

Recruiting New Cubs

A Guide for Packs



From August through October nearly 1,000 new families will join Scouting. Your part in this effort is essential to the health and future of your Scouting program in our local communities.

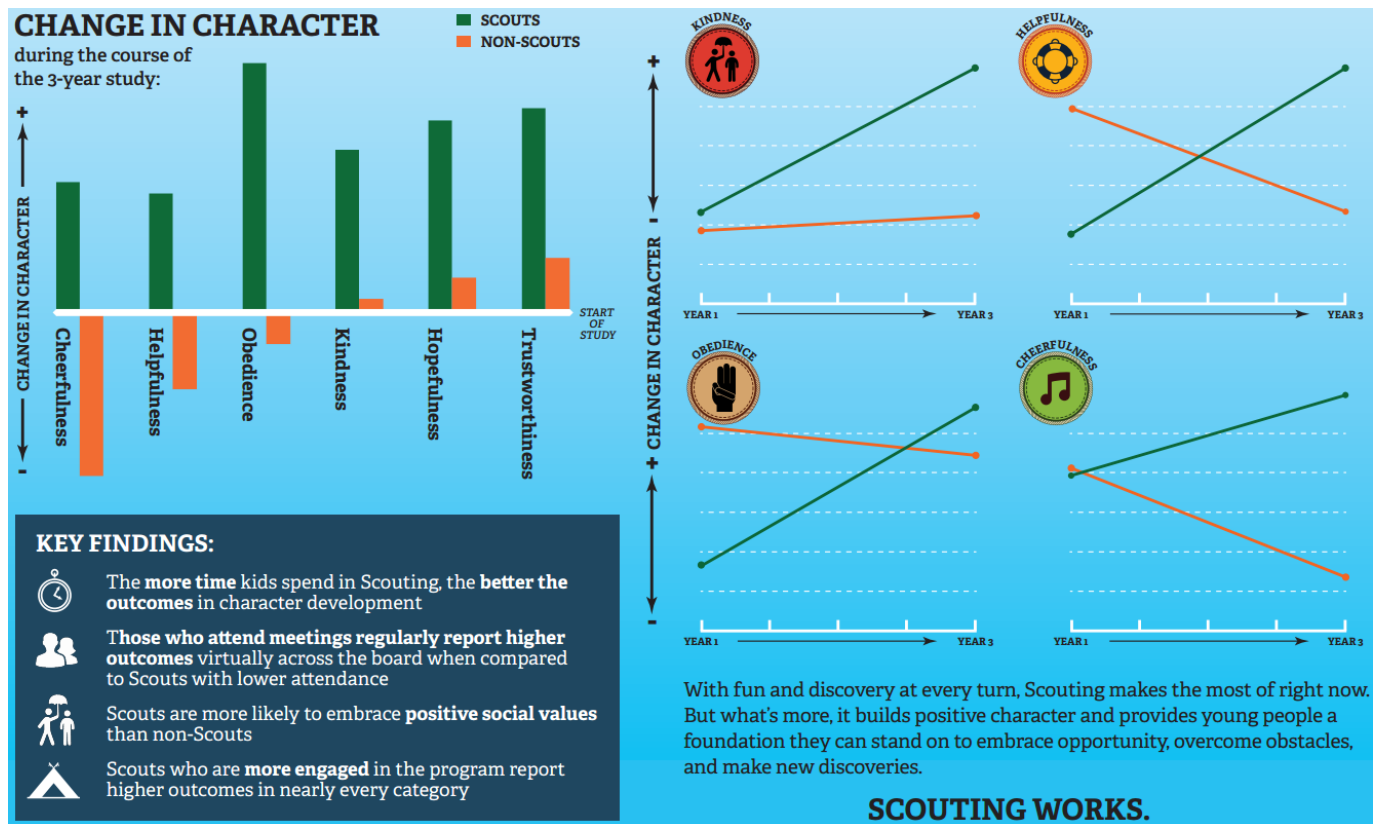
This guide is designed to help you prepare for a well-organized and engaging fall recruitment.

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The Importance of Recruitment – “Healthy Things Grow”

First, we need to remember that our mission as an organization is important. *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 and Law.* This mission is accomplished through the delivery of the scouting program by dedicated volunteers who understand the impact scouting can have on a youth, a family, and a community. Check out this study conducted by Tuft’s University:



You can read more on this study at <http://scoutingwire.org/resources-to-help-you-prove-the-value-of-scouting/>

Secondly, it is important to understand that any organization’s health is gauged on its’ ability to grow in several areas: number of members, program impact on its members, community awareness of the organization, and the satisfaction of the members themselves. “Healthy things grow.”

