



CUB SCOUT FALL RECRUITMENT PLAN

PURPOSE & OBJECTIVES

- To ensure every family receives a personal invitation to sign-up for 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

- 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 sign-up for 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 Cub Scout Handbooks
 - Step 5: Hold your Parent Orientation Meeting

CALENDAR

- By June 1st - Council Membership Conference(s) Held.
 - District Executive prepares complete list of all schools & draft structure of their Fall Recruitment Campaign
- By June 1st - Council sends “Back to the Pack” Letter & Pack Leadership Survey to all units
- By June 30th - District Volunteer Team Recruited
 - District Vice Chair of Membership / Membership Recruitment Chair
 - District New Unit Committee Chair
 - District Cub Scout Recruitment Chair
 - o Fall Recruitment Facilitators
- By June 30th - If possible, Superintendents visited by District Executives
 - Build Relationship and setup Principal Breakfasts
- By July 31st - District Fall Recruitment Kick-offs Held (to train Pack Leaders)
 - All Unit New Member Coordinators Identified / recruited
 - All Sign-up Nights and Scout Talks are set and confirmed with Principals
 - Pre-Ordered Flyers, Stickers, & Posters Delivered
- July – August - Packs conduct a “Back to the Pack” program for current members
- Before 1st 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 1st day take-home materials
- 1st 6 weeks of school - Sign-up Nights held each individual elementary school
 - Weekly Staff Report Meetings, and daily follow-up
- Aug – Oct - Scouts BSA & Venturing Units hold Event Recruitments
- July - Oct - Council Membership Benchmark Meetings (Conference Call Meeting)
 - Last Thursday of the month at 3:00pm
- Sept – Oct - 2nd Sign-up Nights for schools with opportunities / We Build Campaigns
- Oct - Fishing Derby’s Held
- By Oct 31st - Thank-you letters sent to all Superintendents and Principals
- Nov - Victory Celebrations!

TRACKING

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 order forms and reports given by the District Executive. This report will be e-mailed out to the membership volunteers regularly.

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. This helps us ensure that we are on track for a successful Fall Recruitment campaign.

BENCHMARK MEETINGS

Benchmark 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 Benchmark Meetings:

- The Council holds monthly benchmark meetings between July and October as part of the campaign.
- These meetings are held via conference call at 3:00pm on the last Thursday of the month.
- 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, share best practices, and success stories.

District Benchmark Meetings:

- Benchmark 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 attend.
- 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.