

Your Pack's Guide to a Successful Fall Recruiting Campaign



Race Into Scouting!

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.

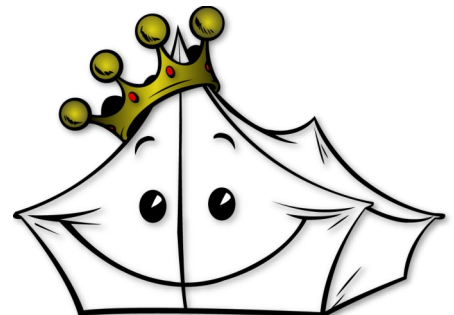
This guide provides the tools needed to develop and implement a successful plan to invite all boys and girls in your area to join your pack.

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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Race into Scouting - 4 Key Events

Race into Scouting! 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 *recruitment* 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 (where available)
2. Pack Join Night on September 23 (social media & bring a friend plans)
3. Parent Orientation Night (as part of first pack meeting)
4. First Pack Meeting after Join Night

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 *recruitment* 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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School Open House (where available)

Our school's Open House is on _____ at _____.
(date) (time)

Your school's Open House is a great opportunity to invite new families to join your pack. Most schools allow Cub Scout packs to set up a table to promote Cub Scouts. Don't miss this opportunity to showcase your pack. Follow these keys to success:

Before the School's Open House:

- Confirm pack participation with the school.
- Share the date and time with your unit serving executive.
- Gather all supplies needed for an attractive display. This can include: photo displays, sample projects, uniforms, handbooks, etc. Be sure to have an ample supply of handouts, including:
 - Pack program calendar
 - Leader roster with contact information
 - Invitation to join with URL for online registration
 - Fall Cub Camp flyer
 - Other important pack information



Create an eye-catching display with interactive features, and knowledgeable volunteers !

At the Open House:

- Secure the best location possible, a high-traffic area where you will be seen by parents and kids.
- Have sign-up sheets to gather contact information from interested families. Use the duplicate copy sign-in sheets provided by Samoset Council. Take a photo of the sign in sheet and send to your USE.
- Invite families to register online using www.Samoset.org/Join
- Provide families with vital pack information: contact information of key leaders, Join Night information, pack program calendar, etc.
- Have a fun toy or promotional item as a give-away to kids. This can help attract families to your display. Come up with something unique to your pack or ask your unit serving executive for some ideas. Coloring sheets and stickers are available.

Open House display kits with basic items can be checked out at the Samoset Council office .

After the School's Open House:

- Send an immediate follow-up (within 24 hours) to the families that expressed interest and/or joined at the Open House. Email or text are great ways to send a quick welcome message.
- Send a copy of your sign-in sheets to your unit serving executive. Samoset Council will send reminders to families prior to your Join Night. Keep a copy for pack records and additional follow-up with families.
- Send a thank you to the school principal for allowing the pack to have a presence at the Open House.

Cub Scout Join Night

Our pack's Join Night is on Sept. 23, 6:30 PM at _____.
(location)

Join Night is a one night joining event hosted by the pack. Keep it simple, they attend because they want to join. Don't "oversell" the Scouting program. For many families, the Join Night will be their first interaction with the Cub Scout pack. It is important to be well organized and informative. To make your pack's Join Night the best experience for new Cub Scout families, be sure to follow these keys to success:

Before the Join Night:

- Visit in person with your unit serving executive** to talk about the details of your pack's recruitment campaign. Your unit serving executive will have your pack's *2021 Race Into Scouting Resource Kit*, full of materials you will need for a great recruiting campaign. Attending one of the council Program Kickoff events in August is a great chance to do this!
- Secure a Location.** Your pack's join night should be held at your elementary school or other available location, a place new families are familiar with and where they will feel comfortable.
- Promote, Promote, Promote!** Active promotion, across multiple platforms is the key to a well-attended Cub Scout Join Night. Following the **Best Methods of Invitation Plan**, outlined on **page 6** is vital.

At the Join Night (see page 5 for a detailed Join Night plan) :

- Take Attendance.** Rosters are provided. This is vital for good follow-up with each new family.
- Share Information.** Every family should receive a pack calendar of events and contact information for pack leaders. In addition, there are several handouts included in your *2021 Race Into Scouting Resource Kit*, that should be provided to new families.
- Complete Paperwork & Collect Fees.** New families should complete the joining application and turn it in at the Join Night. Be sure parents sign the application. Registration fees should also be collected. Checks from families should be made out to the pack. Packs can also invite parents to register and pay with their smart phones while at the Join Night.

