

2023 Cub Scout Leader

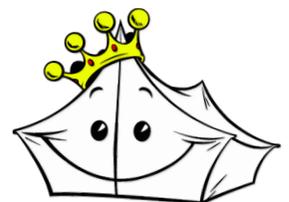


Guide to Recruitment



**SAMOSET COUNCIL
BOY SCOUTS OF AMERICA**

(715) 355-1450 www.samoset.org



Dear Cub Scout Leaders,

Thank you for providing a fun program for youth that builds character, improves physical fitness, teaches life skills, and develops a spirit of community service. Because of the time and effort you and other parents put forth, youth in your pack will have advantages in life they may not otherwise have had. Every youth deserves the chance to experience the Scouting program and it all starts with giving every youth 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 questions, please contact your district executive. Additional tools and resources to help you with recruitment can be found at www.samoset.org/recruitment.

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Timeline For Success

Begin planning early with input and help from all leaders to ensure a successful recruitment.

July

- Hold a pack/parent committee meeting to discuss recruitment and assign responsibilities to parents and leaders.
- Contact elementary school(s) your pack serves to reserve a room for Cub Scout join night.
- Arrange to have an information booth at your school's open house night, student supply drop off, or other parent information meeting to promote your pack.
- Coordinate additional promotion efforts to ensure every youth receives at least seven invitations to join Cub Scouts. See list of methods on pages 3-4.

August

- Attend program kickoff and receive your Cub Scout recruitment kit for your pack.
- Follow your pack's promotion plan to ensure youth receive at least seven invitations to join Cub Scouts.

September

- Confirm the school will be unlocked and ready for your join night.
- Conduct Cub Scout join night! See instructions on page 7-9. Submit join night report envelope (including rosters, applications, and fees) to your District Executive.
- Within 24 hours of join night contact each new family to thank them for joining your pack and answer any questions.
- Hold an orientation for new families within one week of join night. A sample agenda can be found on page 10.
- Be sure each new adult leader completes youth protection training and basic training for their position (available online at my.scouting.org).
- Submit new leader applications. See page 13 for adult registration process.

October

- Ensure all dens are meeting regularly.
- Distribute flyers at school to reach any youth who may have missed Cub Scout join night. Flyers should read "It's not too late to join Cub Scouts!" and invite boys and girls to your October pack meeting or other activity.
- Be sure flyers are distributed one week before the pack meeting.
- Be prepared at the October pack meeting to enroll new youth into your pack and assign to the appropriate dens.

Promoting Your Pack: The Rule of Seven

Research has shown that 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 youth are invited to your pack Cub Scout join event at least seven times. The 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.

Best Methods (At A Minimum, Your Pack Should Do These)

1. Open House Display

Set up a booth at your school's open house, supply drop off, or other parent informational meeting to promote your pack. Your recruitment kit contains flyers to hand out and an attendance form to track interested families.



2. Posters

One way of reaching parents is hang posters up in places they visit often, especially their child's school. 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 with questions.

3. Yard Signs

Get the word out in the community by placing yard signs in high-traffic areas and in front of school. In large block letters, clearly write the date, time, and location of Cub Scout join night on the yard sign. Tip: place yard signs at busy traffic intersections so each car that stops will be able to see it.



4. Flyers

Send an invitation home with every boy and girl at school to be sure parents are aware of Cub Scout join night. Have your pack's annual calendar printed on the back of these flyers to show all the fun activities planned for the upcoming year! Contact your district executive to coordinate printing and distribution.

5. School Talk With Wristbands

A great way to ask youth to join Cub Scouts is by visiting their school and generating excitement about all the fun activities. Contact your district executive to coordinate school talks. See page 6 for more information.



Pack Promotion Effort

Ensure that every boy and girl is invited to join Cub Scouts at least seven times by selecting at least two methods from the list below to accompany the five best methods listed on page 3.

