

# CUB SCOUT PACK RECRUITMENT RESOURCES



**TO SERVE MORE YOUTH  
WITH A QUALITY PROGRAM**

FALL RECRUITMENT | PEER TO PEER | SPRING RECRUITMENT | WEBELOS TO SCOUT TRANSITION



BOY SCOUTS OF AMERICA  
ORANGE COUNTY COUNCIL



**Prepared. For Life.®**

## INTRODUCTION

### A CASE FOR BUILDING CHARACTER

"Before we can put Scouting's values into youth, we have to put youth into Scouting." The mission of the Boy Scouts of America is to prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout Oath and law.

Thank you for your leadership and efforts in bringing the Scouting program to more youth and for making a significant difference in their lives.

### PURPOSE

The purpose of a Sign-Up for Scouting Night is to enroll Cub Scouts, Webelos Scouts, and Boy Scouts in existing Cub Scout Packs and Boy Scout Troops, to enlist parent participation in the program, and to organize new units for boys who want to join.

### OBJECTIVES

- ♦ **To increase the number of youth** served by the Boy Scouts of America.
- ♦ **To showcase the Cub Scout program.** Show that Cub Scouting is fun!
- ♦ **To provide parents with information** about their role in Cub Scouting, including advancement, Pack participation, and support.
- ♦ **To recruit new leaders.** Assist the Pack and chartered organization in the selection and enrollment of new adult leaders.

### BASIC PRINCIPLES

- ♦ **Host enrollment event within the first 2 weeks of school and no later than 4 weeks. In Spring, recruit in April/May.**
- ♦ Never hold the recruitment in combination with a Pack meeting or school sponsored back to school program/open house.
- ♦ Include a Boy Scout Troop where possible. Allow them to assist and recruit sixth grade youth.
- ♦ All adult leaders must be approved by the chartered organization.
- ♦ Essential Pack leaders (Cubmaster, Committee Chairperson, den leadership, and Charter Representative) should be in place before the recruitment night is held.
- ♦ Organize new dens with 5 to 6 boys, to allow room for future growth.
- ♦ Encourage new boys to bring friends.
- ♦ Training is vital for new leaders. All new Den leaders must be trained before they are officially registered.

### RECRUITING METHODS

#### Sign-Up for Scouting Night –

A recruitment night held at an elementary school to invite prospective members and parents to register for Scouting.

#### Back to School Night/Open House –

Packs provide information table at a school sponsored welcome back to school program.

#### In School Rally/Kid Talks –

Packs conduct special activities during regular school hours, i.e. recess, individual classrooms, and/or school assemblies.

#### Chartered Organization Night –

Special evening meeting held at a location other than a school, i.e. a church, inviting members of the organization to sign up.

#### Peer to Peer Recruiting –

Host a meeting to invite friends of Scouts. Be sure to structure meeting around activities/games that include the friend. Also, don't forget to ask the friend to sign up.

#### BeAScout.org –

Online tool that can be customized for each unit to help prospective families find out more information about the unit. Units can authorize members to register and pay online.