Finally, a crucial part of fall recruitment is not just the recruitment of new Cubs, it’s the recruitment of the entire family...including parents as leaders. Parents want to feel confident in the organization they plan to join. When parents see a well-organized pack with welcoming leaders and youth, as well as a calendar of fun activities, they are more likely to not only join, but also volunteer as leaders. Parents want to feel welcomed and cared for. This can easily be done by making sure every new family is personally welcomed by an existing member of your pack. It is also important to remember that parents also want to have fun...make scouting fun for them too.

Your Pack Recruitment Team

Having two to three parents dedicated to your recruitment efforts will help your pack have a successful sign-up night. Pick two or three of your parents to accomplish the following items. Have them check each key “action item” as they get it completed.

ACTION ITEMS FOR SUCCESS:

- ☐ Attend Recruitment Orientation & Marketing plan training for Pack Recruitment Teams. (August)
 - Receive materials to assist with recruitment.
 - Develop and implement a customized “recruitment promotional plan” for your elementary school/neighborhood/church/Social Networks.
- ☐ Set a New Scout Recruitment Goal for your Pack that matches your Journey to Excellence plan.
- ☐ Ask your Cub Scout parents and boys to “Get the word out.” – communicate your Pack’s School Night Sign-Up to friends and parents with whom you come in contact.
- ☐ Social Networking – Get your parents to use their social networking sites (Facebook, Twitter, etc.), to inform their friends about your Sign-Up Night. (Have them give a personal testimony of how Scouting has benefitted their family.)
- ☐ Make sure you put up posters of Scouts in action; in your school, church and other places that will attract parents and provide them with info on when they can sign up. A poster board with pictures of your scout families having fun is very effective.
- ☐ Develop an incentive for Peer-to-Peer recruiting (offer the boys an incentive for getting a friend to join).
- ☐ Have an impressive presence at Meet the Teacher & Open House. (Tents, Flag ceremony, Cub Scout greeters, interactive booth, etc.)
- ☐ The day before and the day of your School Night, see if the school will allow Cub Scouts in uniform to welcome parents and students in the drop off line.
- ☐ Make sure all your Cub Scouts proudly wear their uniforms to classes the day of your School Night.
- ☐ Make sure Leaders & Cub Scouts are at your School Night ready to welcome new families in Class A.

As your pack is conducting the above action items, there will be council-wide efforts as well:

- ✓ The District Executive will arrange the School Night date with the elementary school.
- ✓ The Council support staff will produce a flyer to be distributed to each boy during classroom presentations.
- ✓ A District *School Night* presenter will be assigned to assist with each school.
- ✓ Council will produce marketing materials for the Packs.
- ✓ Several print media outlets will distribute articles about the benefits of Scouting.
- ✓ Local television stations will highlight scouting.
- ✓ Council will use Facebook, Twitter and other outlets to encourage families to join scouting.



Checklist for a Great Sign-up Night

First impressions are important. Do not underestimate the impact that a well-organized and welcoming sign-up night can have on a new family. The following checklist will help ensure families not only join, but also get engaged!!! As a reminder, this year we will continue to collect the prorated membership fee, covering the remainder of 2016. The presenter will explain the fee and mention that during recharter the parents will be asked to pay \$24 if they wish to continue their scouting experience. Packs have the first few meetings to convince the new families that scouting is worth the \$24 renewal fee.

