

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.

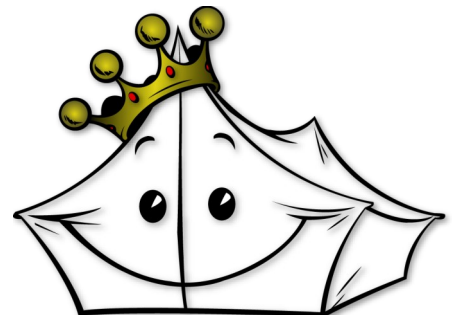
This guide provides the tools needed to develop and implement a successful plan to invite all boys and girls in your area to join your pack.

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. (does not exist)

Thank you!

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Race into Scouting Scout Me In - 4 Key Events

Scout Me In Race into Scouting! 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 recruitment* 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 recruitment* 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.

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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 sign-in sheets provided by Samoset Council. **Take a photo of the sign in sheet and send to your USE.**
- Invite families to register online using BeAScout.org
- 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. **Add information about smores, color sheets, and stickers**

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

Our pack's Join Night is on _____, _____ at _____.
 (date) (time) (location)

Join Night is a one night joining event hosted by the pack. We recommend pack's follow the five-station format outlined on pages 5-6. For many families, the Join Night will be their first interaction with the Cub Scout pack. It is important to be well organized and informative. To make your pack's Join Night the best experience for new Cub Scout families, be sure to follow these keys to success:

Before 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! **Change to 2020**
- 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, 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.

At 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 *2018 Scout Me In Resource Kit*, that 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. Checks from families should be made out to the pack. Packs can also invite parents to register and pay with their smart phones while at the Join Night. Your pack has a unique joining URL to share with families (**remove**)
 - BSA Membership Fees: \$33 per year or \$2.75 per month**
 - Scout Life Magazine: \$12 per year or \$1 per month**

After 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

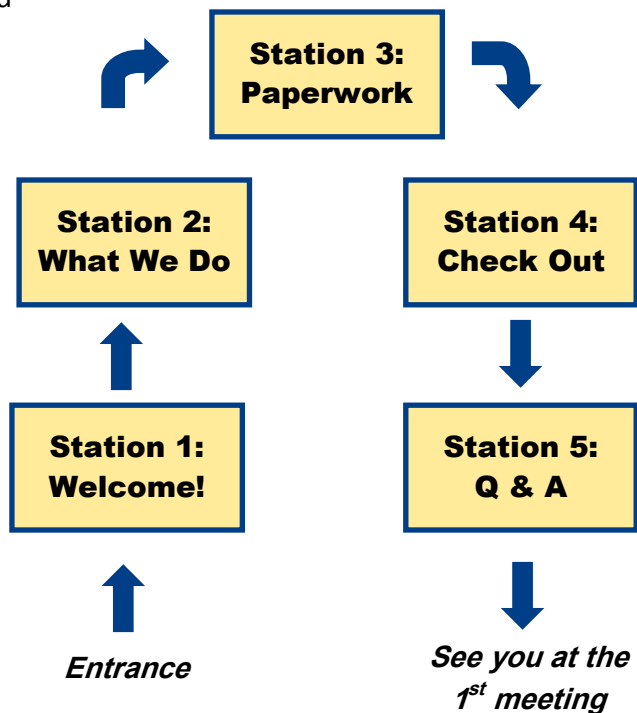
Five Station Format:

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.



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.)

Station 2: What We Do

Leaders at this station will...

- Share the excitement of Cub Scouting and your pack activities. Introduce leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.
- Provide families with a pack calendar of activities and unit leader contact information.
- Explain the Cub Scout uniform. Which parts are required? Which parts are optional? Give parents the Uniform Checklist flyer.
- Explain Cub Scout advancement. Hand out the Bobcat Trail flyer and encourage new Scouts to earn their Bobcat before the first Pack Meeting.

Materials...

- Station 2 Sign
- Cub Scout Uniform Checklist
- Popcorn Sale flyer
- Fall Cub Camp flyer
- Bobcat Trail flyer
- Pack displays, pictures, etc.
- Pack Calendar
- Leader information sheet
- Sample Cub Scout uniform

Station 3: Paperwork

Leaders at this station will...

- Hand out youth registration form, be prepared to answer questions.
- Give parents the option of registering online with their smart phone or completing the paper application.
- Ask parents to complete and return the family survey sheet.
- Promote the benefits of Scout Life Magazine. (Only \$1 per month)

Materials...

- Station 3 Sign
- BSA youth application
- New Cub Scout Family Survey
- Scout Life mini magazines

Station 4: Check Out

Leaders at this station will...

- Collect completed youth applications and fees or confirm families have registered and paid online.
- Collect the New Cub Scout Family Survey sheets.
- Be prepared to answer questions about fees, payment and financial assistance options. In addition to any assistance your pack may provide, Samoset Council offers need-based assistance to cover registration, uniforms, or other expenses. Hand out Applications for Financial Assistance as needed.

Materials...

- Station 4 Sign
- Registration & Scout Life sign
- Applications for Financial Assistance
- Join Night report envelope
- Calculator
- Money to make change

Station 5: Q & A

Leaders at this station will...

- Make sure parents know when and where the next meeting is and answer any questions parents may have.

Materials...

- Station 5 Sign

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.

The 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.

More methods of invitation...

- Social Media
- School or PTA Newsletter
- Direct Mail
- News release / Newspaper Ad
- Church Bulletins
- Radio
- Community Newsletters

Samoset Council is committed to helping every pack maximize the promotion of Cub Scout Join Night. Your unit serving executive will work closely with you to help with several aspects of the promotion plan. With council staff, pack volunteers, and Cub Scout families working together we will ensure every family is invited to join Cub Scouts.

Look for these promotion efforts from Samoset Council:

Social Media Ads

Press Releases

Billboards

and more...

3. New Parent Orientation

Our pack's orientation is on _____, _____ at _____.
(date) (time) (location)

It is vital that new parents and family members know how things work in your pack. They need to meet pack leaders, understand the calendar, how communication happens, and so much more. It's important to bring new parents together quickly after the Join Night to cover important information for families in the pack. Be sure to follow these keys to a successful orientation meeting:

Before the Orientation Meeting:

- Select a New Member Coordinator.** Choose a parent in the pack to serve as a new member coordinator. This person welcomes new families and guides them as they start their Scouting journey. This is a great person to lead the New Parent Orientation meeting.
- Invite.** Invite all parents, especially new parents to attend.

It works great to have an activity for Scouts and children, led by experienced pack parents. This will help you capture the full attention of the new parents.

The Orientation Meeting:

- Welcome & Introductions**
- Review.** Review the basic information provided at the Join Night or School Open 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 help in the pack. Review the needs of the pack and invite new parents to help where they can. Remember not to overwhelm new parents with major pack responsibilities at first. Invite new parents to help with simple, yet important, pack needs.

***Remember:** Training is available online for all volunteers. **Youth Protection Training is required** and a variety of other courses are offered to make it easier to be a volunteer in your Cub Scout pack.*

- Answer Questions.** Ask for questions and remind parents to reach out with questions at any time.

After the Orientation Meeting:

- Maintain excellent communication** throughout the year. Parents need to know what is going on and how they can help. Keep parents well informed and your on your way to a great pack!

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 it 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.