More Great Promotion Ideas

- Telephone calls to prospective families.
- Social media blitz: Facebook, Twitter, Pinterest, etc.
- Article in local newspaper.
- Announcement on local radio station during community bulletin.
- Current Cub Scouts wear their uniform to school the day of the School Talk and/or join night.
- Display cases and bulletin boards at schools, library, etc.
- Public announcements at school and churches. Church bulletin inserts are great!
- Community newsletters and website posts (city, employer, school, church, etc.).
- Sunday school, classroom, and lunchroom visits.
- Business window/counter displays and marquees.
- Pack special events (e.g. fishing derby, hay ride, picnic).
- Halloween candy wrappers or tag.
- Coordinate PSA or handouts with movie cinema.
- Flyers in grocery store bags.
- Parent-to-parent recruiting: parents invite other parents to Cub Scout join night.
- Peer-to-peer recruiting: youth give their friends an invitation to join Cub Scouts (this and other templates can be downloaded at scoutingwire.org/marketing-and-membership-hub).



You Are Invited

Event _____

Time _____

Date _____

Place _____

By _____



Promotion Timeline

The key to a great promotion campaign is preparation. The calendar below shows the ideal dates to execute the best methods on page 3.

August						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21	22	23	24	25	26
Post yard signs & posters and leave displayed until after join night.						
Promote Scouting at your school open house (occurs during this week or next at most schools).						
27	28	29	30	31		
Promote pack at your school open house.						

September						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4	5	6	7	8	9
10	11	12	13	14	15	16
Flyers (ideal dates)						
17	18	19	20	21	22	23
School Talks (ideal dates)				Join Night	Submit Paperwork	
24	25	26	27	28	29	30
Follow Up / Submit Paperwork / New Family Orientations						

School Talks

A school talk is a three-to-five minute presentation during the school day to generate excitement about Cub Scouts and tell them how they can join. School talks improve attendance at join nights dramatically. Do not miss this important step in the fall recruitment plan! A school talk can be conducted by any enthusiastic pack volunteer. Contact your district executive to coordinate printing of wristbands and scheduling the school talk.

School Talks: Step By Step

Ideally, flyers will have been sent home already and your visit will serve as a reminder of join night.

Supplies: customized wristbands with details about Cub Scout join night, pinewood derby car or other cool prop, Cub Scout uniform (full of badges).

1. Call the principal at least two weeks prior to the day you want to conduct the school talk. Ask if you can go from classroom to classroom because it will be less disruptive than having all boys and girls leave their classrooms to assemble for a presentation. If classroom visits are not permitted you may be able to have youth gather for a brief assembly or speak to youth over their lunch period. Be sure a teacher or the principal is present to assist if this is the case.
2. Stop at the school office to introduce yourself to the secretary and principal about 15 minutes prior to the time you have scheduled.
3. Introduce yourself to each classroom teacher and say you are there to talk to the boys and girls about Scouts.
4. The actual presentation should include:
 - A brief description of the fun activities in Cub Scouts.
 - Repeat the date, time, and location of the join night and remind them that a parent should attend.
 - Each youth receives a wristband. Ask them to show the wristband to a parent as soon as they get home.
5. Stop at the office after all classes have been visited to express thanks and leave extra wristbands with the school secretary.

School Talk Sample Script

Hi, I'm (name), and I'm here to invite you to join Cub Scouts! Cub Scouts is a fun club for boys and girls and now is the perfect time to join!

I want to play a quick game with you to tell you about all the fun activities you can do in Cub Scouts. I am going to list an activity, and if you think it is fun, or think it would be cool to try, I want you to raise your hand as fast as you can. I want to see who the fastest hand raiser is in the whole class! Who thinks it would be fun to go hiking? Camping? (List activities that are special to your pack)

Our pack does all of these things and if you join you can too! You can join by bringing your parents to our join night on (date, at time, at location). I am going to give you a wristband to remind you to tell your parents you want to join Cub Scouts! Okay, just a reminder: what day is the sign-up night? What time? Where? Thank you for being good listeners! I hope to see you at our join night!

