GAC
FALL RECRUITMENT
TRAINING FOR
UNIT LEADERS

Welcome & Introductions
WHY ARE WE HERE?

Because SCOUTING IS A MOVEMENT!

Vision Statement:
The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

Why are we here tonight at the Cub Scout Recruitment Training?

You are part of the MOVEMENT! We exist to GROW! We exist to impact the lives of more young people!

Each Pack has a responsibility to ensure all families are invited to be a part of Scouting.
2019 GAC PLAN for GROWTH

1. No Dropped Units
2. New Member Coordinators
3. New Unit Growth
4. Scoutreach Expansion
5. Webelos to Scout Transition
6. Spring Recruitment (Limited)
7. **Full Family Fall Recruitment – Round 2**
8. On-time Recharters

Fast – 3 minutes.

This is the Greater Alabama Council’s Plan for Growth in 2019. Multiple District Volunteers as all levels of Scouting help achieve each of the points above.

Tonight we are focusing on #7 – Full Family Fall Recruitment
What is the Purpose of Full Family Fall Recruitment?

Full Family Fall Recruitment

PURPOSE & OBJECTIVE

To give every youth the opportunity to join

To ensure all Schools have a Sign-up Night

Recruit new Adult leadership

Start new Scouting units

Increase community awareness

Strengthen relations with our schools
Full Family Fall Recruitment

KEY POINTS TO THE PLAN

1st - It’s about recruiting parents!

2nd - It’s about Coordination

   We are 22 Counties and 30,000 Scouts, To help each other we need to be organized

3rd – It’s about simplifying things

   For new parents & for our Unit Leaders

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1st -
   - There are a lot of ways to recruit Scouts, but our program is unique, it requires the parents be actively involved and that means that we MUST recruit the parents on the very 1st night.
   - We run a very specific plan in the fall, not to recruit youth but to recruit their parents.

2nd –

3rd –
   - Scouting can be complicated, we need to simplify things for both our new parents and our unit leaders
   - New Parents want to know the answer to 2 questions: What are we going to do? And How much is it going to cost?
   - This plan helps Pack leaders answer those 2 questions.
In 2018, the National Organization began pilot programs on Facebook advertising & recruitment (GEO-FENCING).

This was the 1st time they have been able to get real data on what works and doesn’t work when recruiting youth.

We MUST maximize what we have learned from this data to grow Scouting!
Full Family Fall Recruitment

KEY FINDINGS

Since Starting Full Family Scouting:

The BSA has DOUBLED the percentage of ethnicity we serve in Hispanic and Black communities.

GEO-Fenced Packs:

saw a average +7.43% increase in growth.

All other packs had average -10.2% loss.
Full Family Fall Recruitment

BEST PRACTICES (THE RESEARCH SHOWED)

14 Day Geo-fencing works best

Sign-Up Nights **MUST** be at the School

Parent’s are SIGNIFICANTLY more likely to attend and sign-up night held at their Child’s School.

Neighboring Schools DID NOT work

Church’s DID NOT work AT ALL!
Using the Market Research & Best Practices form Council that are experiencing tremendous growth we have created a membership growth plan for our Council.

Read Overview on 5 Steps Doc.

Designed for today’s busy parents, a Sign-up Night is held at each elementary school the pack recruits from.
Families walk in, sign-up and are invited to attend the pack’s orientation meeting held about a week later.
Families should be in-and-out in less than 10 minutes. At the pack’s orientation meeting the youth will receive their Handbook and Rocket for rocket academy. Parents will learn the Packs annual activity/funding plan and vacancies in pack leadership are filled.
The plan for each Pack:

5 STEPS to a Successful Fall Recruitment

1. Pack Organizes a Volunteer Team
2. Pack Heavily Promotes & does Scout Talks
3. Pack Holds a Sign-up Night at each individual Elementary School
4. Pack Turns-in Paperwork & Receive Rockets/Books
5. Pack Holds a Parent Orientation Meeting

Quickly Review the 5 steps to a Successful Fall Recruitment. Each of these will be discussed in detail.
STEP 3: **Hold Sign-up Night(s)**

- 1<sup>st</sup> – Remember to KEEP IT SIMPLE!
- Welcome Families
- Provide:
  - Youth App / Boy’s Life / GAC New Parent Guidebook
  - Pack Information Flyer
- Answer Questions & Collect Paperwork
  - If family doesn’t join collect contact information & invite to Parent Orientation mtg.

