school, i.e. a church, inviting members of the organization to sign up.

Peer to Peer Recruiting –

Encourage Scout families to invite friends of Scouts. Be sure to welcome new families when they visit. Also, don't forget to ask the friend to sign up.

BeAScout.org –

Online tool that can be customized for each unit to help prospective families find information about the unit and register online.

Community Fairs and Sports Events –

Attend parades, community events, etc. Be sure Scouts wear their uniforms.

RECRUITMENT TIMELINE

NEW MEMBER COORDINATOR

- Spring/Fall Attend Council Recruitment Kick-Off/Training
 Announce Recruitment Kick-Off at a Pack Meeting/Back to Pack Night

- Next: Complete Pack Recruitment Planning Worksheet. Give to District Executive.
 Complete Pack Leadership Inventory.
 Finalize Pack Calendar and Org Chart – make copies for recruitment events.
 Update BeAScout.org unit pin. Setup online registration link.
 Discuss program with assigned School Principal and secure cooperation.
 a. Arrange location for Sign Up for Scouting and Parent Orientation Nights and locations/dates to display banners and yard signs.
 b. Complete School Use permit. The Council will provide proof of insurance certificate if necessary.
 c. Arrange with school: In-School Rally presentations, announcements over PA system and flyer distribution.

- 4 Weeks before Event Conduct Pack Recruitment Kickoff.
 Ask school administrator for classroom counts.
 Order recruitment materials from the Council Service Center or your District Executive
 Arrange recruitment exhibits:
 a. Pinewood Derby, Raingutter Regatta, or Space Derby.
 b. Scout-O-Rama style booth display, Games, and/or crafts.
 Assign recruitment event responsibilities to Pack leadership.

- 3 Weeks before Event Place Banners and Yard Signs in high traffic areas.

- 2 Weeks before Event Divide flyers into classroom packets and deliver flyers to school.

- 1 Day before Event Call school administrator to:
 a. Make sure promotional materials have been distributed.
 b. Verify school will be open 30 minutes early.

Day of Event **IN SCHOOL RALLY / CLASSROOM TALKS** – hand out stickers.
SIGN-UP FOR SCOUTING NIGHT – lead recruitment program.

- After Event Approve online applications: Cubmaster approves youth; Institution Head or Chartered Organization Representative approves adult leaders.

- 1 Week after Event Host Parent Orientation Meeting
 a. Follow up with new leaders to verify they have completed training.
 b. Verify that all new Scouts have been placed in Dens.

- 10 Days after Event Turn in Registration Attendance Report to your District Executive.

- May/October Host follow-up recruitment events.
 Host a Bring A Friend event for Scouts to invite their friends to join.

RECRUITMENT PLANNING STEPS

PACK RECRUITMENT PLAN

A successful recruitment begins with a well thought out plan. The Pack Recruitment Plan helps a Pack set goals, create an easy to follow timeline and outlines steps to strengthen relationships with schools and charter partners. A few minutes spent on this worksheet will pay dividends in serving more youth this year.

INSTRUCTIONS

1. Conduct a Membership Inventory.
 - a. How many Scouts will continue?
 - b. How many vacancies are in dens with existing leadership?

2. Evaluate and set goal to increase membership in the Pack. National Pack average is 50.

3. Schedule dates to complete the **10 Recruitment Steps**.

These steps have proven successful over time, however it is not required to complete all steps. Pick which ones your Pack can concentrate on and then do your best.

4. Verify which schools your Pack will recruit from. Don't forget private schools.
5. Assign Sign-Up for Scouting Night recruitment tasks for each school.
6. Provide copies of the worksheet to your District Executive.

PACK LEADERSHIP INVENTORY

With every new Scout, comes a potential new leader. Make sure every family has an engaged parent involved in running the Pack. Many hands make light work, and there are plenty of positions where parents can get involved.

- Identify which leaders are continuing and vacancies to be filled. Use the Cub Scout Pack Organization form as a way to identify places where all families can help. Remember, no position can function alone. Parents can serve as a coordinator or be a member of a committee.
- Next, prepare a Pack Organization Chart that can be distributed to new families. A sample is provided in the Pack Recruitment binder.
- Review vacancies at the Parent Orientation meeting.

STEP ONE

RECRUITMENT PLANNING STEPS

STEP TWO

PACK PLANNING

Conduct a Pack Planning Conference—Plan Your Ideal Year of Scouting

Packs with calendars, distributed to families, have better participation in Pack activities as well as structure and vision for planning and executing the program effectively. A well-planned calendar promotes the fun of Scouting and allows parents to include important dates in their personal calendars.

- Review council programs for the coming year as well as program themes and other program support materials.
- Develop a calendar for the coming year and begin to make leadership assignments. Create a calendar to distribute to all families at recruitment events. Update calendar on Scoutbook.

STEP THREE

CREATE A PACK INVITATION PLAN

Research has shown that parents need between 4 and 7 messages before they make a decision to join. Distributing flyers alone is not enough and school access is becoming more complicated. Packs must adopt new methods and think of new ways to reach more youth. Here are a few ideas your Pack can use to make your efforts more effective. Use this summary sheet to keep track what methods the Pack will use.

Check which ideas the Pack will use.

<p>Top 10 List</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1. Pack Information Fact Sheet <input type="checkbox"/> 2. Social Media / Geofencing / Google Page <input type="checkbox"/> 3. Recruitment Flyers / Door hangers <input type="checkbox"/> 4. Youth wear uniform to school <input type="checkbox"/> 5. School Visits / Classroom Talks <input type="checkbox"/> 6. Stickers <input type="checkbox"/> 7. Yard Signs/Banner <input type="checkbox"/> 8. Picture Boards / PowerPoint <input type="checkbox"/> 9. School Open House <input type="checkbox"/> 10. Update your BeaScout.org map pin and regularly follow up with leads <p>To Pack Families</p> <ul style="list-style-type: none"> <input type="checkbox"/> 11. Information Postcards <input type="checkbox"/> 12. My Best Friend / “Buddy Card” <input type="checkbox"/> 13. Invitation Letter <input type="checkbox"/> 14. Personal Phone Calls / Email Invitation <input type="checkbox"/> 15. Promote at Church & Other Personal affiliations <input type="checkbox"/> 16. Halloween Candy <p>At School</p> <ul style="list-style-type: none"> <input type="checkbox"/> 17. PTA/PTO Presentation <input type="checkbox"/> 18. Be Involved in School Activities <input type="checkbox"/> 19. Intercom Announcement 	<ul style="list-style-type: none"> <input type="checkbox"/> 20. Video Announcement <input type="checkbox"/> 21. Online Newsletters <input type="checkbox"/> 22. Display Case <input type="checkbox"/> 23. Personal Letter of Invitation <input type="checkbox"/> 24. School Marquee <input type="checkbox"/> 25. Follow up Scout Sign-up Night <input type="checkbox"/> 26. School Lunch Tray Liners <input type="checkbox"/> 27. Parents Lunch with child <p>Community-wide</p> <ul style="list-style-type: none"> <input type="checkbox"/> 28. Local Newspaper <input type="checkbox"/> 29. Display Boards and Community Events <input type="checkbox"/> 30. Lead a Flag Ceremony <input type="checkbox"/> 31. Pack Special Events in the Community <input type="checkbox"/> 32. Volunteer for Community Events <input type="checkbox"/> 33. Church Bulletin Inserts <input type="checkbox"/> 34. Church Presentations <input type="checkbox"/> 35. Sports Fields / Recreation Centers <input type="checkbox"/> 36. Parades <input type="checkbox"/> 37. Community Marquees <input type="checkbox"/> 38. Pack Website and/or Facebook account <input type="checkbox"/> 39. Libraries <input type="checkbox"/> 40. Business Window / Counter Displays
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RECRUITMENT PLANNING STEPS

INVITATION PLAN FOR YOUR PACK

Top 10 List

The following methods are considered to be the “Top 10” most important ideas for recruiting. All Packs should complete all of the following methods.

