



2022 Cub Scout Pack Recruitment Guide

Includes our **Invite-A-Friend** Campaign



• To Serve More Youth with a Quality Program •

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A Case for Building Character

"Before we can put Scouting's values into youth, we have to put youth into Scouting." The mission of the Boy Scouts of America is to prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout Oath and law.

Thank you for your leadership and efforts in bringing the Scouting program to more youth and for making a significant difference in their lives.

Rebuilding Your Pack After the Pandemic!

We know there is still a great demand to join Scouting this year. Consider the following:

- Kids have been cooped up at home for over a year, with minimal extracurricular activities.
- Most kids have only been able to see their classmates online and these have by and large not been “real” social interactions.
- Parents are still looking for a high-quality program for their youth that supplements what they do in school. The Scouting program still offers higher-quality program than most youth activities!
- Most of our packs are now welcoming girls. If your pack hasn’t been accepting girls consider recruiting them this year. They bring great diversity and more opportunities to recruit pack leaders!
- There are many legacy families that join every year because Dad was in the program as a kid. Those families will still join this year and those are the families that become your leaders!

Purpose

The purpose of a Recruitment Night is to enroll Cub Scouts and Webelos Scouts in existing Cub Scout Packs, to enlist parent participation in the program, and to organize new units for youth who want to join.

Objectives

- To increase the number of youth served by the Boy Scouts of America.
- To showcase the Cub Scout program. Show that Cub Scouting is fun!
- To provide parents with information about their role in Cub Scouting, including advancement, Pack participation, and support.
- To recruit new leaders. Assist the Pack and chartered organization in the selection and enrollment of new adult leaders.

2022 Membership Calendar Key Dates		
Spring Dates	Fall Dates	
May 1	August 13	Schedule one Spring or two Fall Recruitment Nights and turn in Pack Recruitment Plan
May 1	August 13	Update BeAScout.org pin
2 weeks before event	1st Day of School	Recruitment Night promotion begins (Invite-A-Friend cards, yard signs, fliers, B2S nights, uniform days, etc.)
By May 31	By 2nd week of school	Host your pack Recruitment Night
-	By October 31	Host your second pack Fall Recruitment Night
After Recruitment Night	After Recruitment Night	Recruitment applications due—we strongly recommend the use of online applications!
May 31	By November 9	Turn in an updated pack roster to your district executive or district commissioner

The Basics

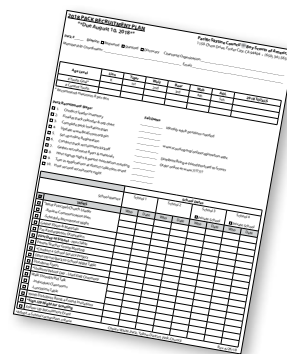
- We strongly recommend using **Invite-A-Friend** cards. These cards help your Cub Scouts invite friends to your pack. Full details are in STEP THREE: the Pack Invitation Plan.
- We recommend offering both the in-person and drive-thru options.
- Host your first Fall Recruitment Night preferably within the first 2 weeks of school and no later than 4 weeks.
- Host Spring Recruitment Night in April or May.
- Never hold the first fall recruitment in combination with a pack meeting or school sponsored back to school program/open house.
- All adult leaders must be approved by the chartered organization.
- Essential Pack leaders (cubmaster, committee chairperson, den leadership, and charter Representative) should be in place before the recruitment night is held.
- Organize new dens with 6-8 Scouts, to allow room for future growth. Grow existing dens.
- Encourage new youth to bring friends.
- Training is vital for new leaders. Direct all new leaders to my.scouting.org or in-person training.
- Utilize geofencing and other social media. For very little cash, your pack can easily communicate with families in the neighborhood.

Pack Recruitment Plan

A successful recruitment begins with a well thought out plan. The Pack Recruitment Plan helps a unit set goals, create an easy-to-follow timeline, and outlines steps to strengthen relationships with schools and charter partners. A few minutes spent on this worksheet will pay dividends in serving more youth this year.

Instructions

1. Conduct a Membership Inventory.
 - a. How many Scouts will continue?
 - b. How many vacancies are in dens with existing leadership?
2. Evaluate and set goal to increase membership in the Pack.
3. Set dates to complete the 10 Pack Recruitment Steps.
4. Assign Recruitment Night tasks for each school.
5. Provide copies of the worksheet to both the district membership chair and your district executive. These steps for recruiting new youth and adults have proven successful over time, however it is not required to complete all steps. Pick which ones your pack can concentrate on and then do your best.



Tip: Inviting new families means new leaders to help the pack!

Prepping AND Promoting the Recruitment Night

STEP ONE: Conduct Leader Inventory

With every new Scout comes a potential new leader. Make sure every family has an engaged parent involved in running the unit. Many hands make light work, and there are plenty of positions needing help.

To begin, identify which leaders are continuing and vacancies to be filled during the Recruitment

Night. Remember, no position can function alone. Parents can serve as a chair or be a member of a committee. Use the Family Talent Survey to identify areas where new parents can help.

STEP TWO: Finalize Pack Calendar - Put your pack calendar together for the year.

Include these council events:

CUB ACTIVITIES

Delivering the Promise – IMMEDIATELY!

