



# CUB SCOUT FALL RECRUITMENT PLAN

## PURPOSE & OBJECTIVES

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- To ensure every family receives a personal invitation to join Scouting
- To ensure every elementary school has a Sign-up Night held at the school. *(this is important because research shows that parents are substantially more likely to attend the event if it is at a location that they are familiar with. Schools are a neutral site)*
- To ensure every Pack holds a Parent Orientation Meeting within a week of their Sign-up Night(s)
- To enroll prospective youth into existing packs
- To recruit the parents as Unit Leaders and volunteers
- To organize new Cub Scout Packs to better serve local youth and families
- To strengthen relations with our local schools

## OVERVIEW

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- Unit Leadership working with the support of the District Membership Committee:
  - Promotes, plans and executes a Sign-up Night at each elementary school the Pack recruits from. These events should happen within the first 6 weeks of school beginning.
  - Plans and Organizes a Parent Orientation Meeting held within a week of the Sign-up Night(s) to welcome new families, share the packs annual activity/funding plan, hand out handbooks and rockets, and fill vacancies in pack leadership.
- The District Membership Committee assigns which schools each pack recruits from and ensures that a Sign-up Night is held at every elementary school.
- The District Membership Committee identifies and targets locations for new Packs to be started. All youth are to be invited to join Scouting. If a Pack only recruits boys, then a new Girl Pack should be started to recruit at the elementary school. Single gender packs do not hold exclusivity rights on any elementary schools.
- Unit Leadership with the support and direction of the District Membership Committee follows the **5 Steps to a Successful Fall Recruitment**. That includes:
  - Step 1: Organize your Volunteer Team
  - Step 2: Heavy Promotion and Scout Talks
  - Step 3: Hold Sign-up Night(s) at each Elementary School
  - Step 4: Turn-in Paperwork & Receive your Free Rockets & Free Cub Scout handbooks
  - Step 5: Hold your Parent Orientation Meeting

## CALENDAR

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- By May 15<sup>th</sup> - Council Membership Conference Held.
  - District Executive prepares complete list of all schools & draft structure
- By June 15<sup>th</sup> - Council sends “Back to the Pack” Letter & Pack Leadership Survey to all units
- By June 30<sup>th</sup> - District Volunteer Team Recruited
  - District Vice Chair of Membership
  - District Membership Recruitment Chair
  - District Cub Scout Recruitment Chair
  - Fall Recruitment Facilitators
- By June 30<sup>th</sup> - All Superintendents visited by District Executives
  - Build Relationship and setup Principal Breakfasts
- By July 15<sup>th</sup> - Council Fall Recruitment Kick-off & Training (District Leadership attends)
- By Aug 2<sup>nd</sup> - District Fall Recruitment Kick-off & Trainings held (Packs attend)
  - All Unit New Member Coordinators Identified
  - All Sign-up Nights and Scout Talks are set and confirmed with Principals
  - Pre-Ordered Flyers, Stickers, & Posters Delivered
- July – August - Each pack conducts a “Back to the Pack” program for current members
- Before 1<sup>st</sup> day of School - Pack begins promotion of Sign-up Night
  - Participation in back to school nights and open houses
  - Posters placed in all schools
  - Sign-up Night flyers are included in 1<sup>st</sup> day take-home materials
- Aug 5<sup>th</sup> – Sept 13<sup>th</sup> - Sign-up Nights held all elementary schools
  - Weekly Staff Report Meetings, and Follow-up
- Aug – Oct - Scouts BSA & Venturing Units hold Event Recruitments
- Aug - Council Membership Report Meeting (District Leadership attends – Call-in)
- Sept - Council Membership Report Meeting (District Leadership attends – Call-in)
- Sept 16 – Oct 11<sup>th</sup> - 2<sup>nd</sup> Sign-up Nights for schools with opportunities
- Sept – Oct - Rocket Academies Held
- Oct - Council Membership Report Meeting (District Leadership attends – Call In)
- By Oct 31<sup>st</sup> - Thank-you letters sent to all Superintendents and Principals
- Nov - Council Victory Celebration!

