

Fall Recruiting Guide

www.shac.org/pack-recruitment-resources



Job Description: Fall Recruiting Coordinator	2
Timeline	3
Flyers	4
Direction Signs & Table Tents	5
Boy Talks	6-7
Joining Give-a-ways	8
Adopt-a-School Program & Alternative Recruiting Venues	9
BeAScout.org	10
Invitation Ideas	11-16
Fall Recruiting Night Plan	17
Fall Recruiting Night Script	18
Fall Recruiting Night Script with Slides Shown	19 - 25

Job Description: Unit Fall Recruiting Coordinator

Description: To coordinate pack fall recruiting opportunities

Goals: To meet the unit's fall recruiting membership goals; to increase the number of youth who join Scouting during the fall recruiting campaign.

Reports to: Pack committee and district membership chair

Responsibilities:

- Attends the following meetings:
 - Pack committee meetings (May to October)
 - District Roundtable (May to September)
 - District fall recruiting kickoff meeting (August)
 - Pack fall recruiting night (September)
- Keeps the Cubmaster and committee chair regularly informed of progress towards goals.
- Supports local and national Scouting policy.
- Plans and organizes fall recruiting night in cooperation with the Cubmaster and committee chair.
- Schedules the time and location of the fall recruiting night in cooperation with the Cubmaster and committee chair.
- Submits fall recruiting date, location and time to the district membership chair or district executive, so flyers can be printed and distributed.
- Ensures that fall recruiting flyers are distributed to every school that allows flyers.
- Works with the district membership chair to ensure that a high quality boy talks in conducted in every school that allows boy talks.
- Recruits at least three people to help with the rally with the approval of the committee chair
- Collects attendance rosters, youth applications and money at the fall recruiting night.
- Organizes the youth applications, obtains Cubmaster's signatures and submits youth applications and money to the district turn-in location.
- Collects the adult applications and submits to the committee chair to obtain COR signatures.
- Gives copies of all applications and rosters to the committee chair.
- Plans, promotes and holds a second recruiting opportunity (e.g., at a pack meeting).
- Works to enhance the publicity of the fall recruiting campaign in the community.

Resources: Cubmaster, committee chair, pack committee, district membership chair, district fall recruiting training held in August, www.shac.org/pack-recruitment-resources

Directional Signs & Table Tents

Directional Signs: Use these direction signs to give directions to your new Cub Scouts.

Print the signs on brightly colored paper (bright yellow works well) and hang them around the rally site or along the hallway at your school. Use the arrows to get them from the outside to the room.



Use the "Meet Here" signs on the outside and inside doors.

Use these signs not only on fall recruiting night, but also for the first few pack meetings until everyone knows where to go. Your new Cub Scouts and parents won't get lost if they follow these signs!

Table Tents: Use these table "tents" to help families get to the right place. Print the grade level and instruction signs on colorful paper or cardstock, fold, tape and place them on the tables. Your new Cub Scouts can find their places quickly! If you don't have colored

paper, stuff with brightly colored tissue paper so it sticks out the sides.



Promotion Tents: Use these table "tents" to help promote Fun With Son, training, Scout Shop and communications. Place one on each table. Your pack and district website and Facebook page can be typed in on the Communications tent. Use the Scout Shop sign for the location nearest you.



Tents are available in both color and black and white: www.shac.org/pack-recruitment-resources



Boy Talks

In schools, churches, after-school programs or other places that provide access for recruitment, boy talks are the way to go. A boy talk is simply visiting boys in their environment and getting them excited about Scouting. The boy talk is the #1 way to get a boy to come to rally night. Not every school district allows boy talks. Your district membership chair will let you know the details during the district fall recruiting training.

Types of Boy Talks

There are several different types of boy talks. Each is essentially the same; the circumstances will dictate your choice of delivery. No one type is better than the other; it simply depends on what the school, church, etc. will allow.

Watch some videos of district executives demonstrating boy talks:
www.youtube.com/user/CPDvideos

The Classroom Boy Talk,

The classroom boy talk is done by going class-to-class and giving a 5-minute promotion on the fun that Cub Scouting has to offer.

- Pros:
 - Ability to reach every youth and target specific grade levels for recruitment.
- Cons:
 - Could be time consuming, depending on the number of classrooms.

The Lunchroom Boy Talk

The lunchroom boy talk involves speaking to all students in attendance during lunch periods, giving a 3-5 minute promotion on the fun that Cub Scouting has to offer.

- Pros:
 - Can feed off the excitement of the youth.
- Cons:
 - Girls often want to join.
 - Have to wait until after they finish lunch.

In a lunchroom boy talk, remember that you'll be there during lunch, so you may need to pack something to eat.

The Assembly Boy Talk

The assembly boy talk is done by talking to an assembly of youth, giving a 3-5 minute promotion on the fun that Cub Scouting has to offer.

- Pros:
 - Can feed off the excitement of the youth.
 - Can be in and out in a short amount of time.
- Cons:
 - May not be as effective as more interactive.

During boy talks, such as the classroom boy talk, be aware of the audience. If there are girls in the audience, be sure to tell them that Cub Scouts is only for the boys.

Each person will give a boy talk differently, and in his or her own style. However, there are some key items that should be in every successful boy talk:

What to Bring

- Wear your full uniform.
- Pictures of events – or props like tents and fishing poles (no fishing hooks).
- Pinewood derby cars.
- Other adult leaders, when possible.
- Flyers / Invitations.
- Joining incentives (flashlight / flying disk).

Keep in Mind

- You do not need to explain the program...a boy talk is just to get the boys interested.
- It takes the human brain between 3-7 times to remember something we hear. Repeat – and have the youth repeat – important information (rally date, time, and who to bring) many times.
- It's okay to excite the youth, but help calm them down before you leave so that they are not unruly for their teachers or instructors.
- A good boy talk takes no more than 5 minutes and should always be upbeat, fun, and exciting for both you and the boys. Do not be afraid to act goofy and talk loudly.
- Contact the Girl Scouts to see when the Girl Scout rally is so you can give that information to the girls and teachers.
- You only have 3-5 minutes to make an impact so do not take questions. If time permits, you can walk around and answer questions one-on-one. But a question in the middle of your presentation will cause all energy to dissipate.
- If possible, make a dramatic entrance to captivate your audience.
- ALWAYS thank the person in charge (teachers, supervisors, volunteers, etc.).
- It's okay to be loud, but be sure everyone knows that they have to be quiet when you leave.
- Each grade level is different. Keep your audience in mind. How you approach first graders is going to be slightly different than recruiting fourth graders.
- Fifth graders can be recruited, too. Just because they cross over to Boy Scouts in fifth grade doesn't mean you shouldn't give them the opportunity to be a Cub Scout.
- Your Scouting professional would love to help you do a boy talk, but keep in mind that he/she has many rallies and boy talks to do.
- Practice your boy talk in front of your pack. It may seem silly, but it will help you when it comes time to do the real thing.

