



**ADVENTURE IS WAITING**

**LAUNCH INTO SCOUTING**

**2016 Cub Scout Fall Recruitment Guide**

Crossroads of America Council, Boy Scouts of America

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### **Adventure is Waiting... Launch into Scouting!**

#### **2016 Cub Scout Fall Recruitment Overview**

Crossroads of America Council is preparing to launch into an exciting fall Cub Scout recruitment in 2016. Again this year, all packs will host a sign-up night on **Thursday, August 25**, at **every** elementary school in the council service area. The campaign will also include an incentive for new Scouts—a free rocket!

#### **PLAN OVERVIEW:**

- Plan a sign-up night at **every** elementary school in the Crossroads of America Council on one night: **Thursday, August 25, 2016.**
- Connect recruitment to incentive to exciting program: Recruitment is supported with an incentive item (rocket) and program elements (den, pack, and council events for all Cubs).
- Develop council-level marketing resources to flood the market one consistent message: "Go to your local elementary school on August 25th to join Scouting!"
- Develop an online BSA application for those families that cannot attend on August 25.
- Second chance sign-up night for boys at September/October pack meetings.
- Expanded flyer/promotion of Scouting.

## 2016 Fall Cub Scout Recruitment Campaign Timeline

### April

- Pack leaders attend District Roundtable to receive information and training on fall Cub Scout recruitment plan.
- District Executives complete personal meetings with every elementary school principal.

### May

- Fall Cub Scout recruiting training offered at Ideal Year of Scouting events (May 12 & May 19).
- Lion Cub program information presented at Ideal Year of Scouting events.
- District Executives complete personal meetings with every elementary school principal.

### June - July

- Promote Scouting in the local communities (festivals, fairs, etc.) & council-wide media blitz.
- Pack leaders attend District Rally in July to pick up yard signs, and sign-up materials.

### August

- Yard signs placed in high traffic areas in each community.
- Packs have an information table at school open houses and meet the teacher nights.
- Pack leaders attend August District Roundtable to secure additional materials and rocket kits.
- **Sign-Up night on August 25, 6:30 to 8:00 p.m.**
  - Distribute calendar and contact lists. Collect applications and fees.
  - Turn in applications and fees to district headquarters that night.
- All Scout Shops open on Saturday, August 27<sup>th</sup> – parents can ask questions, buy materials.
- Packs conduct New Parent Orientation meeting the following week.

**\*NOTE: packs with the opportunity to hold a sign-up prior to August 25 should confirm availability of promotional and sign-up materials with the District Executive.**

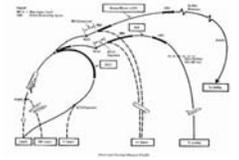
### September

- Packs conduct New Parent Orientation & unit Popcorn Kickoff (if not completed in August).
- Pack leaders attend September District Roundtable
- District rocket launch (optional)
- Den meetings start week of September 12
- Second chance joining opportunity at packs' September/October meeting. Since less boys will attend, this can be done 30 minutes prior to the Pack meeting or as part of the Pack meeting. Target recruitment for dens with less than eight boys.

### October

- Family camping events and rocket launches (coordinated by the council at camps).

## - Stage One - Prepare Your Flight Plan - Planning the Event



### April – August Checklist:

- April/May – recruit your **pack’s contact for sign-up night** to represent the pack at district planning and training meetings.
- May – schedule the **new parent orientation** meeting between August 29 – September 11.
- May/June – determine den leader vacancies in the pack and **recruit new den leaders** during the summer months if possible.
- May/June – create a program **calendar** for the next year.
- May/June – create a **unit budget** and be prepared to explain to parents how much Scouting costs and how they can help pay for the program through fundraising programs.
- June/July – create a pack **fact sheet** or **newsletter** that includes contact information for existing leaders and other general information that parents would need to know about the pack. Template fact sheets and newsletter articles will be available on the recruitment page of the council website ([www.crossroadsbsa.org/recruitment](http://www.crossroadsbsa.org/recruitment)).
- July – attend your district’s recruiting rally to pick up yard signs, sign-up night resource box and ½ sheet flyers.
  - o Yard signs should be displayed beginning the week of July 18-22
  - o ½ sheet flyers should be distributed the week of August 15-19 in church bulletins, mailboxes, car windshields, parades, door-to-door
- July – schedule **den meetings** to start the week of September 12-16. Work with den leaders to determine meeting times/dates/schedule.
- August 25 – conduct sign-up night and collect parent surveys.**
- Between August 25 and the new parent orientation meeting, review the surveys to identify parents that could help at the den meetings or be on the pack committee.