Camp Ta-Ki-Ma (Cub Scout Day Camp) - Various weeks in June-July, visit www.pacsky.org

Get your Cub Scout outside with time-honored Scout experiences like Archery, Crafts, Sports, Science, Games, and much more! Activities: Age-appropriate activities for both Cub Scouts and Webelos including archery, crafts, games, BB guns, and swimming. Activities vary by location.

Cub-ONs - Various weekends all year, visit www.pacsky.org

Cub-ON is a great introduction to Cub Scout “family camping” and the natural beauty of our coastal area! Cutter Scout Reservation is located in the Santa Cruz mountains in a lush redwood forest. All meals are provided in our dining hall with trained staff at each of our activity areas!

Cub-Parent Weekend - Hosted every fall, visit www.pacsky.org.

Based on a theme, a fun overnighter for the entire family where meals, activities and FUN are all included! Sign up for one night of camping or come just for the day. Friends and siblings are welcome!

Webelos X-treme - Hosted every fall, visit www.pacsky.org.

Introduction to the fun and excitement of the Scouts BSA program for all Webelos and their parents. Scheduled activities include archery, monkey bridge, pioneering projects, canoeing, orienteering, obstacle course, and more!

** Find Cub Scout activities here: www.pacsky.org/Activities/CubScout **

Tip: Get your Scouts involved right away! Deliver the promise immediately!

STEP THREE: Complete Pack Invitation Plan

Research has shown that parents need between 4 and 7 invitations before they decide to join. Distributing flyers alone is not enough to convince families to join Scouting. In addition, school access is becoming more complicated. Scouting must adapt to new procedures and think of new ways to reach more youth.

Geofencing is a location-based service that is used to notify audiences of relevant messages to the target audience via Facebook. Ex: When moms drive within a 2-mile radius of the event location, within two weeks of the event, they receive an invitation on Facebook on their smart device. Geofencing works best at a school, then a park. Units that geofenced at religious institutions saw negative growth. Watch basic video here <https://bit.ly/GeofencesExplained>.

We have also found Invite-A-Friend cards to be very useful in recruiting new members. We can print personalized info for each recruitment night, and we have hundreds of cards for your pack!

Here are a few ideas your pack can use to make your efforts more effective. Use this summary sheet to keep track of what methods the Pack will use.

Top 40 List

- 1. Invite-A-Friend Cards
- 2. Pack Information Sheet
- 3. Organize Visits / Scheduling
- 4. Recruitment Flyers
- 5. Youth Wear Uniform to School
- 6. School Visits / Youth Talks
- 7. Yard Signs/Banner
- 8. Picture Boards / Power Point
- 9. School Open House
- 10. Update Your BeaScout.org Map Pin and Regularly Follow-up with Leads

To Pack Families

- 11. Information Invitation Cards
- 12. Ask current families to invite friends
- 13. Invitation Letter
- 14. Personal Phone Calls / Email Invitation
- 15. Promote at Church & Other Personal affiliations
- 16. Halloween Candy

At School

- 17. PTA/PTO Presentation
- 18. Be Involved in School Activities
- 19. Intercom Announcement

- 20. Video Announcement
- 21. Online Newsletters
- 22. Display Case
- 23. Personal Letter of Invitation
- 24. School Marquee
- 25. Follow up Recruitment Night
- 26. School Lunch Tray Liners
- 27. Parents Lunch with youth

Community-wide

- 28. Local Newspaper
- 29. Display Boards a Community Events
- 30. Patriot Day Flag Ceremonies
- 31. Pack Special Events in the Community
- 32. Volunteer for Community Events
- 33. Church Bulletin Inserts
- 34. Church Presentations
- 35. Sports Fields / Recreation Centers
- 36. Parades
- 37. Community Marquees
- 38. Pack Website and/or Facebook account
- 39. Libraries
- 40. Business Window / Counter Displays



Invite-A-Friend cards

Top 10 List Explained

The following methods are considered to be the "Top 10" most important ideas for recruiting. All Packs should complete all of the following methods.

Invite-A-Friend Cards

- More important than ever this year! We don't know how much access we'll have to schools, so use the time-honored and proven Invite-A-Friend system. We can print all your info on business card-sized invites for your Scouts to hand out to their friends. Ask each Cub to personally invite five friends and watch the momentum grow!

Pack Information Sheet

- This is your chance to brag about the Pack and have a quick handout ready to distribute.
- Should include meeting times, locations, Pack calendar, leaders and contact information, and other exciting information about your program.
- Provide copies to charter organization, families in the Pack, other neighborhood organizations, and local library.

Organize Visits / Scheduling (See Principal Visits section of this booklet)

- Pack leaders need to schedule a face-to-face meeting with partner school (this may or may not be charter partner). This gives you the chance to thank the organization for their support and outline ideas on ways to invite families to participate.

Flyers

- Flyers are provided by the Council. Order from your district executive.
- Should aim to have one set of flyers to go out a week before the Recruitment Night
- Divide into groups of 20-25 so the school secretary can easily distribute into teacher mailboxes without counting themselves.

Youth wear uniform to school

- Easy way to get exposure. Serves as a walking billboard and a conversation piece.
- Wear day of your school night, den meetings, Pack meetings, and other Pack activities.
- Leaders should also wear their uniforms to school events or just have lunch with their children (where permitted).
- Offer a reward at that night's meeting for any youth that wears their uniform.
- Design Pack t-shirt for Scouts to wear to school on a regular basis.