<b>JOB DESCRIPTION AND TIMELINE</b>
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**NEW MEMBER COORDINATOR**

Now . . .	<input type="checkbox"/> Complete Pack Recruitment Planning Worksheet. Turn in to District. <input type="checkbox"/> Complete Pack Leadership Inventory. <input type="checkbox"/> Finalize Pack Calendar and Org Chart – make copies for recruitment events. <input type="checkbox"/> Update BeAScout.org unit pin. Setup online registration link. <input type="checkbox"/> Contact school principal of assigned school to inform of program and secure cooperation. Record Sign-up date on online Wizard. <ol style="list-style-type: none"> <li>a. Make sure school is available, check facilities.</li> <li>b. Complete School Use permit. The council will provide proof of insurance certificate if necessary.</li> <li>c. Arrange locations to display banners.</li> </ol>
March / July / August	<input type="checkbox"/> Attend Recruitment Kick-Off. <input type="checkbox"/> Arrange with school: In-School Rally presentations, announcements over PA system and flyer distribution. <input type="checkbox"/> Conduct Pack Recruitment Kickoff.
4 Weeks before Date	<input type="checkbox"/> Order recruitment materials from the Council Service Center or go online at <a href="http://www.ocbsa.org/membership">www.ocbsa.org/membership</a> . <input type="checkbox"/> Arrange recruitment exhibits: <ol style="list-style-type: none"> <li>a. Pinewood Derby track, Raingutter Regatta, or Space Derby.</li> <li>b. Scout-O-Rama style booth display.</li> <li>c. Games and/or crafts.</li> </ol> <input type="checkbox"/> Assign recruitment responsibilities to Pack leadership.
3 Weeks before Date	<input type="checkbox"/> Put up Banners / Yard Signs.
1 Week before Date	<input type="checkbox"/> Deliver Invitation flyers. <ol style="list-style-type: none"> <li>a. Ask school secretary for class count and add a few extra flyers.</li> <li>b. Divide flyers into classroom Packets.</li> </ol>
1 Day before Date	<input type="checkbox"/> Call school principal to: <ol style="list-style-type: none"> <li>a. Make sure promotional materials have been distributed to boys.</li> <li>b. Make sure school will be open 30 minutes early.</li> </ol>
<b>Day of Event</b>	<b>UNIFORM DAY</b> – encourage all Scouts to wear their uniform to school. <b>IN SCHOOL RALLY</b> – hand out stickers. <b>SIGN-UP FOR SCOUTING NIGHT</b> – lead recruitment program. <input type="checkbox"/> Take completed report envelopes with applications, fees, and attendance rosters to the District Report Meeting location, or call in attendance totals to District Membership Consultant. <input type="checkbox"/> Have Head of Institution or Chartered Organization Representative sign all adult leader applications. Submit with fees to office.
1 Week after Date	<input type="checkbox"/> Host Parent Orientation Meeting <input type="checkbox"/> Follow up with new leaders and verify they have completed online training courses. <input type="checkbox"/> Follow up to ensure that all new boys have been placed in dens.
10 Days after Event	<input type="checkbox"/> Applications and fees are due to the Council Service Center, District Executive or to your District Membership Report Location. <input type="checkbox"/> Host a follow-up recruitment event.
May/September/October	<input type="checkbox"/> Host a Bring A Friend event for Scouts to invite their friends to join.

## RECRUITMENT PLANNING STEPS

### PACK RECRUITMENT PLAN

A successful recruitment begins with a well thought out plan. The Pack Recruitment Plan helps a unit set goals, create an easy to follow timeline and outlines steps to strengthen relationships with schools and charter partners. A few minutes spent on this worksheet will pay dividends in serving more youth this year.

### INSTRUCTIONS

- Conduct a Membership Inventory.
  - How many Scouts will continue?
  - How many vacancies are in dens with existing leadership?
- Evaluate and set goal to increase membership in the Pack.
- Set dates to complete the **10 Fall Recruitment Steps**. Fill-in online form is available at [www.ocbsa.info/packplan](http://www.ocbsa.info/packplan).
- Verify which schools your Pack will recruit from. Don't forget local private schools.
- Assign Sign-Up for Scouting Night recruitment tasks for each school.
- Provide copies of the worksheet to both the District Membership Chair and your District Executive.

**These steps for a recruiting new youth and adults have proven successful over time, however it is not required to complete all steps. Pick which ones your Pack can concentrate on and then do your best.**

### PACK LEADERSHIP INVENTORY

With every new Scout, comes a potential new leader. Make sure every family has an engaged parent involved in running the unit. Many hands make light work, and there is plenty of positions needing help.

- To begin, identify which leaders are continuing and vacancies to be filled during the Sign-Up for Scouting Night. Use the Cub Scout Pack Organization form as a way to identify places where all families can help. Remember, no position can function alone. Parents can serve as a chair or be a member of a committee.
- Next, prepare a Pack Organization Chart that can be distributed to new families. A sample is provided in the Pack Recruitment binder.

**STEP ONE**

## RECRUITMENT PLANNING STEPS

### PACK PLANNING

#### Conduct a Pack Planning Conference

- ☐ Review district and council programs for the coming year as well as program themes and other program support materials.
- ☐ Develop a program calendar for the coming year and begin to make leadership assignments. Create a calendar to distribute to all families.

Packs with calendars, distributed to families, have better participation in Pack activities. A well planned calendar promotes the fun of Scouting and allows parents to include important dates in their personal calendars. Be sure to have copies available at the Sign-Up for Scouting.

### STEP TWO

### CREATE A PACK INVITATION PLAN

Research has shown that parents need between 4 and 7 hits before they make a discussion to join. Distributing flyers alone is not enough to convince families to join Scouting. In addition, School Access is becoming more complicated. Scouting must adapt to new procedures and think of new ways to reach more youth. Here are a few ideas your Pack can use to make your efforts more effective. Use this summary sheet to keep track what methods the Pack will use.