## - Stage Two - Prepare for Take Off - Promoting the Event



KEEP  
CALM  
AND  
PREPARE FOR  
TAKE OFF

How much school access does your pack have?

- No School Access: No fliers or boy talks.
- Limited School Access: Fliers only, no boy talks.
- Full School Access: Boy talks & fliers are allowed.

Packs that recruit boys in areas where limited or no school access is available will need to use different methods to promote the recruiting meetings. Below are some suggested ways to let families know your pack is recruiting:

	No School Access	Limited School Access	Full School Access
½ sheet flyer (mailbox, parades)	√	√	√
Displays at community events (county fair, farmer's market, parades)	√	√	√
Libraries display/event	√	√	√
Churches (vacation Bible school, festivals, Sunday school, bulletins)	√	√	√
School Information Table (open house, meet the teacher night, registration days)		√	√
Cub Scout themed party (have parent pass out invites to classes)		√	√
Boy Talks at school			√
Stickers (given to boys at schools)			√
Posters (at school or community locations)	√	√	√

### Additional Resources & Assistance

Council Website- Additional recruitment resources and ideas are available on the recruitment page of the council website: [www.crossroadsbsa.org/recruitment](http://www.crossroadsbsa.org/recruitment)

## -Stage Three - Blast Off! -

### Holding the Event



Adapted from the “Sign-Up Night Unit Playbook” at Scouting Wire (<http://goo.gl/7s8C62>)

Across central Indiana, packs are holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event. This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

#### Stations

Below is an outline of what happens at each station. Depending upon anticipated size of turnout and available volunteers, packs may combine stations as needed.

= Included in recruitment box provided at Fall Cub Recruitment Rally

= Provided by pack

#### Station 1: Welcome

This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.

- Greet every family that comes to your station and ask them to sign in. Provide them with the “New Scout Parent Orientation Guide”.
- Tell each family that there are five stations that they will visit to complete the signup process and that it will take 20-30 minutes.

Materials:

- Station 1 sign
- “New Scout Parent Orientation Guide”
- Parent Attendance Roster, pen

#### Station 2: What We Do

This is where you will share the excitement of Cub Scouting and your pack activities in a conversation with the interested family—consider speaking to several families at once. Talk about what makes your pack special. Be prepared to answer any questions. Include a pack display board and pictures.

Materials:

- Pack fact sheet that includes calendar listing meetings and major events, leader contact information, and cost to join
- Station 2 sign
- Scout Shop Guide to the Uniform
- Boys' Life mini mags

Station 3: Registration Paperwork

This is the sign-up station where the station leader helps parents complete the actual application.

- Have BSA Youth Applications, Parent Information/survey sheets to complete and pens.
- Be prepared to answer questions about pack fee payment plans and/or financial assistance options. In addition to any assistance your pack may provide, Crossroads of America Council offers need-based assistance programs to partially cover registration, uniform and summer camp expenses. Contact your Scouting professional at 317.813.7125 for more information.

Materials:

- Station 3 sign
- BSA Youth Applications
- Pens
- Parent Information/survey sheet

Station 4: Check Out

Leaders at this station are responsible for final "check out," including payment.

- Make sure the application and parent information sheet are properly completed.
- Collect fees for BSA registration and Boys' Life subscription.
  - Recommended Option - Through December 2017 - Registration Fees: \$34 , Accident & Sickness Insurance: \$1, Boys' Life (optional): \$17; Total: \$52
  - Through December 2016 - Registration Fees: \$10 , Boys' Life (optional): \$5; Total: \$15
- Forms and payments should be collected, signed by the Cubmaster, and put in the Cub Scouting Recruiting Report envelope.

Materials:

- Calculator
- Station 4 sign
- Cub Scouting Recruiting Report envelope for applications and fees

#### Station 5: Leader Q&A

Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.

