Your Pack's Guide to a Successful



Fall Recruiting Campaign

Dear Cub Scout Leaders,

Thank you for providing a fun program for boys and girls that builds character, improves physical fitness, teaches practical skills, and develops a spirit of community service. Every boy and girl deserves the chance to experience Scouting and it all starts with giving each one the opportunity to join Cub Scouts.

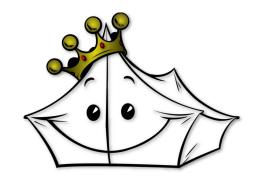
This guide provides the tools needed to develop and implement a successful plan to invite all boys and girls in your area to join your pack.

If you need assistance or have other questions about recruitment, please contact your unit serving executive. Additional tools and resources to help you with recruitment can be found at www.samoset.org/recruitment.

Thank you!

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Scout Me In - 4 Key Events

Scout Me In is the theme for this year's Cub Scout recruiting campaign! This is an incredibly exciting time for Cub Scouts as our program continues to reach more youth across Samoset Council. Thank you for all you do to make Scouting happen for boys and girls in your community!

A successful **Scout Me In** campaign for each Cub Scout pack will include your packs full participation in four key events to launch the new year of Scouting.

- 1. School Open House
- 2. Pack Join Night
- 3. Parent Orientation Night
- 4. September Pack Meeting

Each of these events is vital to recruiting new families (Scouts and volunteers) to your pack and getting their Scouting journey off to a great start! This guide will outline important steps on how to make each of these events wildly successful!

As you prepare for your pack's *Scout Me In* campaign and for a great start to the Cub Scout program year, please work closely with your unit serving executive. We are ready to help.

Amanda Flannery
Unit Serving Executive
(715) 409-6690
amanda.flannery@samoset.org

Peter Ney
Unit Serving Executive
(715) 409-6637
peter.ney@samoset.org

Christine Reynebeau
Unit Serving Executive
(715) 409-6687
christine@samoset.org

Dan Schmit
Unit Serving Executive
(715) 409-6155
dan.schmit@samoset.org

Janice Watson
Unit Serving Executive
(715) 409-0819
janice.watson@samoset.org

Kristin Woller
Unit Serving Executive
(715) 490-0450
kristin.woller@samoset.org

Samoset Council, BSA 3511 Camp Phillips Rd. Weston, WI 54476



(715) 355-1450 www.Samoset.org

1. School Open House

Our school's Open House is on _	at _		•
	(date)	(time)	

Your school's Open House is a great opportunity to invite new families to join your pack. Most schools allow Cub Scout packs to set up a table to promote Cub Scouts. Don't miss this opportunity to showcase your pack. Follow these keys to success:

Before the School's Open House:

- ☐ Confirm pack participation with the school.
- ☐ Share the date and time with your unit serving executive.
- ☐ Gather all supplies needed for an attractive display. This can include: photo displays, sample projects, uniforms, handbooks, etc. Be sure to have an ample supply of handouts, including:
 - Pack program calendar
 - Leader roster with contact information
 - Invitation to join with URL for online registration
 - Fall Cub Camp flyer
 - Other important pack information



Create an eye-catching display with interactive features, and knowledgeable volunteers!

Open House display kits with basic items can be checked out at the Samoset Council office.

At the Open House:

- ☐ Secure the best location possible, a high-traffic area where you will be seen by parents and kids.
- □ Have sign-up sheets to gather contact information from interested families. Use the duplicate copy signin sheets provided by Samoset Council.
- ☐ Invite families to register online using your pack's unique URL. *Your pack's unique URL for online registration is provided in your 2018 Scout Me In Resource Kit.*
- ☐ Provide families with vital pack information: contact information of key leaders, Join Night information, pack program calendar, etc.
- ☐ Have a fun toy or promotional item as a give-away to kids. This can help attract families to your display. Come up with something unique to your pack or ask your unit serving executive for some ideas.

After the School's Open House:

- ☐ Send an immediate follow-up (within 24 hours) to the families that expressed interest and/or joined at the Open House. Email or text are great ways to send a quick welcome message.
- ☐ Send a copy of your sign-in sheets to your unit serving executive. Samoset Council will send reminders to families prior to your Join Night. Keep a copy for pack records and additional follow-up with families.
- ☐ Send a thank you to the school principal for allowing the pack to have a presence at the Open House.