1. Pack Information Fact Sheet
 - This is your chance to brag about the Pack and have a quick handout ready to distribute.
 - Should include meeting times, locations, Pack calendar, leaders and contact information, and other exciting information about your program.
 - Provide copies to charter organization, families in the Pack, other neighborhood organizations, and local library.
2. Social Media / Geofencing / Google Page
 - Encourage parents to share stories, pictures, etc. on their social media platforms to tell the Scouting story. Post a special announcement about recruitment events with links to BeAScout.org.
 - Use Facebook geofencing and google pages to promote recruitment events.
3. Flyers/Door Hangers
 - Flyers are provided by the Council.
 - Should aim to have one set of flyers to go out a week before the join night
 - Divide into groups of 20-25 so the school secretary can easily distribute into teacher mailboxes without counting themselves.
 - Distribute Door Hangers in neighborhoods where flyers cannot be used in school.
4. Youth wear uniform to school
 - Easy way to get exposure. Serves as a walking billboard and a conversation piece.
 - Wear day of your school night, den meetings, Pack meetings, and other Pack activities.
 - Leaders should also wear their uniforms to school events or just have lunch with their children (where permitted).
 - Offer a reward at that night’s meeting for any youth that wears their uniform.
 - Design Pack t-shirt for Scouts to wear to school on a regular basis.
5. School Visits / Kid Talks
 - Kid talks should be conducted 24-48 hours before join night. They can be done in classroom, lunchroom, during recess, school assembly, or on the buses.
6. Stickers
 - Provided by the Council
 - Distribute at Boy Talks and lunch recesses.
7. Yard Signs/Banner
 - Provided by the Council.
 - Place signs in high traffic areas.
8. Picture Boards / Power Point Presentation (show on a laptop/tablet/projection screen)
 - A picture is worth a 1000 words. Highlight your Pack’s outdoor program with a picture board.
 - Create during a den meeting.
 - Display at PTA/PTO meetings, join nights, school activities, and at local churches.

RECRUITMENT PLANNING STEPS

Invitation Plan for Your Pack—continued

9. School Open House / Back to School Nights
 - Your Pack should be part of the fiber of the school and its families.
 - Being present at your school's "Back to School Night" and all other activities is an important way to raise exposure to your program.
 - Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.
 - Have members of Pack volunteer to help with Back to School Night.
 - Have ALL parents in Pack wear nametags that say "Ask Me About Scouting".
 - Assist schools with setting up chairs, greeting families, or conducting a flag ceremony.
 - Be sure to have all families and leaders in uniform.
10. Update your Pack's map pin at www.BeAScout.org.
 - You can include meeting times and key contacts.
 - Upload links to a Pack video, pictures, Facebook page and Pack website.
 - Follow up with leads within 24 hours!

Pack Families

The following methods and the remainder of this booklet are divided into ideas that can be done within your family, school and in the community. The more methods you can use to promote your Pack, the better your recruitment results will be, so use as many as you can! The following ideas are methods that the Pack leadership should ask all families to participate in.

11. Information Postcards
 - The Occoneechee Council provides these and can be customized with Pack information.
 - Have each leader carry and hand out cards at all school functions.
12. My Best Friend is a Scout "Buddy Card"
 - This card is designed for the Scout to use to recruit his friends. Templates are available at www.scouting.org/membership.
 - They are fun in nature and may include a few of the exciting activities going on in the Pack or a quote of the Scout's favorite part of Scouting.
 - These cards should also include meeting dates, locations, and contact information.
13. Invitation letter
 - This letter is a customized form the family can send to their friends and acquaintances.
 - Include thoughts like the benefits of Scouting and why your family is involved.
 - Letter includes meeting and joining information as well as who to contact for more information.
14. Personal Phone Calls / Email (Facebook or Text) Invitation
 - Ask each family to brainstorm other families that they could call or email to personally invite to be part of the Pack.
 - The Pack should provide each family with the Pack Information Sheet and other items to help spread the word and excitement of Scouting.
15. Promote at Church and Other Personal Affiliations
 - Families also have many other affiliations; such as church and sports. These other activities can be used to spread the word of Scouting.
 - Make 1/2 sheet flyers to insert into church bulletins with all pertinent information.

RECRUITMENT PLANNING STEPS

Invitation Plan for Your Pack—continued

16. Halloween Candy

- On Halloween, many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your Pack. Use a sticker or label to provide a few activities about the Pack and leader contact information.

School

The following ideas are methods that the Pack leadership or recruiting committee should do in the school. Special attention should be given to developing relationships with the school leadership and Parents' Organizations. This will help with the success of these ideas and your recruitment efforts.

17. PTA/PTO Presentation

- Make a brief presentation to your school's parent teacher organization. This should be done at the beginning of each school year. Share your recruitment plan and annual activities
- Share an update on your Pack, including the number of families and upcoming activities.
- Offer your services at PTA/PTO sponsored events.

18. Be Involved in School Activities

- In addition to Back to School Nights, there are events such as carnivals and other activities that the Pack should be involved in throughout the year.
- Conduct a service project for the school such as playground and flower garden clean-ups.
- The Pack's participation will help the school see the Pack as a positive resource and an extra supporter of the school.
- Be available for flag ceremonies throughout the year.

19. Intercom Announcement

- Ask the school to make announcements using the school's public address system or intercom regarding the Pack and specifically the school night.
- Make announcements exciting and use as a reminder for all upcoming activities.

20. Video Announcement

- If the school has a closed-circuit television system, ask if one of your articulate, well-uniformed Cub Scouts or leaders could read a joining night announcement on-camera.
- Make sure the reader is well-rehearsed. You can point to your favorite television anchor as an example for how your "news" should be read.
- Your school may also allow you to show one of Scouting America's membership promotional videos, either over their TV system, at an assembly, or in a classroom.
- Have the Scouts in the Pack create a commercial for their Pack. Kids appeal to kids!

21. Online School Newsletter

- Insert flyers or announcements in online newsletter.

22. Display Case

- Use the display case or bulletin board at school to display the excitement in your Pack. Use pictures and other visuals to catch attention and motivate boys to attend and the School Night.

23. Personal Letter of Invitation (See draft in this booklet)

- Personally invite all families in the school by sending a personal letter or post cards for formal invitation. Use a school directory (if available) or work with families in Pack to gather names and addresses.
- These should go out 7-10 days prior to school night.

RECRUITMENT PLANNING STEPS

Invitation Plan for Your Pack—continued

24. School Marquee

- Use the school outdoor marquee to promote the school night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your school night.

25. Follow up Join Scout Night

- Be sure to hold a follow-up recruiting event to give families another opportunity to join. Should have at least two opportunities to join after school night; one in September and one in October.

26. School Lunch Tray Liners (See examples in booklet)

- Provide information, games, picture, puzzles, and etc.

27. Parent's have lunch with their child wearing Scout Uniform: Have parents eat lunch with their child at school and hand out invitations to join Scouting to their child's friends.

Community

The following ideas should be done in the community around your Pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your Pack.

28. Local Newspaper

- Community newspapers are always interested in neighborhood events and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar section.
- Invite local reporters to cover special Pack events such as bike rodeo, Scouting for Food, etc.

29. Display Boards at Community Events

- Wear your uniform and set up a Pack display at community events such as carnivals and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your Pack.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your Pack.

30. Patriot Day Flag Ceremonies

- A lot of organizations look for color guards throughout the year and especially on Veteran's Day, Memorial Day, and Patriot Day. Have Scouts in uniform present the colors.
- Make a list of events in your community and call organizers early to volunteer to participate.

31. Pack Special Events in the Community

- Hold a community event such as a "Kite Day", bike rodeo, or a carnival and invite all members of your community.
- Partner with a local police or fire station to gain exposure of the event and additional credibility.

32. Volunteer for Community Events

- Park clean-ups and July 4th celebrations for example.
- Community service is a cornerstone of the program and a great way to gain exposure for your Pack

33. Church Bulletin Inserts

- Work with churches in your area and create a small insert to be distributed to the congregation.
- If there are families in your Pack that attend the church, have them coordinate distribution.