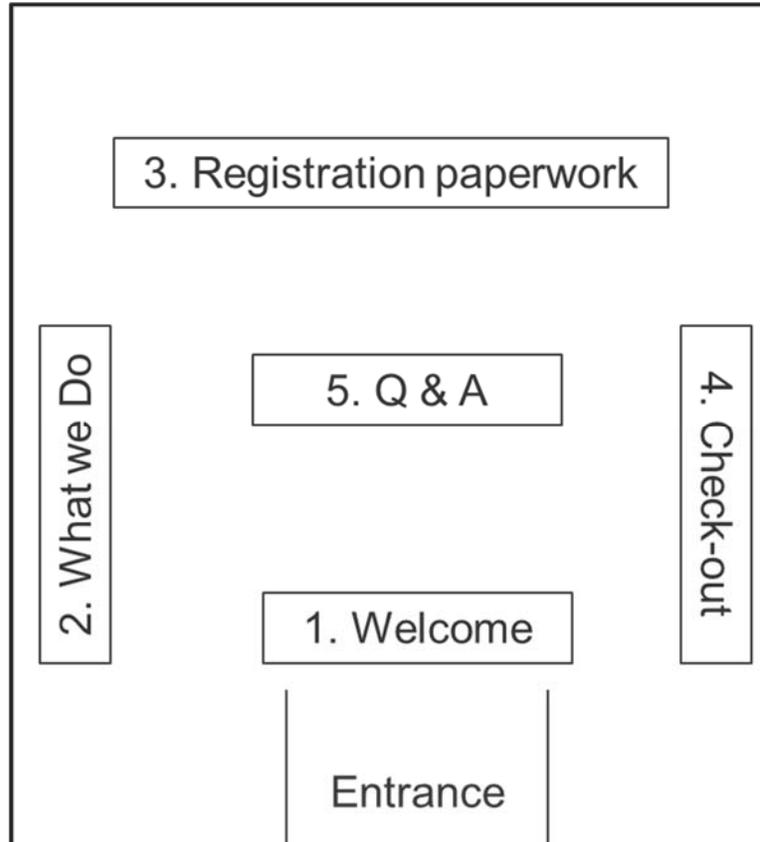
- Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.
- Answer questions about the type of activities their child will be doing.

Materials:

- Station 5 sign

Note: Make sure that each station sign is clearly visible to help make sure things go smoothly!

#### **Sample Room Layout**





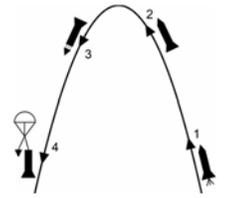
## - Stage Four - It's Not Rocket Science - Recommendations for holding a successful event.

- Promote your sign-up night.  
Utilize the Pack Marketing Toolkit at [www.crossroadsbsa.org/recruitment](http://www.crossroadsbsa.org/recruitment) to put together a grassroots promotion effort in your local community. Encourage your families to update their social media profile picture. Ask boys to wear their Cub Scout Uniform or Cub Scout T-Shirt to school on the day of your sign up night.
  
- Make a decision on how your sign-up night will be structured.  
Utilize the five station plan to alleviate congestion. Your pack may elect to utilize a different approach based on the number of available volunteers, expected turnout, etc. Regardless of your structure, the evening needs to appear to be organized and flows nicely to interested families.
  
- Wear clothing that is approachable.  
Uniforms create an "us vs. them" mentality and a barrier to joining. Instead, wear a less intimidating Scouting polo or t-shirt along with a name tag that includes your name and "parent volunteer."
  
- Keep track of who attends.  
Make sure every family with a potential new Scout signs in on the parent attendance sheet when they arrive. At the end of the night, mark the appropriate columns on the parent attendance sheet to indicate if application was submitted, fees collected and/or family is interested in volunteering. The pack can keep a copy – return the original and remaining copies in the recruiting envelope (found in box of materials) after the sign-up night.
  
- Share information about Cub Scouting and your pack.  
Every family should receive a pack calendar that includes leader contact information and explanation of joining fees along with the New Scout Parent Orientation Guide, Boys' Life magazine sample, parent information sheet and youth application.
  
- Help families complete and submit their application to join that night.
  - Boys who submit an application and payment receive a free rocket while supplies last. If they take the application home, they may not receive a rocket if supplies run out.
  - Most applications that go home with parents usually end up getting lost. They came to the meeting to register their son, so make sure they do it that evening.