## VOLUNTEER STRUCTURE

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Volunteers are needed to help promote, present, and coordinate all aspects of the Cub Scout Fall Recruitment plan. The following provides an overview of the responsibilities of each of the various volunteer positions.

### **Council Membership Committee:**

The Council Vice President of Membership oversees all membership recruitment efforts in the Council, reporting the progress of the campaign(s) to the Council Board of Directors as appropriate. These efforts include Fall Recruitment for Cub Scouts, Scouts BSA, Venturing, & Exploring. District Vice Chairs of Membership serve as members of the Council membership committee, assisting in securing material and media sponsorships to provide resources for the campaign. The Council Director of Field Service serves as the advisor to the committee. The Council Membership Committee conducts the Council Fall Recruitment Kick-off and training and provides regular support and guidance to the District Membership Committees.

### **District Fall Recruitment Steering Committee:**

The District Fall Recruitment Steering Committee works to ensure the success of the Fall Recruitment efforts of the District. This committee is chaired by the District Chair and with the support of its members, recruits and fills the required volunteer positions to ensure success. The Steering Committee meets at least two times to ensure the district has volunteers in place prior to the Council Fall Recruitment Kick-off. The District Executive serves as the advisor to the committee.

#### District Fall Recruitment Steering Committee

- District Chair
- District Commissioner
- District Vice Chair of Membership
- District Membership Recruitment Chair
- District Cub Scout Recruitment Chair

### **Cub Scout Recruitment Committee:**

The District Cub Scout Recruitment Chair manages, recruits and oversees the District's entire cub membership recruitment efforts and ensures success. Working with the steering committee, the chair recruit's volunteers to serve as facilitators who attend the Sign-up Nights & Parent Orientation Meetings, supporting the Unit's volunteers and helping them have success.

#### District Cub Scout Recruitment Committee

- District Cub Scout Recruitment Chair
  - District Fall Recruitment Facilitators (Goal: 1 facilitator per 5 packs)
    - Pack New Member Coordinator(s)
      - Additional Unit Help:
      - Sign-up Night Promoters (Responsible to advertise and promote the Sign-up Night)
      - Sign-up Night Volunteers
      - Parent Orientation Meeting Den Organizers
      - Parent Orientation Activity Leaders
      - Other Helpers as needed

## JOB DISCRPTIONS

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### District Cub Scout Recruitment Chair's Responsibilities:

1. Serve on the District's Fall Recruitment Steering Committee
2. Recruit an adequate number of Facilitators to support the Unit's recruitment efforts
3. Lead the overall effort and success of the District's Fall Recruitment plan
4. Accept the responsibility of achieving the fall membership recruitment objectives
5. Attend the Council Fall Recruitment Kick-off and Training and ensure your Facilitators also attend
6. Lead the District Membership Kick-off for Unit New Member Coordinators, and Unit Leaders
7. Working with the Facilitators and Unit Commissioners, ensure all Units have a New Member Coordinator recruited, who attends the District Membership Kick-off & Training
8. Work with your Fall Recruitment Facilitators, Unit New Member Coordinators, and District Executive to schedule a Sign-up Night at each elementary school with the local principal.
9. Ensure the Following:
  - a. A Sign-up Night is held at each elementary school in the District
  - b. Each Sign-up Night is heavily promoted, including Scout Talks
  - c. Each elementary school has a Facilitator
  - d. Each Pack holds a Parent Orientation Meeting
  - e. Each Pack follows the **5 steps to a Successful Fall Recruitment**.
10. Determine where new units are needed and work with the District New Unit Committee to start them
11. Ensure applications are submitted to the office in a timely manor
12. Ensure all units receive follow-up on un-registered youth
13. Ensure thank-you cards are sent to key volunteers, unit leaders and new leaders.
  - a. Ensure each superintendent and all principals are informed of how their school(s) did via a letter or personal visit in October or November.

