



BOY SCOUTS  
OF AMERICA®

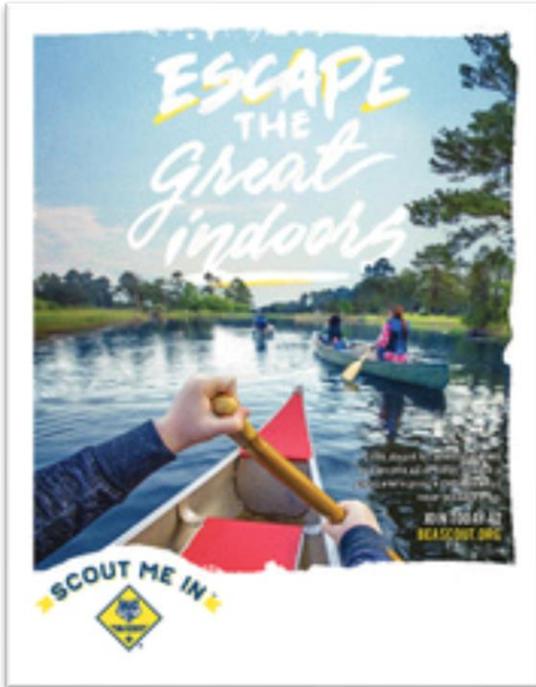
GREATER ALABAMA COUNCIL

## 2019 Membership Recruitment Playbook

“Every new Scout is a beacon of hope in an increasingly challenging world”.

- Mike Surbaugh, Chief Scout Executive

## MEMBERSHIP RECRUITMENT OVERVIEW:



Scouting changes lives and Inviting new families to join Scouting is one of the most important things we can do to impact our communities and forward the Scouting movement.

This annual process begins by working to ensure all youth and unit's recharter in December. Focus is placed on ensuring all Cub Scouts cross over into Boy Scouts. Scouting unit's run Spring and Fall Recruitment Events to invite families to join. Lastly, we work to start new units throughout the year, offering more locations for families to participate in Scouting.

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The unit role of New Member Coordinator helps to ensure that these keys to success take place. All units should have at least one registered New Member Coordinator who implements the unit membership plan and collaborates membership efforts with District leadership.

## JOURNEY TO EXCELLENCE:

The District Membership Committee works to ensure Gold Level Journey to Excellence in Membership section:

- #4 – Increase Market Share/ Improve Density
- #5 – Membership youth growth / Growth in Cub Scouting and growth overall
- #6 – New Member Recruiting / Increase in new youth recruited as compared to previous year

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## Membership Plan for 2019

### **Step 1: No Dropped Units**

**Who: Commissioners**

- Commissioners work to ensure that units are active, supported and operating
- Commissioners work to ensure no units drop and all unit's & youth re-charter
- Any Dropped units from previous year or Separated units are saved

### **Step 2: New Member Coordinator**

**Who: Membership Committee**

- Ensure that all units have a New Member Coordinator(s), appointed by the Unit Committee Chair
- Train, Support, and Work with the New Member Coordinators in their efforts
- Ensure all units have updated BeAScout.org pins and are utilizing online registration
- Provide support, training, and ideas to ensure all units recruit year-round
- Quarterly communications from Council Membership Committee to New Member Coordinators

### **Step 3: New Unit Growth**

**Who: Membership Committee**

- Recruit District New Unit Sub-committees (Chair and at least 5 members)
- New Unit Blitz Day's in February through May to turn suspects into prospects
- Focus on Family Pack opportunities and Scouts BSA Girl Troop opportunities (Girl Webelos crossover)
- Full participation in the Together We Organize Luncheons on May 1<sup>st</sup>
- Hold a Council-wide Chartered Organization Recruitment Night
- Start 58 new units and ensure each has a Unit Commissioner

### **Step 4: Scoutreach Expansion**

**Who: Scoutreach Team**

- Complete expansion of Scoutreach program team. Director, 3 full-time and 12 part time employees
- Hold Faith Based initiative with inner city churches, offering a 3-year financial commitment
- Develop and recruit a Scoutreach Corps of volunteers who will support our Scoutreach Programs
- Complete: Camping 101 program, van & equipment purchases, Goodrich Center, Campus of Hope partnership

### **Step 4: Webelos To Scout Transition**

**Who: Membership Committee**

- Recruit District Webelos-To-Scout Sub-committee & work to establish Pack Den Chiefs who are trained
- Join Scouts BSA letter and camp invitation sent to all Webelos in April – **Council Staff**
- Youth Separated Lists contacted by May 1<sup>st</sup>

### **Step 5: Spring Recruitment (limited)**

**Who: Membership Committee**

- Qualifying Units are contacted and encouraged to do Spring Recruitment
  - o Qualify: 2018 Summertime Pack Award and plan to earn the again in 2019
- Youth that join receive an invitation to attend Day Camp

### **Step 6: Full Family Fall Recruitment – Round 2**

**Who: Membership Committee**

- Districts and units follow the Fall Recruitment plan, implemented by the Unit New Member Coordinators.
- Support units in their implementation of the Lions and full family programs, specific to recruitment
- Ensure that all Troops, Crews & Posts heavily promote and hold activity recruitment events
- Utilize social media and digital resources to improve promotion and marketing
- Ensure all LDS youth are invited to join traditional units. (All Scout age youth, including girls)

### **Step 7: Recharter**

**Who: Commissioners**

- Commissioners work to ensure all unit recharterers are 100% completed and in office prior to Dec 15<sup>th</sup> via the Council Recharter Plan.