RECRUITMENT PLANNING STEPS

Invitation Plan for Your Pack—continued

34. Church Presentations

- Make a presentation at local Sunday School classes.
- Participate in Scout Sunday by wearing your uniform to church.
- Promote youth earning religious awards.

35. Sports Fields / Recreation Centers

- Sports are a major activity of many families. Work with local sports venues to hang banners, posters, and set up information tables and yard signs at the field or court.
- Target efforts as season is winding down as the “thing to do next”
- Host an activity at the recreation center.
- Hang banners on fences where approved.

36. Parades

- Build a float or march in community parades.

37. Community Marquees

- Use marquees at churches, recreation centers, neighborhoods or business to promote school night.
- Be sure to thank the organization for their support.

38. Pack Website and/or Facebook account

- Post pictures of Pack activities of youth having fun in Scouts. “Tag” schools Facebook page so fans of school’s page also see your page. Encourage parents to do the same.
- Websites and Facebook are very popular forms of communication.
- Check with community organizations and your school to see if you can list your Pack information on their website or link to your Pack’s website
- Include web address on promotional materials.

39. Libraries

- Ask to hang posters and distribute Pack information sheet.
- Design bookmarks with Pack activities and information for distribution.
- Have Pack leaders read story time in uniform.

40. Business Window / Counter Displays

- Visit local businesses and post offices to see if they will allow you to post or leave information regarding your Pack and its activities.
- Identify family friendly business such as Dairy Queen, McDonalds, Toys’ R Us, etc.

Additional Pack Ideas:

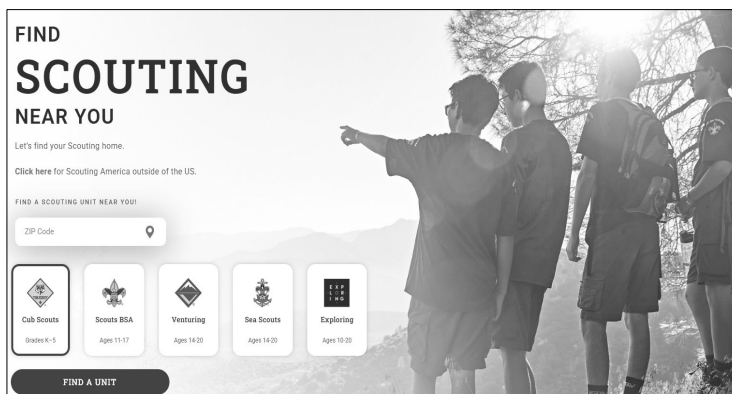
RECRUITMENT PLANNING STEPS

STEP FOUR

UPDATE PACK WWW.BEASCOUT.ORG PIN

As we engage more prospective families in this electronic age, we must work to make sure units are sharing the correct and most up-to-date information about Scouting programs in the community. The “Be A Scout” tool provides a great opportunity for Scout units to highlight what makes their unit unique, to express how excited they are about Scouting, and to show new families the benefits of Scouting through videos and/or photos. This tool will also assist families with up-to-date registration information so that they can attend the Sign-Up for Scouting Night or other Pack recruiting events.

- Packs must update their Pin through My.Scouting, under the unit Organization Manager
- Review all information, ensure appear and online options are selected, your message is welcoming, and your location is accurate.
- Be Responsive! Follow up promptly with leads using the Application and Invitation Manager tools. Always include notes when contacting families.
- See Appendix for Further Information.



STEP FIVE

PREPARING TO ACCEPT ONLINE APPLICATIONS

Occoneechee Council expects all units to utilize online applications to meet the demand for rapid registration, increased data accuracy, and data privacy.

New members will register online using their own electronic device or the Pack can provide tablets/phones at the recruitment event. Show parents the Pack QR Code or short URL generated from your invitation manager section of your my.scouting.org account.

How to Accept Applications Online

1. **Who has permissions?** Accepting online applications for youth is restricted to members of the Key-3 and their delegates. Adult application are set to be restricted to the COR (Charter Organization Representative) and their delegates. Individuals may be made delegates through the Position Manager of My.Scouting.org
2. **Where do I accept Application Online?** Both Youth and Adults Applications are available for review and approval through my.Scouting.
3. **How can we best use Applications Notes:** Application Notes are an easy way to communicate between unit leaders, Occoneechee Council, and National regarding the action you have taken to assist this lead or application to join Scouting.
4. **What is the difference between those found in the Invitation Manager and those found in the Application Manager?** BeAScout has two button options for families to select. A family who selects “Request More Information” will appear in the Invitation Manager. Families who selected “Join Now” will appear in the Application Manager. Individuals who use your unit QR appear directly into the applications manager.

RECRUITMENT PLANNING STEPS

STEP SIX

PACK RECRUITMENT KICKOFF

Host a summer Back to Pack event. Get your program off to a great start!

Cub Scout Packs put a lot of time and effort into organizing their Sign-up for Scouting Nights. Now is the time to begin securing help with the Sign-up for Scouting events and evaluate leader vacancies in the spring and open positions going into the fall. A Pack recruitment kick off will rally the unit to use the marketing plan established earlier and encourage parents and youth to use social media to invite friends to sign-up.

We encourage you to make this a fun event for your returning Scouts and parents. Suggested activities include: an ice cream social, watermelon feast, park picnic, carnival, sports, etc. The meeting is designed to make sure your Pack is organized prior to receiving new families.

The Fall Back to Pack event helps current members reenergize and reengage for the new program year. Unfortunately, somewhere amidst all of the hustle and bustle is the fact that many members do not get contacted to come back from the summer break. As a result, youth are lost along with potential leadership. Research has shown that many youth will not continue without being personally contacted to return.

In addition, the Pack can take this time to get Scouts and families excited about bringing more youth to Scouting. Create an atmosphere that now is the time to fill dens, create new dens, and fill leadership positions in the Pack. Excite Scouts to invite friends and encourage parents to invite friends and neighbors to the sign-up night. Don't forget to ask parents to help at the upcoming join nights. Because most Packs cover multiple schools, each Pack will need several individuals to run Sign up for Scouting events during the fall recruitment campaign.

SAMPLE AGENDA

I. Gathering

Ask each parent to sign in and verify information on a Pack roster.

II. Opening

Sing a Cub Scout song like "The More We Get Together", Be sure to use body motions.
Welcome families back to another great year of Scouting.
Introduce Pack leadership.

III. Pack Information

Build enthusiasm for the Pack's Ideal Year of Scouting.
Distribute Pack Calendar and Org Chart.
Take note that most Dens are not full and that the Pack needs to grow.
Assign Cubs to dens and determine empty spots for new youth at the sign up night.
Go over Sign-Up for School Night dates, locations and times.
Review and request help at table events promoting your sign-up night like Back to School/open house.
As needed, review Individual Membership Renewal and collect Pack dues.
Introduce Popcorn campaign and any fundraising efforts. Share how the Pack is funded.

IV. Parent Engagement

Emphasize that every family has a role within the unit, be it big or small.
Recruit Den Leaders to fill vacancies in existing dens.
Discuss additional Pack leadership vacancies, fill positions as needed.
Ask for parent help at sign up Scout nights.

V. Bring A Friend Plan

Get Scouts excited to bring their friends to join Scouting.
Ask Scouts to bring a friend to a Sign-Up for Scout Night or a Bring a Friend meeting.
Go over dates for recruitment night again.
Invite parents to use social media to invite friends.
Distribute Buddy Cards and recruiting materials and show how to use them.
Show recruiter patch and share any Pack incentives.

VI. Activity - Host a fun activity for the Pack,

VII. Closing

Announce next Pack meeting date.
Show how important it is for more families to get involved in Scouting. Kids need Scouting!
Close with a fun, patriotic ceremony.

RECRUITMENT PLANNING STEPS

PROMOTION MATERIALS

The Council provides free of charge, materials to help attract new families to Scouting. Materials can be ordered through your district executive and online materials. Materials can be customized with Pack information.