### District Fall Recruitment Facilitator Responsibilities:

1. Attend the Council Fall Recruitment Kick-off and Training.
2. Accept the responsibility of achieving the membership recruitment objectives for your assigned schools.
3. Ensure assigned units have a New Member Coordinator recruited, who attends the District Membership Kick-off & Training.
4. Help lead the District Membership Kick-off for Unit New Member Coordinators and Unit Leaders.
5. Work with the Unit New Member Coordinator, Cub Scout Recruitment Chair, and District Executive to schedule a Sign-up Night at each elementary school with the local principal.
6. Ensure the Following happen for your assigned units:
  - a. A Sign-up Night is held at each elementary school
  - b. Unit flyer and sticker orders are placed in advance, using the proper form
  - c. Each Sign-up Night is heavily promoted, including Scout Talks
  - d. Each Pack holds a Parent Orientation Meeting and attend the meeting
  - e. Each Pack follows the **5 steps to a Successful Fall Recruitment**.
7. Ensure applications are submitted to the office in a timely manner.
8. Ensure assigned units receive follow-up on un-registered youth.
9. Ensure thank-you cards are sent to key volunteers, unit leaders and new leaders.

## Pack New Member Coordinator Fall Recruitment Responsibilities:

1. Ensure the Pack holds a “Back to the Pack” event
2. Attend the District Fall Recruitment Kick-off and training
3. Organize and run the Pack’s fall recruitment efforts with the support of the Pack Committee and the District Membership committee
4. Work with your Fall Recruitment Facilitator, Cub Scout Recruitment Chair, and District Executive to schedule a Sign-up Night at each elementary school with the local principal.
5. Follow **the 5 Steps to a Successful Fall Recruitment**. That includes:
  - a. Step 1: Organize your Volunteer Team
  - b. Step 2: Heavy Promotion and Scout Talks
    - i. Ensure the Unit flyer and sticker orders is placed in advance, using the proper form
  - c. Step 3: Hold Sign-up Night(s) at each Elementary School the Pack recruits from
    - i. Held within the first 6 weeks of school beginning
    - ii. Prepare & Print the Pack information flyer
  - d. Step 4: Turn-in Paperwork & Receive your Free Rockets & Free Cub Scout handbooks
  - e. Step 5: Hold your Parent Orientation Meeting
    - i. Held within a week of the Sign-up Night(s)
    - ii. Share the Pack’s annual activity and funding plan
    - iii. Fill vacancies in pack leadership using the “Magic Circle”, utilize the Pack Leadership Needs form to identify positions needing filled
    - iv. Ensure all new Scouts receive their Handbook and Rocket for Rocket Academy
6. Promote Rocket Academy and upcoming campouts and activities
7. Promote online Leader Specific Trainings as well as upcoming classroom trainings
8. Follow up with new leaders and youth to make them feel welcome and a part of the pack. Make sure all families have a copy of your Pack calendar and funding plan.

## District Executive's Responsibilities:

1. Maintain the proper attitude and set the proper tone for the entire recruitment effort. Energy is contagious. Through proper and timely preparation, help create the environment for success.
2. Accept the responsibility of achieving the fall membership recruitment objectives
3. Attend the Council Membership Conference and complete the following:
  - a. Complete list of all schools (Public, Private and Parochial) within the boundaries of the District
  - b. Prepare draft of Fall Recruitment structure and dates
  - c. Review current volunteers recruited and volunteers still needed
4. Contact the Superintendent of each school district to:
  - a. Build & maintain relationships and setup Principal Breakfasts
  - b. Ask the Superintendent to inform the principals (preferably by letter) of the School District's support for the Cub Scout Fall Recruitment.
5. Work with the District Fall Recruitment Steering Committee to ensure the district has all needed volunteers in place prior to the Council Fall Recruitment Kick-off.
6. Attend the Council Fall Recruitment Kick-off and Training and ensure all District volunteers attend.
7. Support the District Membership Committee and ensure the plan is being implemented and followed.
8. Ensuring all Units have a registered New Member Coordinator.
9. Attend the District Fall Recruitment Kick-off and Training and ensure all Unit New Member Coordinators and Unit Leaders attend.
10. Work with your Cub Scout Recruitment Chair, Fall Recruitment Facilitators, and Unit New Member Coordinators to schedule a Sign-up Night at each elementary school with the local principal.
11. Ensure, Manage, and Track the Following:
  - a. A Sign-up Night is held at each elementary school in the District
  - b. Each Sign-up Night is heavily promoted, including Scout Talks
  - c. Each elementary school has a Facilitator
  - d. Each Pack holds a Parent Orientation Meeting
  - e. Each Pack follows the **5 steps to a Successful Fall Recruitment.**
12. Send appropriate thank-you cards to key volunteers, unit leaders and new leaders.
  - a. Ensure each superintendent and all principals are informed of how their school(s) did via a letter or personal visit in October or November.