## District Membership Committee (excerpt from Greater Alabama Council District Overview)

- **New Units**
  - Recruits and develops relations with new chartered organizations
  - Helps these organizations adopt the Scouting program as a part of their overall program
  - Recruits and trains new unit organizers
  - Works with District Training Committee to get new leaders trained
  - Ensures new units have a Unit Commissioner
  - Recruits new youth and adults
- **Membership Recruitment**
  - Executes both Spring and Fall Membership Recruitments with all units
  - Works with units to develop and implement recruitment plans
  - Maintains regular contact with local school principals
  - Tracks and attains membership growth objectives annually
- **Home School**
  - Develops and maintains relationships with all Home School groups in the District
  - Encourages these groups to adopt Scouting as part of their overall program
- **Webelos to Scout Transition**
  - Ensures all Webelos cross over into a Scouts BSA Troop
- **Beascout.org**
  - Works with Communications Committee to ensure units keep their Beascout.org information current
  - Ensures units properly use the online applications features in Beascout.org
  - Ensures units contact and follow up with leads generated from Beascout.org

## District Membership Committee Structure

### District Vice Chair of Membership

#### New Unit Committee Chair

Committee Members

#### Membership Recruitment Chair

Cub Scout Recruitment Chair

Scouts BSA Recruitment Chair

Webelos to Scout Transition Chair

Venturing Recruitment Chair

Committee Members

#### Home School Committee Chair

Committee Members

#### BeAScout.org Chair

Committee Members

# The Unit New Member Coordinator



[Note that a unit is encouraged to have co- or multiple holders of this position.]

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The role of the New Member Coordinators is to ensure that these keys to success take place.

## **Appointment and Support:**

- The New Member Coordinators are appointed by and report to the Unit Committee Chair.
- The New Member Coordinators work with and are supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners.

## **General Responsibilities:**

- Serve as welcoming ambassadors for the unit.
- Work with the unit committee in developing and implementing the Unit Membership Plan.
- Participate in New Member Coordinator training and collaborate with the district membership team.

**Specific responsibilities** for each New Member Coordinator should be determined by the unit's New Member team depending on individual interests and the needs of the unit. The tasks and opportunities listed below should help to guide the planning for individual and shared responsibilities. Each of the three action elements should be included in the Unit Membership Plan developed with the leadership of New Member Coordinators:

1. Share the benefits of Scouting.
  - a. Develop and share your own Scouting story, showing the impact of Scouting on your family.
  - b. Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
  - c. Promote Scouting benefits through social media and other avenues of communication.
  - d. Showcase Scouting through engagement in local community events and service.
2. Coordinate unit recruitment.
  - a. Oversee unit recruitment efforts such as Sign-up Nights, joining events, informational presentations, peer-to-peer initiatives and fall recruitment.
  - b. Appeal to potential youth members and their families through well-designed and widely distributed invitations shared through electronic media, handouts, and personal contacts.
  - c. Ensure that the unit's BeAScout pin is up-to-date and that prompt follow-through takes place.
  - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.
3. Guide the joining and welcoming process for youth and their families.
  - a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
  - b. Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
  - c. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
  - d. Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
  - e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means.



# 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



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## Membership Recruitment Playbook For Scouts BSA & Venturing

“Every new Scout is a beacon of hope in an increasingly challenging world”.

- Mike Surbaugh, Chief Scout Executive

## MEMBERSHIP RECRUITMENT OVERVIEW:

Inviting new families to join Scouting is the most important thing we can do. Inviting older youth to join Scouting can prove difficult as traditional recruitment methods or those methods used to recruit Cub Scout aged youth generally produce poor results.

A steady flow of youth into your Troop or Crew is essential to maintaining the unit's health. New Scouts bring energy and enthusiasm to the program. To avoid the pitfall of shrinking membership, the unit should add at least 10 new Scouts every year. Having a year-round growth plan in place will help attract new Scouts.

The first step for any recruitment effort is to appoint a New Member Coordinator. This person oversees the recruitment efforts of the unit. They develop and implement a year-round growth plan that incorporates all methods of recruitment. They work closely with Cub Scout packs in the community, the district membership committee, and the unit commissioner.