☒ **Check which ideas the Pack will use.**

#### Top 10 List

- ☐ 1. Pack Information Sheet
- ☐ 2. Organize Visits / Scheduling
- ☐ 3. Recruitment Flyers
- ☐ 4. Youth wear uniform to school
- ☐ 5. School Visits / Boy Talks
- ☐ 6. Stickers
- ☐ 7. Yard Signs/Banner
- ☐ 8. Picture Boards / Power Point
- ☐ 9. School Open House
- ☐ 10. Update your BeaScout.org map pin and regularly follow up with leads

#### To Pack Families

- ☐ 11. Information Invitation Cards
- ☐ 12. My Best Friend / "Buddy Card"
- ☐ 13. Invitation Letter
- ☐ 14. Personal Phone Calls / Email Invitation
- ☐ 15. Promote at Church & Other Personal affiliations
- ☐ 16. Halloween Candy

#### At School

- ☐ 17. PTA/PTO Presentation
- ☐ 18. Be Involved in School Activities

- ☐ 19. Intercom Announcement
- ☐ 20. Video Announcement
- ☐ 21. Online Newsletters
- ☐ 22. Display Case
- ☐ 23. Personal Letter of Invitation
- ☐ 24. School Marquee
- ☐ 25. Follow up Join Scout Night
- ☐ 26. School Lunch Tray Liners
- ☐ 27. Parents Lunch with child

#### Community-wide

- ☐ 28. Local Newspaper
- ☐ 29. Display Boards a Community Events
- ☐ 30. Patriot Day Flag Ceremonies
- ☐ 31. Pack Special Events in the Community
- ☐ 32. Volunteer for Community Events
- ☐ 33. Church Bulletin Inserts
- ☐ 34. Church Presentations
- ☐ 35. Sports Fields / Recreation Centers
- ☐ 36. Parades
- ☐ 37. Community Marquees
- ☐ 38. Pack Website and/or Facebook account
- ☐ 39. Libraries
- ☐ 40. Business Window / Counter Displays

## RECRUITMENT PLANNING STEPS

### INVITATION PLAN FOR YOUR PACK

#### Top 10 List

The following methods are considered to be the “Top 10” most important ideas for recruiting. All Packs should complete all of the following methods.

1. Pack Information Sheet
  - This is your chance to brag about the Pack and have a quick handout ready to distribute.
  - Should include meeting times, locations, Pack calendar, leaders and contact information, and other exciting information about your program.
  - Provide copies to charter organization, families in the Pack, other neighborhood organizations, and local library.
2. Organize Visits / Scheduling (See principal visits section of this booklet)
  - Pack leaders need to schedule a face-to-face meeting with partner school (this may or may not be charter partner). This gives you the chance to thank the organization for their support and outline ideas on ways to invite families to participate.
3. Flyers
  - Flyers are provided by the Council. Order online at [www.ocbsa.org/membership](http://www.ocbsa.org/membership).
  - Should aim to have one set of flyers to go out a week before the join night
  - Divide into groups of 20-25 so the school secretary can easily distribute into teacher mailboxes without counting themselves.
4. Youth wear uniform to school
  - Easy way to get exposure. Serves as a walking billboard and a conversation piece.
  - Wear day of your school night, den meetings, Pack meetings, and other Pack activities.
  - Leaders should also wear their uniforms to school events or just have lunch with their children (where permitted).
  - Offer a reward at that night's meeting for any boy that wears his uniform.
  - Design Pack t-shirt for Scouts to wear to school on a regular basis.
5. School Visits / Kid Talks
  - Boy talks should be conducted 24-48 hours before join night. They can be done in classroom, lunchroom, during recess, school assembly, or on the buses.
6. Stickers
  - Provided by the Council and customized with Sign-up for Scouting information.
  - Distribute at Boy Talks and lunch recesses.
7. Yard Signs/Banner
  - Provided by the Council. Pack can customize with own information.
  - Place signs in high traffic areas.
8. Picture Boards / Power Point Presentation (show on a laptop/tablet/projection screen)
  - A picture is worth a 1000 words. Highlight your Pack's outdoor program with a picture board.
  - Create during a den meeting.
  - Display at PTA/PTO meetings, join nights, school activities, and at local churches.

## RECRUITMENT PLANNING STEPS

### Invitation Plan for Your Pack—continued

#### 9. School Open House / Back to School Nights

- Your Pack should be part of the fiber of the school and its families.
- Being present at your school's "Back to School Night" and all other activities is an important way to raise exposure to your program.
- Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.
- Have members of Pack volunteer to help with Back to School Night.
- Have ALL parents in Pack wear nametags that say "Ask Me About Scouting".
- Assist schools with setting up chairs, greeting families, or conducting a flag ceremony.
- Be sure to have all families and leaders in uniform.

