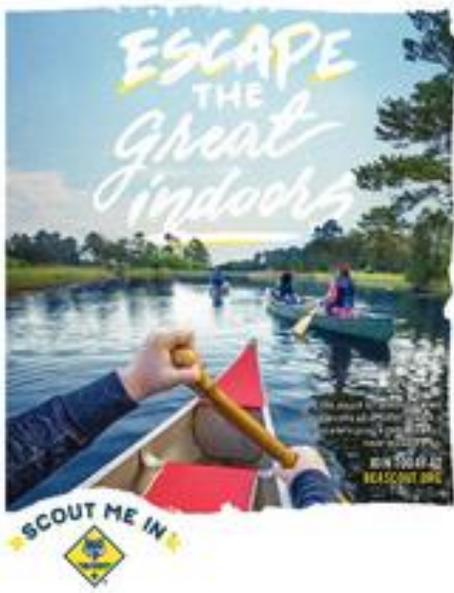


2018 Membership Recruitment Playbook

"Every new Scout is a beacon of hope in an increasingly challenging world".

- Mike Surbaugh, Chief Scout Executive



MEMBERSHIP RECRUITMENT OVERVIEW:

Scouting changes lives and Inviting new families to join Scouting is the most important thing we can do. This annual process begins by working to ensure all youth and unit’s recharter in December. Focus is placed on ensuring all Cub Scouts cross over into Boy Scouts. Scouting unit’s run Spring and Fall Recruitment Events / School Nights for Scouting to invite families to join. And lastly, we work to start new units throughout the year, offering more locations for families to participate in Scouting.

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The role of the New Member Coordinator is to ensure that these keys to success take place. Starting in 2018, all units should have a registered New Member Coordinator who implements the unit membership plan and collaborates membership efforts with District leadership.

JOURNEY TO EXCELLENCE:

The District Membership Committee works to ensure Gold Level Journey to Excellence in Membership section:

- #4 – Increase Market Share/ Improve Density
- #5 – Membership youth growth / Growth in Cub Scouting and growth overall
- #6 – New Member Recruiting / Increase in new youth recruited as compared to previous year

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A Membership Plan for 2018

Step 1: No Dropped Units

Who: Commissioners

- Commissioners work to ensure that units are active, supported and operating
- Commissioners work to ensure no units drop and all unit's & youth re-charter
- Any Dropped units from previous year or Separated units are saved

Step 2: New Member Coordinator

Who: Membership Committee

- Ensure that all units have a New Member Coordinator, appointed by the Unit Committee Chair
- Work with and Support the New Member Coordinators in their efforts
- Provide New Member Coordinator Training and collaborate with them
- Ensure all units have updated BeAScout.org pins and are utilizing online registration

Step 3: New Unit Growth – Pack Focus

Who: Membership Committee

- Recruit District New Unit Sub-committee (Chair and at least 5 members)
- New Unit Blitz Day's in March through May to turn suspects into prospects
- Start at least 5 new Packs. Each Pack has a Unit Commissioner

Step 4: Webelos To Scout Transition

Who: Membership Committee

- Recruit District Webelos-To-Scout Sub-committee & establish Pack Den Chiefs who are trained
- Join Boy Scouting letter send to all Webelos in April – **Council Staff**
- Youth Separated Lists contacted by May 1st
- Districts may hold a Webelos Woods event in the Fall – **District Camping Committee**

Step 5: Spring Recruitment (limited)

Who: Membership Committee

- Qualifying Units are contacted and encouraged to do Spring Recruitment
 - o Qualify: 2017 Summertime Pack Award and plan to earn the again in 2018.
- Youth that join are encouraged to attend Day Camp and Sleep Over Camp at May 1st rate.
- All youth that join MUST receive the Camp Life Mini-Mag (invitation to attend camp).

Step 6: Full Family Fall Recruitment

Who: Membership Committee

- Districts and units follow the "Scout Night for Scouting" plan, implemented by the Unit New Member Coordinators. Recruitment Calendar is followed.
- Support units in their implementation of the Lion and full family programs, specific to recruitment
- Troops, Crew & Exploring Recruitment Events
 - o Activity recruitment, where the youth invite their friends. (Peer to Peer)
 - o Membership committee tracks units to ensure they hold the event and tracks successes!

Step 7: Recharter

Who: Commissioners

- Commissioners work to ensure all unit recharterers are 100% completed and in office prior to Dec 15th via the Council Recharter Plan.

District Membership Committee (excerpt from Glacier's Edge Council Complete District Overview)

- **New Units**
 - Recruits and develops relations with new chartered organizations
 - Helps these organizations adopt the Scouting program as a part of their overall program
 - Recruits and trains new unit organizers and ensures they are nominated to receive the William D Boyce Award
 - Works with District Training Committee to get new leaders trained
 - Ensures new units have a Unit Commissioner
 - Recruits new youth and adults
- **Membership Recruitment**
 - Executes both Spring and Fall Membership Recruitments with all units
 - Works with units to develop and implement recruitment plans
 - Ensures all units have a New Member Coordinator
 - Tracks and attains membership growth objectives annually
- **Home School**
 - Develops and maintains relationships with all Home School groups in the District
 - Encourages these groups to adopt Scouting as part of their overall program
- **Webelos to Scout Transition**
 - Ensures all Arrow of Light Scouts cross over into a Boy Scout Troop
- **Beascout.org**
 - Ensures units keep their Beascout.org information current
 - Ensures units properly use the online applications features in Beascout.org
 - Ensures units contact and follow up with leads generated from Beascout.org

District Membership Committee Structure

District Vice Chair of Membership

New Unit Committee Chair

Committee Members

Membership Recruitment Chair

School Night For Scouting Chair (Cub Scout Recruitment)

Boy Scout Recruitment Chair

Webelos to Scout Transition Chair

Venturing Recruitment Chair

Committee Members

Home School Committee Chair

Committee Members

BeAScout.org Chair

Committee Members

The Unit New Member Coordinator



[Note that a unit is encouraged to have co- or multiple holders of this position.]

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The role of the New Member Coordinators is to ensure that these keys to success take place.

Appointment and Support:

- The New Member Coordinators are appointed by and report to the Unit Committee Chair.
- The New Member Coordinators work with and are supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners.

General Responsibilities:

- Serve as welcoming ambassadors for the unit.
- Work with the unit committee in developing and implementing the Unit Membership Plan.
- Participate in New Member Coordinator training and collaborate with the district membership team.

Specific responsibilities for each New Member Coordinator should be determined by the unit's New Member team depending on individual interests and the needs of the unit. The tasks and opportunities listed below should help to guide the planning for individual and shared responsibilities. Each of the three action elements should be included in the Unit Membership Plan developed with the leadership of New Member Coordinators:

1. Share the benefits of Scouting.
 - a. Develop and share your own Scouting story, showing the impact of Scouting on your family.
 - b. Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
 - c. Promote Scouting benefits through social media and other avenues of communication.
 - d. Showcase Scouting through engagement in local community events and service.
2. Coordinate unit recruitment.
 - a. Oversee unit recruitment efforts such as joining events, informational presentations, peer-to-peer initiatives and School Night for Scouting (Cubs).
 - b. Appeal to potential youth members and their families through well-designed and widely distributed invitations shared through electronic media, handouts, and personal contacts.
 - c. Ensure that the unit's BeAScout pin is up-to-date and that prompt follow-through takes place.
 - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.
3. Guide the joining and welcoming process for youth and their families.
 - a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
 - b. Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
 - c. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
 - d. Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
 - e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means.



SCHOOL NIGHT FOR SCOUTING (FALL CUB SCOUT RECRUITMENT PLAN)

PURPOSE

- School Night for Scouting is a Council Program implemented by the Districts for the Units

OBJECTIVES

- To ensure every family receives a personal invitation to join Scouting
- To ensure every elementary school has a School Night for Scouting event 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 enroll prospective Lions, Tigers, Cub Scouts, Webelos & Arrow of Light Scouts 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 and direction of the District Membership Committee plan and execute a School Night for Scouting recruitment event at each of their local elementary schools. These events should happen within the first 6 weeks of school beginning.
- The District Membership Committee assigns which schools each pack recruits from and ensures that every elementary school holds a School Night for Scouting. They identify and target locations for new Packs to be started.
- Unit Leadership with the support and direction of the District Membership Committee follows the **4 Steps to a Quality School Night for Scouting**. That includes:
 - Recruiting and organizing School Night volunteer peoplepower
 - Scheduling the School Night event with the local Principal
 - Heavily promoting the School Night event and doing Scout talks at the elementary school
 - Properly Executing the School Night event including recruiting the parents as volunteers, sharing your annual calendar and funding plan with the families
 - Tallying the results, collecting applications, fees and new den rosters and turn-in that night
- Applications and fees are audited and turned in daily at the District report meeting.
- Every youth who joins and pays their registration will receive a Pinewood Derby car.
- Unit Leadership ensure each Cub Scout attends their first Den Meeting.
- Every youth is invited to attend a District Pinewood Derby Race and Cub Family Overnight campout.