Boy Talk Script

Outline

- Introduce yourself.
- Say you are with the Cub Scouts.
- Tell them why you are here.
- Get everyone's attention.
- Acknowledge current Cub Scouts.
- Talk about fun activities that we do in Cub Scouts.
- Acknowledge the girls.
- Tell the boys where to sign up.
- Tell the boys who to bring.
- Tell the boys what time to show up.
- Show them the joining incentives.
- Have them repeat the time, who to bring and location.
- Thank the teacher in charge.
- Get everyone quieted down.
- End presentation.

Hello, everyone. My name is Mr/Mrs. _ . Can everyone say, Mr/Mrs. _____? (Pause for reply.)

Guess what!?!? I am a Cub Scout! Who else here is a Cub Scout? (*Pause for reply.*)

Great! For those of you who aren't in Cub Scouts, I'm here to talk to you today about all the fun things we get to do in Scouting.

(*Hold up your hand and make the Cub Scout sign.*) In Cub Scouts, this sign represents the ears of the wolf. When the ears of the wolf stand up like this, he's listening. I need all of you to put on your wolf ears for just a few minutes, okay? Great!

Now, for those guys who are already Cub Scouts, I need you to help me out. Can you do that? (*Pause for reply.*) Awesome! When I leave today, I need for you to tell everyone in your class about all the cool things we get to do in Scouting. Can you do that for me? (*Pause for reply.*)

(*If there is a lot of talking, hold up the Cub Scout sign again, and remind them about the ears of the wolf. This is the part were you tell the youth about what we get to do in Cub Scouts. Each activity should grow the excitement, so start slow and get more excited as you go.*)

So, what kind of cool things do we get to do in Cub Scouts?

- Well, we go camping. Who likes to camp? (*Pause for reply.*)
- We get to make pinewood derby cars. (*Show the car and wait for reply.*)
- We get to go fishing! Who wants to fish? (*Pause for reply.*)
- Who here like to play sports? (*Pause.*) Well, guess what? We play lots of sports like basketball, soccer, baseball, flag football, and a sport you may have never heard of...Ultimate! Who wants a free glow-in-the-dark flying disk? (*Hold up the glow-in-the-dark disk.*) In a few minutes, I'm going to tell you how to get one.
- Who wants to earn an award for playing video games? In Cub Scouts, you can!
- Who likes to shoot bows and arrows? BB guns? Guess what, guys? We get to do all that kind of stuff and a lot more in Cub Scouts.

Now, who wants to join Cub Scouts!?!?!? Oh no! I'm sorry, girls – this is just for the boys. But you can do a lot of the same things in Girl Scouts. (*If you have information about Girl Scout recruitment, share at this time.*)

Boys, if you bring your parents (or whoever takes care of you) right here to your school cafeteria tomorrow night at 7 o'clock, you can sign up for Cub Scouts. When you sign up, I'm going to give you a glow-in-the-dark flying disk AND a glow-in-the-dark flashlight. If you want to join tomorrow night, what time should you come? (*Wait for response.*) Where should you come? (*Wait for response.*)

So... how many of you guys am I going to see tomorrow night at 7:00 PM in the cafeteria with your parents? (*Wait for response.*) Great! Now I want to make sure that everyone has the right info:

- When can you sign up to be a Cub Scout? (*Wait for response.*)
- What time tomorrow night?
- Where do you come to sign up?
- Who do you bring with you?

Great! It's almost time for me to go now. But before I do, let's all thank your teacher(s). Everyone say, "Thank you!" (*Wait for response.*) So long... see you tomorrow night!

Joining Give-a-ways

New Scouts who join the week of the Fall Recruiting Nights will receive...



Your district membership chair will have these items.

Recharter

Every December, all packs are required to renew their affiliation with Scouting. Through the process, chartered (sponsoring) organizations, youth member and adult leader information is updated as well as registration fees and *Boy's Life* subscriptions are collected/paid. All packs must complete internet recharter no later than December roundtable. www.shac.org/recharter

BSA Registration fees are \$24 (Dec to Dec)

***Boys' Life* magazine is \$12 (Dec to Dec)**

Adopt-A-School Program

The Boy Scouts of America has launched the Adopt-A-School program, a new and exciting venture to help build relationships with schools and to foster community outreach. Your unit should log onto www.bsaadoptaschool.org to register for this new adventure.

Units adopt a school and, throughout the year, with permission from the school, complete four (4) service projects that benefit the school and strengthen your unit's relationship with the school. These hours will also count towards your Journey to Excellence service hours while building and strengthening school relationships.



Alternative Recruiting Venues

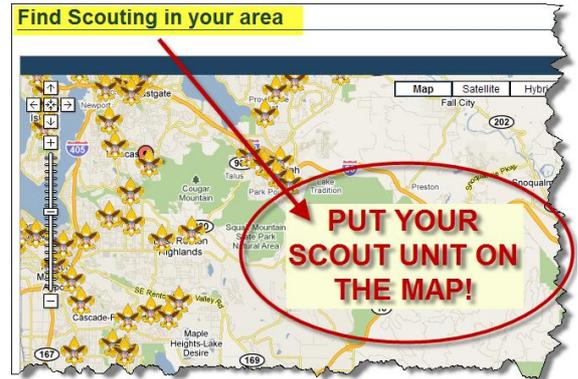
Today's youth have a myriad of programs and activities available to them from a variety of organizations throughout the community. Research shows that it takes 7-11 impressions before people take action. This research coupled with the decline in school access makes it essential that all Scouting units recruit and promote their programs through a number of different venues. Opportunities exist for your unit to highlight your Scouting programs in events and activities such as:

- Church Youth Groups
- Recreation Centers
- Sporting Events
- School Open Houses/Events
- Church Coffee Hours & Bulletins
- School Book Fairs
- Fall Festivals
- Parades
- County/Town Fairs
- Library Displays/Stores
- Pizza Box Flyers
- Summer/Winter Youth Program Flyers