School Visits / Youth Talks

- Youth talks should be conducted 24-48 hours before Recruitment Night. They can be done in classroom, lunchroom, during recess, school assembly, or on the buses.

Yard Signs/Banner

- Provided by the Council. Pack can customize with own information.
- Place signs in high traffic areas.

Picture Boards / Power Point Presentation (show on a laptop/tablet/projection screen)

- A picture is worth a 1000 words. Highlight your Pack's outdoor program with a picture board.
- Create during a den meeting.
- Display at PTA/PTO meetings, Recruitment Nights, school activities, and at local churches.

School Open House / Back to School Nights

- Your Pack should be part of the fiber of the school and its families.
- Being present at your school's "Back to School Night" and all other activities is an important way to raise exposure to your program.
- Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.
- Have members of Pack volunteer to help with Back to School Night.

- Have ALL parents in Pack wear nametags that say “Ask Me About Scouting”.
- Assist schools with setting up chairs, greeting families, or conducting a flag ceremony.
- Be sure to have all families and leaders in uniform.

☐ **Update your pack’s map pin at www.BeAScout.org.**

- You can include meeting times and key contacts.
- Upload links to a Pack video, pictures, Facebook page and Pack website.
- Follow up with leads within 24 hours!

STEP FOUR: Update Pack www.BeAScout.org Pin

As we engage more prospective families in this electronic age, we must work to make sure units are sharing the correct and most up-to-date information about Scouting programs in the community. The “Be A Scout” tool provides a great opportunity for Scout units to highlight what makes their unit unique, to express how excited they are about Scouting, and to show protective families the benefits of Scouting through video and/or photos. This tool will also assist families with up-to-date registration information so that they can attend the Recruitment Night or other Pack recruiting events.

Unit Key 3’s can set their pin at my.scouting.org.

Packs may also choose to turn on the online application feature built into this tool to allow families to register online.

STEP FIVE: Set Up Online Registration - Strongly encouraged this year!

The Pacific Skyline Council uses an online registration to meet the demand for completing the registration process for youth members and adult leaders. This includes online fee payments.

Ask new members to register online using their own electronic device or the Pack can provide tablets at the recruitment night.

Instructions for Online Registration: <http://www.scouting.org/onlineregistration.aspx>

How to Prepare for Online Registration

1. Complete Your Preparation Checklist: It is critical you complete all items on the checklist (from website above) for your Scouting role to ensure you are granted the necessary permissions to work within the online registration system. To have the appropriate access, your role, council name, and a valid email address must be listed correctly in your My.Scouting Tools profile.
2. Review Training Videos and How-To Documents: Learn how to use the application manager, review an application, and process youth and adult applications by watching the online training videos. Also included online are how-to documents that provide application manager and invitation manager instructions.
3. Update Your “Contact Us” Pin in BeAScout.org: Unit leaders must update their pin in BeAScout.org. See online instructions.
4. Add the unique Pack URL address on all recruitment materials.

Need Help? A FAQ document can be found here <http://www.scouting.org/onlineregistration.aspx>.

Tip: Consider using the QR code or shortlink in my.scouting.org to direct potential members to online registration!

Remember! Adults can now apply online! See next section for the how-to.

Unit Online Registration Checklist

Committee Chair Role in Online Registration

Invitation Manager

Invitation Manager is a tool on my.scouting.org providing you the ability to add new leads, manage leads, and send joining invitations with an active link to the application form.

Instructions can be found on page 12 of the Online Registration Unit Guidebook at **<http://bit.ly/2021OnlineRegGuidebook>**

Application Manager

Application Manager is a tool on my.scouting.org providing you the ability to:

- Review adult applications and make position recommendations to Chartered Org Representative
- Review and accept or reject unit's youth applications. This capability is shared with your other unit Key 3 leaders.

Instructions can be found on page 21 of the Online Registration Unit Guidebook at **<http://bit.ly/2021OnlineRegGuidebook>**

Before The Unit Begins Accepting Registration Through The Online System

- Review the online registration overview at www.scouting.org/onlineregistration.
- If you don't already have a login account, create one at: my.scouting.org.
- Add myscoutingtools@scouting.org to email's safe senders list.
- Update your my.Scouting Tools profile (instructions are on page 4 of the Online Registration Unit Guidebook at **<http://bit.ly/2021OnlineRegGuidebook>**) and do the following:
 1. Ensure the proper Unit is listed in your profile. If not, please call your council registrar.
 2. Ensure your "positions" are listed correctly for each position you hold in Scouting. If not, please call your council registrar.
 3. Verify that your email address is listed correctly. If not, please make the appropriate edits to your profile.
- Ensure the "Contact Us" info is correct in your unit's pin in the BeAScout system. To edit pin info, please follow the instructions on page 5 of the Online Registration Unit Guidebook at **<http://bit.ly/2021OnlineRegGuidebook>**

Once Online Registration Is Active For Your Unit

- Check your emails for a daily summary of actions to take. If you receive an email it means a lead or applicant on your dashboard needs a response.
- Take action within 24 hours of receiving new leads or new applications. Keep in mind that families who are excited about joining are waiting for your response.

STEP SIX: Conduct Pack Back-to-the-Pack Event

Host a Back-to-the-Pack Night; Get your program off to a great start!