Cub Scout and Scouts BSA Invitation Flyers – for distribution at schools and churches.

Promotion SWAG - Pencils, Bracelets, Stickers to draw attention at table events like Back to School

Yard Signs – place at school and in neighborhoods.

Stickers – for classroom talks.

Buddy Cards – for Bring A Friend Invitations.

Parent Orientation Guide – for use in recruiting adults.

Geofencing – the council will order and cover costs to geofence your recruitment event.

Recruitment Kits – materials for sign-up night.

ONLINE RESOURCES

Occoneechee Council has created a variety of helpful resources for your Pack to use. Checkout these great online tools:

- <https://go.ocscouts.org/membership-growth>

RECRUITMENT KITS

Pack recruitment kits are provided for free at the council office. Kits are built for 10 Scouts/Adults. Request multiple kits if needed.

- ◆ Attendance Sheets - Parents need to sign forms according to the grade and school child attends. Doing this will simplify forming dens.
- ◆ Bobcat Trail Book
- ◆ Scout Activity Page
- ◆ Parent Orientation Guide

STEP EIGHT

HOST SIGN-UP FOR SCOUTING NIGHT And Parent Orientation Meeting

Follow School Recruitment Plan Instructions on page 18.

STEP SEVEN

PACK SUPPLIES

Provided by the Pack:

- Pack Flags.
- *Pack Information Fact Sheet
- *Pack Calendar and Org Chart.
- Pencils & pens.
- Sound System, if location does not have one (A Must!).
- Electronic Devices (i.e. Tablets) for online registration.
- Display of leader handbooks.
- Display of youth handbooks.
- Picture board with Pack activities.
- _____
- _____
- _____

** Hand to parents upon arrival*

RECRUITMENT PLANNING STEPS

REGISTRATION FEES

Families will now be able to pay for Occoneetchee Council registration fees using a credit/debit card through the BeAScout Application tool.

Key Points:

- Families will pay for a full year of Scouting and receive a full 12-month membership with Scouting America.
- Multiple devices can be used to complete the application but you might consider having a few devices provided to assist families.
- While most families have internet access on their phone, a hotspot or access to the local wifi network may be helpful if available.

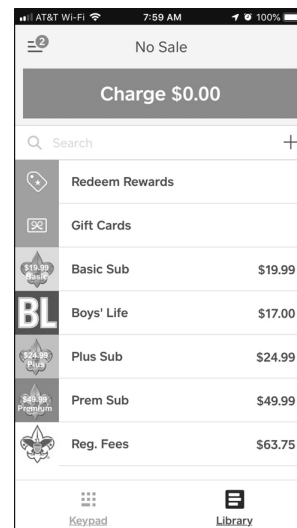
Best Practice:

- Keep the first night focused solely on completing membership registration. While most units have additional fees, simply acknowledge their existence and let families know that fundraising opportunities are available to help cover those costs.
- Packs can collect unit dues in Scoutbook by enabling PayPal and recording payments manually or using PayPal. Unit admins can enable PayPal, and then use the payment log to add dues for members and record payments received. Scoutbook's knowledge base provides detailed instructions on enabling and using PayPal for unit payments.

Registration Fees:

Youth \$165 per year

Adult \$91 per year



STEP NINE

REGISTRATION REPORT FORM

1. **Complete the Registration Report Form.**
2. Use attendance sign-in sheets to record attendance.
3. **Please note**—online registration may take some time to appear within My.Scouting.
4. **Turn in** Registration Report Form to the District Executive either at the event or digitally
5. Be sure to approve online applications following the event. Delays will prevent Scouts from showing up in My.Scouting and Scoutbook. No youth may receive a rank if not listed in the **Online Advancement System.**
6. Return form to District Executive.

RECRUITMENT PLANNING STEPS

STEP TEN

HOST A BRING A FRIEND EVENT

The number one recruiters in Scouting is our own Scouts. Each Pack should host a special event to allow Scouts to bring their friends to experience the fun of Scouting. See program outline in Recruitment Binder.

Key Points:

- ◆ Distribute postcards to all Scouts and ask parents to share pictures on their social media.
- ◆ Scouts are not recruiters, they merely invite friends to a meeting.
- ◆ It is the role of the leader to formally ask the friends to sign up. Be sure to provide information to parents.
- ◆ Schedule a specific date for a Bring a Friend meeting, and orient the event around a theme to give the new Scout's first visit a great experience.

BRING A FRIEND RECOGNITION

Every Scout who recruits a friend into Scouting is eligible to earn and wear the official BSA RECRUITER strip. Packs may purchase Recruiter Strips from a Scout Shop. These strips maybe worn on the Scout's uniform under the right uniform pocket.





SCHOOL

INTRODUCTION

Sign-Up for Scouting Nights are an effective and easy invitation for parents to discover the world of Cub Scouting. However, just sending a flyer home with a student does not guarantee success. Listed in the next few pages are helpful tips to make your recruitment event a super success. First some...

Recruitment Do's and Don'ts

- DO get the message out in plenty of time for parents to make plans.
- DO wear Scout uniforms.
- DO plan plenty of event help - include Cub Scouts.
- DO set up exhibits.
- DO provide activities for children who accompany parents.
- **DO NOT** wing it - plan carefully, practice presentation.
- **DO NOT** get long-winded; say what you need to say, then stop.
- **DO NOT** get involved in policy or requirements - keep it basic.
- **DO NOT** let parents get away without committing to a volunteer position.

SCHOOL RECRUITMENT PLAN

Using the Pack Recruitment Plan worksheet identify dates for individual schools and the tasks the Pack will use to complete a successful Sign-Up for Scouting Night. It is important that a **separate** recruitment night be scheduled for each school/church the Pack serves. Combing multiple locations into one recruitment night location does not work.

Recruitment Plan Tasks:

- School Visit
 - Meet Principal
 - Schedule Sign-Up for Scouting Night
 - Review communication plan
- Order recruitment materials for each recruitment location
- Conduct a presentation to the Parent/Teacher Organization
- Conduct a school service project
- Distribute Banner and Yard Signs
- Distribute flyers
- Host a Patriot Day (September 11th) activity
- Host a table at the School Open House/Back to School night
- Conduct Kid Talks
- Distribute peer invitation to Scouts
- Conduct a Sign-up for Scouting Night and a Parent Orientation Meeting
- Conduct a follow up recruitment event

SCHOOL RECRUITMENT PLAN

PRINCIPAL VISIT

Building and maintaining a strong relationship with your Pack's elementary school is important to have and may foster support for recruitment efforts. This meeting should last no longer than 30 minutes.

SAMPLE AGENDA

1. Welcome and introductions
 - Take a minute to introduce everyone to each other. Be sure to thank Principal for taking time to meet with you. Find out if Principal has any Scouting background either as youth or as an adult.
2. Update Principal about the Pack
 - Share exciting news and successes regarding your Pack and upcoming events i.e. service projects, field trips and other learning opportunities.
 - Share the Pack roster so Principal can see kids and parents that are involved in Scouting.
3. Service opportunities for school
 - The Pack is a resource and an asset to the school. Explain the benefits for youth and for the school. Schools should be the sites of many Pack service projects. Cub Scouting is educational: It has been established that active Scouting programs improve grades and study habits, and lead to better jobs and more successful lives.
 - State that in the next school year, your Pack would like to conduct 1-2 service projects for the school.
 - Take a couple minutes to brainstorm ideas and come to agreement of what that a service project should be.
 - Remember, a Principal will appreciate a Pack that is a source of school volunteers.
4. Review the Sign-Up for Scouting plan and set the recruitment night date.
5. Determine the school's Open House/Back to School Night and secure permission to have a table to promote the recruitment night.
6. Discuss the following promotional strategies:
 - ◆ Promotional flyers (When do homework folders go home?)
 - ◆ Classroom Talks (classroom to classroom, lunchroom rally, recess, etc.)
 - ◆ Banners/Yard Signs/Posters
 - ◆ School Electronic Newsletter
 - ◆ Morning announcements, audio visual
 - ◆ Marquee Sign
 - ◆ Patriot Day Flag Ceremony
7. Confirm decisions made during discussion.
8. Thank them again for their support of Scouting.