Join Night Format

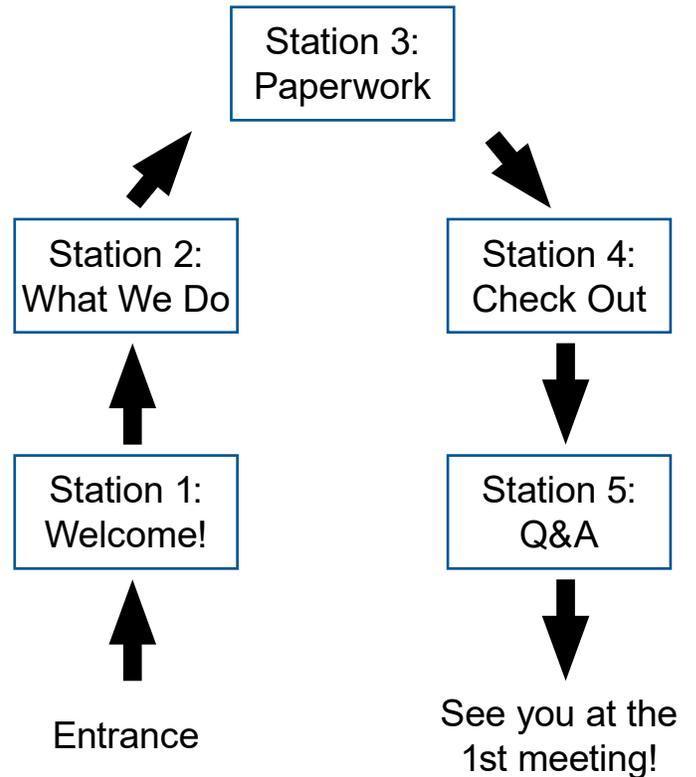
It is recommended that packs structure their join night as an open registration meeting. This type of sign-up night allows parents to arrive throughout a scheduled block of time (6:00 to 8:00 PM, for example) and flow through stations to get important information, register their son or daughter, and leave.

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

= Item is included in your recruitment kit

= Item supplied by pack

Station 1: Welcome!

Leaders at this station will:

- Greet every family and ask them to sign in.
- Tell parents they will visit five stations to learn about the pack and complete the sign-up process, and it will take about 15-20 minutes.
- Provide every family with the orientation guide for new Cub Scout families.

Materials:

- Station 1 sign
- New Cub Scout family orientation guides
- Join night attendance roster

Station 2: What We Do

Leaders at this station will:

- Talk about what makes your pack special. Consider speaking to several families at once.
- Give every family your pack calendar and let them know that you would like them to attend as many functions as possible, but they are not required to make every event and meeting.

Materials:

- Station 2 sign
- Fall camp flyers
- Pack displays, pictures, etc.
- Pack calendar
- Leader information sheet

Station 3: Paperwork

Leaders at this station will:

- Explain the youth registration form and be prepared to answer any questions.
- Help parents complete the form. See page 12 for more information.
- Tell families about Scout Life magazine (only \$15 per year).
- Share that membership fees cover an entire year. BSA fees are renewed 12 months from when they signup.

Materials:

- Station 3 sign
- BSA youth applications
- Parent information sheets
- Financial Aid sheets
- BSA National Fee Infographic

Station 4: Check Out

Leaders at this station will:

- Collect completed youth applications, parent information sheets, and fees. See the enclosed sheet for credit card payment details.
- Be prepared to answer questions about fees and financial assistance options. In addition to any assistance your pack may provide, the Samoset Council offers need-based assistance to cover registration, uniforms, or other expenses.