Each fall, Cub Scout Packs put a lot of time and effort into organizing their Sign-up for Scouting Nights. Unfortunately, somewhere amidst all of the hustle and bustle is the fact that many old members do not get contacted to come back from the summer break. As a result, youth are lost along with potential leadership from their parents. Research has shown that many youth will not continue without being personally contacted to return.

We are encouraging every pack to conduct a "Back to the Pack" promotion sometime in July/August, prior to your pack's Recruitment Night. The purpose of the meeting will be to get old members signed up for the upcoming Scouting year; recruit leadership to fill vacancies and to discuss plans for pack activities.

We encourage you to make this a fun event for your returning Scouts and parents. Suggested activities include: an ice cream social, watermelon feast, pool party, carnival, sports, etc. The meeting is designed to make sure that your pack is organized prior to receiving new youth and parents.

In addition, the pack can take this time to get Scouts and families excited about bringing more youth to Scouting. Create an atmosphere that now is the time to fill Dens, create new dens, and fill leadership positions in the Pack. Generate enthusiasm for Scouts to invite friends and encourage parents to invite friends and neighbors to the signup night. Don't forget to ask parents to help at the upcoming join nights. Because most Packs cover multiple schools, each Pack will need lots of help to open each school during the fall recruitment campaign.

SAMPLE AGENDA for BACK-TO-THE-PACK NIGHT

I. Gathering

Ask each parent to sign in or verify information on a Pack roster.

II. Opening

Sing "The More We Get Together", be sure to use the body motions.

Welcome families back to another great year of Scouting.

Introduce Pack leadership.

III. Pack Information

Take note that most Dens are not full and that the Pack needs to grow.

Go over Sign-Up for School Night dates, locations and times.

Encourage families to invite friends and neighbors to experience Scouting.

Build enthusiasm for the Pack's Ideal Year of Scouting.

Distribute Pack Calendar and Org Chart.

Introduce Popcorn campaign and share how the Pack is funded.

IV. Parent Engagement

Recruit Den Leaders to fill vacancies in existing dens.

Discuss additional Pack leadership vacancies, fill positions as needed.

Ask for parent help at Join Scout Nights.

V. Bring A Friend Plan

Get Scouts excited to bring their friends to join Scouting.

Ask Scouts to bring a friend to a Sign-Up for Scout Night or a Pack Bring a Friend meeting.

Go over dates for recruitment night again.

Distribute Invite-A-Friend recruiting materials and show how to use them.

Show recruiter patch and share any Pack incentives.

Ask Scouts to wear uniform to school on day of Sign-up for Scouting Night.

VI. Closing

Announce next Pack meeting date

Show how important that more families become involved in Scouting. Kids need Scouting!

Close with a fun, patriotic ceremony.

STEP SEVEN: Gather Recruitment Flyers & Materials

The Council provides **free of charge**, materials to help attract new families to Scouting. Flyers can be ordered through district executives, customized with pack information, by filling out the Recruitment Promotional Material Order Form found at www.pacsky.org/Resources/Recruitment

- Invite-A-Friend cards – let your Scouts invite their friends!
- Cub Scout flyers – for distribution at schools and churches.
- Banners – for school and community areas.
- Yard signs – place at school and in neighborhoods.
- Posters – 2 per school.
- Parent Orientation Guide – guide for families new to Scouting.
- Welcome Packets – materials for Recruitment Night.

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Online Resources

The BSA has created videos and a variety of helpful resources for your pack to use. Check out this great online tool: www.scouting.org/membership