There are three actions to follow to guarantee recruiting success:

1. Graduate Webelos into the troop.
2. Host a Recruitment Event(s)
3. Encourage continual peer-to-peer recruiting.

## ACTION 1: GRADUATE WEBELOS SCOUTS INTO TROOP

This is for Scouts BSA Troops. The year-round growth plan is designed to facilitate Scout recruitment and pack-troop relations. To carry out the plan, the troop's New Member Coordinator will need to remember some important guidelines:

1. Work closely with a nearby Cub Scout pack.
2. Prepare an effective Webelos-to-Scout plan.
3. Make new Scouts and their parents feel welcome.

At the beginning of the recruitment process, the troop should align with a Cub Scout pack in the community. If more than one troop draws its new Scouts from this pack, contact the leadership of the other troops and design a plan to work together with the pack. Offer the use of your troop's equipment and expertise to the Cubmaster and the Webelos den leaders, and work with them to develop an effective Webelos-to-Scout plan, following the year-round calendar provided below.

Use the Second-Year Webelos Scout Tracking form to collect information on each second-year Webelos Scout. The information will be invaluable as the year-round plan is implemented. The form helps track the Webelos Scouts' progress toward joining Scouts BSA.

Lastly, ensure that the Scouts and their parents have a smooth transition from the Webelos den to the troop. Make the Scouts and their parents feel welcome and at ease in the new troop environment, and recruit parents of the new Scouts to become assistant Scoutmasters and troop committee members.

The activities recommended in this plan will help stimulate youth interest in the Scouts BSA program. Implementing the plan involves the active involvement of adult and youth leaders of the troop as well as the leadership of the Cub Scout pack.

## WEBELOS TO SCOUT TRANSITION TIMETABLE

### August

- Get names, addresses, and telephone numbers of second-year Webelos.
- Plan a joint Scout troop/Webelos den camping trip for October.
- Plan a program of upcoming events to present at a Webelos den meeting visit in November.
- Select a den chief for each Webelos den.

### September

- Mail a letter of introduction from the Scout troop to second-year Webelos Scouts to introduce them to the troop.
- Put second-year Webelos Scouts on the mailing list to receive the troop newsletter.
- Continue planning the joint camping trip for October.

### October

- Conduct the joint camping trip with the Webelos den.

### November

- Attend a Webelos den meeting to teach the Webelos Scouts how the Scout troop works.
- Have den chiefs attend a local council or district training course.

### December

- Set a date for Webelos Scouts and parents to visit a Scout troop meeting in January. Discuss Summer Camp Dates & Costs.
- Send a form of information or greeting, letting Webelos you look forward to them joining the troop.

### January

- Host Webelos Scouts and their parents at a Scout troop meeting.
- Letter to all 5<sup>th</sup> grade Webelos steering them toward BeaScout.org.

- Plan a bridging ceremony for the blue and gold banquets in February to welcome graduating Webelos Scouts to their new troop.
- Attend a meeting for first-year Webelos Scouts to introduce them to Scouting.

### February

- Hold the bridging ceremony at the blue and gold banquet.
- Get new Scouts actively involved with the troop through troop activities.
- Recruit parents of new Scouts to become assistant Scoutmasters or troop committee members.

### March

- Plan a troop activity for new Scouts to get them involved with their new troop.

### April

- Conduct summer camp orientation to encourage troop involvement.
- Attend a meeting of Bear Cub Scouts to introduce them to Scouting.
- Sponsor a troop activity for new Scouts.
- District call-downs of 5<sup>th</sup> graders who have not yet joined a Troop.

### May

- Work closely with new Scouts and parents during their transition to the Scout troop, ensuring their needs are met and that their move has been natural and fun.
- Work on rank advancement with new Scouts.

### June

- Ensure that all new Scouts attend summer camp.

### July

- Work closely with new Scouts and parents during their transition to the Scout troop, ensuring their needs are met and that their move has been natural and fun.
- Work on rank advancement with new Scouts.

## ACTION 2: HOST A RECRUITMENT EVENT

The best form of recruitment for youth ages 11+ is **EVENT RECRUITMENT**. The Troop or Crew holds a fun event and invites others to attend the event. This type of recruitment yields the greatest return, is easy for the unit to implement and generally unit leaders are excited to do it.

All Troops and Crews should hold a recruitment event annually in the fall to invite and recruit youth to join their program. If executed correctly, this event will help ensure the longevity of the unit and will ensure the youth receive a Mountain-Top Scouting Experience.

