

5 Steps to a Successful Fall Recruitment

Overview: 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 (unless you do a fun activity). At the pack's orientation meeting the youth will receive their Handbook, parents will learn the packs annual activity/funding plan, and vacancies in pack leadership are filled.

Step 1: Organize your Volunteer Team

- Organize and run the Pack's fall recruitment efforts with the support of the Pack Committee and the District Membership committee.
 - Ensure strong school and area promotion, including Scout Talks.
 - Ensure that a Sign-up Night is held at each Elementary School the Pack recruits from.
 - Ensure that the Parent Orientation meeting is held, that the parents are recruited as volunteers, and that each new Scout who joins receives their Scout Handbook.
 - Ensure that all applications and fees are collected and turned in promptly.
- Pack Volunteers You'll Need:
 - Sign-up Night Promoters - Ensures that all possible marketing and promotion is done, and having current Scouts and their families help promote the Sign-up night.
 - Sign-up Night Volunteer(s) – Help Run the Sign-up Night(s), collect paperwork and dues, and answer questions. They ensure that all families know about and attend the Parent Orientation Meeting.
 - Parent Orientation Meeting Volunteers – Help welcome families, answer questions and provide support.
 - Parent Orientation Meeting Activity Leaders – Provide programming for youth that attend.

Step 2: Heavy Promotion and Scout Talks (seven points of contact)

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| ☐ Posters (at least two at each school) | ☐ Update your Pack's www.BeaScout.org pin |
| ☐ Flyers (two rounds, 1 st week & day of Sign-up Night) | ☐ *Facebook & Facebook Ads |
| ☐ Stickers (with Scout Talks) | ☐ School Website, Facebook, eNewsletter etc. |
| ☐ Yard Signs (two provided per school) | |
| ☐ Open House / Back to School / Meet the Teacher Night | ☐ School Marque / Road Banners |
| ☐ School Announcements | ☐ Local Newspapers |
| ☐ Kindergarten Roundups | ☐ Church/Synagogue/Temple/Mosque bulletins |
| ☐ Sidewalk Chalk | |
| ☐ Peer to Peer "Buddy Cards" | ☐ PTA Meeting / PTA Partnerships |
| ☐ Uniform or Scout t-shirt Day | ☐ Call PTA lists and make personal invitation |

*Facebook advertising is easy, set a calendar event and have your families promote it, you can also boost your post for about \$15.

Scout Talks: The most important part of promotion and can be done via: room to room, assembly, lunchroom, or recess.

Hey everyone, I'm John Doe with Pack 123 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. Are you ready? Ok, raise your hand if you like to _____. (Go swimming, Go Camping, Go Fishing, shoot bb-guns, learn about animals, shoot bows and arrows, rock climb etc.)

These are all things that Cub Scouts do! And we want each of you to become a Cub Scout!

So, tonight at 7:00pm, right here in your school cafeteria you can sign up to be a Cub Scout! I'm going to give each of you a sticker and a flyer 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 flyer and tell them that you "want to be a Cub Scout!"

Thanks everyone and see you tonight!

Step 3: Hold Sign-up Night(s) at each Elementary School

1. Welcome each family as they arrive and provide them with:
 - a. Youth Application or Pack QR Code for online Registration
 - b. Scout Life Mini-Mag or example
 - c. Pack Information Flyer (created in advance) which includes:
 - i. Date, time, & location of the Parent Orientation Meeting
 - ii. Pack's basic information: Chartered Org / Pack meeting dates / Key contact information
 - iii. Pack's Program Calendar with pictures
 - iv. How the Pack funds itself (popcorn)
2. Answer any questions they might have.
3. Collect their paperwork and fees for membership and Scout Life Magazine.
 - a. Check applications for parent signature, youth birth date, grade, and Scout's Life box checked
 - b. Parent birth dates are required for Lion & Tiger adult partners
 - c. Ensure they are signed by the unit leader

Key points:

- Put some time and energy into your Pack's information flyer at www.1bsa.org. Make it look fun and exciting with lots of good info.
- Bring a few things to showcase Pack activities and fun stuff such as Poster-board, photographs, etc.
- Remember that families should be in-and out in less than 10 minutes. This meeting is just for them to register.
- You'll need at least 3 volunteers to run each Sign-up Night which will allow you to hold one at each Elementary School. We know that parents are significantly more likely to show up if the Sign-up Night is at their child's school.
- If for some reason a family doesn't sign-up, COLLECT their application or their contact information for follow-up and provide them with the information for the parent orientation.

Step 4: Turn-in Paperwork

- Turn-in the paperwork and fees to your District Executive or to the Scout Office.

Step 5: Hold your Parent Orientation Meeting

Very Important! Don't skip this. This meeting should happen within a week of your Sign-up Night(s) and will increase family retention and fill vacancies in Pack leadership.

- Ensure every new family is re-invited via both e-mail and a phone call the day before. Include families that did not join but needed to be followed up with.
- Room set up: Wear both Uniform and Pack T-shirts. (*Make it comfortable*)

Parent Orientation Program (See PowerPoint online at 1bsa.org)

1. Greeters meet families as they arrive and direct them to the appropriate den (table-tent)
2. Opening Ceremony
 - a. Start on time – introduce pack leadership and New Family Helper
 - b. Explain and demonstrate the Cub Scout Salute
 - c. Conduct Flag Ceremony
3. Begin Parent Presentation (*see Unit Presentation to Parent PowerPoint / it can be read, instead of shown*)
 - a. Welcome them to the Pack / What is Cub Scouts / This is what we will do this year
 - b. Share info on Fishing Derby's / Fall Camping Opportunities
 - c. Cub Activity – Bobcat Badge (Activity Leaders take youth to work on Bobcat Badge or other Fun activity)
 - d. Share Pack Organization / Dens / Uniforms / Parent Involvement & Adult Training
 - e. Share other Important Pack Information
 - f. Share the Pack's funding plan (popcorn) / FOS
4. Recruit Vacancies in pack leadership using the Magic Circle & provide new adults with applications.
5. Answer questions and close the meeting
 - a. Have youth share what they have learned: Show Scout Sign & recite the Scout Oath & Law
 - b. Ensure every family receives their Cub Scout Handbook coupon and incentives.
 - c. Make sure everyone leaves with contact information and the next meeting date