STEPS EIGHT–TEN: Host Two Pack Recruitment Nights/Turn In Applications

Introduction

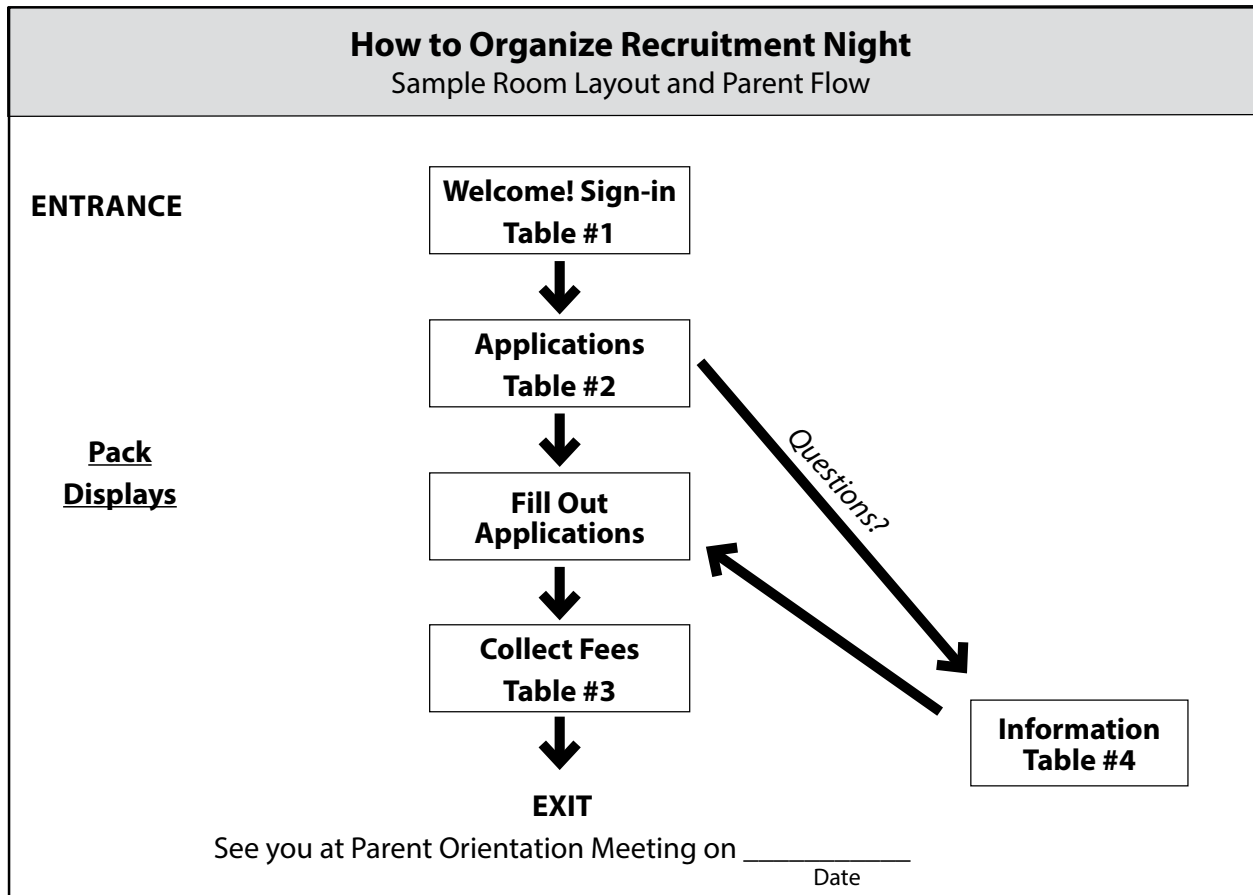
Recruitment Nights are an effective and easy invitation for parents to discover the world of Cub Scouting. This year we recommend offering a drive-thru and in-person option on the same night, if you can. However, just sending a flyer home with a student does not guarantee success. Listed in the next few pages are helpful tips to make your recruitment event a super success. First some...

Recruitment Do's and Don'ts

- DO get the message out in plenty of time for parents to make plans.
- DO wear pack activity shirts.
- DO plan plenty of staff - include Cub Scouts.
- DO set up exhibits.
- DO set the precedent that every family actively participates.
- DO provide activities for children who accompany parents.
- DO NOT wing it - plan carefully, practice presentation.
- DO NOT get long-winded; say what you need to say, then stop.
- DO NOT get involved in policy or requirements - keep it basic.

How to Organize a Recruitment Event

Sample Room Layout and Parent Flow



Above is a sample layout of a typical recruitment event setting. Be sure all tables are clearly marked with table tents. As parents and youth enter the room, ask them to sign the attendance roster, and direct them to the application table.

Only use Table #4 for parents who want more information before joining. Direct parents back to Table #3 when ready to join.

Once parents have paid their fees at Table #3, remind them about the Parent Orientation Meeting and then they can exit. See sample program agenda for additional details.

Recruitment Night Checklist

(New Member Coordinator)

BEFORE YOU LEAVE HOME

- Wear Class B Scout shirt (pack activity shirt) not a uniform shirt
- Check Recruitment Bag for enough materials
- Take a pocket calculator
- Take 20-30 pens
- Take some change, both bills and coins
- Take masking tape
- Take copies of Pack Calendar and Org Chart for distribution

WHEN YOU ARRIVE AT THE SCHOOL

- Organize your materials and set up room properly
- Check with team members (including Pack leadership) on their part of the program
- Distribute Name Tags to Pack leadership
- Assist Pack and Troop Unit Leaders with their displays
- Keep youth and parents in assigned room

THE TABLE SETUP

- Begin promptly
- Introduce and welcome everyone on behalf of the Pacific Skyline Council, BSA as families arrive
- Introduce other team members and Pack leadership as they visit each table
- Follow Recruitment Agenda carefully
- Use Parent Orientation Guide

Be sure to turn in all applications, fees, and attendance rosters to your district executive immediately after event.

Recruitment Agenda

(Conducted by New Member Coordinator)

30 MINUTES BEFORE THE MEETING

1. Setup Pack displays and arrange room.
2. Use den chiefs or adult leaders to keep youth and parents in assigned room and out of the halls.

PROGRAM AGENDA

Parent's time is precious, as is the time of your volunteers. This format moves parents through the registration process quickly. After Table #3 the recruitment night is complete.

AS FAMILIES ARRIVE

I. Table #1 – **Welcome/Sign In** Assigned to: _____
New member coordinator or youth

- Greet families and have a parent sign attendance form.
- Pass out Parent Orientation Guide, Boys' Life Mini-mag, Pack Calendar, Bobcat Book, and other pack info.
- Direct family to Table #2.

II. Table #2 – **Application Distribution** Assigned to: _____
Cubmaster

- Place on table a sample of a completed application.
- Have parents pull adult and youth applications out of the welcome packet. Instruct parents on how to complete paper apps or go online to register and pay, if you have a computer at the ready.
- Have parents complete forms at a separate table and take them to Table #3 to turn in apps and check out.
- If parents are not ready to sign up and want more information, direct them to Table #4 where a Pack leader can help answer questions.

