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More resources available at
<http://www.pinetreetsa.org>
⇒ resources
⇒ recruiting
⇒ Cub Scout recruiting

<http://www.scouting.org/membership>

NOTES



Cub Scout Recruitment

A Pack's Guide to Success

www.pinetreetsa.org

(207) 797-5252



Introduction

Thank you for helping your Cub Scout Pack thrive by helping coordinate a Recruitment Drive. This guide, along with District and Council training sessions, and the help of your BSA professional (District Executive) and District Membership chair, will give you the tools to conduct a successful Cub Scout Recruitment Drive for your Pack.

Your role with recruitment will have one of the biggest impacts on the long-term success of the Cub Scout Pack, as recruitments bring new families and with new boys and new potential leaders who can help your Pack continue to thrive and deliver the values of Cub Scouting to the boys in your community!

Why is Recruiting Important?

As Scout Leaders, we have an obligation to provide the Scouting program to as many boys as possible. At one time or another we have all seen the positive influence Scouting has had on a boy, and/or a community. Recruiting new boys into Cub Scouts, whether as Tigers, Wolves, Bears or Webelos, is also fundamental to maintaining a healthy and thriving Cub Scout unit. The most successful Cub Scout Packs are often the ones that place a premium on successfully recruiting new boys, and leaders, every year. Always remember that a successful recruitment means not just bringing new boys into the program, but new leaders as well. New leaders in a unit mean greater shared responsibility, and less work for all the current leaders in the Pack. One of the most important ways in which a Cub Scout Pack benefits from the recruitment process is through the recruitment of not just boys, but families.

INCENTIVES

- ⇒ **Portland Pirates Limited Edition Recruiter Patch:**
Every Scout who recruits a friend who joins scouting will receive this limited edition patch. Patches can be requested through your District Executive.
- ⇒ **Monthly Pulls (September, October, & November) for Portland Pirates Game Tickets:**
Every unit who achieves a 2% increase in new members vs. the same month last year qualifies for a chance to win. Eligibility will be determined by current membership, year over year, as listed in ScoutNet.
- ⇒ **Unit with the Largest Overall Increase In New Members will win the “Pirates Chest” grand Prize (Game tickets and other special give-aways). Winner to be determined by current membership, year over year, as listed in ScoutNet.**
- ⇒ **All New Registrations Completed and turned into the Pine Tree Council Offices by 9/31/12 will have their membership paid for through 12/31/12. Applications must be at the Pine Tree Council by the 31st of September to qualify.**

OUR PACK RECRUITING PLAN

Cub Scout Pack: _____

Our Fall Join Meeting is on: _____
at: _____

Our Spring Join Meeting is on: _____
at: _____

Our Pack Recruitment Coordinator is: _____

(Name) (Phone) (Email)

Our District Executive is: _____

(Name) (Phone) (Email)

Recruiting Schedule:

<u>Action Item</u>	<u>Date</u>	<u>Person Responsible</u>
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Schedule Join Meeting

(with-in the 1st 2-3 weeks of school
starting in the Fall and April-May in the Spring)

Order Flyers:

Distribute Flyers:

(1 and 2 weeks before meeting)

Schedule "Boy Talk"

(1-2 days before the join meeting)

Put up Yard Signs & Posters

Encourage Boys to invite friends:

(make invitations at a den meeting)

Conduct "Boy Talk"

Confirm use of facility for meeting:

(1-2 days before scheduled meeting)

Confirm helpers for meeting:

Set up for meeting:

Conduct meeting:

Turn in applications & fees

Conduct follow up with new families:

CONTENTS:

Scheduling a Joining/Sign-up event 1

Promotion Overview..... 2

Verbal Promotion Techniques3-4

Promotional Materials Available5-6

Preparing for the Joining Meeting7-8

Joining Meeting Agenda9

Follow Up10

Pack Recruiting Plan 11

Selecting & Scheduling a Recruitment Time & Joining Meeting

- Schedule a meeting with the school principal to discuss your Cub Scout Pack and ways in which you can be involved in the school (service projects, flag ceremonies, etc) and explain the importance of keeping the Pack strong with new families. Ask to schedule a night for sign-ups (the “Join Meeting”) at the school and to promote with flyers and classroom visits.
- Select a date, or series of dates, in the Fall, shortly after school starts (so families don't commit to other activities before considering Scouts) and in the Spring, especially to recruit Kindergarten boys to join as Tigers for summer activities.
- Tuesday, Wednesday and Thursday evenings typically work best. (People forget after a weekend on Mondays and people often have commitments on Fridays)
- Avoid scheduling on the night of a Pack meeting. This is overwhelming and confusing to new families who have a lot of questions. If possible, schedule a week prior to a Pack meeting so new families can go to the first Pack meeting as their first official Cub Scout activity (and you will leave an opportunity for others to join who may have missed the joining meeting). *If you must schedule on a Pack meeting night, schedule the joining meeting for 1 hour prior to the Pack meeting.*
- Plan to order promotional material about 3 weeks before the scheduled joining meeting. This gives time for materials to be printed and distributed to give families plenty of notice.
- Plan around existing school/community events that can be promotional opportunities
- **When scheduling the joining meeting with the school, ask to conduct a class-room “Boy Talk” the day before to remind the boys of the meeting.**

Follow up

New Leader Meeting

After the joining night is over, you can be sure that the new Den leaders and other adult volunteers will be asking the following question of themselves: Just what have I gotten myself into? It is extremely important that an answer to this question is provided as soon as possible. Just knowing about the role for which they have just volunteered, and what is expected of them, will increase their comfort level with their new position. The following three questions must be adequately explained to the new leaders as soon as possible:

What is their role?

How do they do their role?

Who and where can they go for support?

To begin the process of answering these questions, a new leader meeting should be scheduled to take place about a week after the Joining night. All of the new leaders and any other interested adults should be invited. At this meeting the new leaders can view the “Fast Start” video for their position, and get guidance and support from existing unit leaders. Reference materials should also be made available for the new leaders. Current Den leaders or Den Leader Coaches in attendance can give guidance on how to organize and run a new Den. For new leaders, just knowing that these resources (both material and personal) exist, will make them feel much better about having volunteered.

Training

The next step in turning these new volunteers into good leaders is to encourage them to attend both training and Roundtable. Make sure that they have information about upcoming training dates, accessing online training at www.myscouting.org and that they know when your District Roundtable meets.

Attending a New Den's First Meeting

One key to creating a successful new den is to have a Pack representative (Cubmaster, Den Leader, or other knowledgeable volunteer) attend their first den meeting. This will greatly increase the comfort level of the new Den Leaders by showing them that the Pack is there to support and guide them.

Turning in Applications and Fees

One final point to be made regarding the follow up to a Joining meeting - make sure that the new Scouts and leaders are properly registered as soon as possible. Don't forget to have the Cubmaster and the parent sign the applications.

Typical Joining Night Agenda

Welcome Activity: Have a greeter welcome new families (make nametags), conduct a warm-up welcome game to keep people engaged

Flag Ceremony: Start the meeting with a Flag Ceremony. Ask one of the new boys to help. After the flag ceremony do a silly cheer to thank the boy for helping. (2-3 minutes)

Introductions: Make sure to introduce yourself and any other adult volunteers that may be helping. (2-3 minutes)

Have some fun with the Boys: Do a silly skit, or sing a silly song with the new boys and their parents. Remember to highlight the fun of Scouting. (5 minutes)

Presentation of Cub Scouting: Make a professional presentation that explains what Cub Scouting is and how it works. Emphasize the importance of volunteering. Illustrate the advantages of the Scouting program, and the fun that the boys and their parents will have. (10 minutes)
Hand out a Pack calendar or newsletter so families can see the activities.

Form Dens: After the "Presentation of Cub Scouting" is concluded, have the new boys go to another area of the room and work on an activity, or play games with the adult volunteers that have been assigned this task. This is a critically important task, as it allows the parents of the boys to organize into Dens without too many distractions. After the boys have been separated from their parents, encourage the parents at each age appropriate table to organize into Dens. Give them the following instructions (20-30 minutes):

- Fill out their son's youth application
- Pick a Den Leader and Assistant Den Leader for their new Den. Make sure that all adults fill out an Adult Leader application. Be sure to provide the new leader and assistant leader with information on training and Roundtable.
- Agree on a meeting date and time for their first meeting
- Have the new Den Leader complete the 3 part "Den Organization Sheet" (one copy for the Den Leader, one copy for the Unit Recruitment Coordinator, and one for your District Executive).
- Give the completed applications and fees, along with a copy of the "Den Organization Sheet" to the Unit Recruitment Coordinator once the previous four instructions are completed.

