

# Cub Scout Recruitment 2011



## **Introduction**

Thank you for helping your Cub Scout Pack thrive by helping coordinate a Recruitment Drive. This guide, along with District and Council training sessions, and the help of your BSA professional (District Director or Executive) and District Membership chair, will give you the tools to conduct a successful Cub Scout Recruitment Drive for your Pack.

Your role with recruitment will have one of the biggest impacts on the long-term success of the Cub Scout Pack, as recruitments bring new families and with new boys and new potential leaders who can help your Pack continue to thrive and deliver the values of Cub Scouting to the boys in your community!

## **Why is Recruiting Important?**

As Scout Leaders, we have an obligation to provide the Scouting program to as many boys as possible. At one time or another we have all seen the positive influence Scouting has had on a boy, and/or a community. Recruiting new boys into Cub Scouts, whether as Tigers, Wolves, Bears or Webelos, is also fundamental to maintaining a healthy and thriving Cub Scout unit. The most successful Cub Scout Packs are often the ones that place a premium on successfully recruiting new boys, and leaders, every year. Always remember that a successful recruitment means not just bringing new boys into the program, but new leaders as well. New leaders in a unit mean greater shared responsibility, and less work for all the current leaders in the Pack. One of the most important ways in which a Cub Scout Pack benefits from the recruitment process is through the recruitment of not just boys, but families.

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## **Overview**

### **Prepare for New Families**

Packs with an excellent track record of membership development have one thing in common – they are prepared to receive boys into their program. To ensure your Pack is prepared, ensure the following:

- Ensure you have strong trained recruitment leadership
- Pack program calendar is prepared for 2011-2012 program year
- Know the costs for your Pack per youth by creating a budget
- Involve parents and create a welcoming environment where families can learn about Scouting
- Host a Parent Orientation meeting within two weeks of your recruitment night (see a sample Parent Orientation Agenda attached)
- Hold the first Pack meeting within one week of the Recruitment Night.

<b>Before the School Night</b>	<b>Night at the School</b>	<b>Following the School Night</b>
<ul style="list-style-type: none"> <li>• Promote your Pack in the community (view Promotion)</li> <li>• Place up yard signs</li> <li>• Create pack budget</li> <li>• Create pack calendar</li> <li>• Ensure additional parents and pack leadership attend the school night</li> <li>• Make sure your pack treasurer is at the School Night</li> </ul>	<ul style="list-style-type: none"> <li>• Collect an application from every youth who attend.</li> <li>• Collect National registration fees.</li> <li>• Follow school night script</li> <li>• Have a leader play a game with the interested youth while the parents are briefly filling out applications</li> <li>• Distribute Parent Orientation Guides (provided)</li> </ul>	<ul style="list-style-type: none"> <li>• Send an e-mail or call each family (within 2 days)</li> <li>• Set up date for parent orientation</li> <li>• Identify new Den leaders and Pack leaders</li> <li>• Create a culture of adult and family involvement early in their Scouting experience</li> </ul>

## **Methods of Recruitment**

We propose that each Pack host a traditional sign up night at their school. Families are familiar with bringing their kids to the school, and know where to go. Also, you do not want to risk families not coming to a sign up night held at your chartering organization simply because they do not belong to that organization.

The sign up night will be no more than an hour of fun activities for the youth and information session for parents. This event will give you the chance to discuss what Cub Scout is to each parent and have the youth separated doing some sort of Pack activity. This type of event brings structure to your recruitment and will allow for your Pack to have a more successful recruitment.

The third step would then be hosting your first meeting with the parents' introduction. By this time, hopefully more families have agreed to join since they've attended your sign up night, and have second time to sign up at the family fun day. This new plan can be in addition to anything that is currently planned for your Pack.