BeAScout.org

BeAScout.org is a website application that puts your pack, troop or crew on the map! Potential Scouts and volunteers can go to BeAScout.org to find Scouting in their neighborhood. If your unit's pin is up to date they'll find you! BSA and our council is promoting this website in marketing materials. This means that youth and parents IN YOUR AREA will be using this map feature to find Scout units. Only the following registered leaders in your unit (i.e., Cubmaster, committee chair, COR) have the ability to update your Unit's Meeting Location on the "Be A Scout" Map, and to change to your Unit's



Making sure your "Pin" is up to date takes less than 10 minutes:

- **Step 1. Log onto your account at "MyScouting.org"**. Select "BeAScout" from the Unit Tools section on the left-hand menu. A new page will be displayed. There are two "tabs" on this window, and you should be on "Unit Pin Management". If not, then click the "Unit Pin Management" tab.
- **Step 2. Take a moment to look over the Unit Pin Management screen.** If at any time you are lost, look for the "Help" link in the upper right-hand corner of the page for help. Also, note that the "Google Pin Preview" section, in the bottom right area of the page, will display what will appear on the Google Map. It will change as you enter/edit information in these steps.
- **Step 3. Check the "Unit Description".** This box contains a combination of your unit name & your chartered organization. If that the information is incorrect, then reach out to your district executive (DE) for assistance.
- **Step 4: If your Scout unit has a website, then enter the web address (URL) here.** Otherwise, enter www.samhoustonbsa.org, so they will be directed to the Sam Houston Area Council website. You can always edit this field later if your unit establishes a website.
- **Step 5. Update the Alternate Unit Description.** Many units opt to type their unit type & number, followed by their meeting location (example: "Pack 867 - Lincoln Elementary")
- **Step 6: Make sure the Pin Status says "Active".** This will keep your pin visible to perspective Scouts and parents on the Google Map.
- **Step 7a: Select your Primary Contact.** This person will receive all emails from prospective Scout parents, so be sure to let the person know that they will be responding to all parent leads. If the fields in this section are gray, then you must check the "Contact Person" box in the "Fields Displayed on Google Pin" section at the bottom-left side of the page. If the person is already a registered adult leader in your Scout unit, then their name will be selectable from a list. Once selected, all information is automatically provided in this section's fields.
- **Step 7b: Be sure to check all the information with the Primary Contact Volunteer** - Edit fields that are no longer current (Example: a phone number or email address changes). It is very important that you keep this information up-to-date as volunteers & contact information will change over time.
- **Step 8. Enter the location where your unit holds its meetings (address information).** This address will dictate where your unit pin will appear on Google Maps. Note that it may be helpful to enter the name of your meeting location "address 1" and the street address on "address 2".
- **Step 9. Check the Google PIN Preview.** - This is a preview of what will appear on the map. Parents will only be able to see what is in this box, so please review it carefully for accuracy.
- **NOTE:** There is an option to change the icon from a Scouting map symbol representing your unit type to something else. **Please DO NOT change the unit logo icon.**
- **Step 10. Once you are done, click the "SAVE" button.** Your information will be uploaded.

That's all you need to do to set up your unit for BeAScout.org. Be sure to do this as soon as possible, so your unit will get recruiting leads. More detailed instructions including a PowerPoint and Video are available at: www.scouting.org/sitecore/content/Home/Membership/Youth_Recruitment.aspx

Invitation Ideas

The following ideas are things that leaders and Scouts can do in preparation for this fall's school night and all year long in a variety of settings. They may seem obvious, but they are easy to do and are a great conversation piece while creating awareness of Cub Scouting in your community. Additional ideas: www.scouting.org/filestore/membership/pdf/50MethodsofCSInvitation.pdf

1. Cub Scouts and leaders "Sport" your uniform often

Materials Needed: Your uniform!
Timing: Whenever possible... be creative!
Steps: Wearing the uniform is like a walking billboard, and can grab the attention of youth and adults. The uniform also serves as a conversation piece. Scouts and leaders should wear their uniforms to school, church, the grocery store, library, sporting events, any place you can think of! The uniform (or Scout attire) is a great way to show the presence of Cub Scouts in your community and spread the excitement. Be sure that every member of your pack wears his uniform to school on the day of your Join Scouting Night, and to school the days your pack meetings and den meetings. Remember that the uniform is not complete without the person inside. Be knowledgeable about what all the patches mean and share the excitement of Scouting.

2. Encourage Cub Scouts to talk about Scouting with their friends

Materials Needed: Experiences and stories that show how and why they enjoy Scouting.
Timing: As often as possible.
Steps: Word of mouth is one of the most powerful and lasting forms of advertising. Kids talking to others about the fun they have is a great way to spread the excitement among youth. Use the "recruiter patch" or create your own pack incentive program that rewards your Scouts if they bring a friend to join Cub Scouting.

3. Adults should do this too (Word of Mouth)

Materials Needed: Voice, conversation and excitement of Scouting.
Timing: As often as possible.
Steps: Cub Scout families consistently see the value of Scouting in their own lives and by this they are our best sales people. Share Scouting's benefits and excitement with other parents. Most families are looking for programs filled with excitement and opportunities for leadership development and positive values. Most families are involved in lots of activities including sports and church. Use these forums to interact with parents and share Cub Scout stories.

4. "Show and Tell"

Materials Needed: Photographs, awards, uniform, pinewood derby car and other exciting visuals.
Timing: Before the pack's Join Scouting Night and any time during the school year.
Steps: Encourage youth to use Cub Scouting as a part of their "Show and Tell" opportunities in school. Peer-to-peer recruitment is very successful and this is a great forum for Scouts to share their stories and the excitement of Cub Scouting. Be sure that they are prepared with a story or exciting information. If possible, provide stickers or other handouts for the Scouts to distribute at the conclusion of his presentation.

5. Develop a Pack Information Sheet

Materials Needed: Paper, pen or computer, key information on your pack.
Timing: Have sheet prepared to give (e-mail, fax or send) to any interested family at any time throughout the year (in addition to your Join Scouting Night).
Steps: This is your chance to brag about your pack! Include items such as time, date and location of pack meetings, list of upcoming events, den leaders and committee members' names phone numbers and e-mails, and other exciting details about why you are involved, including pictures. Provide your sponsoring organization a copy of the sheet so that they can answer any questions they might receive regarding your pack. Make sure that your pack committee and parents have copies of the sheet to distribute as well.

Pack 123 Information

When does Pack 123 Meet?

We meet on the first Monday of each month at First Lutheran Church, 5150 Oak Street at 7:30 PM
(Dens meet weekly based upon schedule)

What activities Go On Throughout the Year?