Materials:

- Station 4 sign
- Join night report envelope
- Credit card payment details
- Calculator
- Money to make change

Station 5: Q&A

Leaders at this station will:

- Make sure parents know when and where the first meeting is and answer any other questions parents may have.
- Explain the first award any Cub Scout earns is the Bobcat, and hand out the Bobcat trail flyer to help get them started.
- Encourage them to participate in Fall camp programs.

Materials:

- Station 5 sign
- Bobcat trail flyers
- Fall camp flyers

Orientation For New Families

An orientation meeting for new families should be held no more than one week after Cub Scout join night. All parents and leaders should attend.

Suggested Meeting Agenda

1. Welcome & Introductions

2. Pack Program

- Explain the difference between: pack meetings, den meetings, and parent committee meetings
- Review pack calendar and highlight upcoming pack activities
- Handout & review requirements for Bobcat. Set a goal as a pack to present each new youth their Bobcat badge no later than the October pack meeting
- Review details for the popcorn sale. Hand out sales flyers.

3. Uniform

- Explain which uniform parts are required, provided, and optional. Help families fill out the Cub Scout uniform essentials flyer (or have completed forms ready).

4. The Pack Committee

- Explain that the Cub Scouting program is an all volunteer organization. Your pack is successful because each parent volunteers in some way during the year to help the pack. Some people run the den or pack meetings. Some people take a “behind the scenes” role on the pack committee and help with planning, paperwork or other administrative type duties. Some parents are not available to help every month, so they volunteer for short term projects such as the pinewood derby, etc.
- Talk about key pack leadership needs. It may be helpful to have a large poster showing the pack organization and current positions that are needed.
- Ask parents to complete the parent information sheet if they have not already done so.

5. Den Program (Separate Into Dens)

- Dens that already have a den leader: Den leader discusses den-meeting dates, times and locations and recruits parents to assist with den meetings or serve on the pack committee.
- Newly formed dens without a den leader: Another pack leader will need to guide the discussion with parents. Explain that it may take a few meetings to identify a parent to lead the den, and ask for their cooperation and patience. Discuss possible meeting dates, times and locations.

6. Closing

- We recommend not conducting this orientation at join night or a regular pack meeting. However, unit size and other factors should be taken into consideration when planning this meeting.
- This is a chance for your pack to establish expectations, communicate the program plan, and answer any questions before the first official pack meeting.
- Arrange to have a few experienced parents run an activity for youth who attend so you will have the full attention of the parents.
- This meeting should last no more than one hour, but plan to stay to answer questions.
- Think back to your first Cub Scout meeting - what do you wish you had been told?

October Recruitment Plan

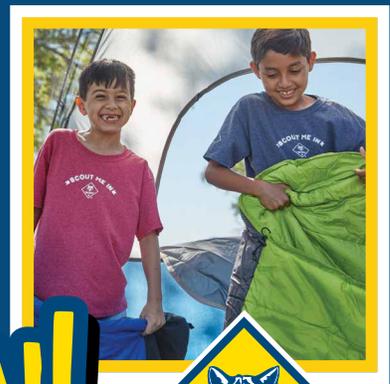
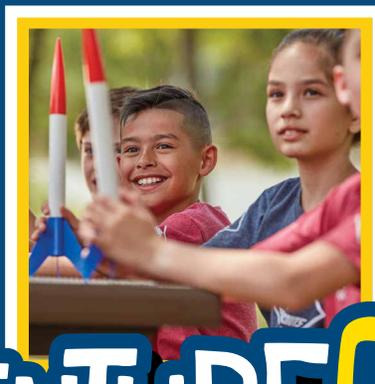
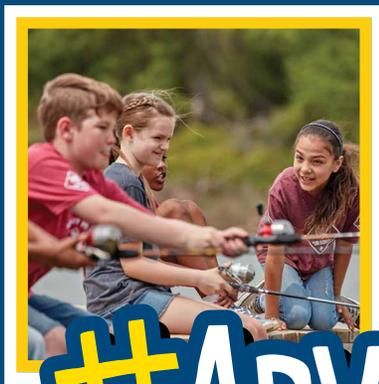
The September join night is no doubt the single most productive recruiting event of the year. However, even when the promotion plan is executed perfectly some families miss the opportunity to join Cub Scouts.