There are 5 Steps to follow to guarantee a successful recruitment event:

1. Annual Program Plan & Funding Plan
2. Unit Plans an Event
3. Promote the Event
4. Hold the Event
5. Paperwork and Follow-up

### Step 1: Annual Program Plan & Funding Plan

- The 1<sup>st</sup> step to a successful Recruitment plan is to have a strong annual program planned a year in advance that is shared with prospective youth and families in the form of a calendar. Accompanied with this plan should be a funding plan that outlines how all the activities listed in the calendar are paid for.
- This will answer the 2 BIG questions that parents have: What are we going to do? & how much is it going to cost?
- Any youth or adult should be able to quickly share this information with anyone who asks.
- Unit Leaders receive training on how to develop this plan ever spring at the May Program Planning Roundtable. For more info please see the Council Program Planning Page on the Council website.

### Step 2: Unit plans an Event

- This event can be anything but should be something fun and exciting! The event can be on a weeknight or held over the weekend. *(Remember that all prospective youth who attend an event with your unit, who are considering joining Scouting are covered by our Council's liability and health insurance, there is no additional risk in inviting youth to your event.)*
  - Examples include high adventure activities such as: Indoor or Outdoor Rock Climbing, Mountain Biking, Camping Trip, Caving, Downhill Skiing, Whitewater Rafting, Shotgun Shooting, Pistol Shooting (Ventures), Black Powder Shooting, Archery, Hiking, cross country skiing, sail boats, kayaks, etc.
  - Examples can also include fun activities such as: Slack Lining in the Park, Frisbee Golf, Swimming, Fishing, Theme parks, exciting community service events, etc.
  - A regular unit meeting is **NOT** a good event to use, unless you are doing something exciting such as Dutch oven cooking or fire building. The bigger the event, the higher the success rate. Most units can simply coordinate their recruitment efforts with an event they are already doing such as attending a District Camporee.

### Step 3: Promote the Event

- Peer to Peer recruitment is the most successful form of promotion for Troop & Crew recruitment events. The BSA Provides Peer to Peer recruitment cards which can be found online. These business card sized promotional items allow each youth to pass them out to their friends at school, inviting them to attend the fun event.
- Facebook, Twitter, Snapchat & Social Media. Youth over the age of 14 are heavily involved in social media and units should encourage their youth to utilize their social networks to invite others to join.
- Let the youth come up with how they think it can be promoted and let them impress you with their ingenuity!
- Traditional Promotion: Flyers, Posters, Stickers, Yard Signs Etc. These traditional forms of promotion are available to Units via the District Membership Committee and District Executive. Pre-printed flyers are available at no cost to the unit.

### Step 4: Hold the Event

- Hold the planned event and have fun!
- Invite all the youth who attended to sign up that same day. If possible, encourage them to sign up before the event.
- Share with the youth the annual program plan and funding plan. Tell them about all of the fun things you will be doing over the next few months/year.
- Make sure you do **after-event promotion**. Let the older youth share pictures and videos of the fun things they did during your event. By allowing the youth to share this on their social media you will dramatically increase awareness and interest in your unit.

### Step 5: Paperwork and Follow-up

- Follow-up with all new Scouts and parents to make them feel welcome and part of the unit
- Follow-up with any youth who attended the event but did not join. Invite them to participate in an upcoming event
- Promptly get all new youth paperwork turned into the office
- Report you're the results of your recruitment event to your District Membership Committee

## ACTION 3: ENCOURAGE CONTINUAL PEER-TO-PEER RECRUITING

The most effective recruiter in Scouting is a Scout who is enthusiastic about his Troop or Crew. Troops that have a strong annual plan that can easily be shared with prospective youth and parents find that youth will continually join their unit. Having a system in place that allows your Scouts to invite their friends to participate in activities is essential to sustainable growth. In general, if the troop is active with trained leaders, it becomes very easy for each Scout to sell his friends on coming, participating and eventually joining.

As the Troop or Crew prepares for activities and events be sure to include incentives that encourage each Scout to invite friends from school, church or their neighborhood to tag along. Remember that a candidate for First Class Scout must invite someone to attend a troop meeting or activity. Recruiter patches are available to Scouts who recruit a friend to join the troop.



## Membership Recruitment Playbook For Exploring

### EXPLORING MEMBERSHIP RECRUITMENT OVERVIEW:

Exploring is a career education, worksite-based program of Learning for Life, an affiliate of the Boy Scouts of America. Participants in the program are called Explorers. The program serves youth in 6th-8th grades (Exploring clubs), and young men and women who are 14 through 20 years old (Exploring posts). Exploring units (clubs or posts), are sponsored by local businesses, government agencies, and nonprofit organizations, and usually focus on a single career field, but can also introduce youth to a variety of career fields within a single unit.

The Open House is the programs annual exposure to prospective members. Prospective members are invited to come out again and join exploring. This recruitment event is meant to be exciting, with hands-on activities and sufficient information so that those in attendance know how the Post runs and how-to sign-up. All Exploring Post should hold an annual Open House between August and September.

