

Your Pack's Guide to a Successful



Fall Recruiting Campaign

Dear Cub Scout Leaders,

Thank you for providing a fun program for boys and girls that builds character, improves physical fitness, teaches practical skills, and develops a spirit of community service. Every boy and girl deserves the chance to experience Scouting and it all starts with giving each one the opportunity to join Cub Scouts.

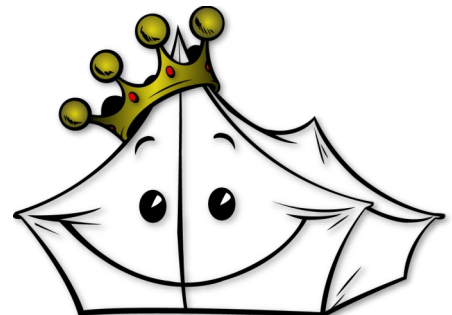
This guide provides the tools needed to develop and implement a successful plan to invite all boys and girls in your area to join your pack.

If you need assistance or have other questions about recruitment, please contact your unit serving executive. Additional tools and resources to help you with recruitment can be found at www.samoset.org/recruitment.

Thank you!

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Scout Me In - 4 Key Events

Scout Me In is the theme for this year’s Cub Scout recruiting campaign! This is an incredibly exciting time for Cub Scouts as our program continues to reach more youth across Samoset Council. Thank you for all you do to make Scouting happen for boys and girls in your community!

A successful *Scout Me In* campaign for each Cub Scout pack will include your packs full participation in four key events to launch the new year of Scouting.

1. School Open House
2. Pack Join Night
3. Parent Orientation Night
4. September Pack Meeting

Each of these events is vital to recruiting new families (Scouts and volunteers) to your pack and getting their Scouting journey off to a great start! This guide will outline important steps on how to make each of these events wildly successful!

As you prepare for your pack’s *Scout Me In* campaign and for a great start to the Cub Scout program year, please work closely with your unit serving executive. We are ready to help.

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Five Station Format for Join Night

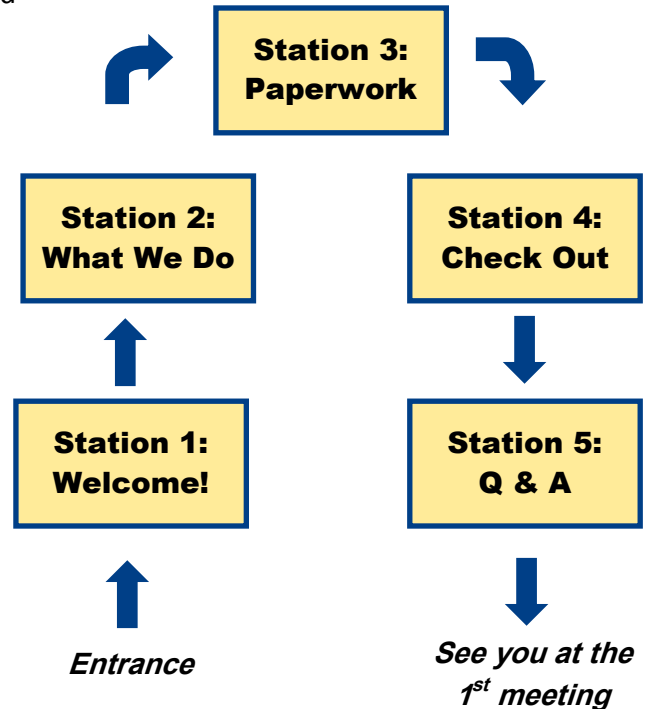
Five Station Format:

An open registration meeting that utilizes stations is designed to be:

- Faster for parents. Families should complete the process in 15-20 minutes
- Less stressful for pack leaders (no group presentation!)
- Informative and organized: important information is given in an efficient manner

An important aspect of this format is follow-up with new families. Contact new families within 24 hours of the sign-up night by phone and/or email to remind them about the upcoming new family orientation meeting, as well as den and pack meetings.

Each station has a dedicated function, and depending upon anticipated turnout and available volunteers, packs may combine stations as needed. Make an effort to have as many den leaders and assistant den leaders on hand to give families a chance to get to know them.



Join Night Stations

- Items included in your *2018 Scout Me In Resource Kit*.
- Items each pack should supply.

Station 1: Welcome

Leaders at this station will...

- Greet each family and ask them to sign in.
- Direct parents to visit the other four stations to learn about the pack and to complete the sign-up process.
- Provide every family with the New Family Information Guide.

Materials...

- Station 1 Sign
- New Family Information Guide
- Join Night Attendance Roster
- Pens

Five Station Format (cont.)

Station 2: What We Do

Leaders at this station will...

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

Materials...

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

Station 3: Paperwork

Leaders at this station will...

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

Materials...

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

Station 4: Check Out

Leaders at this station will...

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

Materials...

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

Station 5: Q & A

Leaders at this station will...

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

Materials...

- Station 5 Sign

Seven Methods of Invitation

Research has shown, people need to be invited to do something an average of seven times before they are likely to take action. How does that apply to Cub Scout recruitment? It's important that children and their parents are invited to your pack at least seven times. Samoset Council offers a variety of prepared materials to assist in this effort, and the methods below have a proven record of yielding great results.

The Best Methods of Invitation:

- School Open House.** This method is so important it gets a page to itself (see page 3). The key to success is inviting new families to join that night and following up immediately to welcome them into the pack.
- Flyers.** Send an invitation home with every child at school to be sure parents are aware of your Cub Scout join night. If your schools do not allow flyers, e-flyers may be an option. Your unit serving executive will be contacting you to coordinate our effort to get flyers into your school.
- School Talks.** An **extremely effective** way to ask boy and girls to join Cub Scouts is by visiting their school and generating excitement in person. Your unit serving executive is available to help schedule and conduct school talks for your pack and will be contacting you to coordinate! School talk day is a great day to have your Scouts wear their uniform or a pack t-shirt to school.
- Posters at School.** Posters are provided in the *2018 Scout Me In Resource Kit*. Customize posters by filling in the date, time, and location of Cub Scout join night, as well as the name and phone number of a leader that parents can call if they have questions. Hang these posters in the school to attract families.
- Personal Invitations.** The best method of recruiting is parents of Cub Scouts making personal contact to their friends with Cub Scout-age children. Encourage families to invite their friends to join.

More methods of invitation...

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

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

Look for these promotion efforts from Samoset Council:

Social Media Ads

Press Releases

Billboards

and more...