- If you have a family that is not sure about joining that night, encourage them to complete an application and write "NOT PAID" next to Local Council Copy on side of the application. The district professionals will hold not paid applications until they receive notification that payment has been received.
- Review and approve applications as they are submitted.
- Write their method of payment next to Local Council Copy on each application (i.e, Visa 1234, Check 1000, Cash, Not Paid). This action will assist your treasurer with reconciling payments after the sign-up night.
  - The Cubmaster (or designee) signs the unit leader box of each application. Separate the "pack copy" from the "local council copy" of the application. Place the "local council copy" into the Cub Scout Recruitment Report envelope found in the box of materials.
- Collect joining fee and remit payment for national registration and *Boys' Life* fees.
- Both the pack treasurer and check book should attend the sign-up night to complete the application process for those families that pay that evening. Regardless of the pack's joining fee, the August prorated fees of \$10 for registration and \$5 for *Boys' Life* will be due with each paid youth application. Use the fee calculator found on the Cub Scout Recruitment Report envelope to determine the total amount owed.
  - Manual credit card slips for Visa and MasterCard only are provided in the recruitment materials box that will be processed by the council. If you have an account set up, consider using an electronic credit card reader that connects to your smartphone to prevent any problems from declined cards or missing information.
- Submit applications and results to the district that evening
- The following items need to be submitted to your district headquarters (list enclosed in your school night box) between 8 and 10 p.m. on August 25.
- Cub Scout Recruitment Report Envelope (outside blanks filled out – be sure to indicate both number of paid youth applications and not paid youth applications) that includes:
  - Any leftover rockets (rockets for existing Scouts must ordered and will be available for pickup at September roundtable).

If there is not a district team member at your August 25 sign-up night, please deliver the items listed above to one of the district headquarters or contact your district membership chair or district executive and make arrangements to transfer items to them.

## - Stage Five - Coming in for Landing - After the Sign-Up Night



Things to do between the sign-up night and the new parent orientation meeting:

- Review parent information/survey sheets. Determine possible positions for new parents to be involved.
- Have all of den leaders contact the new parents to remind them about the next meeting.

### Tips for Recruiting Parents to be Scout Leaders

- ✓ Provide a calendar of upcoming events and activities. Everyone is busy, and scheduling is of the utmost importance.
- ✓ Provide very short expectations for the volunteer role. It should include the name of the position, the tasks needed, the time frame, and whom they should be able to go to for help or guidance.
- ✓ Provide a date, time and location for any training sessions that would help them become successful.
- ✓ Make it personal – standing up in front of a large group of people and stating: “we need help, if you are interested please call me or see me after the meeting”, will not work!
- ✓ Share why they have been chosen, what particular skills or abilities they have that are needed. People are more willing to help with things they know, enjoy or are good at. There is a very real fear of the unknown.
- ✓ Create an environment that Scouting is a family program and parents are involved in something throughout the year. Provide a list of activities, roles, and committees to become a part of. Get the information back from them, and be sure to follow up with them in a timely manner. Make sure that Scouting is not a “spectator sport” – everyone is involved at some level.
- ✓ Have them be a part of planning the program, by asking them what they would like to see the pack do throughout the year. Write their name down beside the idea. They are a prospect to be the chair for this activity, or at least on the committee.

## New Parent Orientation Meeting

Present the information in the Parent Orientation Guide. This will introduce your new parents to pack structure, programs, youth protection and leader training.

In addition, provide to your parents pack information on:

1. Your summer camp dates and fees.
2. Your pack's fundraising plan (i.e. Popcorn, camp card sales).
3. Key activities and committees for your parents to sign up and participate.
4. Youth Protection Training – to be taken online by all parents and leaders at MyScouting.org.
5. Adult leader training opportunities (see council and district calendars).
6. Provide information on uniforms, books, etc. and location of Scout Shops.

## Cub Scout Recruitment – Quick Check List

- April/May - Attend recruiting orientation at the April roundtable in your district or the May "Ideal Year of Scouting" events throughout central Indiana (May 12 and May 19).
- May/June - Meet with your District Executive to discuss your plans for recruitment.
- May/June - Schedule your New Parent Orientation meeting. Give this information to your district's Cub Scout Recruiting Chair or District Executive.
- Late Spring/Early Summer – Plan your Cub Scout year. Determine your leadership needs: develop a budget, calendar and pack contact information page (or newsletter). The website has materials that will help you complete these items:  
<http://www.crossroadsbsa.org/recruitment>
- May - Request yard signs and ½ sheet flyers from the district executive to promote your sign-up.
- May-July -Secure and assign the volunteers/adults you need to do a successful sign-up.

## Available Resources & Assistance

### District Membership Team

- Recruits, trains and assigns district volunteers to help packs recruit new members.
- Coordinates the orientation meeting for packs at the April Roundtable meeting and July District Rally.
- Coordinates the collection of new member applications and fees.

### Professional Staff

- Helps packs print recruiting fliers and yard signs (free of charge).
- Arranges the school visit to distribute fliers and talk to the boys about joining.