## TRACKING

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Cub Scout Fall Recruitment requires a lot of organization and tracking to manage the success of the campaign. The District Membership Tracker will help collect dates and manage the overall campaign. It is the responsibility of the District Executive to keep this tracker updated and readily available for their volunteers. This tracking tool will help you know which packs recruit from what schools, the result for each Sign-up Night, and the available follow up opportunities.

A Council level report will also be kept and updated via Flyer orders forms and reports given by the District Executive. This report will be e-mailed out to the membership volunteers every Friday afternoon with updates on the campaign.

A focus is placed on lead indicators such as: # of Sign-up Night's scheduled, # of facilitators recruited, # of Superintendents and Principals visited, # of flyers orders etc. These will help us know that we are on track for a successful Fall Recruitment campaign.

## REPORT MEETINGS

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Report Meetings are an essential part of your Cub Scout Fall Recruitment campaign and will help your team maintain accountability and build excitement as they see more youth join Cub Scouting in your District and throughout the Council.

### Council Report Meetings:

- The Council holds monthly report meetings between August and October as part of the campaign. The purpose of these meetings is to build energy and excitement by bring together the District Cub Scout Fall Recruitment teams to report on the District's progress and share success stories. These meetings will also serve as an opportunity to coordinate follow-up efforts and 2<sup>nd</sup> rallies.
- We will hold our Victory Celebration in November, where District's will have a chance to be recognized for their success in growing Cub Scouting and have an opportunity to share some best practices and lessons learned to improve our efforts in growing Cub Scouting in the future. District Leadership **SHOULD** plan on publicly recognize their volunteers who went above and beyond during the campaign and further thank their leadership teams.

### District Report Meetings:

- Report Meetings at the District level should be held weekly during the campaign. The Cub Scout Recruitment Chair leads these meetings with the support of the District Executive. Fall Recruitment Facilitators and other key New Unit Coordinators should be in attendance.
- These meetings can be held in person, conference call or a combination of both.
- The goal of the District report meeting is to create an atmosphere of progress and success during your campaign and to use these report meetings to generate ideas among your volunteers on how to make strategic changes that need to be made in the middle of the campaign to improve your result in coming presentations.

## PROMOTION

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Marketing, advertising, and promoting each Sign-up Night is vital to our recruitment efforts. Step 2: Heavy Promotion & Scout Talk section of the 5 steps to a successful fall recruitment provides many ideas.