#### 10. Update your Pack's map pin at [www.BeAScout.org](http://www.BeAScout.org).

- You can include meeting times and key contacts.
- Upload links to a Pack video, pictures, Facebook page and Pack website.
- Follow up with leads within 24 hours!

### Pack Families

The following methods and the remainder of this booklet are divided into ideas that can be done within your family, school and in the community. The more methods you can use to promote your Pack, the better your recruitment results will be, so use as many as you can! The following ideas are methods that the Pack leadership should ask all families to participate in.

#### 11. Information Postcards

- The Orange County Council provides these and can be customized with Pack information.
- Have each leader carry and hand out cards at all school functions.

#### 12. My Best Friend is a Scout "Buddy Card"

- This card is designed for the Scout to use to recruit his friends. Templates are available at [www.scouting.org/membership](http://www.scouting.org/membership).
- They are fun in nature and may include a few of the exciting activities going on in the Pack or a quote of the Scout's favorite part of Scouting.
- These cards should also include meeting dates, locations, and contact information.

#### 13. Invitation letter

- This letter is a customized form the family can send to their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letter includes meeting and joining information as well as who to contact for more information.

#### 14. Personal Phone Calls / Email (Facebook or Text) Invitation

- Ask each family to brainstorm other families that they could call or email to personally invite to be part of the Pack.
- The Pack should provide each family with the Pack Information Sheet and other items to help spread the word and excitement of Scouting.

#### 15. Promote at Church and Other Personal Affiliations

- Families also have many other affiliations; such as church and sports. These other activities can be used to spread the word of Scouting.
- Make 1/2 sheet flyers to insert into church bulletins with all pertinent information.

## RECRUITMENT PLANNING STEPS

### Invitation Plan for Your Pack—continued

#### 16. Halloween Candy

- On Halloween, many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your Pack. Use a sticker or label to provide a few activities about the Pack and leader contact information.

#### School

The following ideas are methods that the Pack leadership or recruiting committee should do in the school. Special attention should be given to developing relationships with the school leadership and Parents' Organizations. This will help with the success of these ideas and your recruitment efforts.

#### 17. PTA/PTO Presentation

- Make a brief presentation to your school's parent teacher organization. This should be done at the beginning of each school year. Share your recruitment plan and annual activities
- Share an update on your Pack, including the number of families and upcoming activities.
- Offer your services at PTA/PTO sponsored events.

#### 18. Be Involved in School Activities

- In addition to Back to School Nights, there are events such as carnivals and other activities that the Pack should be involved in throughout the year.
- Conduct a service project for the school such as playground and flower garden clean-ups.
- The Pack's participation will help the school see the Pack as a positive resource and an extra supporter of the school.
- Be available for flag ceremonies throughout the year.

#### 19. Intercom Announcement

- Ask the school to make announcements using the school's public address system or intercom regarding the Pack and specifically the school night.
- Make announcements exciting and use as a reminder for all upcoming activities.

#### 20. Video Announcement

- If the school has a closed-circuit television system, ask if one of your articulate, well-uniformed Cub Scouts or leaders could read a joining night announcement on-camera.
- Make sure the reader is well-rehearsed. You can point to your favorite television anchor as an example for how your "news" should be read.
- Your school may also allow you to show one of the Boy Scouts of America's membership promotional videos, either over their TV system, at an assembly, or in a classroom.
- Have the boys in the Pack create a commercial for their Pack. Boys appeal to boys!

#### 21. Online School Newsletter

- Insert flyers or announcements in online newsletter.

#### 22. Display Case

- Use the display case or bulletin board at school to display the excitement in your Pack. Use pictures and other visuals to catch attention and motivate boys to attend and the School Night.

#### 23. Personal Letter of Invitation (See draft in this booklet)

- Personally invite all families in the school by sending a personal letter or post cards for formal invitation. Use a school directory (if available) or work with families in Pack to gather names and addresses.
- These should go out 7-10 days prior to school night.

## RECRUITMENT PLANNING STEPS

### Invitation Plan for Your Pack—continued

#### 24. School Marquee

- Use the school outdoor marquee to promote the school night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your school night.

#### 25. Follow up Join Scout Night

- Be sure to hold a follow-up recruiting event to give families another opportunity to join. Should have at least two opportunities to join after school night; one in September and one in October.