We are actually going to start on STEP 3.

Big Change for some units is moving to a sign-up night being held at each Elementary School.

In the past Rally was an hour long meeting that was very time-intensive and as a result Pack leaders were very reluctant to hold an event at each School.

**New Sign-Up Night Plan:**
- Keep it simple. Don’t over complicate this.
- Objective is to Sign the Scout’s up.
- Provide the Youth App / Boy’s Life Mini-Mag / GAC New Parent Guidebook
- Provide the Pack Information Flyer
  - This MUST be created in advance by Pack Leadership
  - Examples will be available on the website.
  - Our Council is willing to print these for the units.
STEP 3: Hold Sign-up Night(s)

- Don’t complicate this!
- Families are In & Out in less than 10 min
- Only 1 Volunteer Required
- Can be done in the parking lot!
- Important thing is that it’s held AT THE SCHOOL!

Keep the Sign-up Night Simple. You only need 1 volunteer for this, it’s just to answer questions, collect money and sign them up.
STEP 4: Turn in Paperwork

- Use & Fill out the Reporting Envelope
- Turn in paperwork and fees
- Collect Free Books & Rockets!
- Do this Prior to Parent Orientation Meeting

Use the Reporting Envelope – 1 For Each SCHOOL!
Turn this into your DE or Scout Office or Facilitator (If they have Books & Rockets)

Make sure to complete this prior to the Parent Orientation Meeting, so that you can hand them out that night.
Now we are going to jump back to STEP 1.

The District Facilitator works with the Unit’s New Member Coordinator to make sure the entire plan is followed.

In addition to the Unit New Member Coordinator, the Pack will need volunteers.

Pack’s should have multiple Sign-up Night Promoter Volunteers as this is one of the most important parts of the plan.
**STEP 2: Promotion & Scout Talks**

- Posters (2 per School)
- Flyers (2 rounds)
- Stickers (With Scout Talks)
- Yard Signs (2 per School)
- Facebook Advertising
  - 14 Days Paid by National with Pin Dropped on School
  - Sign-up Night **MUST** be held at the School
  - Once submitted – Can’t be changed

Promotion! – VERY IMPORTANT to your Pack’s success. Most Sign-up nights that aren’t successful can be directly traced to lack of promotion.

The list above are Council & National Paid promotable items.

Use the Flyer Order Form to get all of your items.

Due to the costs associated with printing and facebook ads, once you submit the flyer order form, it cannot be changed. So make sure you verify the dates and times with your principals.
STEP 2: Promotion & Scout Talks

- Open Houses / Back to School Nights
- School Announcements
- Kindergarten Roundups
- Sidewalk Chalk
- Peer to Peer Cards
- Call Parents from PTA / PTO List
- Uniform or t-shirt day

Other Ideas on Promotion. More listed on 5 Steps to a Successful Fall Recruitment Doc.

Ask the audience for other ideas of what they have done?
STEP 2: Scout Talks

Most effective Scout promotion
   Room to room & Assembly = best results
   Lunch room = good results
   During Recess / Bus Stop = Ok results
   USE ANY WAY POSSIBLE TO TALK TO THE YOUTH!

Rule #1 – Exude Excitement!!!

Scout Talks are easily the best way to get families involved in Scouting.

The Key is to TALK to the youth and it really doesn’t matter how you do it, just THAT you do it.

The District Membership Committee & District Executive will help with these.
HOW TO DO A SCOUT TALK

Hey everyone, I'm ________ with Pack ___ and I'm here to invite all of you to become a Cub Scout! We're going to play a little game to help teach you what activities Cub Scouts do! This game requires no talking.

Everyone ready? Raise your hand if you like to ______. Ok Put your hands down. Raise your hand if you like to..... (Go swimming, go camping, shoot bb-guns, shoot bows and arrows, rock climb, go fishing, etc.) Do 4-5 of them

Those are all thing that we do in Cub Scouts! Everyone can join Cub Scouts! Boys & Girls! We want each of you to become a Cub Scouts!

So, tonight at 7:00pm, right here in your school cafeteria you can sign up to be a Cub Scout! And I'm going to give each of you a sticker that has all the information on it. Once again it's tonight at 7:00pm, right here in your school cafeteria. So when you get home, show your parents this sticker and say I want to be a Cub Scouts!