Collecting Applications and Fees: Make sure that all of the applications and fees are turned in, along with the "Den Organization Sheets." This will allow the Membership Chairman of the Pack to easily incorporate the new boys and Dens into the existing Pack structure. Make sure that the new Scouts and new leaders applications and fees are turned into the appropriate District or Council representative in a timely fashion.

Promotion

Advertising is the key to getting new boys and their families to check out your Pack!

1. Be excited about your Cub Scout Pack
2. After your Joining Meeting is scheduled:
Order promotional materials from your District Executive
 - **Flyers** to send home 1 & 2 week prior to the joining meeting
 - **Posters** (promoting your joining meeting) to hang up at local Schools, businesses, churches, etc.
 - **Yard Signs** Advertise on visible grassy areas
3. **Encourage all Pack families to invite friends and Cub Scout age neighbors to join.**
 - Have boys make "invitation" cards to invite their friends
 - Boys should wear their uniform to school to on or near the join meeting date
4. **Ask school to help advertise** with a message on the school marquee, school website, Principal email to parents, school newsletter and PTA meetings
5. **Have a table at Fall Back to School Night and Spring Open House events.** These events should not function as your Pack joining event; they should serve as a means to promote the joining meeting or serve as a follow up to the joining meeting depending on the timing.
6. Get involved in Community Events with a booth or visible service activity. Have information about joining the Pack on hand to share.

Verbal Promotion ~ Classroom Visits (“Boy Talk”)

In order to have a good turnout of boys and parents on Cub Scout Joining meeting, it is necessary to generate a good deal of excitement among the boys regarding the Scouting program. The best method of generating this excitement is through the use of brief classroom visits at the school, commonly known as a “boy talk.” This is when a representative from the Scouting organization (a Cubmaster from the local Cub Pack, the Unit Recruitment Coordinator, a District Recruitment Chairman, a District Executive, or other volunteer) visits each classroom at the school for approximately 2-3 minutes and fires up the boys about the Cub Scout program. To be effective, a boy talk must occur within a day or two of the Joining meeting. Otherwise, the excitement level in the boys will subside and they will largely forget about the upcoming meeting. In a time when Scouting competes with many other extracurricular activities for the boys’ time, it is extremely important that the boys’ interest level is peaked right before the meeting so that they will express this interest to their parents and encourage them to attend the meeting. As parents we want our sons to participate in activities that interest them, and we also have a hard time saying no to activities that our sons are highly motivated to participate in. The boy talk has been shown to be the best overall technique for generating excitement, motivation and interest about participation in the Cub Scout program.

Doing a Classroom Boy Talk

- * Schedule the talk to occur on the day of, or the day before, the Recruitment night presentation. This will require coordination with the school. Plan to schedule this at the same time you schedule the joining meeting.
- * While in each classroom, introduce Scouting. Take about two minutes to tell the boys about the Cub Scout program. Your goal is to generate excitement among the boys, so that the one thing they remember about their school day was the presentation about Cub Scouting. If this is what they remember when their parents ask them: What did you do at school today? Then you have done a good job on the walk-through.
- * Be enthusiastic in your presentation!
- * Use good props, such as pinewood derby cars, raingutter regatta boats, wood projects, etc...
- * Emphasize the big four
(camping, fishing, BB gun shooting, and archery)
- * Emphasize the FUN of Scouting; but don’t be too specific about all activities; questions can be answered at the joining meeting.
- * Be funny and memorable
- * **Hand a sticker and flyer to each boy during your presentation with the date, time & location of the joining meeting**
- * Have the boys repeat back to you when & where they go to sign up.

Necessary Supplies

JOINING KIT CONTENTS PROVIDED BY THE COUNCIL

Cub Scout Applications
Parent’s Guides
Adult Leader Applications
Attendance Rosters
Den tents – Table Labels (ex. “Tigers – 1st grade”)
New Den Leader Kits
Boys’ Life mini-Magazine
Training & Upcoming event information

JOINING KIT CONTENTS PROVIDED BY THE PACK

Pens
Props (Pinewood Derby Cars, Photo Albums, etc...)
Copies of Pack Newsletter
Copies of Pack Calendar
Pack Fact Sheet with contact information for leaders

What to Do in Case of:

- You run out of applications - Go ahead and collect the fees and make a note on the attendance roster. Meet with the family in the next few days to complete the application. Have the new Den Leader make a list of her/his new boys.
- The school is not unlocked - If you don't know where to go or call to get a key, hold the meeting in the parking lot or have families meet at another neighborhood establishment like a restaurant or coffee shop. If that won't work, get everyone to fill out an attendance roster and tell them they will be contacted shortly to reschedule Joining meeting.
- A boy shows up without a parent or adult - If he has brought his fees with him, ask another adult to help him fill out an application and go ahead and sign him up. If he does not have his fees, send the application home with him and tell him to bring it and his fees to his first meeting.
- The parents don't have any money with them - Have them fill out an application and arrange a time in the next couple days to collect the fees.