CALENDAR

- By June 15th - Council Membership Conference Held.
 - District Executive prepares complete list of all schools & Draft structure
- By June 30th - People Power recruited
 - District Vice Chair of Membership
 - District Membership Recruitment Chair
 - District School Night for Scouting Chair
 - District Recruitment Night Facilitators
- By June 30th - All Superintendents visited by District Executives
- By July 1st - Council sends “Back to the Pack” Letter & Pack Leadership Survey to all units
- July 18th - Council School Night Kick-off (Training Advisory Committee and setting goals)
- July – August - Each pack conducts a “Back to the Pack” program for current members
- August - District Orientations held (Training District Facilitators)
- By August 10th - All School Principals visited & School Night for Scouting dates set
 - School Cooperation confirmed & Recruitment Night Scheduled
 - All Scout Talks Scheduled
- By August 10th - All Unit New Member Coordinators identified
- Aug 15th - 25th - All District Fall Membership Kick-offs Held (School Night teams & Packs attend)
 - Mohawk Aug 15th 2018 - Indian Trails Aug 14th 2018
 - Yahara Aug 16th 2018 - Wisconsin River Aug 16th 2018
- Before 1st day of School - Pack participates in school’s back to school night to promote SNFS
 - Posters placed in all schools
 - Ensure flyers for inclusion in 1st day take-home materials
- Aug 25th – Sept 30th - School Night for Scouting Events Held at all elementary schools, with Scout talks
 - Weekly District Report Meetings, and Follow-up
- Sept 10th – Oct 10th - Fall District Leader Specific Trainings & Den leader Trainings (at least 4).
- Oct 1st – 31st - 2nd recruitment events for low performing recruitment events
- Oct 1st – Nov 15th - District New Scout Pinewood Derby and Cub Family Overnights Held
- By Nov 15th - Thank-you letters sent, Superintendent and Principals are informed of how their school(s) did via a letter or personal visit

SCHOOL NIGHT FOR SCOUTING VOLUNTEER STRUCTURE

School Night for Scouting requires many volunteers for it to be successful. Volunteers are needed to help promote, present, and coordinate all aspects of the School Night for Scouting program. The following provides a complete overview of the responsibilities of each of these positions and their role in the School Night for Scouting Campaign.

Council Membership Committee:

The Council Vice President of Membership oversees all membership recruitment efforts in the Council, reporting the progress of the campaign(s) to the Council Board of Directors as appropriate. These efforts include School Night for Scouting. District Vice Chairs of Membership serve as members of the Council membership committee, assisting in securing material and media sponsorships to provide resources for the campaign. The Council School Night Committee conducts the Council School Night Kick-off on August 7th and regularly provide support and guidance to the District School Night Chairs.

District School Night for Scouting Advisory Committee:

The District School Night for Scouting Advisory Committee is a steering committee whose purpose is to ensure the success of the School Night for Scouting recruitment plan and the increase in youth joining the Cub Scout program annually. This committee is chaired by the District Chair and with the support of its members, recruits and fill the required leadership vacancies, ensuring the proper manpower is in place. The Advisory Committee meets at least two times to recruit volunteers prior to the Council School Night Kick-off on August 7th.

District Cub Membership Advisory Committee

- District Chair
- District Commissioner
- District Vice Chair of Membership
- District Membership Recruitment Chair
- District School Night for Scouting Chair
- District Training Chair

School Night for Scouting Committee:

The School Night for Scouting Chair manages, recruits and oversees the District's entire cub membership recruitment efforts and ensures success. Working with the advisory committee, the chair recruit's volunteers to serve as Recruitment night facilitators who attend every event, supporting the unit level volunteers and ensuring their success.

District School Night for Scouting Committee

- School Night for Scouting Chair
 - District School Night Facilitators
 - Unit New Member Coordinators
 - Additional Unit Help: Den Organizers, Boy Talk Person(s), Activity Leaders, greeters, helpers, paperwork coordinators, etc.

See GEC – A Complete District Overview for District operations and committee structure.

DISTRICT ADVISORY COMMITTEE ROLES & RESPONSIBILITIES

District Chair's Responsibilities:

1. Serve as the Chair of the District School Night for Scouting Advisory Committee
2. Give suggestions and assist in the recruitment of School Night volunteers
3. Attend the Council School Night Kick-off and training on August 7th
4. Assist with District Membership Kick-off
5. Attend report meetings, assist with follow-up, and ensure the District reaches its recruitment goals

District Commissioner's Responsibilities:

1. Serve on the District School Night for Scouting Advisory Committee
2. Give suggestions and assist in the recruitment of School Night volunteers
3. Attend the Council School Night Kick-off and training on August 7th
4. Help Identify and recruit the Unit New Member Coordinator, ensuring each Pack has one
5. Ensure all units, including new units have an assigned commissioner who attends the recruitment event
6. Assist in determining where new units may be needed
7. Assist with District Membership Kick-off and ensure all packs attend
8. Attend report meetings, assist with follow-up, and ensure the District reaches its recruitment goals

District Vice Chair of Membership's Responsibilities:

1. Serve on the District School Night for Scouting Advisory Committee
2. Give suggestions and assist in the recruitment of School Night volunteers
3. Attend the Council School Night Kick-off and training on August 7th
4. Assist in determining where new units may be needed
5. Assist with District Membership Kick-off
6. Support to Membership Recruitment Chair, School Night for Scouting Chair and District Facilitators
7. Attend report meetings, assist with follow-up, and ensure the District reaches its recruitment goals

District Membership Recruitment Chair's Responsibilities:

1. Serve on the District School Night for Scouting Advisory Committee
2. Give suggestions and assist in the recruitment of School Night volunteers
3. Attend the Council School Night Kick-off and training on August 7th
4. Assist in determining where new units may be needed
5. Assist with District Membership Kick-off
6. Support to School Night for Scouting Chair and District School Facilitators
7. Attend report meetings, assist with follow-up, and ensure the District reaches its recruitment goals

District Training Chair's Responsibilities:

1. Serve on the District School Night for Scouting Advisory Committee
2. Attend the Council School Night Kick-off and training on August 7th
3. Provide adequate Leader Specific Training opportunities for new leaders. 1 Indoor, 1 Outdoor, and 4 Den Leader Trainings. Highly advertise in both the Council Calendar and Cub Recruitment Promotional items
4. Working with your training team, promote attendance and follow-up with any untrained leaders
5. Turn-in training records to Service Center in a timely fashion
6. Using the new den rosters, personally contact all new leaders and invite them to attend training

DISTRICT SCHOOL NIGHT FOR SCOUTING COMMITTEE

District School Night for Scouting Chair's Responsibilities:

1. Serve on the District School Night for Scouting Advisory Committee
2. Give suggestions and assist in the recruitment of School Night volunteers
3. Lead the overall effort and success of the School Night for Scouting plan
4. Accept the responsibility of achieving the fall membership recruitment objectives
5. Attend the Council School Night Kick-off and training on August 7th
6. Assist in determining where new units may be needed
7. Recruit the District School Night Facilitators for each school in the District (try for a 1 to 5 ratio).
8. Working with the Facilitators and Unit Commissioners, ensure all Units have a New Member Coordinator recruited, who attends the District Membership Kick-off & Training
9. Lead the District Membership Kick-off for Facilitators, New Member Coordinators, and Unit Leaders
10. Ensure all recruitment events occur and follow the program plan as outlined **in the 4 Steps to a Quality School Night for Scouting.**
11. Establish a central report meeting to collect paperwork the same night as each recruitment event
12. Ensure all units receive follow-up on un-registered youth
13. Ensure thank-you cards are sent to key volunteers, unit leaders and new leaders.
 - a. Ensure each superintendent and all principals are informed of how their school(s) did via a letter or personal visit in October or November.

District School Night Facilitators:

1. Attend the Council School Night Kick-off and training on August 7th
2. Accept the responsibility of achieving the membership recruitment objectives for your assigned schools
3. Ensure assigned units have a New Member Coordinator that attends the District Membership Kick-off
4. Help lead the District Membership Kick-off for Facilitators, New Member Coordinators, and Unit Leaders
5. Work with the District School Night Chair and District Executive to ensure all principals are contacted:
 - a. Confirm the School Night Recruitment Date. You suggest the date! Avoid conflicts, schedule early. Do not schedule your date on the same night as open houses, back to school nights, PTA/PTO meetings, Meet the teacher nights, etc.
 - b. Utilize the Principal Visit Planning Worksheet for Principal Visits.
 - c. Call the school principal the day of to make sure the promotional announcement has been made to the youth and to confirm that the school will be open.
6. Ensure unit flyer and sticker orders are placed using the proper form and in advance.
7. Promote the Cub Scout Overnight activities & Pinewood Derby as advertised in the handout for parents.
8. Promote the Leader Specific Trainings as advertised in the handout for parents
9. Assist with your assigned Recruitment events and ensure the program plan is followed as outlined **in the 4 Steps to a Quality School Night for Scouting.** That includes:
 - a. Recruiting and organizing School Night volunteer peoplepower
 - b. Scheduling the School Night event with the local Principal
 - c. Heavily promoting the School Night event and doing Scout talks at the elementary school
 - d. Properly Executing the School Night event including recruiting the parents as volunteers, sharing your annual calendar and funding plan with the families
 - e. Tallying the results, collecting applications, fees and new den rosters
10. Collect applications and fees, audited them and turned them at the District report meeting(s)
11. Ensure every youth who joins and pays their registration receives a Pinewood Derby car.