October pack meetings are the perfect opportunity to invite families to join your pack that may have missed, or been unaware. There are only a few additional steps each pack needs to take in October to maximize the success of their fall recruitment.

October Recruitment Checklist

- Contact the school principal after Cub Scout join night to thank them for their support of your pack's successful Cub Scout join night.
- Ask the principal to again allow you to distribute flyers to boys and girls in grades K-5. Emphasize the importance of reaching out to families that may have missed Cub Scout join night. Note: The first meeting you have with the principal in August is the best time to ask about distributing flyers in September and October. Explain that you would like to distribute flyers before Cub Scout join night and also before your October pack meeting to catch those you missed in September.
- Deliver flyers to the school for distribution at least one week prior to your October pack meeting. The flyers can be ordered by contacting your district executive.
- Be ready at your October pack meeting to welcome new boys and girls. Give new parents the information packet you used at your Cub Scout join night. Ask them to stay after the pack meeting for about 20 minutes so they can complete the paperwork and meet their den leaders.
- Follow-up with all new families. Be sure they are aware of den and pack meetings, pack activities, the popcorn sale etc.
- Turn in paperwork and fees collected to register the new boys and girls with your pack.

Join the adventure today at beascout.org



#ADVENTUREON!



Youth Application Requirements

Ensure that youth applications are completed fully by parents before they leave join night.

BSA YOUTH MEMBER APPLICATION—Must be completed by the youth's parent or legal guardian

YOUTH INFORMATION

First name (Full legal name) **Middle name** **Last name** **Suffix** **Preferred nickname**
 Country **Home address** **City** **State** **Zip code**
 Phone **Date of birth (mm/dd/yyyy)** **Grade** **Ethnic background:**
 Black/African American Native American Alaska Native
 Caucasian/White Pacific Islander Asian
 Hispanic/Latino Other
 Gender: Male Female
 Scout Life subscription
 School **Youth email address**

PARENT/LEGAL GUARDIAN INFORMATION

Mark here if address is same as above. Mark here if you are the Lion or Tiger adult partner.
 Mark here if the Lion or Tiger adult partner is not the parent or legal guardian. Have the adult partner complete and attach an adult application and indicate their relationship below.
 Select relationship: Parent Legal Guardian

First name (Full legal name) **Middle name** **Last name** **Suffix** **Preferred nickname**
 Country **Home address** **City** **State** **Zip code**
 Primary phone **Date of birth (mm/dd/yyyy)** **Occupation** **Employer** **Gender:**
 Male Female
 Alternate phone **Ext.** **Previous Scouting experience**

Signature of parent/legal guardian **Date** **Parent/legal guardian email address**
 I have read the attached information for parents and approve the application. I affirm that I have or will review *How to Protect Your Children From Child Abuse: A Parent's Guide*.

To be completed by unit

Signature of unit leader (or designee) **Date**
Unit type: Pack Troop Crew Ship Lone Cub Scout Has earned Arrow of Light
 Lone Scout
Unit No.: For pack registration select one: Lion Tiger Wolf Bear Webelos
 If applicant has unexpired membership certificate, registration may be accomplished at no charge by transferring the registration or multiple registering.
 Transfer application Enter membership number from unexpired certificate:
 Multiple application
 Council No.: Unit type: Pack Troop Crew Ship Unit No. or district name:

New member fee \$ Council fee \$
 Registration fee \$ Scout Life fee \$ PAID: Cash Check No. _____ Credit card

YELLOW highlighted fields needs to be completed by a parent/guardian.

The **GREEN** highlighted box needs to be signed by a unit leader.

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