Principal Visit – School Worksheet

School _____

Principal _____

Admin. Asst. _____

Cell Phone # of Custodian _____

First Day of School _____

Approval to Do (Date/Time):

Open House _____

Back to School Night _____

Sign-Up for Scouting Night _____

Flyer Drop Off Date _____

of Classrooms ____ Quantity of Flyers ____

Classroom Talks:

Classrooms _____

Recess _____

Lunchroom _____

Banners/Yard Signs _____

Morning Announcements _____

Video PSA _____

Marquee Sign _____

Flag Ceremonies _____

Service Project(s) _____

SCHOOL RECRUITMENT PLAN**PARENT / TEACHER ORGANIZATIONS****School Relationships**

The greatest potential for Cub Scout membership growth is in the schools. Pack leaders should develop strong relationships with principals, teachers, and parent organizations. This will go a long way, especially in those areas where the Council has limited access. Don't forget to research and include local private schools and "home-school" associations.

PTA/PTO Presentations:

- At the beginning of each school year, it is a good idea to schedule a brief presentation to your school's parent-teacher organization.
- Share information about the number of families in your Pack, recent and planned activities, and the benefits of Cub Scouting for both youth and families.
- Distribute Pack Information Sheets and business cards.
- Check with your District Executive regarding any Camp Card or Popcorn donations that may be available for your Pack to deliver as a thank you.
- Offer the Pack's assistance and involvement in PTA/PTO events and projects.
- It is extremely helpful if several Pack leaders and parents are active in the PTA/PTO.

SCHOOL SERVICE PROJECTS

Doing service projects together is one way that Cub Scouts keep their promise "to help other people."

Occonechee Council's Adopt-a-School is a project designed to begin to proactively address our Community/School Relationships. Often, we are made aware of Councils and Districts with significant access issues related to promoting and recruiting youth from within specific school systems. When the proverbial doors are closed, we accept it and try to figure out additional means for youth recruitment, often at considerable expense to the local council.

Adopt-a-School is a process by which we can begin to address the breakdown in relationship between Scouting and the respective school systems we serve. This process is where true community development work can begin. It truly is a win/win situation for both Scouting and our schools.

Here are a few potential project ideas to get us started, but our priority remains to let your school's specific needs determine how we serve.

- Grounds beautification
- Building improvements
- Giving Tree coordinate
- Flag Ceremonies
- Teacher appreciation
- Helpers during festivals
- Book Drive coordinate
- Green effort coordinate
- Literacy program
- Food Drive coordinate
- Clean-up after school events

SCHOOL RECRUITMENT PLAN

FLYER ORDER AND DISTRIBUTION

Here are some suggestions for working with your school. Please keep in mind that a good rapport with principals, their admin. assistants, and school custodial staff is vital to the success of recruitment event.

Do's

1. Make sure a "save the date" flyer goes out with the first information folder that goes home during the first week of school.
2. BE PLEASANT. **You** are Scouting's ambassador for that school!
3. Make sure that flyers are delivered to the school at the proper time. Surprise the principal's office staff with a Scouting mug filled with candy, a recruiter patch, or other council-friendly thank-you. Ask for space on the marquee in the front of the school and provide the exact wording you want.
4. Add a thank you note for each classroom teacher to their stack of flyers.
5. Be sure to order Cub Scout for K-5th and Scouts BSA flyers for the sixth grade.
6. **FOLLOW UP!** Call the administrative assistant on the day before school night to be sure that fliers have been distributed.
7. Be sure to remind the Principal that the Sign-Up for Scouting Night is NEXT WEEK— (Date) _____ and that's why these flyers must go home with the youth the week of _____ or earlier.

Don'ts

1. Don't just leave fliers on the assistant's desk. (Presorted flyers should go in teachers' boxes.)
2. Don't demand anything. Ask for permission.
3. Don't forget to **FOLLOW UP**, to be sure the fliers were passed out—even teachers forget sometimes!

Sample Flyer Design:


SIGN UP FOR SCOUTING!

Wednesday, September 10, 2018, at 6:00 p.m.
 Takeany Elementary School - Multipurpose Room

For more information contact *New Member Coordinator Name*
 at ### - ### - ####, email address
 QR/URL address for online registration

Registration fees will be collected.

This program is not affiliated with the school or school districts. The school district does not endorse or sponsor this activity.



Sample Yard Sign/Banner:

Both of these should only have:

Day, Date, Time, Location, and Phone Number.

Remember, new parents do not know what a Pack, Den, Blue & Gold, Pinewood Derby etc. is. Make the message simple to encourage parents and youth to attend your recruitment event. Too much information is to much!



SIGN UP FOR SCOUTING

DATE: Wednesday, September 10, 2018,
 TIME: 6:00 p.m.

PLACE: Multipurpose Room, ### - ### - ####

BEASCOUT.ORG • 1-800-20-SCOUT

SCHOOL RECRUITMENT PLAN

PATRIOT DAY PROGRAM, SEPTEMBER 11TH

On September 11th Scouts are presented with a great opportunity to participate in school, church or community activities in honor of Patriot Day. Take your Unit to visit some Veterans or send a care Package to our Troops or visit one of many memorial sights in North Carolina commemorating September 11, 2001.

If your chartered partner is religious based have your Scouts conduct a moment of silence for those lost on September 11, 2001. If your chartered partner is a school, have your unit conduct the flag ceremony that morning and conduct a moment of silence for those lost on September 11, 2001.

Simple Indoor Opening Flag Ceremony for Cub Scouts

The leader can be a member of the den (preferred), a Den Chief, or an adult leader.

Leader: "Will the Audience please rise?"

The audience rises

Leader: "Color Guard, POST THE COLORS. SCOUT SALUTE."

Scouts carry the US & Pack or den flags walking double file. (see the diagram on the right for formation). Those in uniform do a hand salute. Everyone else places their hand on their heart.

Leader: "Please join us in the Pledge of Allegiance. I pledge allegiance ..."

The audience says the Pledge of Allegiance.

Leader: "TWO."

Everyone stops saluting.

Leader: "Color guard, retreat."

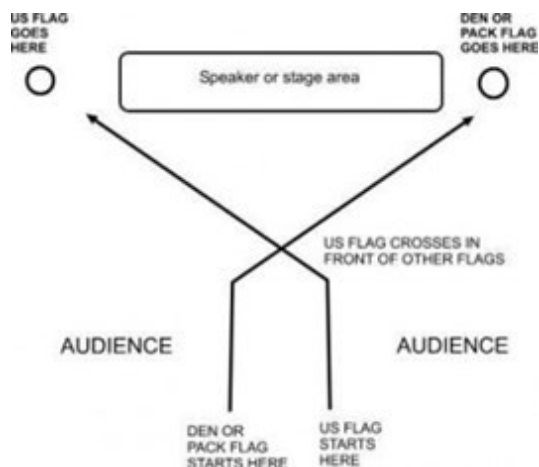
The color guard walks back out double-file to wait at the back of the room.

Leader: "Color guard, dismissed."

NOTES:

The US flag and other flags (i.e. Pack flag or Den flag) start in the back of the room. The US flag should be on the right side of the procession and should never be behind the other flags. When they come to the point where the flags must cross, the US flag should cross in front of the other flags.

The US flag should be displayed on its own right, as shown in the diagram.



SCHOOL RECRUITMENT PLAN

IN SCHOOL RALLIES—CLASSROOM TALKS

DATE: To be held during regular school hours before the Sign-Up Night

PURPOSE: To excite children to attend the Sign Up Night and to inform kids about what to expect.

PRESENTATION:

All-youth assembly for first through fifth graders. Keep it between 3 and 5 minutes. Be sure that you can be heard. If assembly-type rally is held, it is better to meet separately with prospective Tiger Cubs (1st grade), Cub Scouts (2nd and 3rd), Webelos Scouts (4th and 5th), and Boy Scouts (6th grade).