Full Details on Exploring can be found in the Exploring Guidebook

<http://www.exploring.org/wp-content/uploads/2015/11/Exploring-Guidebook-800-100-Sept15.pdf>

## THE OPEN HOUSE

Objective: to aid Post Advisors and Committee members in developing quality Post program and growing their youth membership. The Open House is the big kickoff for the Post. It is the easiest way to recruit lots of new participants at one time. This is when most prospective Explorers will decide whether they want to join the Post.

### First Steps

1. Confirm completion of Explorer leader training and Youth Protection training by all adults who will be registered in your program.
2. Set the date. This was most likely completed during the All-In-One Program Planning meeting.
3. Confirm whether your organization plans to set a participation fee in addition to the annual registration fee. This fee may help subsidize the cost of meeting activities, uniforms or shirts, equipment, etc.

### Promote Your Open House

Promoting your open house may seem to be a daunting task, but if you carry out the following suggestions you are guaranteed to have high attendance no matter the type of community or the type of program you are starting. Remember to include all committee members in the process.

1. Deliver personal letters of invitation to students from the head of the organization, printed on the organization's letterhead.
2. Have the committee make a personal phone call to each student to follow up on the letter. If you don't have phone numbers, deliver a reminder note (short and sweet is best).
3. Be sure the person answering the phone number listed in the invitation letter and other promotional materials has the open house information and can explain the basics of the Exploring program.
4. Hang Exploring posters with open house information on front doors of the school, front office of the school, counselor's office, and library.
5. Hang Exploring posters in the front lobby of the participating organization.
6. Post open house information on your council website or calendar.
7. Post open house information on the school website or calendar.
8. Post open house information on the participating organization's website or calendar.
9. Include information on the school's marquee.
10. Include information on the participating organization's marquee.
11. Include information in all area schools' daily announcements during the week leading up to the open house.
12. Have the committee set up a booth during a school or community career fair. (This step can be done any time of the year as an additional recruitment effort.)
13. Have all the participating organization's staff members email everyone in their own contact lists, inviting them to attend. As the professional, you should create this email, and simply ask them to copy and paste it into a new email to their contacts.
14. Find out what methods the participating organization uses to communicate with the local community and utilize those same methods.
15. Promote the open house on your council's Facebook page.
16. Promote the open house on the participating organization's Facebook page.

### Personal Invitation Letters

The local Exploring office can provide the names and addresses of young adults who are interested in career fields based on career interest survey results. If schools are not willing to provide student directory information (name, address, etc.), print the letters and ask counselors to deliver them to students themselves. Remember to offer to put labels on envelopes for him or her. Letters of invitation should be sent to two distinct groups: prospective Explorers and former or current Explorers, if applicable.

Effective letters of invitation:

- Are printed on the participating organization's letterhead.
- Are signed by the executive officer.
- Are personalized ("Dear Tom," not "Dear Prospective Explorer").
- Do not appear to be a mass mailing or junk mail.
- Encourage young adults to bring their friends.
- Include an attachment with directions and parking information.
- Highlight the activities planned for the meeting.
- Request a response.
- Inform attendees of the minimal participation fee, which may cover accident and sickness insurance coverage (see chapter five for more information on this coverage).
- Mention that the Explorer's presence is valuable in relating with other young adults with their same career interest.

Here are some messages most likely to attract the attention of teens:

- Financial success in career field
- College endorsement of career field
- Increased opportunity to obtain a job in an exclusive field
- Hands-on learning approach
- Fun and entertaining

### Conduct the Open House

Rehearse, rehearse, and rehearse! Refer to the sample open house agenda in the appendix. Conduct a walkthrough of the plan developed by the post or club committee and Advisors/Sponsors. Look for minor details that, if overlooked, might cause a problem in the program. Walk through the meeting facility at least one day in advance. Also consider having on hand extension cords for equipment, snacks and refreshments, enough seating (if applicable), and pens for signing participation forms. Make sure that audiovisual equipment is in working order (if needed), enough copies of the post's program calendar are on hand, the room temperature is comfortable, and that you have safety equipment in youth sizes, directional signs, door greeters, a cash box, and a person designated to collect money. Ensure the head of the participating organization is present to personally express the company's interest in Exploring. Help prepare the executive officer beforehand with the aims of Exploring and Exploring terminology so he or she appears prepared and knowledgeable. Avoid references to Scouting, Boy Scouts, and Explorer Scouts. Exploring is the worksite-based career exploration program of Learning for Life, an affiliate of the Boy Scouts of America.

Conduct the meeting as planned. All members of the program committee and all Advisors/Sponsors should be present for name and face recognition, to answer questions from parents or young adults, and to handle any unforeseen circumstances (restock refreshments, etc.).