2. Cub Scout Join Night

0	ur pack's Join Night is on,at
	(date) (time) (location)
for Sco	n Night is a one night joining event hosted by the pack. We recommend pack's follow the five-station mat outlined on pages 5-6. For many families, the Join Night will be their first interaction with the Cubout pack. It is important to be well organized and informative. To make your pack's Join Night the best perience for new Cub Scout families, be sure to follow these keys to success:
Be	fore the Join Night:
	Visit in person with your unit serving executive to talk about the details of your pack's Scout Me In campaign. Your unit serving executive will have your pack's 2018 Scout Me In Resource Kit, full of materials you will need for a great recruiting campaign. Attending one of the council Program Kickoff events in August is a great chance to do this!
	Secure a Location. Your pack's join night should be held at your elementary school, a place new families are familiar with and where they will feel comfortable.
	Promote, Promote! Active promotion, across multiple platforms is the key to a well-attended Cub Scout Join Night. Following the Seven Methods of Invitation Plan , outlined on page 7 is vital.
Αt	the Join Night (see page 8 for a detailed Join Night plan):
	Take Attendance. Rosters are provided. This is vital for good follow-up with each new family.
	Share Information. Every family should receive a pack calendar of events and contact information for pack leaders. In addition, there are several handouts included in your <i>2018 Scout Me In Resource Kit</i> , tha should be provided to new families.
	Complete Paperwork & Collect Fees. New families should complete the joining application and turn it in at the Join Night. Be sure parents sign the application. Registration fees should also be collected. Check from families should be made out to the pack. Packs can also invite parents to register and pay with thei smart phones <u>while at the Join Night</u> . Your pack has a unique joining URL to share with families.
	BSA Membership Fees: \$33 per year or \$2.75 per month
	Scout Life Magazine: \$12 per year or \$1 per month
Αf	ter the Join Night:
	Submit Paperwork and Fees. Place all new youth applications, a copy of the attendance roster and one check made out to Samoset Council, in your join night report envelope. Follow the instructions printed on the report envelope for how to submit everything to your unit serving executive.
	Follow-Up with New Families. Within 24 hours of the join night reach out by phone or email to new families. Welcome them again to the pack and invite / remind them to attend the next pack function (parent orientation, pack meeting, den meeting, etc.)

Five Station Format for Join Night

Five Station Format:

An open registration meeting that utilizes stations is designed to be:

- Faster for parents. Families should complete the process in 15-20 minutes
- Less stressful for pack leaders (no group presentation!)
- Informative and organized: important information is given in an efficient manner

An important aspect of this format is follow-up with new families. Contact new families within 24 hours of the sign-up night by phone and/or email to remind them about the upcoming new family orientation meeting, as well as den and pack meetings.

Each station has a dedicated function, and depending upon anticipated turnout and available volunteers, packs may combine stations as needed. Make an effort to have as many den leaders and assistant den leaders on hand to give families a chance to get to know them.

Station 3: Paperwork Station 2: What We Do Station 4: Check Out Station 5: Q & A See you at the 1st meeting

Join Night Stations

- ☑ Items included in your 2018 Scout Me In Resource Kit.
- ☐ Items each pack should supply.

Station 1: Welcome

Leaders at this station will...

- ☐ Greet each family and ask them to sign in.
- ☐ Direct parents to visit the other four stations to learn about the pack and to complete the sign-up process.
- ☐ Provide every family with the New Family Information Guide.

Materials...

- ✓ Station 1 Sign
- ✓ New Family Information Guide
- ☑ Join Night Attendance Roster
- ☑ Pens

Five Station Format (cont.)

- 9	Station 2: What We Do		
	aders at this station will	Ma	aterials
	Share the excitement of Cub Scouting and your pack activities.		Station 2 Sign
	Introduce leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.	$\overline{\checkmark}$	Cub Scout Uniform Checklist
	Provide families with a pack calendar of activities and unit leader	\checkmark	Popcorn Sale flyer
_	contact information.	$\overline{\checkmark}$	Fall Cub Camp flyer
	Explain the Cub Scout uniform. Which parts are required? Which parts are optional? Give parents the Uniform Checklist flyer.		Bobcat Trail flyer
			Pack displays, pictures, etc.
_	and encourage new Scouts to earn their Bobcat before the first		Pack Calendar
	Pack Meeting.		Leader information sheet
			Sample Cub Scout uniform
	Station 3: Paperwork		
Lea	aders at this station will	Ma	terials
	Hand out youth registration form, be prepared to answer questions.	$\overline{\checkmark}$	Station 3 Sign
	Give parents the option of registering online with their smart phone	$\overline{\checkmark}$	BSA youth application
	or completing the paper application.		
	or completing the paper application.	$\overline{\checkmark}$	New Cub Scout Family Survey
	Ask parents to complete and return the family survey sheet.	✓	New Cub Scout Family Survey Scout Life mini magazines
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	Ask parents to complete and return the family survey sheet. Promote the benefits of Scout Life Magazine. (Only \$1 per month)	_	, ,
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Seven Methods of Invitation