Unit's New Member Coordinator School Night Responsibilities:

1. Ensure the Pack holds a "Back to the Pack" event in August
2. Attend the Council School Night Kick-off and training on August 7th
3. Coordinate your School Night for Scouting date with the pack and the District Facilitator
4. Ensure the Pack participates in Elementary School's "back to school nights" to promote and encourage attendance at the Pack's School Night for Scouting event.
5. Ensure strong elementary school promotion, flyers on 1st day of school, posters hung on school walls, sidewalk chalk, Scout talks, facebook post etc.
6. Encourage cub scouts to wear uniforms to school and invite their friends to School Night for Scouting
7. Assist your District Executive or District Facilitator with "Scout talks" prior to recruitment event.
8. Identify existing leadership and leadership needs by filling out the Pack Leadership Needs form. Provide this form to your District Facilitator prior to the recruitment event.
9. Ensure Unit leadership is prepared, takes ownership and is actively involved in the School Night Event.
10. Recruit enough pack leaders to help with the recruitment event program: Den Organizers, Activity Leaders, greeters, helpers, paperwork coordinators etc.
11. Ensure that the recruitment event is a standalone event for new youth to sign up, it is **NOT** a pack meeting or other pack activity.
12. Follow **the 4 Steps to a Quality School Night for Scouting**. That includes:
 - a. Recruiting and organizing School Night volunteer peoplepower
 - b. Scheduling the School Night event with the local Principal
 - c. Heavily promoting the School Night event and doing Scout talks at the elementary school
 - d. Properly Executing the School Night event including recruiting the parents as volunteers, sharing your annual calendar and funding plan with the families
 - e. Tallying the results, collecting applications, fees and new den rosters
13. Promote the Cub Scout Overnight activities & Pinewood Derby as advertised in the handout for parents
14. Promote the Leader Specific Trainings as advertised in the handout for parents
15. Follow up with new leaders and youth to make them feel welcome and a part of the pack. Share your Pack calendar and funding plan with them.

District Executive's Responsibilities:

1. Attend the Council Membership Conference to learn/review the School Night for Scouting Recruitment plan and complete the following items:
 - a. Complete list of all schools (Public, Private and Parochial)
 - b. Prepare draft of Fall Recruitment structure and dates
 - c. Review current peoplepower recruited and volunteers still needed
 - d. Develop all materials, tracking sheets etc.
2. Work with the District Chair to ensure all District leadership positions are recruited and filled including:
 - a. Vice Chair of Membership / School Night for Scouting Chair / District School Night Facilitators
3. Attend the Council School Night Kick-off and training and ensure all District volunteers attend.
4. Support the District Membership Committee in their recruitment efforts by:
 - a. Ensuring all parts of the plan are being implemented and followed
 - b. Ensuring recruitment of quality personnel to conduct the membership recruitment event in each school according to schedule.
 - c. Ensuring the best, most effective groupings/scheduling of all schools for quality and efficiency.
 - d. Ensuring all Unit Coordinators and other Unit Leaders attend the District Membership Kick-off.
 - e. Provide up to date information and ensure immediate follow-up with un-registered boys.
5. Ensure all flyer and sticker orders are placed using the proper form and in advance.
6. Prepare and properly stock recruitment event boxes for each school and make sure the boxes are delivered to the District School Night Facilitator prior to the recruitment event. Collect the boxes back at the daily report meetings so that they can be restocked.
7. Daily Report Meetings and Report Envelopes:
 - a. Ensure your District School Night Chair secures a central location for your district's daily report meetings where all paperwork is collected from the day's recruitment events. **E-mail or txt your staff leader with the results every night, without fail. This is not optional.**
 - b. Review each School night envelope to ensure contents are 100% correct before they are turned in. (verify proper recording, complete applications and that the money balances). Keep a copy of registration for your use, i.e. FOS prospecting. **It is not the job of the registrar to do your job.**
8. Contact the Superintendent of each school district to:
 - a. Secure permission to hold School Night for Scouting events and to do Scout talks
 - b. Secure permission to contact the principals
 - c. Ask the Superintendent to inform the principals (preferably by letter) of their support for the School Night for Scouting events, the upcoming principal visits and request for cooperation.
9. Ensures each school principal is visited. Visits are tracked via the Principal tab of the District Membership Tracker which are turned in to your staff leader weekly. They contain the following:
 - a. Confirm the School Night Date. You suggest the date! Avoid conflicts, schedule early. Do not schedule your date on the same night as open houses, back to school nights, PTA/PTO meetings, Meet the teacher nights, etc.
 - b. Utilize the School Night Planning Worksheet for Principal Visits.
 - c. Make sure the school will be open and confirm arrangements for a custodian if necessary.
10. Maintain the proper attitude and set the proper tone for the entire recruitment effort. Energy is contagious. Through proper and timely preparation, help create the environment for success.
11. Promote the Cub Scout Overnight activities & Pinewood Derby as advertised in the handout for parents.
12. Send appropriate thank-you cards to key volunteers, unit leaders and new leaders.
 - a. Ensure each superintendent and all principals are informed of how their school(s) did via a letter or personal visit in October or November.

SCHOOL NIGHT ORGANIZATION & TRACKING

School Night for Scouting requires a lot of organization and tracking to manage the success of the campaign. The District membership tracker will help you collect dates and know which School Night Facilitators are going to which schools to support School Night for Scouting. It is the responsibility of the District Executive to keep this tracker updated and readily available for the volunteers. This tracking tool will help you know which Cub Scouts packs recruit from what schools, the result for each School Night, and the available follow up opportunities.

Key leading indicators will help us be able to know, even before a single School Night for Scouting presentation takes place, how likely the District will be to have successful School Night presentations in each of our schools. Leading indicators will help us know that we are on track for a successful School Night for Scouting campaign.

- **Principal Visits** – By visiting each principal IN ADVANCE of the beginning of the school year, the Pack is set up for a strong and successful School Night. These visits are conducted by the District Executive with the help of the School Night Chair and School Night Facilitators, at least two people should attend each visit. The buy-in of the principal is vital to having access to promote Scouting to youth and it helps guarantee that the building will be open and available as scheduled.
- **School Nights Scheduled** – Planning and Scheduling School Nights in advance helps the District volunteers prepare and be ready for successful School Night presentations. Sharing the dates of the Pack’s School Night with School Night Facilitators, Unit New Member Coordinator, Unit Leaders, and Elementary schools far in advance gives each of these parties a deadline to aim for and time to prepare their pieces of the School Night for Scouting process. This includes pack leaders promoting the event at their school’s Back to School Night. Heavily promoting the event through flyers, sticker, yard signs and Scout talks. Communicating with the school on the day of the presentation to make sure the school will be open. School Night Facilitators have time to prepare their presentations to the new families so that the presentation is clear, efficient, exciting and non-repetitive.
- **School Access** – Knowing in advance what the Pack can do in relation to each elementary school and promoting their School Night helps the unit leadership and School Night Facilitators create a marketing plan that can maximize youth recruitment. School access varies across the Council and our Council membership committee strives to provide various promotional support at all levels of the Scouting organization. Where barriers exist, additional resources will be deployed to boost promotions, proving opportunities for families to hear and see how to join Scouting. By understanding what is and isn’t allowed in a school and/or school district early enough, we can collaborate to plan how to utilize our volunteer and financial resources to grow Scouting in our communities.
- **Back to the Pack Letter, Leadership Needs Survey & District Kick-off Invitation** - Packs will receive two letters during the summer regarding plans for the Fall School Night for Scouting campaign. This is in addition to phone calls and emails that they may get from their District Membership Committee.
 - The first letter encourages Packs to hold a Back to the Pack event to reengage existing Cub Scouts and collect re-charter fees prior to the beginning of the school year, allowing the Pack to begin full program right away. The letter also invites the Pack to attend the District School Night for Scouting Kick-off and requests that the Pack submit the Pack Leadership Needs form, which helps the School Night Team know what volunteers need to be recruited.
 - The second letter is an invitation to attend the District School Night for Scouting Kick-off and will go out from the District Membership Committee no less than one week prior to the Kick-off. This letter will again have the Pack Leadership Needs form. Both letters are in the Appendix.