III. Table #3 – **Registration Fee Collection** Assigned to: _____
Committee chairperson

- Verify applications are completed correctly.
- Complete Registration Checkout and collect appropriate fees. Parent keeps copy of application form as receipt.
- If parents are unable to pay tonight, collect applications and have parents bring fees to the parent orientation meeting.
- Thank family for signing up and remind them of the parent orientation date or the next meeting date.
- Signup is complete and family can exit.

IV. Table #4 – **Information** Assigned to: _____
New Member Coordinator, Youth, Volunteer

- Provide brief overview of program. Refer to Parent Orientation Guide.
- If ready to sign up, ask parent to complete paper application.
- Direct back to Table #3 to complete registration and checkout.

After the Meeting

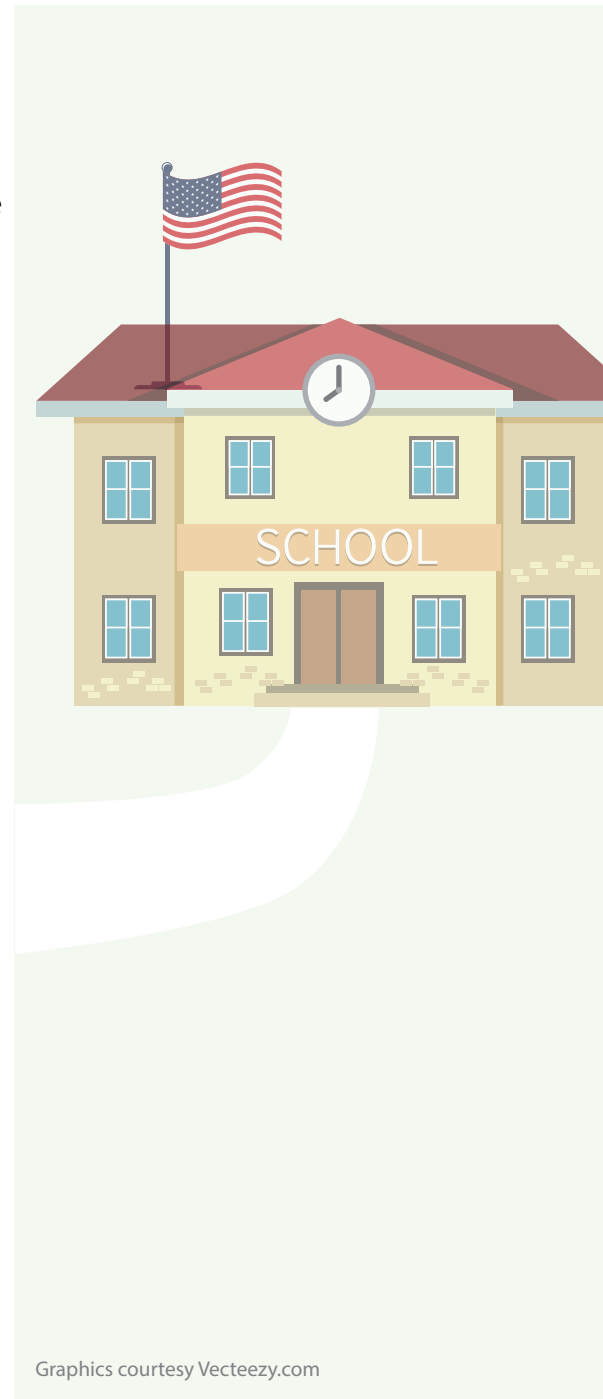
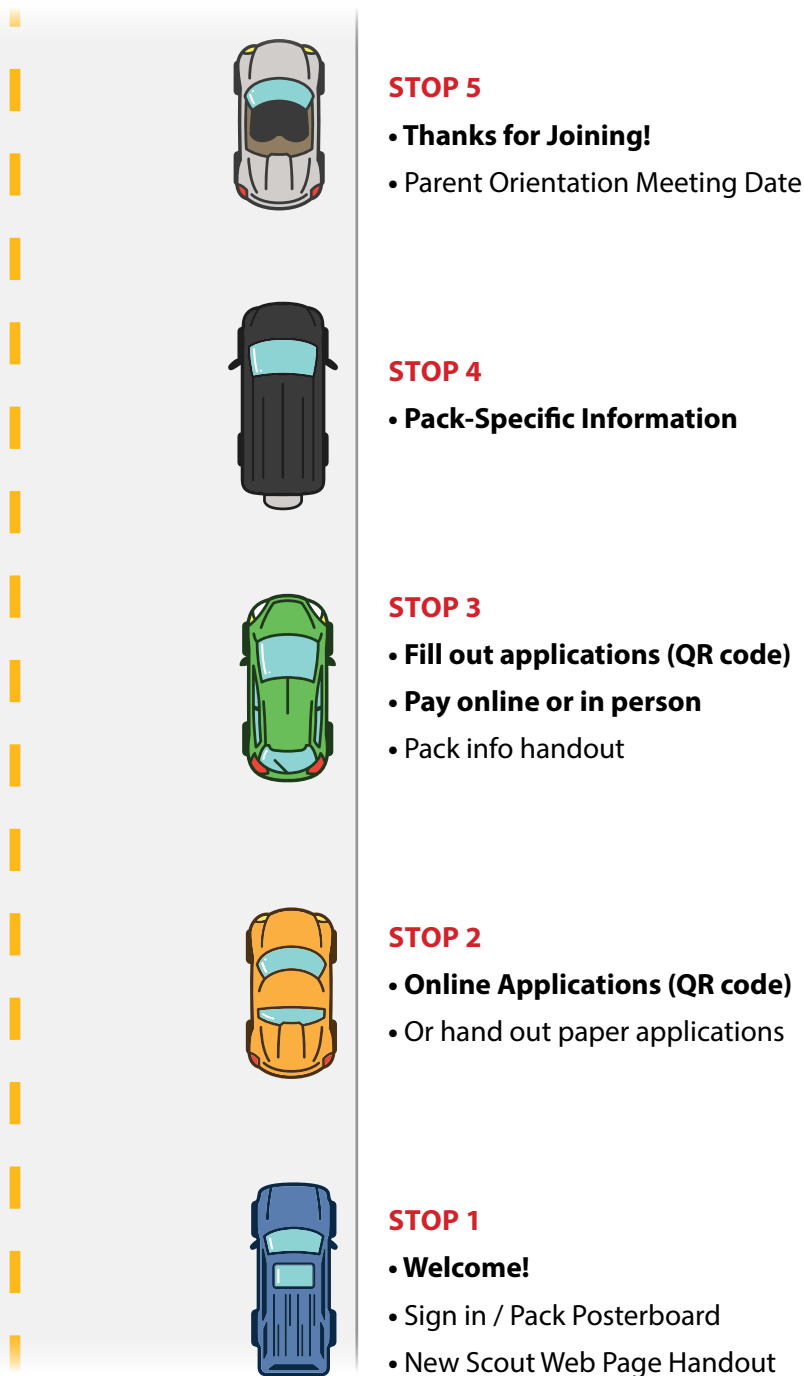
- Be sure the room is cleaned and arranged the way it was before the Pack arrived.
- Get signatures for Adult Applications (if possible, have the Charter Organization Representative, Pack Committee Chairman and Institution Head at the meeting to get their signatures immediately).
- Remind adults to take Youth Protection Training
- Enclose Youth and Adult Applications, and all Attendance sheets in an envelope. (Be sure to keep Pack copies of all forms.)
- Enclose One (1) Check made out to BSA from the Pack for all Youth and Adult Applications, Insurance and Boys' Life fees.
- Take envelope to Council Service Center or give to District Executive.
- Assign personnel to follow-up with those youth not joining and with phone calls from families who could not make the recruitment night. Address concerns the family may have and invite them to the first meeting to see Cub Scouting in action.
- Add new families to pack email list. Don't wait! Be sure to invite all families to first den meeting and pack events in the coming weeks. Have Den Leaders make welcome phone calls to new parents with meeting dates, meeting locations, calendars, and other important information.
- Follow up with all new leaders to verify if they have completed the Parent Talent Survey and their online training courses.