Thanks everyone, see you tonight!

This example Scout Talk came from an Elementary School Principal. Sometimes a Scout Talk can get the kids over excited which makes it difficult for the teachers who have to get the kids calmed back down.

This Scout Talk get's the kids excited while keeping the room from turning into a rock concert.

Principals appreciate when we use this Scout Talk and it is very effective.

With the Scout Talk – Hand out our Custom Printed Stickers which you can order when you submit your flyer order form.
STEP 5: **Hold Parent Orientation Mtg**

1. Re-invite all families via E-mail & Phone call
2. Set-up the Room: 1 Den per table with Table-Tents
3. Update the Parent Presentation PowerPoint prior to meeting.
   1. Add Pictures of your Pack / Tell them what your Pack does!
   2. Found at [www.1bsa.org/membershipgrowth](http://www.1bsa.org/membershipgrowth)
   3. You don’t need to show this, it can be used as a script

Now we jump back to STEP 5: Hold the Parent Orientation Meeting.

For review:

1- You’ve put together your team,
2 - you’ve promoted the Sign-up Nights,
3 - You’ve held a Sing-up Night at each Elementary School,
4 - You’ve turned in your paperwork and received your rockets
5 – NOW You hold your Parent Orientation meeting to RECRUIT the parents!

Re-invite Families / Set up the room / UPDATE the parent Powerpoint for your unit
STEP 5: Hold Parent Orientation Mtg

- Have Greeters meet families as they arrive
- Conduct an Opening Ceremony
  - Start on time
  - Introduce Pack Leadership
  - Conduct Flag Ceremony
- Begin Unit Presentation to Parents PowerPoint
  - Again, Doesn’t need to be shown & can be read/used as a guide/script
  - A PDF version is available on website

Biggest point on this is that the Powerpoint Doesn’t need to be shown, it can be read or used as a guide.

A PDF version is available on the website with fill in the blank sections.
You can change the picture if you’d like.
Welcome to Pack 123!

- Intros
- (*insert picture of pack doing something fun*)

UPDATE FOR YOUR PACK: Unit Number, Intro’s etc. (see items in yellow)

Introduce self and welcome everyone to the meeting
What is Cub Scouts?

- Cub Scouting is fun!
- Families spend time together!
- Program for all youth in grades K-5
- Do things and go places!
- Earn awards!
- Do activities and go to camp!
- Year round program!

Explain what Cub Scouts is all about. Make sure to be enthusiastic!
Things we do:

- Fishing
- Skating Party
- 4th of July parade
- Rocket launch
- Bike rodeo
- Pinewood derby
- Day Camp!

UPDATE FOR YOUR PACK: Insert activities & picture specific to your Pack.

Tell the families what they will do with your pack, be specific.

Share Printed Copies of your Pack Calendar
Scouting’s Youth Magazine

• Official magazine of the BSA
• Order through the Pack and you will receive the Cub Scout edition
• Boys’ Life is $1 per month and delivered to your child

Explain Boy’s life magazine
Rocket Academy!
All new Scouts attend and launch your rockets!

September XXth at (Enter Location)

UPDATE with your local Rocket Academy information
- All new and current Cub Scouts are taken to another location to work on the Bobcat Badge or do an activity.
- You’ll need at least 2 adults to run this.
- Tell the parents what will happen with their kids, Introduce the Adult Leaders and explain what the youth will be working on.
- This will give parents the opportunity to focus their attention on the details.
Pack 123 - Organization

• The Pack is all of the youth (grades K-5) and their adult leaders

• The Pack meets once a month for a fun meeting (Pack meeting)

Explain how the pack is organized, when they meet and how the Dens work.
Dens

- The Pack is divided into “Dens” by grade & gender, Dens meet 2-3 times a month.
  - Lions (Kindergarten)
  - Tiger (1st grade)
  - Wolf (2nd grade)
  - Bear (3rd grade)
  - Webelos (4th grade)
  - Arrow of Lights (5th grade)

- All Scout Activities are age-appropriate
- All Dens are single-gender
Volunteers

• Parents make Scouting go!
• Cub Scouts is designed to help parents spend time with their child
• Parents participate with their child
• Parents are the major source of pack leadership (plan events, run den meetings)

Explain how Cub Scouts is designed to give parents and opportunity to spend time with their kids.