Pumpkinfest, Pinewood Derby, field trips, advancement, camping, fishing, citizenship skills And so much more!!!

Tell Me About Scouting

Your Cub Scout is a member of a den. Most dens have six to eight boys and meet once a week. Den meetings are a time for learning new things and having fun. Dens are led by a team of adult volunteers - the den leader and assistant den leader(s). Den leaders are usually parents of boys in the den. Your Cub Scout is also a member of a pack. Most packs have several dens and meet once a month. Pack meetings usually follow a suggested theme and are a time for boys to be recognized for their accomplishments during the month, to perform songs and skits they've learned in den meetings, and to have fun with the entire family.

Please contact one of the following for more information:
Cubmaster John Smith 314-555-1212
Committee Chair Robert Jones 314-555-2112

6. Personalized Invitation Letter (direct mail approach)

Materials Needed: List of all first through fifth grade boys, envelopes, stamps, and Cub Scouting book stationery or cards. Work with school officials, PTA, church or sports teams to secure list of names and addresses.

Timing: Should be mailed or delivered seven to ten days prior to Join Scouting Night.

Steps: Boys love to receive their own mail! Personalize a letter or card including a description of Cub Scouting, date, time, and location of Join Scouting Night, and contact name and information. If addresses are unavailable, or postage is too costly, seek permission to deliver the personalized invitations to the classrooms. Make sure that cards or letters are individually addressed to each boy.

Tip: If you have e-mail addresses, e-mail the invitation!

You and your family are invited to a meeting next Wednesday, September 12, 2013 at the Community Elementary School to find out about the fun and excitement of Cub Scouting. Many of your classmates are members of Pack 123. If you like going on field trips, hiking, doing crafts and having fun—Cub Scouts is the place for you. Meet us in the in the cafeteria at 7:00 p.m. with a parent. For more information, call John Smith at 314-555-1212

Sincerely,
Members of Cub Scout Pack 123

7. Telephone Call to Families

Materials: Telephone, list of phone numbers and volunteers.

Timing: Two to three days prior to your Join Scouting Night.

Steps: A telephone call to the parents of a potential Cub Scout is a very effective way to recruit new families. This personal contact works very well. Be prepared to answer questions they might have and share the specific benefits of Cub Scouting. Names and numbers may be obtained by using school, church or other organization directory, telephone book white pages or the internet. Be sure to be courteous and identify yourself and what association you might have with them. For example, "Our sons are in the same class at school." Due to the high number of phone calls, be sure to split up the list among the leaders in your pack. Below is a sample telephone conversation script.

Sample Telephone Script: "Hello, my name is _____ and I am calling to invite you to our Cub Scout Join Scouting Night. My son _____ is in the same class as your son, _____."

Share the following Cub Scout facts:

- Cub Scouting is a family program
- Cub Scouts reinforces the values of "doing your best."
- The program helps to reinforce the class curriculum.
- Cub Scouting is fun!

Close the call by saying, "We look forward to seeing you at the meeting. How many from your family do you think will attend?"

8. Display Cases and Bulletin Boards

Materials Needed: Pack calendar with contact names and telephone numbers, photographs, awards, pinewood derby cars, ribbons, and any other exciting visuals.

Timing: Promotion of Cub Scouting at the beginning of the school year is very important. This is the time of year when most families decide to join new activities. If possible, the display should be maintained year round and changed monthly.

Steps: Seek permission from the school, church, recreation center or other organization to use the display case. Have a person from your pack responsible for setting up the display and changing it once a month during the year. Each month should have a monthly theme with catch phrases to attract attention. The display items should go along with the monthly theme. The display should be fun and informative and create a sense of excitement about the Scouting program. If access to display case all year round is not possible, using it in the beginning of the school year would be the best time.

9. School PA or TV Announcement

Materials Needed: Use one of the national council provided announcement tapes, pre-record your own announcement, or go in live.

Timing: The week of the Join Scouting Night and throughout the year, especially the day of pack meetings.

Steps: Visit with the school regarding the playing of the tape or allowing a leader to make a special announcement. Deliver the tape in a timely manner with instructions and a thank you note. The following is a sample announcement, if you are not using the pre-recorded announcement or a pre-recorded tape.

***Sample Announcement:** "All boys are invited to bring their parents to come and learn about Cub Scout pack #___that meets right here at___. If you like swimming, hiking, field trips and having fun with your friends, Cub Scouts is for you! The meeting will start at ___PM in the cafeteria. Hope to see you there.*

10. School, Church, Community or Business Newsletters and Websites

Materials Needed: Information or announcement regarding your Cub Scout pack.

Timing: Any time throughout the year, especially in the first month of school, a week or two prior to your Join Scouting Night.

Steps: Speak with the person in charge of the newsletter to find out how and when to submit an article or announcement. If your school hosts their own website, post information there as well. Be sure to begin promoting your Join Scouting Night two weeks prior to the date, include information that will attract the readers' attention while also sharing logistical information regarding the pack.

11. School Church and Civic Functions

Materials Needed: Display table, pack picture board, Cub Scout and adult leader applications, sign-in sheets, copies of the pack's yearly program, pinewood derby cars, rockets, pack flag with ribbons earned, fliers with next Join Scouting Night/pack meeting information, pack leadership roster.

Timing: Set up display at all school open houses, back-to-school nights, curriculum nights, carnivals, parent/teacher conferences, and other church or civic events.

Steps: Secure permission from the school principal or church pastor prior to the event. Call early to secure the best, most visible location. Set up the display 45 minutes to one hour prior to the event to ensure completion before the arrival of prospective families. Uniformed leaders and Scouts should staff displays. Leaders should be informed of pack operations to be able to answer questions. Leaders should introduce themselves to prospective families as they arrive and should invite the families to join at that time, or signing to receive more information. Make follow up calls with families that signed in to personally invite them to your upcoming Join Scouting Night or pack meeting. These events are great public exposure for your program.

12. Classroom and Lunchroom Visits or Sunday School Visits

Materials Needed: Scout uniform, copy of invitation flier with Join Scouting Night information, pinewood derby car or other Scouting visuals.

Timing: The day before or the day of the Join Scouting Night.

Steps: Work with the church or school to arrange these visits. If doing classroom visits, ask for a map or list so that you don't miss any classrooms. Arrive on time and check in at the office. Remember to be polite and let the teacher or pastor introduce you. Ask the teacher for input on where to stand. This time is precious so be sure to keep your speech simple, short, fun, positive, and to the point. When you are finished, give each boy the Join Scouting Night flier and then thank the teacher. When visits

are complete, check out with the office. Be sure to thank the teachers and the school staff.