What To Do If . . .

- You run out of applications – Go ahead and collect fees and use the attendance sheet as proof of registration. Collect application at next meeting.
- The school is locked – Find the custodian. If not available, hold the meeting in the parking lot or at least have everyone sign the attendance sheet and reschedule a follow up meeting. Contact the school next day.
- A kid shows up without a parent – Have child sign in with their name, grade and phone number. Let them ask questions and see your displays and then have them take an application home with the number of the unit membership chair written on application.
- Parents did not bring money with them – Collect completed applications and then have parents pay at next meeting, or better yet, have parents do apps online at my.scouting.org.
- Parents do not want to pay full fees now – At a minimum collect the registration and insurance fee for this year. Boy's Life and next year fees are optional at this time.
- Only one or two families show up – Collect application and fees, schedule their next meeting and then contact the school to see if flyers went home. If not, reschedule and order more flyers. Many packs find the second Recruitment Night to be more successful than the first.

How to Organize a DRIVE-THRU Recruitment Event

Sample Sidewalk Layout and Flow



Above is a sample layout of a typical drive-thru recruitment event. Be sure all stops are clearly marked. As parents and youth enter, ask them to sign the attendance roster, and direct them to the application stop.

Use Stop #4 for parents who want more information before joining. Ask parents to fill out their application before they exit.

Once parents have paid their fees, remind them about the Parent Orientation Meeting and other upcoming meetings. Then they can exit. See sample program agenda for additional details.

Parent Orientation Meeting

Purpose: The Cub Scout program can be overwhelming for new parents. Trying to navigate literature, websites, learning new leaders, becoming a leader, finding the answer to “what do I need to do for my Cub Scout,” can be a daunting task. For years, packs have left it to parents to “figure it out.”

The Parent Orientation meeting is critical in setting the tone for family involvement, engaging parents in leadership roles, and painting the picture of what Scouting can do to help families thrive. A key to successful Packs is setting expectations for parents and providing a focused introduction to Scouting. All new parents should attend an orientation BEFORE their youth starts meeting with their den.

Instructions:

1. Set a date at least one week following a recruitment night. Plan multiple dates throughout the year as new families are recruited.
2. At the Recruitment Night, let parents know of the date and get a firm commitment that they will attend. Let them know that their Scout should also attend.
3. After the recruitment night, regardless if a family registered, invite them to the orientation. Use the signup attendance roster. Ask parents to bring their Parent Guide, personal calendar, and checkbook for any fees due. Email and a follow up phone call are required to ensure attendance.
4. Have your recruitment kit at the orientation to sign up new families.
5. Prepare handouts to pass out during the gathering time: Pack calendar, organization chart, Pack guidelines (if Pack has them), fundraising information i.e. popcorn sales cards, and Pack budget.