- **Sign-up Nights Scheduled** – Before we can promote the Sign-up Night we need to know the date, thus getting the date scheduled as early as possible is important. Additionally, once the date is set, changing it will have a negative impact. Sign-up Nights should be set early, coordinated with the local principal and double checked for possible conflicts in advance of turning in the flyer & sticker order form.
- **Recruitment Event Flyer Order Form** – Through this form we will track and provide support for the Sign-up night. We will also set up the paid Facebook advertising based on the information on the form. Once a flyer & sticker order form is submitted it **CANNOT** be changed. Funds will have been allocated to print the flyers, sticker, and 14-day Facebook advertising will already be set in motion. See Flyer & Sticker Order Form for more details.
- **Unit Promotion of Sign-up Night** – Packs that recruit the most youth have a coordinated advertising plan that all current families participate in. These efforts are set up in advance, often at the Back to the Pack event. (See Step 2: Heavy Promotion & Scout Talks of the 5 steps to a successful Fall Recruitment)
- **School Access** – Knowing in advance what the Pack can do in relation to each elementary school and promoting their Sign-up Night helps the unit leadership and Facilitators create a marketing plan that can maximize youth recruitment. School access varies across the Council and where barriers exist, additional resources will be deployed to boost promotions, providing opportunities for families to hear and see how to join Scouting. By understanding what is and isn't allowed in a school and/or school district early, we can collaborate and plan how to utilize our volunteer and financial resources to grow Scouting.
- **National Support & Awareness** – From July to November, the National Marketing Department will be providing various advertising supporting including:
  - Google Search Adds - Over 300 search terms will direct consumers to beascout.org allowing them to input their zip code and find a local unit. Make sure your **BeaScout.org pin** is updated.
  - Social Media Awareness Campaigns – Awareness videos and images will be pushed through social media outlets to help share the message how Scouting can positively impact families.
- **Local Facebook Geofencing/Advertising** – To assist our Pack's in their efforts we will be providing 14 day paid advertising for every elementary school. This will be automatically done when a unit submits their flyer & sticker order form. In addition
  - A Facebook event will be created for your Sign-up night and a pin will be dropped on the address of the elementary school. Any person who enters the radius of the pin who is in our target audience will see the event show up in their Facebook newsfeed. The event will list the child's school by name, with contact information for the local leaders. All this information is based on the information gathered from the flyer order form.
  - Sign-up Nights must be held at the local elementary school and cannot be held at another location to qualify for the paid advertising. Families are significantly more likely to attend the event if it is held at their local elementary school vs a church or other location. Please remember that the Sign-up Night is different from the parent orientation meeting.

## BACK TO THE PACK LETTER

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Packs will receive a letter by June 15<sup>th</sup> regarding plans for Cub Scout Fall Recruitment. This is in addition to phone calls and emails that they may get from their District Membership Committee. The letter encourages the Pack to hold a Back to the Pack event to reengage existing Cub Scouts and enlist their help with Fall recruitment prior to the beginning of the school year. The Pack Leadership Needs form will be attached, and the Pack is invited to attend the District Fall Recruitment Kick-off & Training.



## FULL FAMILY SCOUTING

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Cub Scouts is designed for parents to spend time with their children. Families today are busier and more diverse than ever. Most are dual-earners and there are more single-parent households than ever before. Convenient programs that serve the whole family are appealing. Parents are searching for youth programs that allow them to participate as a family. For this reason, we have welcomed girls into our iconic Cub Scout Program.

This change is more than just adding girls to girl dens, it is a **NEW WAY** to operate a Cub Scout Pack where **den meetings** are now held on the same day, at the same time and at the same location. This gives Parents a dedicated night for Scouting. Families can enjoy a joint opening flag ceremony and then split for their single-gender den meetings only to come back together and share what exciting things they accomplished.

Please help us share this message. Parents no longer need to transport their son to one location and daughter to another. Just one night a week for Family Scouting, attending Pack and den meetings together, making great Scouting memories. We've discovered that parents are more likely to volunteer because it's easier for them.

## STARTING NEW CUB SCOUT PACKS

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Every elementary aged youth should be given the opportunity to be a Scout. They should all be invited to sign-up and participate in this great program. With the addition of Girls to our Cub Scout Program it is vital that we work to have units available for them to join. Ideally, Family Packs that serve the entire family are available.

As part of the fall recruitment plan the District Membership Committee identifies and targets locations for new Packs to be started. Currently we are underserving our new Cub Scout Girl population. If a Pack only recruits boys, then a new Girl Pack should be started to recruit at the elementary school. Single gender packs do not hold exclusivity rights on any elementary schools and all School recruitment assignments are assigned by the District membership committee. If no Pack recruits from a school, then a new Family Pack should be started.