Sample Classroom, Lunchroom, or Sunday School Presentation

“Hi guys and girls. How are you doing? My name is _____ and I am with the Cub Scouts. As you can see, I have worn my uniform today with all my patches and want to invite you to our Cub Scout meeting tomorrow night at _____ PM. How many of you have heard of the Cub Scouts? Well, some of you may not have, so I want to ask you if you like to do some of the same things we do in Cub Scouts. Now, let me think of some of the things we do . . . ”

“How many of you like to play sports and games? Wow, did you know you earn awards for playing the sports you play?”

How many of you build things and work on crafts? I even brought my pinewood derby car to show you one of the things we get to build and then race down a track and get prizes. Our pack also builds model rockets in the summer and we have a big rocket rally where we shoot them off, all at the same time.”

“Now let me think of one other thing. . . ” How many of you like to go hiking or camping? Our pack goes hiking and we go to Cub Scout camp in the summertime. So, you see you are already doing some of the things we do in Cub Scouts.”

“Now, what I need you to do is make sure that your mom or dad knows about our meeting which will be tomorrow night at pm, here at your school. You should have gotten one of these papers (Hold up school night flyer) in your take home folder. So, your parents already know about the meeting. But, I need you to help them remember.

So, I am going to give you these fliers that have the time of our meeting and you can tell your parents when you get home.” (Walk around, have all the boys raise their hands, and give each one a flier. If there are questions, encourage them to come to the meeting and you can answer all their questions.)

So, don't forget to tell your parents that our Cub Scout meeting is tomorrow night at what time? That's right, ___pm, and we will meet in the cafeteria. I hope to see each of you there.”

13. Teacher, Principal, Coach or Religious Leader Endorsements

- Materials Needed:** A highly influential teacher, member of the PTA, principal, coach or pastor that has his/her finger on the pulse of the school, church and community.
- Timing:** Teachers, principals, religious leaders and coaches should begin endorsing Cub Scouts during the first week of school. Statements of support are extremely helpful before, during and after your Join Scouting Night.
- Steps:** It is important to educate administrators on the benefits of Cub Scouting to families, the school and community. Identify a teacher, principal, coach or religious leader to make a statement of support whether that is through the newsletter, during an assembly or other public forum or at your Join Scouting Night. If you do a personalized letter, use a quote from the individual or have the letter come from them. The endorsement from a trustworthy person is valuable to the success of new family recruitment. Past and present experience with Scouting also adds credibility.

14. Institution Head Visits

- Materials Needed:** Handouts on Aims & Methods of Scouting, a clear written statement of objectives on chartered partner support of the Cub Scouting program, and a list of benefits and services provided through support of program.
- Timing:** Chartered partners should be contacted to schedule a face-to-face meeting (three weeks minimum) prior to the pack's Join Scouting Night.
- Steps:** Once your meeting has been scheduled, make sure your documents and other supporting materials are in order. Tell the institution head about all of the wonderful activities your pack provides for your Scouts. Remember to tell the institution head about the benefits that the institution receives from Scouting.

15. News Releases to Local Newspapers and Community Cable Stations

- Materials Needed:** It is essential to find out when the paper you are working with is printed and what the deadlines are. An article too soon will be forgotten and an article too late will not be published.
- Steps:** The first line of the release needs to be a catchy, clear statement. The information needs to be clear and concise. The article should have all pertinent information such as pack number (with their

permission). Make the release one page. A call to follow up is always a good idea. The release can be used to promote your Join Scouting Night or to feature a community service project, award, etc.

16. Business Window/Counter Displays

Materials Needed: Cub Scout poster or brochure with contact name and other pertinent information.
Timing: Year round, but specifically the weeks prior to your Join Scouting Night.
Steps: Ask local merchants to support Scouting in your area by placing a poster in their windows or placing brochures in their organizations. Work with them closely on how long they will allow the items to be placed and any other requirements they might have.

17. Yard Signs

Materials Needed: Yard signs with information including Join Scouting Night date, time, location with a contact person and phone number and the Cub Scout logo. Bring in colorful material.
Timing: Post signs prior to the beginning of the school year and all year long.
Steps: Be sure to be aware of any regulations regarding yard signs. Identify a person in your pack that lives close to the school or on a high traffic location within the community, including intersections and yards. If a school, church, recreation center or other organization will allow it, post signs there, too.

18. Special Events

Materials Needed: Cub Scout posters, general information, fliers, sign-in sheets, and Cub Scout and leader applications.
Timing: If you are planning a special event that you will invite families to attend, invitations should be mailed and hung up two weeks prior to the event. A personal follow up as the event nears will also remind the family of your event. Make sure that you start planning the event well before the chosen date so that you have plenty of time to ensure its success.
Steps: Secure a location and date for the special event. Make sure you have a dynamic agenda and activities. If you are inviting families to join, create and distribute the invitation.
Tip: Host your pinewood derby at the shopping mall and invite families from your school and neighborhood to participate. By hosting an event at a public place like a shopping mall, you will reach additional families. Other ideas include hosting a booth or activity at community fairs, festivals or other events.

19. Church, School or Business Marquee

Materials Needed: Catchy information or message on marquee.
Timing: Throughout the meeting promote Join Scouting Night or other special event.
Steps: Identify a marquee in high traffic areas, school or other organizations. Speak with the person in charge of the marquee or sign to post your message. Be sure to be clear on the duration of use and any other requirements. A message as clear as "Join Cub Scouts here on September 12th at 7 pm" will catch people's attention. If a school has a scrolling sign in the lunchroom, messages might also be posted there.

20. Pack Website or Social Media

Materials Needed: Computer, internet skills, internet provider.
Timing: Year round
Steps: Build a pack or den website including pertinent information regarding your Cub Scout pack include photographs, program calendar, how to join, and the benefits and excitement of Cub Scouting. Be sure to be aware of and follow the council's unit website policies. Ask school, church and other community organizations to provide a link to your site and to publicize your address.

21. Announcement in Church, Neighborhood, Subdivision, Company, City, School District and Recreation Center Newsletters

Materials Needed: Pertinent information regarding your Cub Scout pack.
Timing: Promote your Join Scouting Night at least a month to two weeks ahead and other pack activities in these newsletters.
Steps: Ask the appropriate person how to get an invitation/story/announcement in each publication. Determine when the deadline for each publication is. Create something that is interesting to read! Make people want to join Scouting! Be sure to thank the organization for its' support.