REPORT MEETINGS

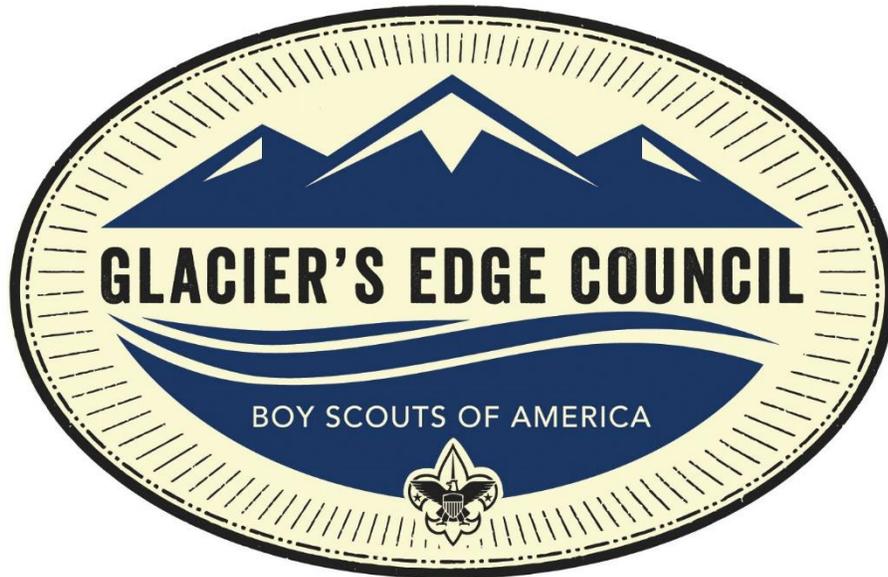
Report Meetings are an essential part of your School Night for Scouting campaign and will help your team maintain accountability and build excitement as they see more youth join Cub Scouting in your District and throughout the Council

Council Report Meetings:

- The Council holds monthly report meetings as part of the campaign; held September 19th, October 17th, and November 14th. The purpose of these meetings is to build energy and excitement by bring together the District School Night leadership teams to report on the District's progress and share success stories. These meetings will also serve as an opportunity to coordinate follow-up efforts and 2nd rallies.
- November 14th will be our Victory Celebration, where District's will have a chance to be recognized for their success in growing Cub Scouting and have an opportunity to share some best practices and lessons learned to improve our efforts in growing Cub Scouting in the future. District Leadership can also recognize volunteers who went above and beyond during the campaign and further thank their leadership teams.

District Report Meetings:

- Report Meetings at the District level should be held EVERY night the District has a School Night for Scouting event. Tuesday, Wednesday, and Thursday nights. There are several ways you can do these.
 - If the District has a small number of School Night events on a given night, or spread over a lot of geography, you may have your Facilitators call you with their results at a given time and celebrate that night's successes with that small group or people.
 - If you have just one School Night, your Report Meeting may happen in that school cafeteria after all the new families have left.
 - If you have several events happening on a single evening and can coordinate a specific location where everyone can meet at the end of the night to bring all their applications, fees, etc. to be audited, you can hold a report meeting there. Bring something with you to be able to show your results to everyone coming to your report meeting locations and tally those results as people report to you.
- Ultimately, 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.



Membership Recruitment Playbook For Boy Scouts

“Every new Scout is a beacon of hope in an increasingly challenging world”.

- Mike Surbaugh, Chief Scout Executive

BOY SCOUT MEMBERSHIP RECRUITMENT OVERVIEW:

Inviting new families to join Scouting is the most important thing we can do. Inviting older youth to join Scouting can prove difficult as traditional recruitment methods or those methods used to recruit Cub Scout aged youth generally produce poor results.

A steady flow of youth into your troop is essential to maintaining the troop's health. New Scouts bring energy and enthusiasm to the troop program. To avoid the pitfall of shrinking membership, a troop should add at least 10 new Scouts every year. Having a year-round growth plan in place will help attract new Scouts.

The first step for any recruitment effort is to appoint a New Member Coordinator. This person oversees the recruitment efforts of the unit. They develop and implement a year-round growth plan that incorporates all methods of recruitment. They work closely with Cub Scout packs in the community, the district membership committee, and the unit commissioner.

There are three actions to follow to guarantee recruiting success:

1. Graduate Webelos Scouts into a Boy Scout troop.
2. Host a Recruitment Event(s)
3. Encourage continual peer-to-peer recruiting.

ACTION 1: GRADUATE WEBELOS SCOUTS INTO TROOP

The year-round growth plan is designed to facilitate Scout recruitment and pack-troop relations. To carry out the plan, the troop's New Member Coordinator will need to remember some important guidelines:

1. Work closely with a nearby Cub Scout pack.
2. Prepare an effective Webelos-to-Scout plan.
3. Make new Scouts and their parents feel welcome.

At the beginning of the recruitment process, the troop should align with a Cub Scout pack in the community. If more than one troop draws its new Scouts from this pack, contact the leadership of the other troops and design a plan to work together with the pack. Offer the use of your troop's equipment and expertise to the Cubmaster and the Webelos den leaders, and work with them to develop an effective Webelos-to-Scout plan, following the year-round calendar provided below.

Use the Second-Year Webelos Scout Tracking form to collect information on each second-year Webelos Scout. The information will be invaluable as the year-round plan is implemented. The form helps track the Webelos Scouts' progress toward becoming Boy Scouts.

Lastly, ensure that the Scouts and their parents have a smooth transition from the Webelos den to the Boy Scout troop. Make the Scouts and their parents feel welcome and at ease in the new troop environment, and recruit parents of the new Boy Scouts to become assistant Scoutmasters and troop committee members.

The activities recommended in this plan will help stimulate youth interest in the Boy Scout program. Implementing the plan involves the active involvement of adult and youth leaders of the Boy Scout troop as well as the leadership of the Cub Scout pack.

WEBELOS TO SCOUT TRANSITION TIMETABLE

August

- Get names, addresses, and telephone numbers of second-year Webelos.
- Plan a joint Scout troop/Webelos den camping trip for October.
- Plan a program of upcoming events to present at a Webelos den meeting visit in November.
- Select a den chief for each Webelos den.

September

- Mail a letter of introduction from the Scout troop to second-year Webelos Scouts to introduce them to the troop.
- Put second-year Webelos Scouts on the mailing list to receive the troop newsletter.
- Continue planning the joint camping trip for October.

October

- Conduct the joint camping trip with the Webelos den.

November

- Attend a Webelos den meeting to teach the Webelos Scouts how the Scout troop works.
- Have den chiefs attend a local council or district training course.

December

- Set a date for Webelos Scouts and parents to visit a Scout troop meeting in January. Discuss Summer Camp Dates & Costs.
- Send a form of information or greeting, letting Webelos you look forward to them joining the troop.

January

- Host Webelos Scouts and their parents at a Scout troop meeting.
- Letter to all 5th grade Webelos steering them toward BeaScout.org.

- Plan a bridging ceremony for the blue and gold banquets in February to welcome graduating Webelos Scouts to their new troop.
- Attend a meeting for first-year Webelos Scouts to introduce them to Scouting.

February

- Hold the bridging ceremony at the blue and gold banquet.
- Get new Scouts actively involved with the troop through troop activities.
- Recruit parents of new Scouts to become assistant Scoutmasters or troop committee members.

March

- Plan a troop activity for new Scouts to get them involved with their new troop.

April

- Conduct summer camp orientation to encourage troop involvement.
- Attend a meeting of Bear Cub Scouts to introduce them to Scouting.
- Sponsor a troop activity for new Scouts.
- District call-downs of 5th graders who have not yet joined a Troop.

May

- Work closely with new Scouts and parents during their transition to the Scout troop, ensuring their needs are met and that their move has been natural and fun.
- Work on rank advancement with new Scouts.

June

- Ensure that all new Scouts attend summer camp.

July

- Work closely with new Scouts and parents during their transition to the Scout troop, ensuring their needs are met and that their move has been natural and fun.
- Work on rank advancement with new Scouts.

ACTION 2: HOST A RECRUITMENT EVENT

The best form of recruitment for youth ages 11+ is **EVENT RECRUITMENT**. The Troop holds a fun event and invites others to attend the event. This type of recruitment yields the greatest return, is easy for the unit to implement and generally unit leaders are excited to do it.

All Troops should hold a recruitment event annually in the fall to invite and recruit youth to join their program. If executed correctly, this event will help ensure the longevity of the unit and will ensure the youth receive a Mountain-Top Scouting Experience.

There are 5 Steps to follow to guarantee a successful recruitment event:

1. Annual Program Plan & Funding Plan
2. Troop Plans an Event
3. Promote the Event
4. Hold the Event
5. Paperwork and Follow-up

Step 1: Annual Program Plan & Funding Plan

- The 1st step to a successful Boy Scout Recruitment plan is to have a strong annual program planned a year in advance that is shared with prospective youth and families in the form of a calendar. Accompanied with this plan should be a funding plan that outlines how all the activities listed in the calendar are paid for.
- With this plan, any youth or adult should be able to quickly share with someone what activities the Troop does and how much everything costs.
- Unit Leaders receive training on how to develop this plan ever spring at the May Program Planning Training & Kick off. For more info please see the Council Program Planning Guide on the Council website.

Step 2: Troop plans an Event

- This event can be anything but should be something fun and exciting! The event can be on a weeknight or held over the weekend. *(Remember that all prospective youth who attend an event with your unit, who are considering joining Scouting are covered by our Council's liability and health insurance, there is no additional risk in inviting youth to your event.)*
 - Examples include high adventure activities such as: Indoor or Outdoor Rock Climbing, Mountain Biking, Camping Trip, Caving, Downhill Skiing, Whitewater Rafting, Shotgun Shooting, Pistol Shooting (Ventures), Black Powder Shooting, Archery, Hiking, cross country skiing, sail boats, kayaks, etc.
 - Examples can also include fun activities such as: Slack Lining in the Park, Frisbee Golf, Swimming, Fishing, Theme parks, exciting community service events, etc.
 - A regular unit meeting is **NOT** a good event to use, unless you are doing something exciting such as Dutch oven cooking or fire building. The bigger the event, the higher the success rate. Most units can simply coordinate their recruitment efforts with an event they are already doing such as attending a District Camporee.