## **Scheduling a Joining Meeting**

- Schedule a meeting with the school principal to discuss your Cub Scout Pack and ways in which you can be involved in the school (service projects, flag ceremonies, etc.) and explain the importance of keeping the Pack strong with new families. Ask to schedule a night for sign-ups (the "Join Meeting") at the school.
- Select a date, or series of dates, early in the Fall, shortly after school starts (so families don't commit to other activities before considering Scouts) and in the Spring, especially to recruit Kindergarten boys to join as Tigers for summer activities
- Tuesday, Wednesday and Thursday evenings typically work best. (People forget after a weekend on Mondays and people often have commitments on Fridays)
- Avoid scheduling on the night of a Pack meeting. This is over-whelming and confusing to new families who have a lot of questions. If possible, schedule a week prior to a Pack meeting so new families can go to the first Pack meeting as their first official Cub Scout activity (and you will leave an opportunity for others to join who may have missed the joining meeting). *If you must schedule on a Pack meeting night, schedule the joining meeting for 1 hour prior to the Pack meeting.*
- Plan to order promotional material about 3 weeks before the scheduled joining meeting. This gives time for materials to be printed and distributed to give families plenty of notice.
- Plan around existing school/community events that can be promotional opportunities

# **INFORMATION DUE by JULY 21, 2011**

Pack –

Sign up/ recruitment sign up date –

Time –

Location –

Contact –

Please submit this to Aaron Javener at [aaron.javener@shac.org](mailto:aaron.javener@shac.org) or 713-598-2410

NO LATER THAN JULY 21, 2011.

Thanks!

## **Promotion**

After your Joining meeting is scheduled:


- Order promotional materials from your District Director or District Executive.
  - Flyers – have each youth hand these out to their friends 1 and 2 weeks before your joining night
  - Stickers/Business cards- hand out to the boys the day of
  - Yard Signs- Advertise in all grassy areas around the school the day before and day of your joining night
- The council will be sending out post cards for families throughout Tall Timbers. These post cards will be divided by zip code and which Pack they're closest to. These post cards will ask them to join you at your sign up/rally night.

### **My Best Friend is a Scout**

The peer-to-peer approach is the ideal method of invitation to Cub Scouting. When our Cub Scouts are being provided with a quality program, they become our best ambassadors of the program! Make all your Scouting events an opportunity for boys to bring a friend to join in the fun.

Have your scouts give out small flyers or business cards to their friends. Encourage them to do so by having a Pack contest. The boy that has the most friends come to your sign up night will win some prize that your Pack could give, i.e. a rocket. This promotes each family to ask and invite others to your event. It also allows you to recruit and flyer inside of CISD.

Below is an example of a small invite. The Council can print these for you if given adequate time and all the information you'd like printed. The Council can also print a pre-designed flyer and as many as requested. For the request, please contact the membership team or your District Director or District Executive.

<p><b>You're invited!</b></p> <p>_____ invites you and your parents to join him and other Cub Scouts and parents at the sign up night for Pack ____.</p> <p>On _____</p> <p>At _____</p> <p>From _____ to _____</p> <p>Come join the Cub Scouting fun with your friends! For more information, call me at _____.</p>	 <p>Pack #####</p>
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## Other Promotion Ideas

- Make lists or cards with the first names and phone numbers of boys in the area. (Gather this information from your school's directory. CISD has said that each school has these and are usually sold or provided by the PTA) Have pack leaders call the night before the rally to ask parents if they got the invitations and remind them of the meeting.
- Place yard signs in strategically good locations: at high traffic areas, bus stops, and lawns of current members.
- Post flyers and posters on bulletin boards throughout your area in key locations (schools, religious institutions, community recreation centers, day care centers, grocery stores, malls, public libraries, pediatrician centers, etc.).
- Half-sheet bulletin inserts are great tools for delivering recruiting information through chartered organization mailings, church bulletins, community recreation centers, and as sporting event announcements.
- Articles/promotions in local newspapers are great ways to communicate your invitation to join.
- Ask schools to put information on their marquee and to make announcements' on the day of the rally.
- Promote the rally night with all chartered organizations in your community (religious institutions, schools, service clubs, youth organizations, etc.).
- Set up a sample campsite outside in view of a high-traffic area for Scouts and parents to show them that Cub Scouts go camping. (Good locations include malls, superstores, schools, religious institutions, child-development/day care centers, parks and recreation centers, and community centers.
- Set up a pinewood derby track at a high-traffic area for boys and parents (see list above for suggested sites).
- Set up booths at school open houses, meet the teach night, fall festivals, etc. These events should not function as your Pack joining event. They should serve as a mean to promote the joining meeting or serve as a follow up to the joining meeting.
- Have the boys wear their uniform to school when they are passing out the "invitation" cards.
- Conduct verbal promotion visits to churches, day cares, libraries, community centers. If you have a relationship with your principal, ask if you (or the DD/DE) can come in and hold a brief visit to the boys in the school. Below is how a successful visit or "boy talk" should be held. These serve as great ways to get boys excited to join Scouting. They should be conducted two days before your joining night. You will leave behind flyers with each boy mentioning the date/time of the joining night.