22. Halloween Candy

Materials Needed: Scout uniform, labels with "Join Scouting!" and phone numbers of the council or a member of your pack, markers, mini chocolate bars, large bowl.
Timing: October 31st, afternoon through the evening.
Steps: Purchase several bags of mini chocolate bars, print out sheets of labels that say, "Join Scouting" with phone numbers. Using markers, add a dash of color to the labels, carefully place labels on the candy bars, dress up in your Scouting uniform and when trick-or-treaters come by, welcome them and give them a Scouting candy with a smile! Preparing the candy could be a fun den activity.

23. Follow up Join Scouting Night

Materials Needed:

Recruitment fliers with date, time, location, contact person and phone number.

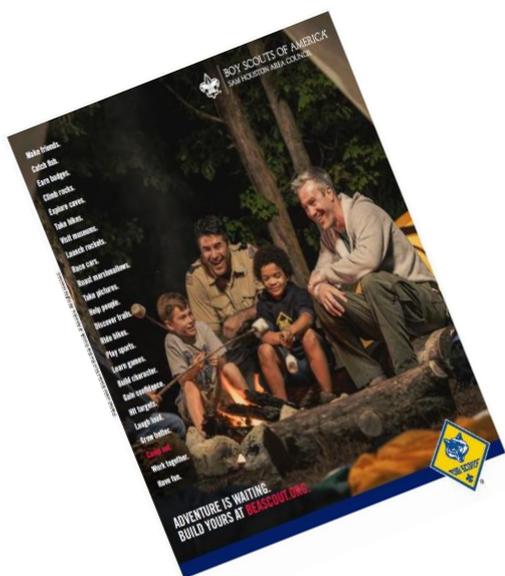
Timing:

Should be scheduled immediately following the conclusion of the first Join Scouting Night. The actual date of the second Join Scouting Night should be within two to three weeks after the first.

Steps:

Be sure to have all families that attend your first Join Scouting Night sign-in. Prior to your second meeting, follow up with families that attend the original meeting but did not join. Inevitably there will be families that cannot attend your first scheduled Join Scouting Night. Many families are not aware that they can join Scouting year round, and think that if they missed the first meeting that they are out of luck. There may also be parents who attended the first Join Scouting Night but were indecisive about joining. With the knowledge that there is a good number of youth who still have the interest to join, it is important that a second Join Scouting Night be scheduled. Make sure that the fliers are printed with all the pertinent information and that the school receives and delivers the fliers. Be sure to have sign-in sheets at all meetings so that follow up may be made with interested families.

www.scouting.org/scoutsorce/Marketing/Recruiting.aspx has fliers, billboards, posters, yard signs, door hangers, bookmarks, postcards, web banners, PSAs, Eblast and Social Media Images.



Fall Recruiting Night Schedule

****On the day the of the rally, call the school /facility to remind them you are coming!****

6:15 p.m. Set up at location

- Set up displays, sign-in table, chairs, etc.
- Set up a sign at a table for each grade level — ensuring that families sit with their future fellow den members. Sample table “tent” signs included with rally packet indicating grade level and rank.
- Set up tables with displays such as pinewood derby cars, collections, uniforms, photos and/or picture albums, camping gear, leader resources, etc. Be sure to include awards and projects made by the Cub Scouts.
- If you have access to a computer, screen, and projector, have a slide show going of Cub fun (provided) or of your own pack events

6:45 p.m. Arrival of new Cub Scout families

- Have experienced Scouters as greeters on hand to guide people as they enter. Direct them to visit display areas and to their correct table marked by school grade.
- Walk around and meet people. Interact with parents and boys. This is very important. Use this gathering time to get to know the parents. Walk around and say “hi.” You should already start deciding in your mind who might be a prospective den leader.
- Parents sit with son at age-group tables.

7:00 p.m. OPENING (Start on Time, Whatever that Time Is!!)

- Hold up the Cub Scout sign. Explain that whenever you raise your hand in the Cub Scout sign, the group is to become very quiet and pay attention.
- Say hello and ask for brief introductions. Explain that they are sitting at the tables with other families in the age range of their boy. They will be in a den together.

7:02 This is Scouting (A Brief Introduction) 5 – 7 minutes

- **The Mission of the Boy Scouts of America is:** “To prepare young people to make ethical and moral choices over their lifetimes by instilling in them to values of the Scout Oath & Scout Law”
- **How do we do this:** Character building, empowering youth to make tough choices in safe environments, providing them will the skills they will need, teaching leadership in action, etc.
- **What Do We Do:** Camping, fishing, hiking, shooting sports, making crafts, but also learning about being a good citizen, learning about science & math in action, taking care of ourselves and our families.
- **Who Goes Where:** Discuss age ranges for Cub Scouts (7 -10½) , Boy Scouts (11 -18) & Venturing (13 – 20 & Co-ed)
- **Review:** Belt Loops, activity pins etc

7:09 -7:20 Pack Structure (max 11 minutes)

- Introduce yourself and your position in unit
- Provide important contacts for unit
- Brief description of ranks with age and focus of each rank. Show handbooks...
- How often do we meet (provide pack calendar)
- Cost of joining (Pack fees, uniform cost etc.)
- How to offset the cost (Popcorn, Scout Fair)
- Volunteering with your son – adding machine paper demo. Instructions for the adding machine paper demo are provided with the other resources.
- Scouting is an activity for the whole family, not a day care! Bring the whole family so everyone can have fun!

7:20 -7:30 Applications & Incentives

- Hand out applications to parents (Have pens already on the table)
- Quickly go over each item on the application as they are filling it in (for quicker turnaround have apps pre-highlighted)
- Fees Due that evening
- Discuss Fall Recruiting Incentives
- Q&A While Apps are being Filled Out

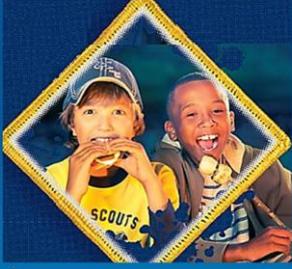
7:30 Our Next Meeting Is.....