Room to room. This type of presentation requires a condensed three- to five-minute talk for each classroom.

Lunch time/Recess. Many schools do want to take away from education time, but if you ask to talk to the children at lunch you may meet less resistance. Most common option.

WHO: Uniformed Scouter(s), preferably a volunteer that is very familiar with the school (and vice-versa) and the specific program(s) offered by the Pack represented at the Sign-Up for Scouting Night.

PRESENTATION HELPS:

- At first be stern, disciplined, and well-mannered.
- Then gradually become cheerful, enthusiastic, and silly.
- Remember that you are talking to younger children and not adults.
- Keep it short.
- Try to get the youth to participate in your presentation.
- Don't take any questions.

SAMPLE SCRIPT

1. Ask school moderators not to introduce you. Merely have the teacher quiet the group down and introduce you as someone who has something important to say.
2. Ask if anyone knows what type of uniform you are wearing. You should get a variety of responses: police officer, park ranger, soldier, Scout.
3. Introduce yourself and tell them you are a Cub Scout leader and that you are there to talk to them about becoming a Cub Scout. Create an "alter-ego", i.e. a character the boys will remember. For example, Mountain Man Mike, dressed up in hiking or repelling gear.
4. If no video is available, continue with presentation - Ask them if anyone knows the kinds of things that Cub Scouts do, and call on someone with a raised hand. Spend some time describing the things that they identify that are a part of the program, but deny the things that are not. For example:



SCHOOL RECRUITMENT PLAN

CLASSROOM TALKS—continued

“Who can tell me what kinds of things they think Cub Scouts do?” Call on someone with a raised hand. “They make stuff.” “Yes, they do make stuff. When you make stuff that’s called a craft, and Cub Scouts do lots of crafts. Who can tell me the one craft that every Cub Scout gets to do each year? I’ll give you a hint; it has wheels.” Call on a hand. “They make racing cars!” “Yes, that’s right; they make pinewood derby race cars (Prop: pinewood block of wood). They take an ordinary block of wood like this. And with their imagination, some basic wood tools, paint, decals, and help from their mom or dad, they turn that block of wood into the world’s fastest pinewood derby car and race it down a track that’s from here to that wall. (Show them.) Who thinks they would like to try and build one of these? (Prop: completed car) What other things do you think that Cub Scouts do?” Call on someone with a raised hand.

Cub Scouts:

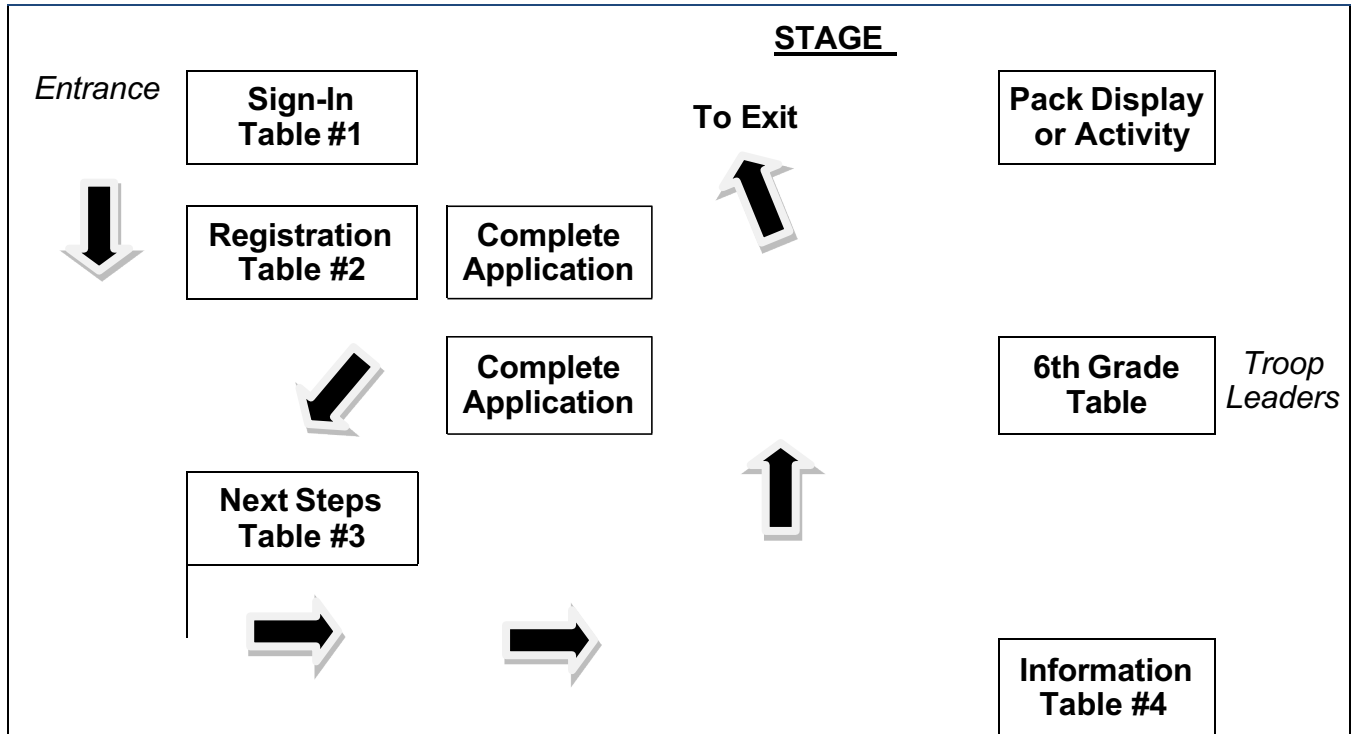
- Are both girls and boys!
 - Earn badges
 - Go camping, swimming, fishing
 - Shoot archery, tell stories around campfires, participate in sports
 - Perform service projects, such as food drives, clothing drives, trash clean-ups, etc.
 - Make crafts—pinewood derby, space derby, rain gutter regatta, holiday gifts, toys
 - Explore nature, take hikes to see wildlife (deer, raccoon, skunk, chipmunk, turkey), make plant and tree identification, go on zoo trips, bird-watch (raptors: eagles, hawks, owls), identify reptiles (snakes, lizards, frogs)
 - Participate in special events, such as parades, Pack trips, and the blue and gold banquet
 - Outdoor Events like day camp, and family camps
5. Mention the incentives your Pack is offering. Show Scout patches and distribute stickers.
 6. Ask the kids, “Who thinks they would like to be a Cub Scout?” Hopefully every youth will raise his hand.
 7. Tell them how to join: “If you want to be a Cub Scout and do all these fun things, there’s going to be a sign-up on _____ at the _____. An adult or parent will need to come with you, so you’re going to have to ask your parents if you can be a Cub Scout. Take this flyer home and wait for them to come home. When they go to turn on the TV, take out your flyer, hold it proudly in front of you (both arms fully extended), and say ‘Mom or dad, may I please be a Cub Scout? There was a Cub Scout leader in school today who told us all about Cub Scouts, and I want to be a Cub Scout.’
 8. Show them creative ways to get the flyer home to their parents (Multifold, place them in their socks; put in their school bag or in the refrigerator under the milk, etc.).
 9. “Your teacher will give you the flyers today. Make sure you say ‘please’ and ‘thank you.’ Let’s practice how you will ask mom or dad when you get home.”
 10. “See you there ... when?” Have all the kids say “_____ night at _____!”

Day

Time
 11. Thank the teachers and principal on your way out.
 12. Follow up is critical. Remind the kids to call the leader(s) listed on the flyer if they have any questions. Keep a log of names and phone numbers from everyone who calls about the sign up night. Pay special attention to those kids who will not be able to attend the event but can attend the next meeting.

HOW TO ORGANIZE RECRUITMENT EVENT

Sample Room Layout and Parent Flow



Above is a sample layout of a typical recruitment event setting. Be sure all tables are clearly marked with table tents. As families enter the room, ask them to sign the attendance roster, and direct them to the application table.