## Paperwork & Money

- Have enough quantities of the Exploring Youth and Adult applications. The bottom copy of these applications serves as receipts.
- Have all prospective Explorers who wish to join, or who are even thinking of joining, fill in their information on a sign-in sheet even if they do not complete an application.
- Be sure to obtain ALL information, as it is vital to proper registration.
- The Post Committee Chairperson should ask parents who are present to volunteer to serve on the Post Committee.
- Collect enough funds from each new Explorer and adult. Local registration fees should be collected separate from Post dues.
- Ensure ALL prospective Explorers have a copy of the Post Program Calendar before they leave.
- Submit the completed forms and required fees to your Service Team volunteer, District Executive or Council office within 48 hours.

## Follow-up letters

The head of the participating organization should send a letter to each new Explorer or renewing Explorer the day following the Open House thanking him or her for participating and share the organization head's excitement about the Exploring Post's program.

The participating organization should consider a phone follow-up or follow-up letter with each prospective Explorer who was unable to attend – those young adults are probably still interested but may have had a scheduling conflict on the 1<sup>st</sup> nighter date. Depending on the number of follow-up calls, this may be done by the participating organization or divided up amongst the Post Committee members.

## STEP 9: Evaluation

*What did we intend to do? What actually happened? What worked well that we should keep doing? What should we do differently next time to make a better impact?* These questions should be asked of each of the adult leaders and Post Committee members shortly after the Open House while everything is still fresh in everyone's minds. The results of the critique should be maintained for the Post Officers for planning the next Open House.

## **HELPFUL RECRUITING TIPS**

- The best recruiters in any Post are the Explorers themselves. Ask each explorer to list three to five prospective participants on cards. Then have the exploring youth leaders sort the cards and eliminate duplication. The names are reviewed at a post meeting, and those who know the people best are assigned to invite them to a meeting. Don't assign more than three prospects to a post participant. Set a target date for the contacts to be completed, with regular reports on progress.
- Contact the school nearest you and set up a recruiting display at a lunch period a day or two during the week and recruit in person with an advisor and/or a couple of Explorers.
- Many posts place meeting notices or posters in schools or young adult centers. Radio and newspaper publicity could feature your post and invite those interested to attend an open house.
- Ensure prospective participants welcome. See to it that post participants circulate among the prospects and encourage them to join.
- Get names, addresses, and phone numbers. Call them right after the meeting and invite them to the next meeting.
- Turnover in participation is normal. Watch your attendance, contact participants who miss two or three meetings, and continually encourage post participants to look for and invite prospects.

## KEY FACTORS FOR A SUCCESSFUL POST

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**A. Use Post resources.** Inventory information about adults related to the chartered organization and parents who are willing to provide program help the Post. This program help may involve their career knowledge, hobbies, special skills, contacts, facilities, and ideas.

**B. Get parents involved.** Encourage parents to become involved in Exploring activities whenever possible:

- 1) Serve on the Post committee;
- 2) Provide transportation, equipment, chaperoning, counseling, and planning to support activities;
- 3) Assist in career, service, leadership, character, life skills, and social activities.

**C. Seek youth input.** Have each Post member complete the Explorer Activity Interest Survey. Conduct the survey on a regular basis to check on the interests of new members.

**D. Guide youth leadership.** Youth officers are elected and trained to lead, plan, and make decisions regarding the implementation of Post programs and activities. They should serve long enough to have successful experiences. The Post president should appoint a committee to draft the Post bylaws (see the Resources section of [www.learningforlife.org/exploring](http://www.learningforlife.org/exploring)).

**E. Hold regular Post meetings.** A minimum of two Explorer Post meetings should be held each month. Fewer than twice a month and Explorers tend to forget about the Post. Discuss important business first. Reserve the remaining time for a planned activity. These activities could be learning new skills (i.e. CPR, rappelling, first aid, a career seminar, computer programming, etc.) or preparing for a high-adventure trip or activity. The Post president conducts Post meetings. A detailed, written agenda should be developed for each meeting. The program vice president and activity chairman make regular phone calls to program presenters or consultants. The president should ensure that all Post meetings start on time. All meetings should have an opening and a closing. Guests should be introduced and made to feel welcome.

**F. Train and develop youth officers.** The Post officers' seminar. The seminar is a training and planning session for newly elected officers. It is led by the Advisor, youth president, and the associate Advisors. A success fill seminar provides a clear road map for the coming months and enables the officers to begin assuming leadership of the Post.

**G. Give recognition for achievement.** Young adults expect to be rewarded for their accomplishments. There are several recognition programs and scholarship opportunities available to Explorers, including Career Achievement Awards, Learning for Life Leadership Award, Young American Award, and Congressional Awards to name a few. The Exploring Office has more information, or you can find it on the website at [www.learningforlife.org/exploring](http://www.learningforlife.org/exploring).

**H. Maintain a well-rounded program.** Use the Five Areas of Emphasis as a guide to plan programs that will help maintain interest and meet the goals and objectives of the Exploring Program. Find more program information on the website at [www.learningforlife.org/exploring](http://www.learningforlife.org/exploring). Contact your Council office for more information about Adult Explorer Leader Training and the Exploring Advanced Leadership Development Workshop.