Preparing for the Joining Meeting

Join Meeting Checklist

Please use the following checklist to help you prepare for the Join Meeting presentation. (Arrive 30 minutes before scheduled meeting time).

Before you leave home:

- Prepare your pre-opening game.
- Prepare for your presentation (secure equipment needed).
- Put on your uniform.
- Take a pocket calculator.
- Take some change, both bills and coins.
- Take masking tape.

When you arrive at the school

(30 minutes prior to scheduled meeting time)

- Empty your kit and arrange your materials.
- Check with the other Join Night personnel and the unit leaders on their responsibilities.
- Set-up your presentation and materials.
- Set out your pre-opening game(s).
- Pack and/or Den Representatives put up any displays they have.
- Either you or another volunteer should be positioned by the door to distribute parent guides, applications, Boys' Life Magazine and welcome kits to the families at the Recruitment Night for Scouting.
- Have families sign the attendance roster when they arrive.
- Be sure boys and parents stay in assigned room, do not wander around the building.
- Have boys and parents sit together by grade levels. Put signs on tables with grade level markers. Sign in can also be on each table by den.
- Hand out applications and let them begin filling them out.
- Begin promptly.
- Any opening ceremony prepared by the Pack (optional).
- Begin presentation to give an overview of Cub Scouts and help families with the registration process.

Verbal Promotion ~ other methods

Some schools will not allow interruptions of classroom time. In these instances, ask for permission to #1 a lunchtime presentation, #2 an assembly presentation.

Lunchtime Presentation

Lunchtime presentations can be effective as long as they are conducted in an assembly presentation format (i.e., you get to talk to all of the boys while they are sitting and eating, before they have gone to play on the playground). Often, several presentations will need to be done depending on the school's lunch schedule. Ask the principal to introduce you – this has a way of getting the boys attention.

After making a general announcement, it is also effective to go table to table with a quick (10 second) plug about the fun of Scouting while handing the boys a sticker and inviting them to the meeting.

Keep in mind that just setting up a table in the lunch area, and waiting for the boys to come to you, is not a very effective strategy. However, if a presentation cannot be made and this is the only option available, then ways to draw the boys to your table must be employed. Several proven methods for attracting the boys include bringing a pinewood derby track for the boys to use, bringing Scout-O-Rama style games for the boys to play - such as stomp rockets, and dressing up in a costume. Don't forget to give the boys stickers, and send home another set of flyers.

Assembly Presentation

An assembly presentation means that you get to talk to the boys at a school assembly of some type. This type of presentation can be just as effective as a walk-through, especially if the assembly occurs at the end of the school day instead of the beginning (so it is fresher in the boys' minds). The presentation given is similar to the walk-through presentation, except that you only have to make the presentation once, instead of in every classroom. In an assembly presentation you may have more than 2-3 minutes to make a presentation. If you have the time, fun games and songs can be incorporated into the presentation. Don't forget to give the boys stickers, and send home another set of flyers.

- Extra volunteers are helpful to ensure that every boy gets a sticker/flyer
- If possible, try to present at an assembly for each grade level and tailor the presentation to address the various age groups.

Before/After School or Flag Assembly promotion

Don't miss opportunities to hand out materials while parents gather to drop off, pick up or attend Flag ceremonies or morning assemblies with their kids. Have your Cub Scout Pack participate in the flag ceremony on a regular basis.

Samples of Promotional Materials



8 1/2 x 11" (color) flyers Order 3 weeks prior to the scheduled Joining Meeting from your District Executive and distribute to all 1st-5th grade boys (in the Fall) or K-4th Grade (in the Spring) 1 and 2 weeks before the joining meeting.

To Place an order, call (207) 797-5252 and speak with your District Executive



Posters

Samples of Promotional Materials



Peer to peer recruitment cards
(business cards)