Only use Table #4 for parents who want information before joining. Table #4 directs parents back to Table #2 when ready to join.

Verify that parents have paid their fees at online at Table #3, remind them about the Parent Orientation Meeting and then they can exit.

RECRUITMENT EVENT CHECK LIST

(New Member Coordinator)

BEFORE YOU LEAVE HOME:

- _____ Wear Scout uniform/Scout Polo
- _____ Review agenda
- _____ Check Recruitment Bag for enough materials
- _____ Bring a laptops/tablets to assist families with online registration.
- _____ Take masking tape
- _____ Take copies of Pack Calendar and Org Chart for distribution



WHEN YOU ARRIVE AT THE SCHOOL

- _____ Organize your materials and set up room properly
- _____ Check with team members (including Pack leadership) on their part of the program
- _____ Distribute Name Tags to Pack leadership
- _____ Assist Pack and Troop Unit Leaders with their displays
- _____ Keep youth and parents in assigned room

SIGN UP NIGHT AGENDA

(Conducted by New Member Coordinator)

30 MINUTES BEFORE THE MEETING

1. Setup Pack displays and arrange room.
2. Be prepared with pre-opening activity to keep kids and parents involved.
3. Use den chiefs or adult leaders to keep youth and parents in assigned room and out of the halls.

PROGRAM AGENDA

Parent's time is precious, as is the time of your volunteers. This format moves parents through the registration process quickly. After Table #3 the sign up night is complete.

THINGS TO REMEMBER

1. Do not talk too much.
2. Make sure parents know about the Parent Orientation Meeting Date.
3. Use a Webelos or Scout at Table #1.
4. Keep the sign up night simple and have Fun!

AS FAMILIES ARRIVE

I. Table #1 – **Welcome**

Assigned to: _____
New Member Coordinator and Youth

- Greet families and have a parent sign attendance form.
- Pass out Parent's Guide, *Scout Life* mag, Pack Calendar, Bobcat Book, and Lion Placemat for Kindergarteners.
- Direct family to Table #2.
- For any Scout Troop age youth, sign-in on separate attendance sheet and direct them to Troop table.

II. Table #2 – **Registration**

Assigned to: _____
Cubmaster

- Place on table the Pack QR or URL address for online applications
- Ask parent to complete the youth and adult online applications using their own phone/tablet or offer a phone/tablet for them to use.
- Direct parents Table #3 when completed.
- If parents are not ready to sign up and want more information, direct them to Table #4 where a Pack leader can help answer questions.

III. Table #3 – **Next Steps**

Assigned to: _____
Committee Chairperson

- Verify applications are completed.
- If parents are unable to pay tonight, indicate that applications are pending on the Registration Report Form and direct parents to complete their application prior to the next meeting.
- Thank family for signing up and remind the next meeting and Parent Orientation Date.
- Sign up is complete and the family can exit.
- Optional: Some Packs offer an activity for families. This should only come after Table 3 and registration is complete.

IV. Table #4 – **Information**

Assigned to: _____
Den Leader

- Provide brief overview of program. Refer to Parent Orientation Guide.
- If ready to sign up, ask parent to complete online applications to register.
- Direct back to Table #3 to complete registration and checkout.

RECRUITMENT AGENDA (continued)

AFTER THE MEETING

- Be sure the room is cleaned and arranged the way it was before the Pack arrived.
- Ask Cubmaster to approve online youth applications and either the Charter Organization Representative or Institution Head to approve online adult applications.
- Complete Registration Report form and turn in to Council Service Center or District Executive.
- Follow-up with families that did not join with phone calls and contact families who could not make the recruitment event.
- Add new families to Pack email list/Scoutbook.
- Follow up with all new leaders to verify they have completed the Parent Talent Survey and their online training courses.

FOR 6TH GRADERS

A Scout Troop should be present, but if this is not possible, please follow these steps:

1. Have parents sign-in on a separate attendance sheet.
2. Direct them to BeAScout.org to locate a Scout Troop near by.
3. Or, give name and telephone number of Scoutmaster in the local area.
4. Turn in attendance form with Pack information at the end of the evening.

WHAT TO DO IN CASE OF...

The school locked – Find the custodian. If not available, hold the meeting in the parking lot or at least have everyone sign the attendance sheet and reschedule a follow up meeting. Contact the school next day.

A kid shows up without a parent – have child sign in with their name, grade and phone number. Let them stay for the games. Follow up with parents after the meeting.

Parents do not want to pay full fees now – Remind them *Scout Life* Subscription is optional at this time. If they have additional questions, send them to Table 4. Consider how the pack might help them in covering their dues, this may include scholarships, fundraising, or delayed payment options.

Only a one or two families show up – complete online applications and collect fees, schedule their next meeting and then contact the school to see if flyers went home. Reschedule and order more flyers.

Not enough youth to fill Dens - multi-age youth can work together in a single Den.

PARENT ORIENTATION MEETING

Purpose: The Cub Scout program can be overwhelming for new parents. Trying to navigate literature, websites, learning new leaders, becoming a leader, finding the answer to “what do I need to do for my child,” can be a daunting task. For years, Packs have left it to parents to “figure it out.”

The Parent Orientation meeting is critical in setting the tone for family involvement, engaging parents in leadership roles, and painting the picture of what Scouting can do to help families thrive. A key to a successful Pack is setting expectations for parents and providing a focused introduction to Scouting. All new parents must attend an orientation BEFORE their child starts meeting with their Den.

Instructions:

1. Set a date at least one week following a recruitment event. Plan multiple dates throughout the year as new families are recruited.
2. At the sign-up night, inform parents of the date and get a firm commitment that they will attend. Let them know that their Scout should also attend.
3. After the recruitment event, regardless if a family registered, invite them to the orientation. Use the sign-up attendance roster. Ask parents to bring their Parent Guide, personal calendar, and checkbook/credit/debit card for any fees due. Email and a follow-up phone call are necessary to ensure attendance.
4. Have your recruitment kit at the orientation to sign up new families.
5. Prepare handouts to pass out during the gathering time: Pack calendar, organization chart, Pack guidelines (if Pack has them), fundraising information i.e. popcorn sales, and Pack budget.
6. Set up tables by grade (Den).
7. As needed, collect Packs fees. Offering participation in Popcorn or other packs fundraisers to raise unit fees is preferred.
8. Follow agenda to involve and engage families. Set expectations that are clear and concise.

Tips For Success:

- Do Not recruit leaders at the Sign-up night. Parents will be more engaged at the orientation.
- Review Volunteer Recruiting Ideas in this binder.
- Host a fun event—potluck, picnic, meet at a park.
- Have families do a hands on activity to get started.
- Host activities for kids. See Youth Agenda for ideas.
- Engage parents by asking them to bring an item to the meeting. Parents want to feel part of the program.
- Involve your local Troop and Unit Coach.

YOUTH AGENDA

- ◆ Gather Scouts in activity area/room.
- ◆ Have each youth introduce themselves.
- ◆ Play a game.
- ◆ Do a simple craft.
- ◆ Teach the Cub Scout promise (to be said at the closing ceremony).
- ◆ Sing a Cub Scout song.
- ◆ If time allows, play another game.
- ◆ End with a short story.
- ◆ Quietly enter main room for closing.

PARENT ORIENTATION AGENDA

I. Gathering Assigned to: _____
Den Leaders

- Ask Parents/Scouts to sit at tables by grade.
 1. Lion / Tiger Tables – Have a pack leader meet with parents and begin recruiting new Den Leaders.
 2. Wolf / Bear / Webelos Tables – have Den Leaders explain their individual programs, handbooks, meeting schedule etc.
- Collect fees due and any paperwork needed.

II. Welcome and Introductions Assigned to: _____
Cubmaster
5 Minutes

1. Welcome new Parents/Scouts and introduce Pack volunteers. Start with an opening ceremony.
2. When introducing leaders, briefly let parents know what your position is and what you do.
3. Excuse Scouts with a Den Leader outside or to another room to do a separate activity i.e. practice Bobcat requirements, play games etc.