7:32 Closing and Meet The Dens (The People at the Table)

Fall Recruiting Night Script

CUB SCOUTS

Welcome to Cub Scouting!



www.facebook.com/SHAC.BSA

BOY SCOUTS OF AMERICA

CUB SCOUTS

Welcome

- Cub Scout sign
- Cub Scout salute
- Pledge of Allegiance



BOY SCOUTS OF AMERICA

CUB SCOUTS

Tonight

- Introduce Cub Scouting
- Introduce our pack
- Form dens
- Complete registration



BOY SCOUTS OF AMERICA

Hold up the Cub Scout sign.

Welcome to Pack _____. My name is _____ and I am the _____.

Other brief introductions (if needed)

You many have noticed that I was holding up 2 fingers. Whenever you raise your hand in the Cub Scout sign, the group is to become very quiet and pay attention. We start every meeting with a flag ceremony.

This is the Cub Scout salute. This is used only when Cub Scouts and leaders are in uniform. Otherwise, the traditional right-hand-over-heart is used.

I would like to call up Den _____ to lead the flag ceremony.

Depending on the situation and location, also have an invocation.

Tonight I would like to introduce to you a little about Cub Scouts and introduce you to our pack. We will then form dens and complete the registration paperwork.

You are sitting at the tables with other families in the age range of your boys and you will be in (one or more) dens together.



Mission of Scouting

- Character building
- Empowering youth to make tough choices in safe environments
- Providing needed skills
- Teaching leadership skills

"Scouting is fun with a purpose"



The Mission of the Boy Scouts of America is: "To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath & Scout Law"

How do we do this? Through character building, empowering youth to make tough choices in safe environments, providing them with the skills they will need, and teaching leadership in action

But we know that boys do not join Cub Scouting just to get their character built. Boys join because it is fun.

Scouting is fun with a purpose!

Hint: Highlight a few fun events

Your son will love going camping, fishing, hiking, shooting sports, making crafts, learning about being a good citizen, science & math and taking care of himself and family.

Pack activities: Our pack offers activities year round such as

District activities: Our district offers a variety of fun activities such as day camp in June. Scouts have a blast earning advancements and learning how to shoot BB guns and bows.

Council activities: Our council offers a special overnight campout for new Scouts called Fun With Son that you may be interested in. Scouts will make crafts, shoot BB guns, slingshots and bows and play fun games at one of our local camps. See the table tent for more information.

(Oct 17-18 or 18-19 at Camp Strake or Boy Scout Ranch. Sign up individually at www.shac.org/fun-with-son)



Things We Do

- Blue and Gold Banquet
- Scouting for Food
- Flag Ceremonies
- Resident Camp
- Pack Campout
- Day Camp
- Fun With Son
- Scout Fair
- Pinewood Derby
- Rocket Launch
- Fishing Derby
- Pack Event
- Pack Event
- District Event
- District Event
- District Event



The Scouting program is age appropriate.

Cub Scouts is for ages 7 -10½.

- Activities are parent/youth- or family-oriented.
- All activities are conducted with adult supervision.
- Cub Scouts are asked to do their best.
- The activity is discovery-based.

Boy Scouts is for ages 11 -18.

- Activities are led by youth and approved and supervised by adults.
- Activities are patrol- or troop-oriented.
- Activities meet standards and advancement requirements.
- Activities are experience-based.

Venturing is for girls and boys ages 14 – 20

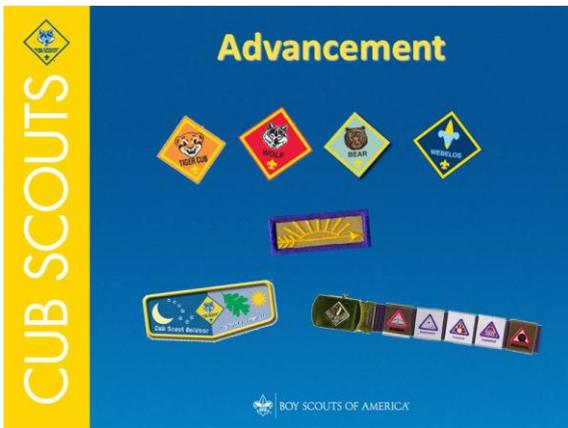
- Activities are led by youth and supported by adults.
- Youth participants develop and plan activities and set and meet their own challenges.
- Activities are socially based with coed participation.



Scouting Program

-  Cub Scouts (7 - 10½)
-  Boy Scouts (11 - 18)
-  Venturing (14 - 18; co-ed)

BOY SCOUTS OF AMERICA



The Cub Scout Program has two basic features: Rank Advancement and the Academic and Sports Program (or belt loops).

Scouts work on advancements at home, during den meetings and at district events, such as day camp.

Scouts love to earn advancements and we present them at special ceremonies at our pack meetings.

This highest award the Cub Scout can earn is the Arrow of Light. This award can be worn on their Boy Scout uniform and adult uniform, so it is very special.



I would like to introduce to you some special volunteers in our pack: _____ / _____ (name / position)

_____/_____
 _____/_____
 _____/_____

Contact Information: _____

Packs: Our pack is made up of several dens. Each den is a group of boys, in 1st – 5th grades. Once a month all of the dens will gather together for a pack meeting. There are games, skits, songs, ceremonies, and presentations of badges that boys earned during that month. This is where families—not just parents, but siblings, too—can see the achievements of their Cub Scout.

Dens: Many of the fun things we do in Cub Scouts are done by dens. Dens are organized by grade level and meet a couple times a month to do age appropriate activities to work towards their rank requirements.



We belong to Pack: _____
 in _____ District (might mention general boundaries)
 in the Sam Houston Area Council which encompasses 17 counties.

The council provides literature, tools, training, Scout Fair, day camp, Camp Strake, Bovay Scout Ranch & professional staff guidance

We are chartered by: _____

We have ___ Scouts and ___ leaders.

CUB SCOUTS

Pack Information

- Pack meetings are held: 3rd Thursday of Every Month
- Location of Pack Meetings
- Pack Website



BOY SCOUTS OF AMERICA

Our pack meetings are held the _____ of every month and we meet at _____.

Check our pack website for more information

CUB SCOUTS

Registration Fees

- Registration is \$24
- Boys' Life magazine is \$12
- Pack Dues are \$__
- With *Boys Life*, tonight's total due is \$ 27
- Make checks payable to "Pack ____"
- There will be additional costs for campouts, den dues, pack t-shirts, uniforms, Scout handbook



BOY SCOUTS OF AMERICA

You can join tonight for \$__. This is for your registration through December.

BSA Registration is \$24 per year and our pack dues are \$____ per year.

Boys' Life magazine is the official magazine of the BSA.