Step 3: Promote the Event

- Peer to Peer recruitment is the most successful form of promotion for Troop recruitment events. The BSA Provides Peer to Peer recruitment cards which can be found online. These business card sized promotional items allow each youth to pass them out to their friends at school, inviting them to attend the fun event.
- Facebook, Twitter, Snapchat & Social Media. Youth over the age of 14 are heavily involved in social media and units should encourage their youth to utilize their social networks to invite others to join.
- Traditional Promotion: Flyers, Posters, Stickers, Yard Signs Etc. These traditional forms of promotion are available to Units via the District Membership Committee and District Executive. Pre-printed flyers are available at no cost to the unit.

Step 4: Hold the Event

- Hold the planned event and have fun!
- Invite all the youth who attended to sign up that same day. If possible, encourage them to sign up before the event.
- Share with the youth the annual program plan and funding plan. Tell them about all of the fun things you will be doing over the next few months/year.

Step 5: Paperwork and Follow-up

- Follow-up with all new Scouts and parents to make them feel welcome and part of the unit
- Follow-up with any youth who attended the event but did not join. Invite them to participate in an upcoming event
- Promptly get all new youth paperwork turned into the office
- Report you're the results of your recruitment event to your District Membership Committee

ACTION 3: ENCOURAGE CONTINUAL BOY-TO-BOY RECRUITING

The most effective recruiter in Scouting is a Scout who is enthusiastic about his troop. Troops that have a strong annual plan that can easily be shared with prospective youth and parents find that youth will continually join their unit. Having a system in place that allows your Scouts to invite their friends to participate in activities is essential to sustainable growth. In general, if the troop is active with trained leaders, it becomes very easy for each Scout to sell his friends on coming, participating and eventually joining.

As the Troop prepares for activities and events be sure to include incentives that encourage each Scout to invite friends from school, church or their neighborhood to tag along. Remember that a candidate for First Class Scout must invite a boy to attend a troop meeting or activity. Recruiter patches are available to Scouts who recruit a friend to join his troop.

DISTRICT & LEADERSHIP SUPPORT FOR BOY SCOUT RECRUITMENT

District Executive's Responsibilities:

1. Attend the Council Membership Conference to learn/review the Boy Scout & Venturing Recruitment plan and complete the following items:
 - a. List of all Troops and Crews
 - b. Track recruitment events and ensure all Troops and Crews hold at least 1 annual recruitment event
2. Work with the District Nominating Committee, District Chair and Vice Chair of Membership to ensure all District leadership positions are recruited and filled including:
 - a. Vice Chair of Membership
 - b. Membership Recruitment Chair
 - c. Boy Scout Membership Recruitment Chair
 - d. Venturing Membership Recruitment Chair
3. Support the District Membership Committee in their recruitment efforts by:
 - a. Ensuring all parts of the plan are being implemented and followed
 - b. Ensuring all Unit Coordinators and other Unit Leaders attend the District Membership Kick-off.
 - c. Provide up to date information and support
 - d. Ensure immediate follow-up by the Unit Coordinator with un-registered boys.
4. Ensure all flyer and sticker orders are placed using the proper form and in advance.
5. Maintains the proper attitude and sets the proper tone for the entire recruitment effort. Through proper and timely preparation, the professional staff member helps create the environment for success.
6. Send appropriate thank you's to key volunteers, unit leaders and new leaders.

Vice Chair of Membership & Membership Recruitment Chair:

8. Ensure all District leadership positions are recruited and filled including:
 - a. Membership Recruitment Chair
 - b. Boy Scout Recruitment Chair
 - c. Venturing Recruitment Chair
9. Assist in determining where new units may be needed
10. Assist with District Membership Kick-off(s)
11. Provide support to Membership Recruitment Chair, Boy Scout Recruitment Chair and Venturing Recruitment Chair

Unit's New Member Coordinator:

14. Give Leadership to the overall effort and success of the membership recruitment plan
15. Accept the responsibility of achieving recruitment objectives
16. Assist in determining where new units may be needed
17. Ensure all Unit Coordinators and other Unit Leaders attend the District Membership Kick-off to get trained on how to properly run and track a recruitment event
18. Work with Unit Coordinators and Unit Leaders to ensure every Troop/Crew hold at least one recruitment event each year (preferably in the fall)
 - a. Ensure all new youth paperwork turned into the office and results are reported
 - b. Ensure immediate follow-up by the Unit Coordinator with un-registered boys.

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Membership Recruitment Playbook For Exploring

EXPLORING MEMBERSHIP RECRUITMENT OVERVIEW:

Exploring is a career education, worksite-based program of Learning for Life, an affiliate of the Boy Scouts of America. Participants in the program are called Explorers. The program serves youth in 6th-8th grades (Exploring clubs), and young men and women who are 14 through 20 years old (Exploring posts). Exploring units (clubs or posts), are sponsored by local businesses, government agencies, and nonprofit organizations, and usually focus on a single career field, but can also introduce youth to a variety of career fields within a single unit.

A Post's 1st nighter is the programs annual exposure to prospective members. Prospective members are invited to come out again and join exploring. This recruitment event is meant to be exciting, with hands-on activities and sufficient information so that those in attendance know how the Post runs and how-to sign-up. All Exploring Post should hold an annual 1st nighter between September and October.

THE POST 1ST NIGHTER

Objective: to aid Post Advisors and Committee members in developing quality Post program and growing their youth membership. The 1st nighter is the big kickoff for the Post. It is the easiest way to recruit lots of new participants at one time. This is when most prospective Explorers will decide whether they want to join the Post.

STEP 1: Complete Adult Explorer Leader Training

- This course is a required training for Adult Exploring leaders to be considered “trained” and it will give a common level of understanding Exploring’s Five Areas of Emphasis, planning, roles of adult and youth leaders, and additional resources. The course is completed online at MyParticipation.org

STEP 2: Collect Student Career Interest Data

- The career interest survey is a survey given to students, normally through the School Counselor on what career fields they may be interested in.
- This data can be collected in various ways. One method may fit the needs of your community better than another. No matter the method, make this step a **PRIORITY**. The results from career interest surveys provide you with the students who are interested in the Post’s career focus along with their contact information. This gives you all that you need to invite them to your 1st nighter.
- METHODS:
 - Learning for Life Career Interest Survey (scantron or online)
 - Schools already collect this information, ask them to share with you!
 - If schools will not share student names, at least ask for the number of students interested in each career field.

STEP 3: Set the date

- With the Post’s input, set the date, time, and location for the Open House between Labor Day and Halloween. The earlier, the better! This is a requirement for the Post Journey to Excellence Gold award.
- When school starts, young adults become involved in many different activities. Achieve maximum participation by holding your event early, before young adults commit to other activities.

STEP 4: Program Planning Meeting

- 4a. Complete the Career Resource Opportunity Worksheet
 - One of the best tools a Post can use to learn the expertise and resources of other adults working with the Post is the Career Resource Opportunity Worksheet. The worksheets reveal careers, hobbies and skills of adults and, more importantly, their willingness to share their expertise with the Post. In addition to a person’s regular job, maybe he or she volunteers with fundraising activities and can assist the Post with those endeavors. One Post recently learned they had a connection to a large civic organization that they could use for resources.
 - The adult leaders, Post Committee members, and others in the participating organization initially complete the worksheets. After election of officers, the Program Vice President will maintain and update the worksheets.

- 4b. Post Committee develops 3-month program
 - Be creative! Plan fun, interactive, exciting, hands-on activities that demonstrate what the Post is all about. Each meeting or activity must be planned. The Activity Planner is a good tool to use to assist in identifying equipment or tools, coordinating logistics, assigning responsibilities, and Post-activity evaluation. The Post Committee should use this form in planning the first three months activities and train the youth officers to use the Activity Planner following their election.
 - Ask: Around what career(s) does our Post revolve? What are the most exciting aspects of this career? What made each of the adult leaders interested in the career?
 - Gather information on these activities. Be sure to include the Five Areas of Emphasis (career exploration, leadership experience, character education, life skills, and service learning). Career Achievement Awards can provide a program outline and allow the Explorers to earn recognition at the same time. Contact your local Exploring Executive for Award information.
 - Brainstorm all ideas. Do not rule out anything at this point. Something may not be practical, but it may spark an idea of something related that is practical. Discuss and evaluate each idea.
 - Calendarize 3 months (two per month) of activities that best represent the career or careers of your Post and Participating Organization. Youth members/officers will continue to schedule meetings and activities past 3 months.
 - When possible, pick activities that are dynamic and action-oriented. Pick activities that prospective Explorers can physically “DO”. For some Posts, action-packed activities will be obvious and easy to choose. Some Posts will need to be more creative in selecting activities. Business or finance Post activities might include developing spreadsheets, researching stock information, creating and making a sales presentation, updating information on a website, or creating a product from scratch.
 - The selected activities should be arranged to follow a logical progression. For example, a culinary Post would not start with cooking a seven-course meal at the second meeting. An elaborate meal might be a year-end event. The initial meetings might include the basic steps – menu planning, food selection, preparation techniques, food presentation, and proceed to more in-depth information throughout the year. These activities should cover the first three months (or 6-7 meetings) for the Post.