Parents make up the volunteers who make the pack go.
Training for Volunteers

• Online & In-Person Training is offered to ensure a quality program and to keep our youth safe

• Every Scout deserves a trained leader

Tell them how training is provided to help all volunteers be successful!
We are Pack 123!

• We are chartered by:
• We are part of the District of the Greater Alabama Council

Update Chartered Organization and District

Explain who the pack is chartered by, the district you belong to and a little about our Council.
Pack Meeting

• Our Pack meetings are held on:

• Our next Pack meeting is:

• Location:

• Time:

VERY IMPORTANT! – Update with your pack's information.

Explain when your next Pack meeting is and make sure everyone leaves with the information.
Pack Leadership

- Cub Master contact info:

- Committee Chair contact info:

IMPORTANT: Update with your pack information.
UPDATE: Tell the parents how much Scouting in your Pack will cost and what fundraisers you do to offset the costs.

Pack’s with a strong program and funding plan attract and keep families
UPDATE: Review the registration fee’s, Boy’s Life Magazine Fee, Pack Due’s if any.
Friends of Scouting

The $13.75 paid to join Cub Scouts is not the full cost to participate in Scouting.

Each family will be asked to make a charitable contribution to support Scouting at some point during the year.

We refer to these donations as Friends of Scouting.

Read this slide verbatim. (don’t expound)

It is important that families understand that the full cost to join Scouting is significantly higher than $13.75.

To allow all youth the opportunity to be a scout, we give parents and philanthropic individuals the opportunity to support Scouting thus keeping youth joining costs low.

Simply read the slide.
Den Breakouts

Take 10 Minutes to
Ensure all Dens have full leadership!

Utilize the Magic Circle Technique to recruit and fill vacancies, such as den leaders, committee members etc.
Why the Magic Circle?

- The Magic Circle is a simple way to recruit new parents & it works like MAGIC!
- It creates an environment where the parents speak to each other
  - They become comfortable with each other
  - They share contact information
  - They begin to make friendships
- This is VERY important because:
  - At their next Den Meeting, they will be the only people there!

See Page 15 of Cub Scout Recruitment Playbook.

District Facilitators should practice this and help support the units with the Magic Circle.
How the Magic Circle Works

1. Be sure that the group is divided into Dens via Table Tents:
   - Lion, Tiger, Wolf, Bear, Webelos, Arrow of Light

2. Ask for a scribe:
   - Ask him/her to write down the vacant positions needing filled
   - List a position for all the adults at the table (nobody gets left out)
   - Positions can be:
     - Den Leader, Assistant Den Leader, Pack Committee Member, etc.
   - Inform the group that they must decide who will do each job.

3. Walk to the next table / Step away:
   - Just say “We’ll let you talk amongst yourselves and will be back in a second.”
   - You and the other people helping must leave the room or area at this time.
   - Stay away at long enough for them to make a decision

4. Upon returning:
   - Provide adult applications for the new leaders
   - If they haven’t made a decision or have questions. Answer their questions as simply as possible and then move on to the next table.
   - Keep encouraging the parents to make a decision until you have a complete team.
   - Don’t stand around the Den!

See Page 15 of Cub Scout Recruitment Playbook.

District Facilitators should practice this and help support the units with the Magic Circle.
New Den Membership Rosters

This 2 page carbon copy document is provide to help our new dens get started quickly.

Each Unit should receive 12 of them and fill one out for each den.

This immediately gives the new Den Leader and Cubmaster the contact information of the new youth that have joined.
Which will help them engage with the families and invite them to the next den meetings / pack meetings.
Have youth show their parents what they’ve learned - recite Cub Scouts Promise and Sign
Questions?

This slide ends the Unit Presentation the next slide if for District Facilitators.
Logistics for District Facilitators

1. Calendar
2. Volunteer Structure & Steering Committee
3. Job Descriptions
4. Tracking our Progress
5. Report Meetings
6. Back to the Pack Letter
7. Full Family Scouting
8. Starting New Cub Scout Packs
   1. 2019-2020 New Pack Annual Plan
   2. 2019-2020 New Pack Budget

See Cub Scout Fall Recruitment Plan Pages 6 – 15.