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## APPENDIX

**PACK LEADERSHIP NEEDS**

This overview is designed to help Unit Leaders review current leadership and identify leadership vacancies that need to be filled at their Parent Orientation meeting.

**Pack #:** \_\_\_\_\_ **District:** \_\_\_\_\_

**Unit Leaders Continuing from Last Year or already recruited are:**

Pack Committee Chair \_\_\_\_\_  
Committee Members (Minimum of 2) \_\_\_\_\_  
\_\_\_\_\_

Cubmaster \_\_\_\_\_  
New Member Coordinator \_\_\_\_\_  
Popcorn Kernel \_\_\_\_\_

Lion Den Leader(s) \_\_\_\_\_  
Tiger Den Leader(s) \_\_\_\_\_  
Wolf Den Leader(s) \_\_\_\_\_  
Bear Den Leader(s) \_\_\_\_\_  
Webelos Den Leader(s) \_\_\_\_\_  
Arrow of Light Den Leader(s) \_\_\_\_\_

**Number of Youth in each Den:**

Lion Den \_\_\_\_\_ Tiger Den \_\_\_\_\_ Wolf Den \_\_\_\_\_  
Bear Den \_\_\_\_\_ Webelos Den \_\_\_\_\_ AOL Den \_\_\_\_\_

**Additional Unit Leaders Continuing from Last year:**

## Council Fall Recruitment Kick-off & Training Agenda

*(This meeting serves as the training for the District Cub Scout Fall Recruitment Volunteers in preparation for Fall Recruitment)*

Presiding: Council Vice President of Membership

Items needed: Projector / Laptop / Fall Recruitment Training for Leaders PowerPoint / Parent Orientation Meeting PowerPoint / Table Tents / Each District provides copies of Fall Recruitment Trackers with past year's history and current dates and information

Participant Copies of: Membership Recruitment Playbook with Appendix / 5 Steps to a Successful Fall Recruitment / New Den Membership Roster Carbon Copy / Example Flyers / Example Stickers

### Orientation Agenda

1. Gathering & Greeting
  - a. Sign in & hand out Cub Scout Sections of Membership Recruitment Playbook with Appendix Items
    - i. Display posters, yard signs, flyers, & stickers
  - b. Opening: Invocation, Pledge & Oath
    - i. Welcome & Introductions
    - ii. Purpose & Overview of Fall Membership Recruitment / Calendar
2. Where are we at? And where are we trying to get to? – GROWTH!
3. 5 Steps to a Successful Fall Recruitment
  - a. Fall Recruitment Training for Leaders PowerPoint
  - b. Parent Orientation Meeting PowerPoint
4. Tracking & Reporting
  - a. District Membership Trackers and assigning schools
  - b. Council Report Meetings
  - c. District Report Meetings
  - d. Council Victory Celebration
5. Questions
6. Challenge: Value & Need for a strong fall recruitment effort – let's impact lives!
7. District Breakouts
  - a. Review District Specific Items, leadership needs, Sign-up Nights and things that need to get done
8. Close Meeting

## District Fall Recruitment Kick-off & Training Agenda

*(This meeting serves as the training for the Unit New Member Coordinators and Pack Leaders to prepare Units for a successful Fall Recruitment. All Packs should be in attendance)*

- Presiding: District Vice Chair of Membership or Fall Cub Scout Recruitment Chair
- Items needed: Projector / Laptop / Fall Recruitment Training for Leaders PowerPoint / Parent Orientation Meeting PowerPoint / Table Tents
- Participant Copies of: 5 Steps to a Successful Fall Recruitment / New Den Membership Roster Carbon Copy
- Recruitment Items: Yard Signs / Posters / Pre-printed Flyers & Stickers / Other promotion items

### Kick-off Agenda

*(Set up room in the format of the Parent Orientation Meeting, separated by Den with table tents. Help the volunteers visually see what the room should look like so that they can replicate it)*

1. Gathering & Greeting
  - a. Sign in & hand out 5 Steps to a Successful Fall Recruitment
  - b. Opening: Invocation, Pledge & Oath
    - i. Welcome & Introductions
2. 5 Steps to a Successful Fall Recruitment
  - a. Fall Recruitment Training for Leaders PowerPoint
    - i. Organize your Volunteer Team
    - ii. Sign-up Nights at every elementary school
    - iii. Heavy Promotion including Scout Talks
    - iv. Council Paid Facebook Adds
    - v. Flyer & Sticker Order Form
  - b. Parent Orientation Meeting PowerPoint
    - i. Get your Free Rockets & Free Cub Scout Handbooks
    - ii. Parent Orientation Program
    - iii. Pack Leadership Needs Form
    - iv. Fill Pack vacancies using the “Magic Circle”
    - v. New Den Membership Rosters – Carbon Copy
3. Starting New Cub Scouts Packs for Girls
4. Questions
5. Challenge: Value & Need for a strong fall recruitment effort – let’s impact lives!
6. Close Meeting

## **Back to the Pack Letter**

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Cubmasters and Committee Chairs:

Thank you for volunteering as a leader! We truly appreciate all that you do and the lives that you impact. We are in the process of preparing for a great new Cub Scout program year which includes reengaging our current Cub Scout Families and recruiting new families to participate in our great program.