- ☐ Arrive at the sign-up location at least 45 minutes before start time.
- ☐ Make sure you have 2 parents or leaders that can do an outside activity with the new scouts. Make it fun, this will be their first scout activity.
- ☐ Have Cub Scouts welcome families as they arrive. Be sure that the boys make eye contact, smile and give a firm handshake.
- ☐ Have a pack calendar ready to hand out as parents arrive (sample will be distributed by Council). Make sure you list a point-of-contact on the calendar and include the date, time and location of the "Parent Orientation" as well as frequently asked questions (FAQs) that are common to your pack.
- ☐ Make sure every family that comes in fills out the New Member Roster. This is a great tool to use for follow-up with the new families.
- ☐ Have your leaders actively approaching and engaging the new parents. Make them feel welcomed. A personal greeting can make an enormous impact on a family.
- ☐ Coordinate an opening flag ceremony. Make sure the youth lead this part.
- ☐ Have a Cub Scout or Boy Scout welcome the parents; something 'short n sweet', which allows the new parents to see the impressive young men scouting helps produce.
- ☐ An assigned "School Night Presenter" will conduct an overview of the scouting program. This person will be a district-level volunteer trained to conduct the presentation.
- ☐ Have a uniformed leader, the Cubmaster may be good, give a 3-minute pack promo. Make it fun and informative.
- ☐ Have 2 – 3 leaders set up an area to receive applications and registrations fees at the end of the meeting.
- ☐ Make sure every family has an email and phone number of someone they can call with any questions.
- ☐ After the majority of the new families have filled out the application and paid the membership fee, be prepared to meet with any parents that might want to help out with the pack. Provide them with the Training info sheet from the School Night Crate.
- ☐ Once everyone has left, meet with your School Night Presenter to discuss what went well and what can be improved. Get your copy of the new youth and adult applications. Get a copy of the Sign-in Sheet.
- ☐ Call... call... call... Do not assume that families will show up to the first meeting because they wrote the information down during the sign-up night. They will need a reminder call. Have a team ready to divide up the new families and call each of them within 2 -3 days to welcome them again and remind them about the next meeting.

Pack Leadership

Taking a pack “inventory” of your current leadership is helpful to do prior to your parent orientation. It will allow you to see key roles that need to be filled. You should be able to fill some, if not all at your parent orientation.

Pack Committee

Chairman _____

Treasurer/Secretary _____

Advancement _____

Popcorn Sales _____

Family Campout _____

Scouting for Food _____

Pinewood Derby _____

Camp Cards _____

Blue & Gold Banquet _____

FOS _____

Pack Trainer _____

New Family Welcome Leader _____

Pack Leadership

Cubmaster _____

Assistant Cubmaster _____

1st Grade Leader _____

1st Grade Asst. Leader _____

2nd Grade Leader _____

2nd Grade Asst. Leader _____

3rd Grade Leader _____

3rd Grade Asst. Leader _____

4th Grade Leader _____

4th Grade Asst. Leader _____

5th Grade Leader _____

5th Grade Asst. Leader _____

Additional positions in your Pack:

Position Title: _____

Name of parent _____

Position Title: _____

Name of parent _____

Position Title: _____

Name of parent _____

Position Title: _____

Name of parent _____

Checklist for an Engaging and Effective Parent Orientation

Congratulations on conducting a successful Sign-up Night....Now the fun starts. A week after the sign-up night your pack should hold a Parent Orientation. Here is a list of suggestions that will help you plan and execute an effective Parent Orientation:

- ☐ Make sure each new family gets a personal phone call inviting them to the orientation. Have some parents that do not fill an active adult leader role handle this for your pack.
- ☐ Have an activity for the boys and siblings to do so you have time to talk to the parents. A local Boy Scout Troop may be able to help with this. If not, make sure you have a least two adults supervising the activity. Have some light refreshments for the adults.
- ☐ Have your adult leaders introduce themselves and share why they are in scouting.
- ☐ Give the new parents a time to introduce themselves and share what they hope to get from the scouting program. This is important...it will give the pack ideas on how to better engage the parents and meet their needs as a family.
- ☐ Help parents understand the importance of “active involvement”. Encourage them to participate in as many pack events as possible. Review your Pack calendar with them.
- ☐ Share your Pack’s policy for dues and t-shirts. Remind parents that fundraisers help pay for the cost of scouting.
- ☐ Share your Pack’s plan for recharter. Families joined at a prorated fee covering the remaining months left in 2016; their initial experience in your pack will determine if they see the value in the \$24 recharter fee.
- ☐ Make sure you give time for parents to ask questions about the events your pack participates in.
- ☐ Share with your new parents the leadership opportunities your pack has. This may take some one-on-one time with parents in order to get them committed to fill a needed role in your pack.
- ☐ Encourage your newly recruited leaders to attend one of your district’s scheduled trainings as a group. This will make it more fun and help create a “team” feeling for the new leaders.
- ☐ Find out the best way to communicate with your parents (phone, text, email, Facebook, etc.).
- ☐ Before you let them leave the orientation give them another chance to ask questions and make sure they know the date, time and location for the next month’s pack meetings.
- ☐ Let the new leaders know about Roundtable and the information and training they will get each time they attend.

Who can I call for help?

District	Executive	cell phone	email