III. Pack Information Assigned to: _____
New Member Coordinator
5 Minutes

1. Complete Pack contact information in Parent Orientation Guide.
2. Discuss Pack calendar and den meeting information – Highlight the Pack family activities for the school year and time, date and location of Pack meetings. Ask parents to add pack calendar to their personal calendar. Discuss Pack Uniforms – what do you expect the Cubs to wear .
3. Does anyone have any questions about the Parent Orientation Guide?

IV. Parent Engagement Assigned to: _____
Committee Chairperson
15 Minutes

1. Review Parent Volunteers pages in the Parent Orientation Guide.
2. Show and discuss the Pack organization chart.
3. Discuss vacant positions and ask for volunteers: use methods taught in the Council's Parent Involvement Workshop to recruit parents.
4. Review how to access Adult Leader Training courses. Ask new leaders to complete them in the next week.
5. Ask each parent to complete the Family Talent Survey, link for the form is in the Parent's Guide.
6. Thank parents for getting into the game with their child.

V. Pack Budget Assigned to: _____
Committee Chairperson
10 Minutes

1. Distribute Pack budget.
2. Go over income sources: describe Pack fundraisers designed to reduce out-of-pocket program costs, i.e. Adventure Card and Popcorn Sales. Discuss Pack dues and payment schedule.
3. Describe expenses and the goal of providing a quality/fun experience for all members.
4. Share how the Council provides support to the Pack and that Scouting operating costs are generously subsidized through generous donors to Friends of Scouting.

(If Scouts were doing separate activity, have them return)

V. Closing Assigned to: _____
Cubmaster
5 Minutes

1. Welcome all new Scouts/Parents to the Pack.
2. End with a patriotic or meaningful closing.
3. Remind parents of next meeting and to complete the Talent Survey and online training courses.
4. Adjourn

SCHOOL RECRUITMENT PLAN

VOLUNTEER RECRUITING IDEAS

Every Cub Scout Pack needs volunteers to make the program happen. Below are some ideas and hints to help you recruit adult volunteers into your Pack.

1. Recruit volunteers before Sign-Up for Scouting Night
 - The most successful Packs review their leadership needs and recruit new leaders before the Sign-Up for Scouting Night even happens!
2. Consider this example: The den leader for your Wolf den moved out of town this summer. Which do you think would be the better option:
 - Wait until Sign-Up for Scouting Night and hope that a parent with a second grade son shows up and (despite having no knowledge about Scouting) volunteers to be a den leader. – OR –
 - Call last years den leader and ask if he/she could suggest which one of the parents in the den would be a good den leader, then recruit that person to fill the vacancy before the join night.
3. Use the talent survey results to discover parent skills. Every parent is being encouraged to complete the online talent survey.

Why Do Adults Hesitate to Volunteer?

They don't know anything about Scouting.

They lack knowledge about Scouting. Let them know it is easy to learn and you will help them. Explain that many printed resources are available and training will make it much easier for them.

They are too busy.

Aren't we all? Be realistic about time commitments, and find a job for them that will fit their schedule. If the adult can't commit to weekly meetings and being a den leader, could they do a once a year job like organizing the pinewood derby? The key here is to have many different jobs available in the Pack.

They don't know what is expected.

Give them a position description and explain what resources are available to help them meet the expectations.

They are overwhelmed

Sometimes volunteers can be overbearing and share too much information too fast. Limit information at the sign-up event and share key information at the Pack Orientation meeting.

Invite parents to get in the Scouting game and not watch from the sidelines. They only have a few years with their child growing up so let's make the most of it.

SCHOOL RECRUITMENT PLAN

FOLLOW UP RECRUITMENT EVENTS

Each Pack should hold 3 recruitment events in the fall. The first of those recruitment events should be Sign-Up for Scouting Night that takes place the 2nd, 3rd, or 4th week of school (generally 1 week after the school’s Back to School Night (open house). Follow up recruitment events or activities should happen year-round, but especially in the first month of School – late September and October. Some suggestions for these follow-up recruitment efforts include:

1. **Send a follow-up set of flyers home** inviting youth to join your next Pack meeting. Peer to Peer recruiting – create invitations that your current Cub Scouts can hand to their non-Scouting friends at school to invite them to a special activity. It could be a costume party for Halloween, a Pack picnic, a fishing derby, or Cub Family Campout. Event should be fun and exciting for new youth. At the event, invite them to join the Pack.
2. **“After Sports” recruiting.** After a season ends (soccer, football, basketball, etc.) have Cub Scouts that play those sports invite their teammates to join Cub Scouting with them.
3. Encourage Scouts to **invite non-Scouting friends** along to Pack field trips and activities (trips to the Zoo, Museum, Baseball Game, etc.)
4. **Pizza or Skating Party** – Encourage Scouts to “Invite a Friend” to join Scouting. Only Scouts that bring a friend get to participate.
5. **Hand out invitations** to join Cub Scouting at School holiday parties (Halloween, Christmas, or Valentine’s Day). This could be done by Scouts giving friends a bookmark, postcard, or printed invitation with the next meeting date on it.
6. **Direct mail.** Obtain a school roster from your schools. Processes vary per school district check with your local school for details on how to do this. Send a personal invitation in the mail and follow up with a phone call 2-3 days later with a personal invitation. If rosters are not available, look through school yearbook to gather names of boys, personalize invitations and have hand delivered by Cub Scouts next day at school.
7. **Give information about joining Scouting to churches** in your area. Ask to speak to boys during Sunday School, hand out flyers to parents with boys after church, put an announcement in church bulletin. This works best with charter partners of Scouting programs.
8. **Hold a special recruitment event.** Additional information on each event can be found on the National website or by clicking the following link: www.scouting.org/membership.

EVENT IDEAS

- ◆ Bike Rodeo
- ◆ Chess Tournament
- ◆ Craft Fair
- ◆ Critter Race
- ◆ Field Sports
- ◆ Fishing Derby
- ◆ Kite Derby
- ◆ Olympic Day
- ◆ S’mores Party
- ◆ Rocket Academy
- ◆ Treasure Hunt
- ◆ Park Picnic

CHARTERED ORGANIZATION NIGHT FOR SCOUTING



PURPOSE:

Scouting provides an excellent opportunity for chartered organization to attract new members. Through the Scouting program, the current membership strengthens, congregations grow, and participation increases in the chartered organization.

Many of chartered organizations, especially religious institutions, have youth and families available that should be invited to join Scouting. Too often, these children are invited to a Sign-Up for Scouting program for other units that serve other chartered organizations, or in light of the growing home-school population, never receive an invitation. The Chartered Organization Night for Scouting will help these families get a head start to "their" pack or troop.

THE PLAN:

Prior to scheduling a Sign-Up for Scouting Night at a school, designate a night for chartered organizations to invite prospective Scouts and parents from among their membership to join Scouting. This meeting should be held at the chartered organization's location.

Secure permission and support, through the Chartered Organization Representative, regarding meeting date, place and distribution of materials.

Deliver promotional materials to chartered organization scout-aged members and families, and to other members of the organization. Be sure to include announcements in bulletins.

Visit Sunday School classrooms or special youth meetings of the organization.

Follow the Sign-Up for Scouting presentation outline.

Be sure to cover these points:

1. Tell about Scouting's opportunities for this organization, and inform attendees how they may participate.
2. Describe how Scouting meets the mission of this institution. Benefits to youth, families and the organization.
3. Use the Parent Orientation Guide.
4. Show where meetings will be held. Tour facility if possible.
5. Ask that the head of the organization to be present to give words of encouragement and support.



SCOUTING AMERICA

OCCONEECHEE COUNCIL

**FOR MORE ASSISTANCE,
PLEASE CONTACT:**

Council Service Center
3231 Atlantic Avenue
Raleigh, NC 27604
(919) 872-4884

Council Website
www.ocscouts.org

Membership Resources
<https://go.ocscouts.org/membership-growth>
www.BeAScout.org
www.Scouting.org/membership