## **Verbal Promotion - Classroom Visits ("Boy Talk")**

*(Because CISD does not allow adults to promote to children, this could be altered to be done at church schools, private schools, Sunday school, day cares, libraries, or any other gathering of kids. Where ever this is done, the same concepts are used to promote your sign up night.)*

In order to have a good turnout of boys and parents on Cub Scout Joining meeting, it is necessary to generate a good deal of excitement among the boys regarding the Scouting program. The best method of generating this excitement is through the use of brief classroom visits at the school, commonly known as a "boy talk."

This is when a representative from the Scouting organization (a Cubmaster from the local Cub Pack, the Unit Recruitment Coordinator, a District Recruitment Chairman, a District Executive, or other volunteer) visits each classroom at the school for approximately 2-3 minutes and fires up the boys about the Cub Scout program. To be effective, a boy talk must occur within a day or two of the Joining meeting. Otherwise, the excitement level in the boys will subside and they will largely forget about the upcoming meeting.

In a time when Scouting competes with many other extracurricular activities for the boys' time, it is extremely important that the boys' interest level is peaked right before the meeting so that they will express this interest to their parents and encourage them to attend the meeting. As parents we want our sons to participate in activities that interest them, and we also have a hard time saying no to activities that our sons are highly motivated to participate in. The boy talk has been shown to be the best overall technique for generating excitement, motivation and interest about participation in the Cub Scout program.

### **Doing a Classroom Boy Talk**

- Schedule the talk to occur on the day of, or the day before, the Recruitment night presentation. This will require coordination with the school. Plan to schedule this at the same time you schedule the joining meeting.
- While in each classroom, introduce Scouting. Take about two minutes to tell the boys about the Cub Scout program. Your goal is to generate excitement among the boys, so that the one thing they remember about their school day was the presentation about Cub Scouting. If this is what they remember when their parents ask them: What did you do at school today? Then you have done a good job on the walk-through.
- Be enthusiastic in your presentation!
- Use good props, such as pinewood derby cars, rain gutter regatta boats, wood projects, etc.
- Emphasize the big four - (camping, fishing, BB gun shooting, and archery)
- Emphasize the FUN of Scouting; but don't be too specific about all activities; questions can be answered at the joining meeting.

- Be funny and memorable
- Hand a sticker and flyer to each boy during your presentation with the date, time & location of the joining meeting
- Have the boys repeat back to you when & where they go to sign up.

### **Verbal Promotion - other methods**

Some schools will not allow interruptions of classroom time. In these in-stances, ask for permission to #1 a lunchtime presentation, #2 an assembly presentation.

### **Lunchtime Presentation**

Lunchtime presentations can be effective as long as they are conducted in an assembly presentation format (i.e., you get to talk to all of the boys while they are sitting and eating, before they have gone to play on the play-ground). Often, several presentations will need to be done depending on the school's lunch schedule. Ask the principal to introduce you – this has a way of getting the boys attention. After making a general announcement, it is also effective to go table to table with a quick (10 second) plug about the fun of Scouting while handing the boys a sticker and inviting them to the meeting.

Keep in mind that just setting up a table in the lunch area, and waiting for the boys to come to you, is not a very effective strategy. However, if a presentation cannot be made and this is the only option available, then ways to draw the boys to your table must be employed. Several proven methods for attracting the boys include bringing a pinewood derby track for the boys to use, bringing Scout-O-Rama style games for the boys to play - such as stomp rockets, and dressing up in a costume. Don't forget to give the boys stickers, and send home another set of flyers.