Your son will really enjoy receiving this great magazine in the mail this month. We highly encourage you to consider subscribing.

Uniforms are additional and can be purchased at the local Scout Shop.

CUB SCOUTS

Pack Funding

- Two annual fundraisers
 - Popcorn Sales (Oct-Dec)
 - Scout Fair Tickets (Feb-Apr)
- Pack Dues (Paid Annually)




BOY SCOUTS OF AMERICA

The Pack dues cover: awards, _____

To help keep the cost as low as possible, we participate in two fundraisers each year: Popcorn Sales in the fall and Scout Fair Coupon Packs in the spring.

We will have more information about these fundraisers at a later date.

Volunteerism at it's Best

- Parents are the source of Scout leadership
- Scouting is designed to help even the busiest parent get involved
- Parents should participate in and encourage their boys in their advancement
- Allows you to teach by example and impact quality time with your son

BOY SCOUTS OF AMERICA



Materials: 8-10 foot long piece of adding machine or calculator tape. Mark off the tape in ten-year increments with 0 at the left end and 100 at the right. Use large numbers so parents can see from the audience. Roll the tape back up, so that the 100 is in the center of the roll.

For the presentation you will need two helpers to hold the tape in front of you so you can point at various points on the tape.

Adding Machine Tape Demonstration

“With the current advances in medical technology it's very likely that your son will live about 100 years.”

(Have your helpers unroll the tape in front of you, so the whole time line is visible.) "Here's a time line of his life.

If you're 35 now, statistically, you'll likely live until you're 75 or so, when your son will be about 50.” (Rip the tape off at the 1/2 way point and hand the end to your helper. Let the other half fall to the floor -- very important dramatic effect).

"This represents the years you and your son will have together in his lifetime."

"And he's probably about 8 or 9 now." (Rip of the tape slightly below 10 and let that piece fall to the floor. Hand the end to your helper). “So here's the time you have left together. How old do you suppose your son will be when he goes away to college (or you decide it's time for him to be out on his own)? 18 - 20? “(Rip off the tape someplace in this vicinity. Let that chunk fall to the floor. Hand the end to your helper).

“This is the amount of time you have left with him at home.

When he's about 13 - middle school age - his friends start to become a much bigger, maybe the major, influence in his life." (If you can - assuming you have teenager - make a comment about how you know this from experience.) (Rip off

the tape someplace in this vicinity. Let that chunk fall to the floor. Hand the end to your helper).

(Take the very short piece of tape from your helpers and hold in it front of you, and thank your helpers.)

"This is the time you have left to be the major shaping force in your son's life. You can show him how important he is to you by becoming involved in Scouting with him. Scouting is a remarkable opportunity for you and your son to share a great variety of fun, exciting and positive experiences.

Experiences that give you that opportunity to help him grow into an adult that you'll be proud to point to and say: "That's my son - he's a good person."

The den and the pack rely on parent participation to run a successful program. Cub Scouting operates through volunteer leadership. Consider volunteering as a member of the pack leadership team or as a parent helper. Volunteer leaders are an example of Scouting's principle of service to others. By volunteering in Scouting, you are also giving your son the gift of your time. What could be more valuable? You will have an opportunity to be a positive influence in the lives of him and his friends. We have many opportunities for you to volunteer.”

(Go on to talk about volunteer opportunities in your unit and how parents can participate in them.)

“Scouting is an activity for the whole family, not a day care! Bring the whole family so everyone can have fun!”

CUB SCOUTS

Uniforms

- Handbook
- Shirt & Pants
- Neckerchief & Slide
- Hat
- Scout Shop: [location](#)



BOY SCOUTS OF AMERICA

Our local Scout Shop is located at _____.

We encourage you to purchase a handbook, shirts, pants, neckerchief, slide and hat. The Scout Shop employees are very helpful and will help you choose the patches needed for the shirt.

You will need to take our pack number and your den number with you.

CUB SCOUTS

Registration

Step 1
Complete an application for your son

Step 2
Complete a Leaders Application
(Adult Leaders must also complete Youth Protection Training)

Step 3
Present your paperwork and fees for review with the membership chairman & treasurer



BOY SCOUTS OF AMERICA

In a few minutes, we will form dens.

After that we will have you fill out an application.

We encourage the adults to fill out an application. Youth Protection is a high priority for BSA. All adult leaders must complete Youth Protection Training as soon as possible. It takes about 20 minutes and can be taken online at www.myscouting.org.

After your den has been formed, please turn in your paperwork and fees to the membership chair over there.

CUB SCOUTS

Cub Scout Application

YOUTH MEMBERSHIP

This form is used by machine. Please print the numbers and letters as shown on the sample application.

UNIT NO. _____

REGISTRATION TYPE: Tiger (1st grade), Cubs (2nd & 3rd), Webelos (4th- 5th)

UNIT TYPE: Pack

UNIT NUMBER: _____

Scout Information

Parent Information (please include email)

Signature

Please print neatly.

Unit Type: Pack

Registration Type: Tiger (1st grade), Cubs (2nd & 3rd), Webelos (4th- 5th)

Unit Type: Pack

Unit Number: _____

Scout Information

Parent Information (please include email)

Signature

Please print neatly.

CUB SCOUTS

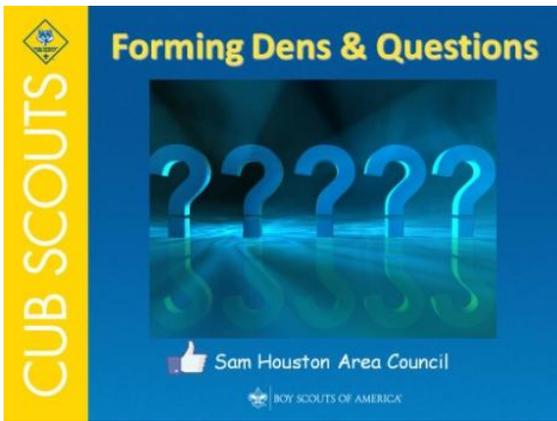
Join Tonight



www.facebook.com/SHAC.BSA

BOY SCOUTS OF AMERICA

Join Scouting tonight and you will receive a free



Help form dens if more than 10 kids in a rank.

Answer questions.



Thank you for coming, and we will see you at our next pack meeting on: _____

Put up this slide as people are leaving.

Time Allotment: 35 minutes at most!

The Power Point can be downloaded at: www.shac.org/pack-recruitment-resources

Important: Please edit the underlined words in each slide of the PowerPoint and the in the script.