

# 4 Steps to a Quality School Night for Scouting

## Step 1: Organize Volunteers for your School Night Event

- Unit New Member Coordinator(s) – Organizes and runs the recruitment event with the support and direction of the District Facilitator. Works with school, church or community organization to reserve the facility and provide certificate of liability insurance if necessary.
- Scout Talk person(s) – Schedules Scout Talk dates and does Scout Talks
- Den Organizer(s) - Recruits new den leadership and supports them
- Activity Leaders – Take youth to another location, help them earn their Bobcat badge
- Extra Help: greeters, helpers, paperwork coordinators, etc.

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

- Promotional items (pick up at district kick-off)
- Posters (two at each school)
- Flyers (two rounds, week before and day of recruitment event)
- Stickers (with Scout Talks)
- Yard Signs (two provided per school)
- Radio (council)
- Direct mail (council)
- Television/theater ads (council)

### Other Promotional Opportunities

- Facebook\*/Twitter/Instagram/Social Media
- Advertise at Back to School nights
- School marquees, road banners
- Local newspapers
- Morning announcements, cafeteria banners
- Peer to Peer "Buddy Cards"
- PTA meetings, uniform or Scout t-shirt day
- Sidewalk chalk
- Have youth make posters at den meetings
- Church/Synagogue/Temple/Mosque bulletins

\*Facebook: Unit can budget funds (\$25-\$75) for the purchase of Facebook advertising during recruitment. Visit [www.glaciersedge.org/1437](http://www.glaciersedge.org/1437) for detailed instruction on how to utilize this option.

### Scout Talks

Scout Talks are the most important part of the recruitment event. They can be done in multiple formats including: room to room, assembly or lunchroom. Consider using 5th Graders to do the Scout Talks with leader supervision.

Example Scout Talk script:

*Hey everyone, I'm John Doe with Pack 123 and I'm here to invite all of you to join Cub Scouts! We're going to play a little game to help teach you what activities Cub Scouts do! This game requires no talking. Are you ready? Ok, raise your hand if you like to \_\_\_\_\_. (Go swimming, learn about animals, shoot bb-guns, shoot bows and arrows, rock climb etc.)*

*These are all things that we do in Cub Scouts! And we want each of you to come and join Cub Scouts!*

*So, tonight at 7:00pm, right here in your school cafeteria you can sign up to join Cub Scouts! I'm going to give each of you a sticker and a flyer that has all the information on it. Once again it's tonight at 7:00pm, right here in your school cafeteria. So when you get home, show your parents this sticker and flyer and tell them that you "I want to join Cub Scouts!"*

*Thanks, and see you tonight!*

Beascout.org

- Update [www.beascout.org](http://www.beascout.org) unit pin through [www.myscouting.org](http://www.myscouting.org)
- Verify unit pin and contact information is correct

### Step 3: Execute the School Night Event

#### School Night Program

1. Gathering and greeting
  - a. Greeters meet youth and adults at the door, hand each family:
    - Attendance card, youth & adult application, parent guidebook, Boy's Life mini-mag
  - b. Parents and youth sit with their prospective den (table-tent) and fill out paperwork
2. Opening ceremony
  - a. Start on time - introduce pack leadership
  - b. Explain and demonstrate the Cub Scout salute
  - c. Conduct flag ceremony
3. Begin Parent Presentation (*see Unit Presentation to Parent PowerPoint / can be read, instead of shown*)
  - a. What is Cub Scouts / Things we do / Boy's Life Magazine
  - b. Cub activity - Bobcat Badge
    - All new and current Cub Scouts are taken to work on Bobcat Badge or fun activity
  - c. Pack organization, dens, parents' involvement and adult training
  - d. Unit Information
  - e. Uniforms, equipment and fundraising
  - f. Registration fees, Friends of Scouting
5. Recruit vacancies in pack leadership using the Magic Circle
6. Answer questions, collect paperwork and close meeting
  - a. Have youth recite Cub Scout Promise and Sign
  - b. Ensure all Cub Scouts (who paid) receive their pinewood derby car
  - c. Make sure everyone leaves with contact information and next meeting date
  - d. Verify parents' contact information
  - e. Collect all applications and money

### Step 4: Tally Results and Celebrate

1. Check all applications for parent signature, birth date, grade and Boys' Life box checked
2. Check applications against sign-in sheet to see if any were missed
3. Remove all extra copies and sort youth applications by grade
4. Arrange payment
5. Review all items with your District Facilitator, who turns them in at the nightly District report meeting

## Checklist for Success!

- 1. Coordinate recruitment dates and times with principals, pastors, community leaders
- 2. Order flyers and stickers through your District Executive
- 3. Attend your District's kick-off and pick-up supplies
- 4. Organize volunteers for recruitment event
- 5. Identify leadership vacancies needed (Den Leaders, Committee Members)
- 6. Execute promotion (seven points of contact, including Boy Talks)
- 7. Hold School Night for Scouting event
- 8. Recruit parents
- 9. Follow up with everyone who attends
- 10. Review all items with District Facilitator