### **Assembly Presentation**

An assembly presentation means that you get to talk to the boys at a school assembly of some type. This type of presentation can be just as effective as a walk-through, especially if the assembly occurs at the end of the school day instead of the beginning (so it is fresher in the boys' minds). The presentation given is similar to the walk-through presentation, except that you only have to make the presentation once, instead of in every classroom. In an assembly presentation you may have more than 2-3 minutes to make a presentation. If you have the time, fun games and songs can be incorporated into the presentation. Don't forget to give the boys stickers, and send home another set of flyers.

Extra volunteers are helpful to ensure that every boy gets a sticker/flyer

If possible, try to present at an assembly for each grade level and tailor the presentation to address the various age groups.

### **Before/After School or Flag Assembly promotion**

Don't miss opportunities to hand out materials while parents gather to drop off, pick up or attend Flag ceremonies or morning assemblies with their kids.

## **Preparing for the Sign Up Night**

Joining Meeting Checklist:

Please use the following checklist to help you prepare for the sign up night presentation.  
(Arrive 30 minutes early)

- Before you leave home:
  - Prepare your pre-opening game
  - Prepare your presentation
  - Put on your uniform
  - Take some change for registration fees
  - Take tape
- When you arrive at the school
  - Empty your kit and arrange materials
  - Check with your other leaders and assign responsibilities
  - Set up presentation and materials
  - Set out pre-opening game
  - Pack/Den representatives put up any displays
  - Have someone positioned at the door to distribute parent guides, applications, welcome kits as you greet each person
  - Make sure everyone stays in the assigned room
  - Have boys and parents sit together by grade levels.
  - Have everyone begin to fill out applications
  - Begin on time
  - Opening ceremonies (prepared by Pack)
  - Begin presentation

## **Typical Joining Night Agenda**

- Flag Ceremony: Start the meeting with a Flag Ceremony. Ask one of the new boys to help. After the flag ceremony do a silly cheer to thank the boy for helping. (2-3 minutes)
- Introductions: Make sure to introduce yourself and any other adult volunteers that may be helping. (2-3 minutes)
- Have some fun with the Boys: Do a silly skit, or sing a silly song with the new boys and their parents. Remember to highlight the fun of Scouting. (5 minutes)
- Presentation of Cub Scouting: Make a professional presentation that explains what Cub Scouting is and how it works. Emphasize the importance of volunteering. Illustrate the advantages of the Scouting program, and the fun that the boys and their parents will have. (10 minutes)
- Hand out a Pack calendar or newsletter so families can see the activities.
- Form Dens: After the "Presentation of Cub Scouting" is concluded, have the new boys go to another area of the room and work on an activity, or play games with the adult volunteers that have been assigned this task. This is a critically important task, as it allows the parents of the boys to organize into Dens without too many distractions. After the boys have been separated from their parents, encourage the parents at each age appropriate table to organize into Dens. Give them the following instructions (20-30 minutes):
  - Fill out their son's youth application Pick a Den Leader and Assistant Den Leader for their new Den. Make sure that all adults fill out an Adult Leader application. Be sure to provide the new leader and assistant leader with information on training and Roundtable.
  - Agree on a meeting date and time for their first meeting
- Collecting Applications and Fees: Make sure that all of the applications and fees are turned in, along with the "Den Organization Sheets." This will allow the Membership Chairman of the Pack to easily incorporate the new boys and Dens into the existing Pack structure. Make sure that the new Scouts and new leaders applications and fees are turned into the appropriate District or Council representative in a timely fashion

**Remember to have an  
application turned in  
from every boy in  
attendance.**

(Use this application to contact them later to see if they're still interested, etc.)

## Follow Up and Application Turn In

### **New Leader Meeting**

After the joining night is over, you can be sure that the new Den leaders and other adult volunteers will be asking the following question of themselves: Just what have I gotten myself into? It is extremely important that an answer to this question is provided as soon as possible. Just knowing about the role for which they have just volunteered, and what is expected of them, will increase their comfort level with their new position. The following three questions must be adequately explained to the new leaders as soon as possible:

What is their role?