- 4c. Prepare 1st Nighter Agenda
 - Follow the Open House Sample Agenda found online. The meeting should last no longer than 1 hour with the largest portion being the hands-on activity.
 - Arrange several of the brainstormed activities in short duration for the Open House – avoid focusing on just one activity. Five or six activities for 5-6 minutes at a time is ideal. Give the prospective Explorers a quick taste of what they can learn and experience in your Post, then quickly move on to another brief activity. At each station, allow one (or some – depending on resources and time) prospective Explorer to demonstrate the skill or task. Involve a different prospective Explorer for each activity. This shows all the prospective Explorers that they will have an opportunity to learn and actually “do” this activity when they chose to join the Post. Actions speak louder than words.

- 4d. Coordinate resources (people, equipment, facilities) for the 1st nighter
 - A great way to get Post committee members and/or parents involved is to delegate duties:
 - reserve meeting space
 - gather and deliver activity supplies (bunker gear, hand cuffs, first aid materials, etc)
 - plug activities into a 3-month calendar and print enough copies to hand out
 - prepare a sign-in sheet with name, cell phone, school, grade, email, etc
 - bring cash/change & receipt book to accept registration/membership fees
 - prepare beverages and/or snacks
 - make personal phone calls to invite students
 - mail invitation letters on organization letterhead (see next step)

STEP 5: Letter of Invitation

- Letters of invitation should be sent to prospective, former and current Explorers.
- Effective letters of invitation contain the following important points:
 - Is on the Participating Organization's letterhead
 - Is signed by the head of the organization
 - Is personalized ("Dear Tom", not "Dear Prospective Explorer")
 - Does not appear to be a mass mailing or junk mail
 - Encourages young adults to bring their friends
 - Attachment with directions and parking information
 - Does not refer to a career interest survey (use "I recently learned of your interest in [career field]...")
 - Invites young adults to an exciting hands-on experience
 - Informs young adults of the minimal participation fee which covers liability insurance
 - Highlights the activity or activities of the meeting
 - Asks the young adult to RSVP
- Letters to former or current Explorers contain the same important points with minor differences:
 - Is signed by the Post Advisor
 - It is more personalized to the relationships already established
 - Mention that the current or former Explorer's presence is valuable in relating with other young adults with their same interest in (career field)

STEP 6: Promote your 1st Nighter

The messages most likely to attract the attention of teens are:

- Financial success in career field
- College endorsement of career field
- Increased opportunity to obtain a job in an exclusive field
- Hands-on learning approach
- Fun and entertainment

To promote the Post's 1st nighter simply complete the following suggestions. Doing so will guarantee the Post has high attendance no matter the type of community nor the type of Post you are starting. Remember to ask all Post Committee members for help in getting these tasks done.

Promotional Ideas:

- **Deliver personal letters of invitation** to students from the organizational head printed on the organization's letter head.
 - Obtain student names through career interest surveys OR work with the school counselor to identify students interested in the specific career. If schools are not willing to give you student directory information (name, address, etc) print the letters and ask counselor to deliver them to students themselves. Remember to offer to stick labels on envelopes for him/her.
- **Have the Post Committee make a personal phone call** to each student following up on the letter. If you don't have phone numbers, deliver a reminder note (shorter & sweeter).
- **Incoming phone calls:** Be sure the person answering the phone number listed in invitation letter and other promotional materials has the 1st nighter information and knows how to explain the basics of the Exploring program.
- **Hang Exploring posters** with 1st Nighter info on front doors of school, front office of school, counselor office and library. Hang Exploring posters in front lobby of participating organization. Posters are available for pick up from the Council Office.
- **Hand out Exploring Flyers** with 1st Nighter info to students. Leave a stack of flyers at local library, high school front office, participating organization, and any other office related to the career field.
- Promote 1st Nighter info on council website, school website, organization website and calendars.
- Include info on digital marquee at school and at participating organizations.
- Include information in all area school's daily announcements for 4 days leading up to the 1st Nighter.
- Have the Post Committee set up a booth during a school or community career fair (anytime of the year, as an additional recruitment effort).
- Have the participating organization's staff member email everyone in their own contact lists inviting them to attend.
- Find out what methods the participating organization uses to communicate with the local community and utilize those same methods.
- Promote the 1st nighter on your Council, District, and organizations facebook pages.
- Promote the 1st nighter on the participating organization's facebook page.

STEP 7: Conduct the 1st Nighter

Using the plan developed by the Post Committee and Advisors conduct the 1st nighter. Walk through the meeting facility in advance and consider extension cords for equipment, snacks/refreshments, sufficient seating, room temperature, ink pens for signing participation forms, audio visual equipment are in working order (if needed), sufficient copies of the Post program calendar, door greeters, directional signs, safety equipment in youth sizes, person designated to collect money, cash box, etc.

Ensure the head of the Participating Organization is present to personally express the company's interest in Exploring. Help prepare the Organization Head beforehand with the aims of Exploring and Exploring terminology so he or she appears prepared and knowledgeable.

Conduct the meeting as planned. All members of the Post Committee and all Advisors should be present for name/face recognition, answer questions from parents or young adults, and handle any unforeseen circumstances (need more refreshments, etc).

Paperwork & Money

- Have sufficient quantities of the Exploring Youth and Adult applications. The bottom copy of these applications serve as receipts.
- Have all prospective Explorers who wish to join, or who are even thinking of joining, fill in their information on a sign-in sheet even if they do not complete an application.
- Be sure to obtain ALL information, as it is vital to proper registration.
- The Post Committee Chairperson should ask parents who are present to volunteer to serve on the Post Committee.
- Collect sufficient funds from each new Explorer and adult. Local registration fees should be collected separate from Post dues.
- Ensure ALL prospective Explorers have a copy of the Post Program Calendar before they leave.
- Submit the completed forms and required fees to your Service Team volunteer, District Executive or Council office within 48 hours.

STEP 8: Follow-up letters

The head of the participating organization should send a letter to each new Explorer or renewing Explorer the day following the 1st nighter thanking him or her for participating and share the organization head's excitement about the Exploring Post's program.

The participating organization should consider a phone follow-up or follow-up letter with each prospective Explorer who was unable to attend – those young adults are probably still interested, but may have had a scheduling conflict on the 1st nighter date. Depending on the number of follow-up calls, this may be done by the participating organization or divided up amongst the Post Committee members.

STEP 9: Evaluation

What did we intend to do? What actually happened? What worked well that we should keep doing? What should we do differently next time to make a better impact? These questions should be asked of each of the adult leaders and Post Committee members shortly after the 1st Nighter while everything is still fresh in everyone's minds. The results of the critique should be maintained for the Post Officers for planning the next Open House.

HELPFUL RECRUITING TIPS

- The best recruiters in any Post are the Explorers themselves. Ask each explorer to list three to five prospective participants on cards. Then have the exploring youth leaders sort the cards and eliminate duplication. The names are reviewed at a post meeting, and those who know the people best are assigned to invite them to a meeting. Don't assign more than three prospects to a post participant. Set a target date for the contacts to be completed, with regular reports on progress.
- Contact the school nearest you and set up a recruiting display at a lunch period a day or two during the week and recruit in person with an advisor and/or a couple of Explorers.
- Many posts place meeting notices or posters in schools or young adult centers. Radio and newspaper publicity could feature your post and invite those interested to attend an open house.
- Ensure prospective participants welcome. See to it that post participants circulate among the prospects and encourage them to join.
- Get names, addresses, and phone numbers. Call them right after the meeting and invite them to the next meeting.
- Turnover in participation is normal. Watch your attendance, contact participants who miss two or three meetings, and continually encourage post participants to look for and invite prospects.

KEY FACTORS FOR A SUCCESSFUL POST

A. Use Post resources. Inventory information about adults related to the chartered organization and parents who are willing to provide program help the Post. This program help may involve their career knowledge, hobbies, special skills, contacts, facilities, and ideas.

B. Get parents involved. Encourage parents to become involved in Exploring activities whenever possible:

- 1) Serve on the Post committee;
- 2) Provide transportation, equipment, chaperoning, counseling, and planning to support activities;
- 3) Assist in career, service, leadership, character, life skills, and social activities.

C. Seek youth input. Have each Post member complete the Explorer Activity Interest Survey. Conduct the survey on a regular basis to check on the interests of new members.

D. Guide youth leadership. Youth officers are elected and trained to lead, plan, and make decisions regarding the implementation of Post programs and activities. They should serve long enough to have successful experiences. The Post president should appoint a committee to draft the Post bylaws (see the Resources section of www.learningforlife.org/exploring).

E. Hold regular Post meetings. A minimum of two Explorer Post meetings should be held each month. Fewer than twice a month and Explorers tend to forget about the Post. Discuss important business first. Reserve the remaining time for a planned activity. These activities could be learning new skills (i.e. CPR, rappelling, first aid, a career seminar, computer programming, etc.) or preparing for a high-adventure trip or activity. The Post president conducts Post meetings. A detailed, written agenda should be developed for each meeting. The program vice president and activity chairman make regular phone calls to program presenters or consultants. The president should ensure that all Post meetings start on time. All meetings should have an opening and a closing. Guests should be introduced and made to feel welcome.