- **New Girl Packs** – When a Boy only Pack recruits at the school, invite both boys & girls to attend the school's sign-up night. Do flyers, stickers, & Scout talks for all the youth inviting them to attend the School's Sign-up Night. At the Sign-up Night set up 2 tables, one for the Boy Pack and one for a new all Girl Pack. Sign-up the girls and invite the families to the Parent Orientation Meeting.
  - Prior to the Sign-up Night you'll need to set a Date and location for the Parent Orientation meeting and create a Pack information flyer with as much information as possible.
- **Parent Orientation Meeting for a New Pack** – Follow the same plan and program you would for an existing pack, share with them as much as you can about Cub Scouting, present a funding plan and draft program plan, and recruit the parent using the "Magic Circle". At the end of the meeting you will know what volunteer positions you are still needing to fill.
- **Chartered Organization** – At this point you may not have a Chartered Organization for the new pack. That's ok. Share this with the new families and ask them to help you identify and meet with a potential Chartered Organization.
- **Training** - As this process plays out, help the newly recruited parents get trained, either online or at an in-person training. Make sure they attend the upcoming rocket academy and that Den meetings and Pack meeting are scheduled and are happening. Make sure to involve your District Commissioner and Commissioner Corps during the process.

Every Elementary School should have a Sign-up Night for both Boys & Girls. **DO NOT** let any Cub Scout leaders deny Cub Scouting to a family simply because they happen to have a daughter instead of a son.

## THE “MAGIC CIRCLE”

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Cub Scouting is designed for parents to spend time with their children. The volunteer model of our organization is unique when compared to other youth programs and as a result new parents are not necessarily expecting to be asked to volunteer or actively participate. It is vitally important that every parent is asked to serve in a volunteer role at their 1<sup>st</sup> Cub Scout meeting which should be the Parent Orientation Meeting.

Whatever the experience new parents have at the parent orientation meeting, they will mimic for the rest of their time in Scouting. For example: if the new parents are engaged and asked to volunteer at their first meeting, then they will continue to volunteer during their entire time in Scouting; whereas if the parents are not asked to volunteer then they will get the idea that Cub Scouts is like a day care and that they can just drop their kids off, leave and pick them up later. This behavior will continue during their entire time in Scouting.

Recruiting new parents as volunteers at their 1<sup>st</sup> meeting is vital to the long-term success of the Pack.

### The Magic Circle: Steps to Success

#### 1. Room Set-up:

- It is important that the meeting room for your New Parent Orientation be set up by Tables separated by Dens. Table Tents are available for each of the Dens: Lion, Tiger, Wolf, Bear, Webelos, Arrow of Light for both Boys & Girls.
- As families arrive, welcome them and ask them to sit in their new Den.

#### 2. Ask Someone at the Den Table to Take Notes / Be the Scribe:

- Ask him/her to write down the vacant positions needing filled. If the Pack has completed the Leadership Needs form, then they will know what key positions are needed.
- Have the scribe list a position for all the adults sitting at the table (nobody gets left out)
  - For example, if 5 people are at the table, list 5 positions.
  - Positions can be: Den Leader, Assistant Den Leader, Pack Committee Member, etc.
- Inform the group that they'll need to have a discussion and decide who will do each job.
  - Just say “We'll let you talk amongst yourselves and well be back in a second”
  - Walk to the next table and repeat the process
  - It is key that you stay away from them and give them time to discuss. If you stand to close they will look to you to make assignments for them.
    - If they ask you questions, answer them, but don't give answers that are to long.
    - For example: If they ask what a Den Leader is? tell them and then add “Don't worry, we'll train you, it's really easy”
  - Keep encouraging the parents to decide until they have a complete team
- Why this is Important:
  - When these families arrive, they don't know each other but they need to. These parents will be in the same Den, they'll need to reach out to each other and support each other. Forcing them to talk to each other helps them start the process of forming a team which will be vitally important for the new Den to have success.
  - Think of it this way, the next meeting these families will have will most likely be their Den Meeting. Will the Cub Master be there? **No**. Will the District Executive be there? **No**. Will the Committee Chair be there? **No**. The only people who will be there are the ones sitting at the table. Getting them to talk to each other and build friendships is vital to keeping them engaged and involved in Scouting.

#### 3. Upon Returning:

- Provide adult applications for the new leaders and explain Youth Protection Training.
- Make sure they have shared their contact information with each other
- Fill out the New Den Roster form and give carbon copies to Cub Master & Committee Chair