Follow these strategies to get the most out of your Recruitment efforts!

School Open House

Before the Schools Open House:
- Meet principal to get permission to have a booth
- Update your BeAScout Pin
- Be prepared to sign new members up that night - bring Join Packets, Pack calendar, contact info, etc

At the Open House:
- Have a Great Interactive Display/Booth
- Include pictures of Pack events
- Old Pinewood Derby Cars
- Promote 1st joining event

1st Joining Event

One week after School Open House

Promote by:
- Using Join Scouting yard signs
- Sharing buddy cards for upcoming pack event/first meeting
- Social Media
- Personal Invite
- Mailing using school roster
- Holding an assembly at school, talking at lunch period, visiting classrooms
- Emails and Phone

- Utilize Troops / Experienced Den Leaders to help with fun activities for the Cubs while parents get information

2nd Joining Event (the Big One)

Date determined by Pack

Promote by:
- Wearing Cub Scout Shirts/Uniforms to School
- Buddy cards
- Personal invitations
- Holding an assembly at school, talking at lunch period, visiting classrooms
- Yard Signs
- Backpack flyer where available
- For more ideas, check out the marketing plan sheet

- Utilize Troops / Experienced Den Leaders to help with fun activities for the Cubs while parents get information

First Meeting

- Hold a Parent Orientation*
- Have an engaging program for the new Cub Scouts
- Be ready to sign up any drop-in Cubs
- Promote ahead of time:
  - Make sure to invite your old and new members via phone, email, social media, etc.
  - All Cubs bring a friend
  - Yard Signs
  - Social media tag school/PTO/Friends

- Follow up with special plans to fill any small dens

*Parent orientation can also take place on a different night if you prefer