F. Train and develop youth officers. The Post officers' seminar. The seminar is a training and planning session for newly elected officers. It is led by the Advisor, youth president, and the associate Advisors. A success fill seminar provides a clear road map for the coming months and enables the officers to begin assuming leadership of the Post.

G. Give recognition for achievement. Young adults expect to be rewarded for their accomplishments. There are several recognition programs and scholarship opportunities available to Explorers, including Career Achievement Awards, Learning for Life Leadership Award, Young American Award, and Congressional Awards to name a few. The Exploring Office has more information or you can find it on the website at www.learningforlife.org/exploring.

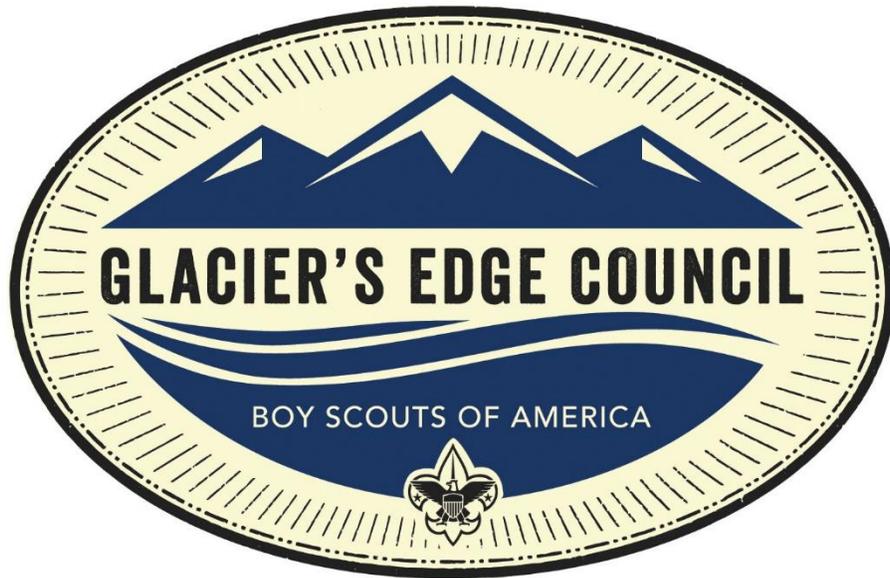
H. Maintain a well-rounded program. Use the Five Areas of Emphasis as a guide to plan programs that will help maintain interest and meet the goals and objectives of the Exploring Program. Find more program information on the website at www.learningforlife.org/exploring. Contact your Council office for more information about Adult Explorer Leader Training and the Exploring Advanced Leadership Development Workshop.

What to Expect at your 1st nighter:

- Males and females, ages 14-20 years old
- Parents arriving with their son/daughter, students arriving with friends, students arriving by themselves
- Students/parents not knowing anything about Exploring
- An uneasiness in the room because there is a wide variety of students who don't know each other
- Shy, quiet students unwilling to answer questions
- Willingness to "open up" after ice breaker and some hands-on activities
- Some people showing up 5-10 minutes late
- 5-15% of students on mailing list to show up for Exploring Post
- A better turn out if:
 - ✓ Personalized letters are mailed out on company letterhead 10 - 14 days before the Open House
 - ✓ Additional methods of recruitment are used, such as school announcements, flyers, phone calls
 - ✓ A well-written letter is used with appropriate signature
 - ✓ Location is easy to get to and interesting

What not to expect at your 1st nighter:

- Students to know what they want to do for a career
- Parents/students to know what the "career" entails
- Students to know how to sign up
- Parents/Students to know about Exploring's purpose and areas of emphasis
- Adult leaders to know what they are doing with the Open House agenda
- New Explorers having the exact change for participation fees
- Proper set up of room
- Advisor to remember to bring participation paperwork
- A good turnout if:
 - ✓ Flyers are sent instead of letters
 - ✓ "Copied" letterhead, or no letterhead used at all
 - ✓ Letters are mailed too early or too late
 - ✓ Location isn't easy to find



APPENDIX

PACK LEADERSHIP NEEDS

This overview is designed to help Unit Leaders review current leadership and identify leadership vacancies that need to be filled during the recruitment event via the magic circle. Please return at your District Kick-off.

Pack #: _____ **Form Completed by:** _____ **District:** _____

Unit Leaders Continuing from Last Year or already recruited are:

Pack Committee Chair _____
Committee Members (Minimum of 2) _____

Cubmaster _____
New Member Coordinator _____
Popcorn Kernel _____

Lion Den Leader _____
Tiger Den Leader _____
Wolf Den Leader _____
Bear Den Leader _____
Webelos Den Leader _____
Arrow of Light Den Leader _____

(If you have more leaders returning please attach a list of their position and name)

Number of Youth in each Den:

Lion Den _____ Tiger Den _____ Wolf Den _____
Bear Den _____ Webelos Den _____ AOL Den _____

Does your pack require dues?

If so, how much are your dues? _____

What do your dues cover? _____

Date of Back to the Pack Event _____ (Please attach your pack calendar and funding plan)

Thank you for providing this information so that the District Volunteers can best assist you with recruitment of New Leaders and Scouts.

PRINCIPAL VISIT PLANNING WORKSHEET

This form is designed to help guide meetings held with Elementary School Principals.

Elementary School Name: _____ Pack #: _____
School District: _____ Enrollment: _____
City: _____ *Public / Private*
Principal Name: _____ E-mail: _____
Secretary Name: _____ E-mail: _____
1st day of School: _____ Last Day: _____ Testing? _____

Questions:

1. What is the best day for us to do our School Night for Scouting / Recruitment Event? (Tues – Thurs)
 - a. What room can we use at the school & is there a cost? _____
 - b. Who is our main “point of contact” for that night to let us in? _____
2. May we put a notice in the School Newsletter or on the School Website? *YES / NO*
 - a. If yes, who approves the message and what date do they need it by? _____
3. May we include a flyer in the “Welcome back” Packet? *YES / NO*
 - a. When do flyers go home (parent packets)? _____
 - b. When does the school need the flyers for the parent packet? _____
 - c. How many flyers does the school require and what are the counts? _____
 - d. Besides English, what other language would you like the flyers in? _____
4. May we put up posters at the school? *YES / NO*
 - a. If yes, how many and what date do they need it by? _____
5. Youth Promotion:
 - a. May the current Scouts who attend this school wear their uniforms the day of? *YES / NO*
 - b. May the Scouts Perform a flag ceremony the day of? *YES / NO*
 - c. When is Back to School Night or Open House? _____
 - i. And can we have a table? *YES / NO*
6. Boy Talks - What is the best way for us to speak to the youth, inviting them to attend?
 - a. Class Room Visits – if yes, when is the best time? _____
 - b. School Assembly – if yes, when is the best time? _____
 - c. Table to Table in the lunchroom – if yes, what time is lunch? _____
7. Are there any service projects that you would like to have done on campus? _____

Council School Night for Scouting Kick-off Agenda

(This meeting serves as the kick-off for the District School Night for Scouting Advisory Committees in preparation for School Night for Scouting)

Presiding: Council Vice President of Membership

Participant Copies of: Membership Recruitment Playbook with Appendix / Each District provides copies of School Night for Scouting Trackers with past year's history and current dates and information / Each District provides copies of previous volunteer team and current volunteers recruited

Kick-off Agenda

1. Gathering & Greeting
 - a. Sign in & hand out Membership Recruitment Playbook with Appendix
 - b. Opening: Invocation, Pledge & Oath
 - i. Welcome & Introductions
 - ii. Purpose & Overview of Fall Membership Recruitment / Calendar
2. Recap of Previous Year's Campaign: Successes and Gaps
3. Review District Schools & Packs
 - a. School Access / School-Pack Relationships
 - b. School Night Scheduling
 - i. Number of School Nights Needed
 - ii. Any Schools without Packs?
 - iii. Ideal Dates / Any Packs that need a crucial conversation?
 - c. Review Membership Data
 - i. Number of Cub Scouts recruited by School / Pack in previous year
 - ii. Set/review current year District School Night Goal
4. Review Personnel
 - d. Review Volunteer Structure & Responsibilities
 - e. Evaluation of Previous Year's Volunteer Team
 - f. Establish number of volunteers needed for current year
 - g. Prospect Potential Facilitators & Make recruitment plans
4. Take-Aways, Assignments & Next Steps
5. Challenge & Closing

District School Night for Scouting Orientation Agenda

(This meeting serves as the training for the District School Night Advisory Committee, School Night Chairs and School Night Facilitators in preparation for School Night for Scouting)

- Presiding: Council Vice President of Membership or Council School Night for Scouting Chair
- Items needed: Projector / Laptop / Membership Recruitment Training for Leaders PowerPoint / Membership Recruitment Unit Presentation to Parents PowerPoint / Table Tents / Attendance Cards
- Participant Copies of: Membership Recruitment Playbook with Appendix / 4 Steps to a Quality School Night for Scouting Flyer / New Den Membership Roster Carbon Copy / Report Envelope / Example Flyers / Example Stickers