Tips For Success:

- Do Not recruit leaders at the Recruitment Night. Parents will be more engaged at the orientation.
- Host a fun event—potluck, picnic, meet at a park.
- Have families do a hands on activity to get started.
- Host activities for kids. See Youth Agenda for ideas.
- Engage parents by asking them to bring an item to the meeting. Parents want to feel part of the program.
- Involve your local Troop and Commissioner.

Parent Orientation Meeting Agenda

I. **Gathering**

Assigned to: _____

Den Leaders

1. Ask Parents/Scouts to sit at tables by grade.
 - Lion / Tiger Tables – Have a pack leader meet with parents and begin recruiting new Den Leaders.
 - Wolf / Bear / Webelos Tables – have Den Leaders explain their individual programs, handbooks, meeting schedule etc.
2. Collect fees due and any paperwork needed.

II. **Welcome and Introductions** (5 min.) Assigned to: _____

Cubmaster

1. Welcome new Parents/Scouts and introduce Pack volunteers. Start with an opening ceremony.
2. When introducing leaders, briefly let parents know what your position is and what you do.
3. Excuse Scouts with a Den Leader outside or to another room to do a separate activity i.e. practice Bobcat requirements, play games etc.

III. **Pack Information** (5 min.) Assigned to: _____

New Member Coordinator

1. Complete Pack contact information in Parent Orientation Guide.
2. Discuss Pack calendar and den meeting information – Highlight the Pack family activities for the school year and time, date and location of Pack meetings. Ask parents to add pack calendar to their personal calendar. Discuss Pack Uniforms – what do you expect the Cubs to wear .
3. Does anyone have any questions about the Parent Orientation Guide?

IV. **Parent Engagement** (15 min.) Assigned to: _____

Committee Chairperson

1. Review Parent Volunteers pages in the Parent Orientation Guide.
2. Show and discuss the Pack organization chart.
3. Discuss vacant positions and ask for volunteers: use methods taught in the Council's Parent Involvement Workshop to recruit parents.
4. Ask each parent to complete the "How Can I Help the Pack" form found in the Parent Guide.
5. Thank parents for getting into the game with their child.

V. **Pack Budget** (10 min.) Assigned to: _____

Committee Chairperson

1. Distribute Pack budget.
2. Go over income sources: describe Pack fundraisers designed to reduce out-of-pocket program costs, Popcorn Sales. Discuss Pack dues and payment schedule.
3. Describe expenses and the goal of providing a quality/fun experience for all members.
4. Share how the Council provides support to the Pack and that Scouting operating costs are paid for by family donations to Friends of Scouting.
5. If Scouts were doing separate activity, have them return

VI. **Closing** (5 min.) Assigned to: _____

Cubmaster

1. Welcome all new Scouts/Parents to the Pack.
2. End with a patriotic or meaningful closing.
3. Remind parents of next meeting and to complete the Talent Survey and online training courses.
4. Adjourn

BEST PRACTICE: Use this form to get the most from your Scouting families.

100-Point Adult Participation Form

The Cub Scouting program has strengthened families, provided adventure and diversity, created fellowship, and instilled ideals in the youth of America for over 75 years. By volunteering for 100 points, you will help ensure that we can provide the best Cub Scout program for your child. Thank you for your support.

Points & Position Description

- 100 - DEN LEADER OR ASSISTANT - run weekly den meetings, complete online training, attend monthly committee meeting, and monthly Pack meetings.
- 100 - TITLED COMMITTEE PERSON - perform titled job, complete online training, attend monthly committee meeting, and monthly Pack meeting.
__ treasurer __ secretary __ advancement__ outdoors activities
- 100 - DISTRICT LIASON - Monthly; 1st and 3rd Thursday. Attend the District Committee Meeting and District Roundtable to gather information for the unit.
- 80 - COMMITTEE MEMBER AT LARGE - serve on at least one Pack subcommittee, complete online training, attend monthly Pack meetings, and at least four monthly committee meetings.
- 60 - DAY CAMP LEADER VOLUNTEER - June or July one week. Attend day camp training, register and supervise eight boys through one week of activities during the day.
- 60 - UNIT RECHARTER COORDINATOR - October. Assists the pack in completion of their annual recharter. Collects Signatures from Unit Key leaders and works with treasurer to complete the recharter.
- 40 - BLUE & GOLD BANQUET COMMITTEE - February. Annual Pack celebration dinner
- 40 - PINEWOOD DERBY COMMITTEE - 1st quarter of the year
- 40 - POPCORN SALES COMMITTEE - September through December
- 20 - SCOUTING FOR FOOD COMMITTEE - Spring food collection drive.
- 20 - FOOD SERVICE - Serve food or attend concessions at selected dinners.
- 20 - BOOTH & EXHIBITS - Volunteer two hours in a booth at a back-to-school or open house activity.
- 20 - SPORTING EVENTS - Volunteer to organize and supervise a Pack athletic competition.
- 20 - DRIVER - Provide transportation to selected non-meeting events during the year.

PARENT SIGNATURE _____ DATE _____

PHONE _____ EMAIL _____

TOTAL POINTS _____ YOUTH'S NAME _____