How do they do their role?

Who and where can they go for support?

To begin the process of answering these questions, a new leader meeting should be scheduled to take place about a week after the Joining night. All of the new leaders and any other interested adults should be invited. At this meeting the new leaders can view the "Fast Start" video for their position, and get guidance and support from existing unit leaders. Reference materials should also be made available for the new leaders. Current Den leaders or Den Leader Coaches in attendance can give guidance on how to organize and run a new Den. For new leaders, just knowing that these resources (both material and personal) exist, will make them feel much better about having volunteered.

### **Training**

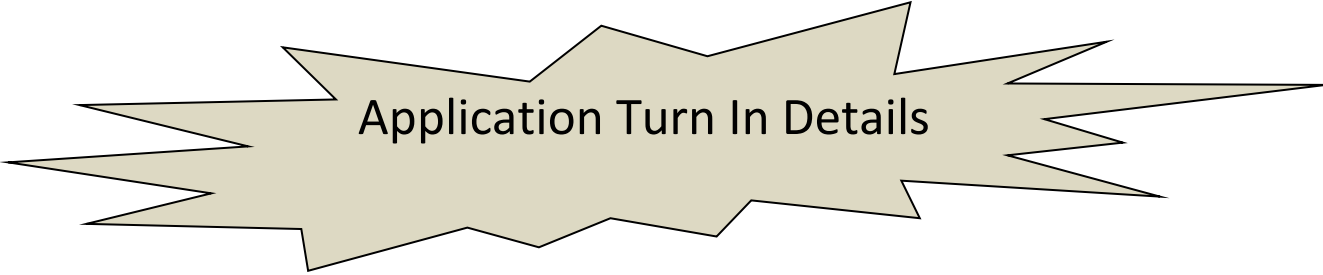
The next step in turning these new volunteers into good leaders is to encourage them to attend both training and Roundtable. Make sure that they have information about upcoming training dates, accessing online training at [www.myscouting.org](http://www.myscouting.org) and those they know when your District Roundtable meets. See the Tall Timber's district website at [talltimbersdistrict.org](http://talltimbersdistrict.org).

### **Attending a New Den's First Meeting**

One key to creating a successful new den is to have a Pack representative (Cubmaster, Den Leader, or other knowledgeable volunteer) attend their first den meeting. This will greatly increase the comfort level of the new Den Leaders by showing them that the Pack is there to support and guide them.

### **Turning in Applications and Fees**

One final point to be made regarding the follow up to a Joining meeting - make sure that the new Scouts and leaders are properly registered as soon as possible.



## Application Turn In Details

Shankz Mini Golf is our recruitment sponsor. We will be meeting at Shankz throughout September to allow your Pack to turn in applications of new Scouts. Please bring completed applications and YPT certificates to our team during this time.

Dates: September 1, 15, 22, 29 from 6-8pm

Shankz is located at:

3091 College Park Plaza  
The Woodlands, TX 77384

Applications can also be turned in at Roundtable.

When your applications are turned in, you'll receive the incentive items for each of your new Cub Scouts.

## **Working with Conroe ISD**

Conroe ISD has established rules for non-school sponsored activities to promote to their schools. Below is ways to work with CISD and make your Pack recruitment successful.

Peer-to-peer recruitment is your KEY to success. Promote your Pack to your youth's friends. Youth want to be with their friends, and by asking them to a sign up night, you can have them join.

Flyer distribution has been eliminated in the form of a piece of paper going to each school child. However, there is now a link on conroeisd.net under the "Community" tab.

In order to get a flyer posted to the site, please follow CISD's guidelines:

- Flyers may be posted for a maximum of six months.
- Flyers may NOT contain live web addresses.
- Approved flyers must be re-submitted to be considered for additional posting cycles.
- Flyers must adhere to District Policy
- Begin the process by completing the Flyer Distribution Approval Form
- An email message will be sent with information related to submitting the flyer for approval.
- Flyers must be one page in length, letter size (8 ½ x 11") and in pdf format.
- **Submit requests at least three weeks prior to the start date for posting.**
- Flyers are posted in the order in which they are received.
- Requests must be submitted online.
- This service is for non-school related organizations to post notices regarding special events, programs, and activities for school-aged children.