National BSA Membership Fees: \$72 per year or \$6.00 per month (pro-rated) plus, first time joiner fee of \$25

Scouts' Life Magazine: \$12 per year or \$1 per month (pro-rated)

After the Join Night:

- Submit Paperwork and Fees.** Place all new youth applications, a copy of the attendance roster and one check made out to Samoset Council, in your join night report envelope. Follow the instructions printed on the report envelope for how to submit everything to your unit serving executive.
- Follow-Up with New Families.** Within 24 hours of the join night reach out by phone or email to new families. Welcome them again to the pack and invite / remind them to attend the next pack function (parent orientation, pack meeting, den meeting, etc.)

Joining Event Agenda

Check-in table with applications, pack calendar, sign-in roster, pens and other items as the pack desires.

Ensure the room is set-up for social distancing and face coverings are used as either required by law or recommended.

- Brief overview of Cub Scouting (have a couple of leaders ready with a game to play with the youth in another room to not disrupt the joining activity)
- Overview of pack calendar and frequency of in-person or online meetings and events
- Help anyone complete the youth applications
- Don't recruit adult leaders, do this with a parent orientation meeting as part of the first pack meeting or an online orientation as needed.
- Collect registration fees and applications (too include any registration assistance forms)
- Ensure everyone has a pack calendar and knows when the first meeting is.
- Hold a brief Q and A period
- Dismiss the meeting as you collect the final registration information and fees
- Submit the applications and fees to the council office as soon as possible



The Best 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 *2021 Race into Scouting 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

Facebook Geofencing

and more...

Welcoming the Parents

It is vital that new parents and family members know how things work in your Pack. They need to meet Pack leaders, understand the calendar, how communication happens, and so much more. It's important to bring new parents together quickly after the Join Night to cover important information for families in the Pack. Be sure to follow these keys to a successful orientation meeting:

Welcoming Parents and Families:

- Good signage for the event
- Greeters at door
- Name tags for parents, participants, and leaders
- Sign-in sheets
- Information Packet
- Follow-up contact information
- Icebreaker activity
- Pictures of unit activities on a display board
- Cheerful room atmosphere and decorations
- Door prizes or giveaways
- Smile
- Have fun

It works great to have an activity for Scouts and children, led by experienced Pack parents. This will help you capture the full attention of the new parents.

What Parents Look for:

- **Safety First**—Parents want to make sure their child will be safe.
- **Calendar of Activities**—Share a program calendar with the parents so they know what to expect.
- **Build Behaviors for Success**—Scouting provides youth with skills that will enhance academic achievement, family relationships, community commitment, and leadership.
- **A Well-Organized Organization**—Life is hectic. Parents want programs that are well-structured and disciplined. Avoid events where youth are running around and not focused.

New Parent Orientation

Our pack's orientation is on _____, _____ at _____.
(date) (time) (location)

Questions to ask New Parents:

(Use these escalating questions to establish need and desire.)

- What do you want to get out of Scouting for your child?
- Why is _____ important to you?
- What difference do you think _____ will make for your child in the future?
- What is _____ worth to you today?

Sell to their need, NOT by pressure and guilt.

New Parent Orientation Agenda

- Flip chart answers "establishing need" questions.
- Review advancement program for their child.
- Using a poster, explain the organization of the volunteers who make the unit operate.
- Provide parents with position profiles and descriptions for volunteer position they can fill in the unit.
- Share resources and training that are available to assist volunteer.
- Provide opportunity for parents to volunteer.

Securing Adult Volunteer Commitment:

- Invite parents to be involved in Scouting. Determine where the parent can best serve in the Unit. Distribute a parent survey.
- Have new parent volunteers complete an adult application. Applications go to the Unit Committee Chair for reference checks and approval.
- Committee Chair secures the Chartered Organization approval on adult applications and turns them into Council.

Next Pack Meeting

Our Next Pack Meeting is on _____, _____ at _____.
(date) (time) (location)

The Next Pack meeting may be the first Scouting activity for new Cub Scouts. Make it fun for the Scouts and their families. Here are some hints to making your Pack Meetings a great experience for Cub Scouts and families.

Keys to having a great Pack Meeting: (may need to be held virtually or outside with social distancing)

- Welcome everyone. A greeter as families arrive is a great idea.
- Be active! Boys and girls don't want to sit for too long. Plan games or activities that get everyone moving around.
- Plan time to be silly! Everyone loves to laugh.
- Be timely. Parents are big fans of meetings that start and end on time. (60 to 90 minutes)
- Snacks are always a hit!
- Start with patriotic flag ceremony. New Scouts will love seeing how older Scouts do this.
- **Recognize new Bobcats! New Cub Scouts should have earned their Bobcat award by now. Receiving the recognition may be the most memorable part of the whole pack meeting.**
- Limit announcements to only those things that are vital: upcoming events, popcorn sale, etc.
- Involve dens. Each den should have an assignment for the pack meeting, Scouts want to have a role where they are contributing in a meaningful way.