Research has shown, people need to be invited to do something an average of seven times before they are likely to take action. How does that apply to Cub Scout recruitment? It's important that children and their parents are invited to your pack at least seven times. Samoset Council offers a variety of prepared materials to assist in this effort, and the methods below have a proven record of yielding great results

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Th	e Best Methods of Invitation:				
	School Open House. This method is so important it gets a page to itself (see page 3). The key to success is inviting new families to join that night and following up immediately to welcome them into the pack.				
	Flyers. Send an invitation home with every child at school to be sure parents are aware of your Cub Scout join night. If your schools do not allow flyers, e-flyers may be an option. Your unit serving executive will be contacting you to coordinate our effort to get flyers into your school.				
	School Talks. An extremely effective way to ask boy and girls to join Cub Scouts is by visiting their school and generating excitement in person. Your unit serving executive is available to help schedule and conduct school talks for your pack and will be contacting you to coordinate! School talk day is a great day to have your Scouts wear their uniform or a pack t-shirt to school.				
	Posters at School. Posters are provided in the 2018 Scout Me In Resource Kit. Customize posters by filling in the date, time, and location of Cub Scout join night, as well as the name and phone number of a leader that parents can call if they have questions. Hang these posters in the school to attract families.				
	☐ Personal Invitations. The best method of recruiting is parents of Cub Scouts making personal contact to their friends with Cub Scout-age children. Encourage families to invite their friends to join.				
M	ore methods of invitation	Samoset Council is committed to helping every pack			
	Social Media	maximize the promotion of Cub Scout Join Night. Your unit serving executive will work closely with you to help with			
	School or PTA Newsletter	several aspects of the promotion plan. With council staff,			
	Direct Mail	pack volunteers, and Cub Scout families working together we will ensure every family is invited to join Cub Scouts.			
	News release / Newspaper Ad	Look for these promotion efforts from Samoset Council:			
	Church Bulletins	Social Media Ads			
	Radio	Press Releases			
_		<i>Billboards</i>			
Ш	Community Newsletters	and more	1		

and more...

3. New Parent Orientation

0	ur pack's orientation is on,		_ at	
	(date)	(time)	(location)	
lea ne	s vital that new parents and family members know how things ders, understand the calendar, how communication happens, w parents together quickly after the Join Night to cover import to follow these keys to a successful orientation meeting:	and so much m	nore. It's important to bring	
Be	fore the Orientation Meeting:			
	Select a New Member Coordinator. Choose a parent in the partition of the p			
	Invite. Invite all parents, especially new parents to attend.	Scouts and control pack parents	eat to have an activity for hildren, led by experienced This will help you capture ention of the new parents.	
Th	e Orientation Meeting:	the ran atte	intion of the new parents.	
	Welcome & Introductions			
	Review. Review the basic information provided at the Join Ni	ght or School C	pen House.	
	Explain. Explain how things work in the pack: Pack Meetings, Den Meetings, Committee Meetings, other events and activities, communication, fundraising, uniforms, advancement, and other important details.			
	Organize into Dens. If you haven't already, now is the time to make sure families are organized into the appropriate dens and that parents know who the den leaders are.			
	Invite parents to volunteer. There are many ways parents can pack and invite new parents to help where they can. Remem major pack responsibilities at first. Invite new parents to help	ber not to over	whelm new parents with	
	Remember: Training is available online for all volunteers. a variety of other courses are offered to make it easier to		,	
	Answer Questions. Ask for questions and remind parents to r	each out with o	questions at any time.	
Afi	er the Orientation Meeting:			
	Maintain excellent communication throughout the year. Pare they can help. Keep parents well informed and your on your			

4. September Pack Meeting

Our Sept. Pack Meeting is on _.	,at			
-	(date)	(time)	(location)

The September Pack meeting may be the first Scouting activity for new Cub Scouts. Make if fun for the Scouts and their families. Here are some hints to making your Pack Meetings a great experience for Cub Scouts and families.

A few keys to having a great September Pack Meeting:

- Welcome everyone. A greeter as families arrive is a great idea.
- Be active! Boys and girls don't want to sit for too long. Plan games or activities that get everyone moving around.
- Plan time to be silly! Everyone loves to laugh.
- Be timely. Parents are big fans of meetings that start and end on time. (60 to 90 minutes)
- Snacks are always a hit!
- Start with patriotic flag ceremony. New Scouts will love seeing how older Scouts do this.
- Recognize new Bobcats! New Cub Scouts should have earned their Bobcat award by now. Receiving the recognition may be the most memorable part of the whole pack meeting.
- Limit announcements to only those things that are vital: upcoming events, popcorn sale, etc.
- Involve dens. Each den should have an assignment for the pack meeting, Scouts want to have a role where they are contributing in a meaningful way.