"The District's Office of Communications is responsible for processing all flyer posting requests. The process begins by completing the Request for Flyer Distribution Approval Form which must be done online from the Conroe ISD homepage. A copy of the material to be posted must be submitted as a pdf file during the approval process.

All flyers must be submitted for approval according to the [Flyer Approval Guidelines](#). Flyers must comply with all District Policies. Flyers are limited to one page and must be 8 1/2 x 11" in size. An email response will be sent when the flyer has been approved.

The District reserves the right to reject or remove any flyer from its website at any time. Complaints regarding removal or rejection can be made in accordance with [Board Policy GF.](#)"

**Packs may host rally/sign up nights on school property for a fee. To set these events up, please speak with the school administration to set up a time and date for your event. The cost associated with this event will have to be paid by each Pack, with assistance from the Council on an approval basis.**

### **Costs:**

For the cafeteria, gym, or auditorium:

\$55/ hour with a two hour minimum for the space  
\$37/hour with a two hour minimum for staff supervisor

## **Be A Scout**

New families can search for Pack near their address on beascout.org.

We need each Pack to update their meeting and contact information. This allows families to contact YOU directly about joining your Pack. Let's make it easy to find your Pack!

What parents see:



What YOU need to do to update your unit's info:

## **Make it EASY for New Scouting Families to Find You!**

### **Put Your Unit on the Map!**

BeAScout.org is the application that puts your Pack, Troop or Crew on the map! Potential Scouts and volunteers can go to BeAScout.org find Scouting in their neighborhood. If your unit's pin is up to date they'll find you!

- **Raise Your Pack, Troop or Crew's Profile in the Community**
- **Recruit More Youth and Volunteers and Help Grow Scouting**
- **Customize your Google 'pin' with contact information, photo, special message and even your unit Web site.**

*Our council's goal is to have all our unit pins updated by August 1 – in time for Scout Nights. Don't wait. Follow these simple steps and update your pin today!*

***Cubmasters, Scoutmasters, pack and troop committee chairs:***

- ***Sign in to MyScouting***
- ***On the MyScouting homepage, click "BeAScout" in the Unit Tools section of the left menu***
- ***Click "Unit Pin Management" at the top of the BeAScout Homepage***
- ***Update your unit info!***

## OUR PACK RECRUITING ACTION PLAN

Our Fall Join Meeting is on: \_\_\_\_\_  
 at: \_\_\_\_\_

### Recruiting Schedule:

Action Item	Date	Person Responsible
Schedule Join Meeting		
Contact DD/DE w/ date and order flyers	<b>July 21, 2011</b>	
Contact CISD for online flyer <i>3 weeks before event</i>		
Distribute flyers		
Schedule Boy Talk (if applicable)		
Peer- to Peer begins <i>One week prior and week of</i>		
Boy Talk (if applicable) <i>One to two days before event</i>		
Put up yard signs around school <i>One to two days before event</i>		
Confirm use of facilities <i>One week before event</i>		
Sign up night		
Turn in Applications <i>Dates for Shankz</i>		
Follow up with new parents <i>2 days after event</i>		
1 <sup>st</sup> meeting <i>Within 1 week of event</i>		

## **Contact Information**

If you have any questions, please contact:

Fall Membership Chair-  
Randy Woodcock  
[Randy.woodcock@gmail.com](mailto:Randy.woodcock@gmail.com)  
261-639-6397

District Director-  
Aaron Javener  
[Aaron.javener@shac.org](mailto:Aaron.javener@shac.org)  
713-598-2410

District Executive-  
Melissa Myers  
[Melissa.myers@shac.org](mailto:Melissa.myers@shac.org)  
713-598-6473



SAM HOUSTON AREA COUNCIL  
BOY SCOUTS OF AMERICA.