

5 Steps to a Successful Fall Recruitment

Overview: Designed for today's busy parents, a Sign-up Night is held at each elementary school the pack recruits from. Families walk in, sign-up and are invited to attend the pack's orientation meeting held about a week later. Families should be in-and-out in less than 10 minutes (unless you do a fun activity). At the pack's orientation meeting the youth will receive their Handbook, parents will learn the pack's annual activity/funding plan, and vacancies in pack leadership are filled.

Step 1: Organize your Volunteer Team

- Unit New Member Coordinator(s) - Organize and run the Pack's fall recruitment efforts with the support of the Pack Committee and the District Membership committee.
 - Ensure strong school and area promotion, including Scout Talks.
 - Ensure that a Sign-up Night is held at each Elementary School the Pack recruits from.
 - Ensure that the Parent Orientation meeting is held, that the parents are recruited as volunteers, and that each new Scout who joins receives their Scout Handbook.
 - Ensure that all applications and fees are collected and turned in promptly.
- Pack Volunteers You'll Need:
 - Sign-up Night Promoters - Ensures that all possible marketing and promotion is done, including Scout Talks, and having current Scouts and their families help promote the Sign-up night.
 - Sign-up Night Volunteer(s) – Help Run the Sign-up Night(s), collect paperwork and dues, and answer questions. They ensure that all families know about and attend the Parent Orientation Meeting.
 - Parent Orientation Meeting Volunteers – Help welcome families, answer questions, and provide support.
 - Parent Orientation Meeting Activity Leaders – Provide programming for youth that attend.

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

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| <input type="checkbox"/> Posters (at least two at each school) | <input type="checkbox"/> Update your Pack's www.BeaScout.org pin |
| <input type="checkbox"/> Flyers (two rounds, 1 st week & day of Sign-up Night) | <input type="checkbox"/> *Facebook & Facebook Ads |
| <input type="checkbox"/> Stickers (with Scout Talks) | <input type="checkbox"/> Twitter / Instagram / Social Media |
| <input type="checkbox"/> Yard Signs (two provided per school) | <input type="checkbox"/> School Website, Facebook, eNewsletter etc. |
| <input type="checkbox"/> Open House / Back to School / Meet the Teacher Night | <input type="checkbox"/> School Marque / Road Banners |
| <input type="checkbox"/> School Announcements & Cafeteria Banners | <input type="checkbox"/> Local Newspapers |
| <input type="checkbox"/> Kindergarten Roundups | <input type="checkbox"/> Church/Synagogue/Temple/Mosque bulletins |
| <input type="checkbox"/> Sidewalk Chalk | |
| <input type="checkbox"/> Peer to Peer "Buddy Cards" | <input type="checkbox"/> PTA Meeting / PTA Partnerships |
| <input type="checkbox"/> Uniform or Scout t-shirt Day | <input type="checkbox"/> Call PTA lists and make personal invitation |

*Facebook advertising is easy, set a calendar event and have your families promote it, you can also boost your post for about \$15.

Scout Talks: The most important part of promotion and can be done via: room to room, assembly, lunchroom, or recess.

Hey everyone, I'm John Doe with Pack 123 and I'm here to invite all of you to become a Cub Scout! 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, Go Camping, Go Fishing, shoot bb-guns, learn about animals, shoot bows and arrows, rock climb etc.)

These are all things that Cub Scouts do! And we want each of you to become a Cub Scout!

So, tonight at 7:00pm, right here in your school cafeteria you can sign up to be a Cub Scout! 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 "want to be a Cub Scout!"

Thanks everyone and see you tonight!

Step 3: Hold Sign-up Night(s) at each Elementary School

1. Welcome each family as they arrive and provide them with:
 - a. Pack QR Code for online Registration or BSA Youth Application
 - b. Adventure West Council New Parent Guidebook & Scout's Life Mini-Mag or example
 - c. Pack Information Flyer (created in advance) which includes:
 - i. Date, time, & location of the Parent Orientation Meeting
 - ii. Pack's basic information: Chartered Org / Pack meeting dates / Key contact information
 - iii. Pack's Program Calendar with pictures
 - iv. How the Pack funds itself (popcorn, camp-cards)
2. Answer any questions they might have.
3. Update Attendance Roster, Collect paperwork and fees for BSA membership and Scout's Life Magazine.
 - a. Check applications for parent signature, youth birth date, grade, and Scout's Life box checked.
 - b. Parent birth dates are required for Lion & Tiger adult partners.
 - c. Ensure they are signed by the unit leader.

Key points:

- Put some time and energy into your Pack's information flyer. Make it look fun and exciting with lots of good info.
- Bring a few things to showcase Pack activities and fun stuff such as Poster-board, photographs, etc.
- Have a quick, easy, and fun activity for the Scouts to do (Fire-Tek Rockets). Families should be in-and out in about 10 minutes. This meeting is for them to register, receive key information, and get to know leadership.
- You'll only need 1 to 3 volunteers to run each Sign-up Night which will allow you to hold one at each Elementary School. We know that parents are significantly more likely to show up if the Sign-up Night is at their child's school.
- If a family doesn't sign-up, COLLECT their contact information on the attendance roster for follow-up and provide them with the information for the parent orientation meeting.

Step 4: Turn-in Paperwork & Receive your Free Cub Scout Handbooks

- Turn-in the paperwork and fees to your District Executive or to the Scout Office and receive your Free Cub Scout Handbooks for all new Scouts that registered and your Leader Kits for new Den Leaders.
- Ensure this is done prior to your Parent Orientation Meeting so that you can hand them out that night.

Step 5: Hold your Parent Orientation Meeting

Very Important! Don't skip this. This meeting should happen within a week of your Sign-up Night(s) and will increase family retention and fill vacancies in Pack leadership.

- Ensure every new family is re-invited via both e-mail and a phone call the day before. Include families that did not join but needed to be followed up with.
- Room set up: 1 den per table using the den table-tents. Wear both Uniforms and Pack T-shirts. *(Make it comfortable)*

Parent Orientation Program (See PowerPoint online at awbsa.org)

1. Greeters meet families as they arrive and direct them to the appropriate den (table-tent)
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 / it can be read, instead of shown*)
 - a. Welcome them to the Pack / What is Cub Scouts / This is what we will do this year.
 - b. Share info on Fall Camping Opportunities
 - c. Cub Activity – Bobcat Badge (Activity Leaders take youth to work on Bobcat Badge or other Fun activity)
 - d. Share Pack Organization / Dens / Uniforms / Parent Involvement & Adult Training
 - e. Share other Important Pack Information
 - f. Share the Pack's funding plan (popcorn, camp-cards) / ICL
4. Recruit Vacancies in pack leadership using the Magic Circle & provide new adults with BSA applications.
5. Answer questions and close the meeting.
 - a. Have youth share what they have learned: Show Scout Sign & recite the Scout Oath & Law
 - b. Ensure every family receives their Cub Scout Handbook
 - c. Make sure everyone leaves with contact information and the next meeting date
 - d. Fill out the den roster carbon copy form and give copies to Den Leaders & the Cub Master