### **Fall Membership Kick-off & Training**

As you know, new Cub Scouts will soon be signing up to be a part of Scouting and our Council provides multiple resources to assist you in your recruitment efforts including flyers, stickers, and yard signs. This year we will also be providing Council paid Facebook advertising which we believe will help us reach even more families.

To help prepare you and your pack for a successful Fall Recruitment your District Membership Committee is putting on a Kick-off & Training where your Pack leadership will receive all the information and tools needed for success. It is very important that your Pack be represented. The dates and locations are listed below.

### **“Back to the Pack”**

We encourage all our packs to hold a **“Back to the Pack”** event prior to beginning your recruitment efforts. The purpose is to help your pack get ready for the fall by re-engaging your current members and recruiting needed leadership before the school year starts. Many Packs will hold a picnic or similar event to draw in existing families and start the new program year off right. Research has shown many families will not continue in Scouting without being personally contacted. In other words, in their minds, they have only taken a vacation during the summer and are waiting to be contacted about when to start attending the meetings again. The goal of the **“Back to the Pack”** event is to help your families re-join their pack after the summer break, giving all Cub Scouts a better chance of continuing their Scouting journey.

Packs that recruit the most youth have a coordinated recruitment plan that all current families participate in. These efforts are set up in advance, often at the Back to the Pack event. As part of the meeting we encourage you to engage your families in sharing their Cub Scout experience with others and help with the packs fall recruitment efforts.

### **New Member Coordinator Position**

BSA National created a new adult leader position called the New Member Coordinator. Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. We are also asking each Pack to Identify at least one New Member Coordinator. With the support of the District membership committee, this person is responsible for organizing and coordinating your Fall Recruitment efforts as well as making sure all new families feel welcome.

### **Popcorn 2019**

We wanted to let you know that we’ve made some amazing updates to our Council Popcorn sale. Coming in 2019. Trails-End has released a brand-new app that will allow every Scout the ability to take Credit Cards without any processing fees. The app will allow leaders to manage the entire sale in real time. Trail-end has also improved the online sales features and has now gone to free shipping on all orders. In addition to popcorn, Scouts can sell Trail-mix, Pecan Clusters, & coffee via the online website. We have updated our sales calendar to better accommodate Fall recruitment and the heat of summer. The sale will start on Sept 14<sup>th</sup> and end Oct 30<sup>th</sup>. This will give you Pack 7 weekends to sell, up from 4 last year. We have also dramatically improved our prize program through a partnership with Amazon and have added a District Top Seller Prize of 2 season passes to Six Flags over Georgia, weekly major prize drawings, and a military sales patch program. These are all in addition to the normal sale prizes and collage scholarship program.

Our staff dedicates time and energy toward this program to help your unit have a “turn-key” fundraiser that will provide you will all the funds needed to support your annual pack program. Please take advantage of it. Popcorn is easy; simply sign-up, show-up, & sell and then get back to delivering great program to your Scouts.

Sign-up your unit for the 2019 popcorn sell at [www.1bsa.org](http://www.1bsa.org). / (Attach Leadership Needs Form, Flyer Form & Popcorn flyer)

## Sign-up Night Supply List

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*(The District Facilitator should bring the following items for each Sign-up Night, the numbers listed are recommended minimums.*

*Note: a facilitator may attend multiple Sign-up Nights before being able to return for restocking)*

- 20+ BSA Youth Applications
- 20+ Boy's Life Mini-mags
- 20+ GAC New Parent Guidebooks
- 1 Copy of 5 Steps to Successful Fall Recruitment Document
- 1 Sign-up Night Reporting Envelope
- 10+ GAC Pens
- 20+ Pack Information Flyer (Pack creates in advance)

## Parent Orientation Meeting Supply List

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*(The District Facilitator should bring the following items for each Parent Orientation Meeting, the numbers listed are recommended minimums. Note: a facilitator may attend multiple Parent Orientation Meetings before being able to return for restocking)*

- ++ Rockets & Cub Scout Handbooks (for new Scout's that joined)
- 1 Unit Presentation to Parent PowerPoint – Updated  
(This can be printed, read, and presented to the group instead of shown)
- 12 New Den Membership Rosters (carbon copies)
- 1 Pack Leadership Needs Forms
- 1 Set of Table Tents for Dens
- 20+ BSA Adult Applications / Youth Applications
- 20+ GAC New Parent Guidebooks (for those who didn't get it)
- 10+ GAC Pens