Orientation Agenda

6. Part 1 - Gathering & Greeting
 - a. Sign in & hand out Membership Recruitment Playbook with Appendix
 - i. Display posters, yard signs, flyers,
 - b. Opening: Invocation, Pledge & Oath / Welcome & Introductions
 - i. Purpose & Overview of Fall Membership Recruitment
 - ii. Calendar
 - iii. Structure
 - iv. Manpower & Responsibilities
7. Part 2 - Membership Recruitment Event Training / 4 Steps to a Quality School Night For Scouting Flyer
 - a. Membership Recruitment Training for Leaders PowerPoint
 - b. Membership Recruitment Unit Presentation to Parents PowerPoint
 - i. Organize Volunteer Manpower / Promotion / Execute Recruitment Event / Recruit Volunteers via the Magic Circle / Tally Results and Celebrate!
8. Part 3 - Tracking & Reporting
 - a. District Membership Trackers and assigning schools
 - b. New Den Membership Rosters
 - c. Report Envelopes & Turn-in's
 - d. 2nd Rally's
9. Part 4 - Touch on Boy Scout & Venturing Recruitment
10. Questions
11. Challenge: Value & Need for a strong fall recruitment efforts – let's impact lives!
12. District Breakouts
 - a. Review District Specific Items and things that need to get done
13. Close Meeting

District Fall Membership Kick-off Agenda

(This meeting serves as the training for the Unit New Member Coordinators and Pack Leaders to prepare Units for a successful School Night for Scouting. All District School Night Facilitators should be in attendance)

- Presiding: District Vice Chair of Membership or District School Night for Scouting Chair
- Items needed: Projector / Laptop / Membership Recruitment Training for Leaders PowerPoint / Membership Recruitment Unit Presentation to Parents PowerPoint / Table Tents / Attendance Cards
- Participant Copies of: 4 Steps to a Quality School Night for Scouting Flyer / New Den Membership Roster Carbon Copy / Report Envelope
- Recruitment Items: Yard Signs / Posters / Pre-printed Flyers & Stickers / Other promotion items

Kick-off Agenda

(Set up room in the format of a cub recruitment event, table tents out, welcome table, hand out attendance cards as people arrive, etc. Help the volunteers visually see what a fall recruitment event looks like so that they can replicate it)

14. Gathering & Greeting: Sign in & hand out 4 Steps to a Successful Recruitment Event Flyer
 - a. Display posters, yard signs, flyers, etc.
15. Opening: Invocation, Pledge & Oath / Welcome & Introductions
16. Membership Recruitment Training for Leaders PowerPoint / 4 Steps to a Quality School Night for Scouting
 - a. Membership Recruitment Unit Presentation to Parents PowerPoint
 - i. The role of the District Facilitator (talk about his on slide #15)
 - ii. Steps: Organize Volunteer Manpower / Promotion / Execute Recruitment Event / **Recruit Volunteers via the Magic Circle** / Tally Results and Celebrate!
17. Tracking & Reporting
 - a. New Den Membership Rosters
 - b. Report Envelopes & Turn-in's
 - c. 2nd Rally's
18. Questions
19. Challenge: Value & Need for a strong fall recruitment efforts – let's impact lives!
20. Close Meeting

Back to the Pack Letter

Cubmasters and Committee Chairs:

Thank you for volunteering as a leader! As the new year begins, all Packs are encouraged to hold a “Back to the Pack” event. This plan is adopted and supported by the Council Membership Committee. The purpose is to help your pack get ready for the fall by signing up old members early and recruiting needed leadership before the September School Night for Scouting.

A “Back to the Pack” event is a meeting or other event which draws in existing families. Many Packs will hold a picnic or similar event. More information on “Back to the Pack” is found below:

“Back to the Pack”

Each fall, Cub Scout Packs get a “new start” due to the Fall School Night for Scouting. New Cubs sign up at their School Night and are assigned to a Den. When needed, new Den leaders are recruited from those parents in attendance. Sometime amidst all the activity existing Cub Scouts miss the opportunity to re-join their Pack after the summer break that many Packs take. Cub Scouts may not have a chance to continue in Scouting.

You may want to consider a “Back to the Pack” promotion in August. During August, which will be prior to any School Night, each Pack is encouraged to hold its first meeting of the new program year. The purpose of the meeting will be to get old members signed up for the coming Scouting year; recruit leadership to fill vacancies (whether it be for Cubmaster, Den Leader, Webelos Leader, or Committee Member), and to discuss plans for Pack activities for the Fall.

The Council will help you promote your “Back to the Pack” meeting or event, but the individual Pack must develop its own promotion plan in order that all members are contacted personally, preferably by telephone, to get a commitment for their attendance. Research has shown many youth will not continue without being personally contacted. In other words, in their minds, they have only taken a vacation during the summer and are waiting to be contacted about when to start attending the meetings again.

Remember: in August, all Cub Scouts should be contacted about the “Back to the Pack” meeting and be encouraged to become active in Cub Scouts for the Fall. Parents are requested to attend as well.

District School Night Kick-Off Dates

Last year more than 1000 new Cub Scouts were recruited council-wide during School Night for Scouting campaign. Packs that attended their District’s School Night Kick-off were best prepared for the increase of new Scouts and leaders. On the back of this letter you will find a list that shows the dates, times and locations of every School Night for Scouting Kick-off in the Council. It is vital that your Pack be represented. At the kick-off you will meet your School Night for Scouting team and set the dates of your pack’s recruitment night. You will receive a reminder invitation in late July.

Pack Leadership Needs

Also attached you will find a Pack Leadership Needs worksheet. Please take some time to fill it out. You should submit this form to your District Executive or bring it with to your School Night for Scouting Kick-off. Knowing about any Pack leadership vacancies will help us assist your Pack in finding additional adult volunteers. Your cooperation is appreciated!

Please contact the Council Office or your District Executive with any questions and thank you for your help. It’s going to be an awesome year for Scouting!

District School Night Kick-off Invitation Letter

Cubmasters and Committee Chairs:

Thank you for volunteering as a leader! Our Packs have all had a great summer with highlights including day camp programming and trips to Sleepover Camp at Camp Indian Trails.

Our kick-off to the year is rapidly approaching. Next month District School Night Kick-off's will be held where information will be shared regarding the 2018 **School Night for Scouting** campaign and the 2018 Popcorn Sale.

New youth will join each Pack, primarily, in the months of August and September. It is equally important to ensure that existing families are invited to continue with Scouting in your Cub Scout Pack. You may want to consider holding an August meeting or event to re-engage your current Cub Scouts and their families before the year starts. Many Packs will hold a picnic or similar event and use the STEM Trailer or Portable Climbing Tower from the Council Office. Each Pack should plan their own event; talk with your District Executive about resources available to promote the event including a postcard mailed from the Council Office to all families in your Pack.

As we enter the Fall, our Unit Commissioners and district professional staff want to ensure that your Pack has the necessary adult leadership in place to have a fun year of programming. Please take a moment and complete the **Pack Leadership Needs** form and bring it with to your District Kick-off next week. This will let District leadership know which vacancies need to be filled in your Pack and allow them to help you develop a plan to find adults to fill those roles.

Please contact the District School Night Committee or your District Executive with any questions and thank you for your help. It's going to be an awesome year for Scouting!

_____ District Membership Committee

School Night Supply Box – Packing List

(The District Facilitator brings the items listed below with them to the School Night Event. The numbers listed are recommended minimums for 3 recruitment events. Please ensure you have enough of the items for each recruitment event. Note: a facilitator may attend multiple recruitment events before being able to return for restocking)

- 80+ – GEC Parent Information Guides
- 80+ – Parent Information Cards (white)
- 40+ – Lion Attendance Cards (Yellow)
- 60+ – Tiger Attendance Cards (Orange)
- 60+ – Wolf Attendance Cards (Light Red)
- 40+ – Bear Attendance Cards (Light Green)
- 40+ – Webelos Attendance Cards (Blue)
- 20+ – Boy Scout Attendance Cards (Tan)
- 20 – New Den Membership Rosters (carbon copies)
- 3 – Steps to a Quality School Night Flyer
- 3 – Pack Leadership Needs Forms
- 3 – Reporting Envelopes
- 1 – Set of Table Tents for Dens & Promotion Tents
- 24 – Pens
- 60 – Youth Applications
- 40 – Adult Applications
- 48 – (1 case) Pinewood Derby Cars
- 60 – Onboarding Envelopes
- 200 – (1 box) Boy’s Life Mini-mags
- 60 – Popcorn take order sheets

CUB SCOUT PARENT'S GUIDEBOOK ITEMS NEEDED

These items are needed by the May Membership Conference to be complete the new cub parent guidebook and the back to the pack letter.

District Membership Kickoff	Date:	Time:	Location:
Indian Trails			
Mohawk			
Yahara			
Wisconsin River			

District Pinewood Derby	Date:	Time:	Location:
Indian Trails			
Mohawk			
Yahara			
Wisconsin River			

District Indoor Leader Training	Date:	Time:	Location:
Indian Trails			
Mohawk			
Yahara			
Wisconsin River			

District Outdoor Leader Training	Date:	Time:	Location:
Indian Trails			
Mohawk			
Yahara			
Wisconsin River			

District Recharter Training	Date:	Time:	Location:
Indian Trails			
Mohawk			
Yahara			
Wisconsin River			