#### 26. School Lunch Tray Liners (See examples in booklet)

- Provide information, games, picture, puzzles, and etc.

#### 27. Parent's have lunch with their son wearing Scout Uniform: Have parents eat lunch with their son at school and hand out invitations to join Scouting to their son's friends.

### Community

The following ideas should be done in the community around your Pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your Pack.

#### 28. Local Newspaper

- Community newspapers are always interested in neighborhood events and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar section.
- Invite local reporters to cover special Pack events such as bike rodeo, Scouting for Food, etc.

#### 29. Display Boards at Community Events

- Wear your uniform and set up a Pack display at community events such as carnivals and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your Pack.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your Pack.

#### 30. Patriot Day Flag Ceremonies

- A lot of organizations look for color guards throughout the year and especially on Veteran's Day, Memorial Day, and Patriot Day. Have Scouts in uniform present the colors.
- Make a list of events in your community and call organizers early to volunteer to participate.

#### 31. Pack Special Events in the Community

- Hold a community event such as a "Kite Day", bike rodeo, or a carnival and invite all members of your community.
- Partner with a local police or fire station to gain exposure of the event and additional credibility.

#### 32. Volunteer for Community Events

- Park clean-ups and July 4th celebrations for example.
- Community service is a cornerstone of the program and a great way to gain exposure for your Pack

#### 33. Church Bulletin Inserts

- Work with churches in your area and create a small insert to be distributed to the congregation.
- If there are families in your Pack that attend the church, have them coordinate distribution.

## RECRUITMENT PLANNING STEPS

### Invitation Plan for Your Pack—continued

#### 34. Church Presentations

- Make a presentation at local Sunday School classes.
- Participate in Scout Sunday by wearing your uniform to church.
- Promote youth earning religious awards.

#### 35. Sports Fields / Recreation Centers

- Sports are a major activity of many families. Work with local sports venues to hang banners, posters, and set up information tables and yard signs at the field or court.
- Target efforts as season is winding down as the “thing to do next”
- Host an activity at the recreation center.
- Hang banners on fences where approved.

#### 36. Parades

- Build a float or march in community parades.

#### 37. Community Marquees

- Use marquees at churches, recreation centers, neighborhoods or business to promote school night.
- Be sure to thank the organization for their support.

#### 38. Pack Website and/or Facebook account

- Post pictures of Pack activities of youth having fun in Scouts. “Tag” schools Facebook page so fans of school’s page also see your page. Encourage parents to do the same.
- Websites and Facebook are very popular forms of communication.
- Check with community organizations and your school to see if you can list your Pack information on their website or link to your Pack’s website
- Include web address on promotional materials.

#### 39. Libraries

- Ask to hang posters and distribute Pack information sheet.
- Design bookmarks with Pack activities and information for distribution.
- Have Pack leaders read story time in uniform.

#### 40. Business Window / Counter Displays

- Visit local businesses and post offices to see if they will allow you to post or leave information regarding your Pack and its activities.
- Identify family friendly business such as Dairy Queen, McDonalds, Toys’ R Us, etc.

### Additional Pack Ideas:

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## RECRUITMENT PLANNING STEPS

### STEP FOUR

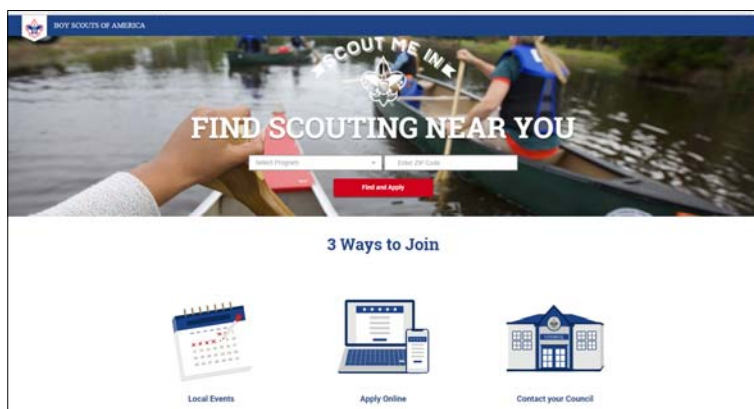
#### UPDATE PACK WWW.BEASCOUT.ORG PIN

As we engage more prospective families in this electronic age, we must work to make sure units are sharing the correct and most up-to-date information about Scouting programs in the community. The “Be A Scout” tool provides a great opportunity for Scout units to highlight what makes their unit unique, to express how excited they are about Scouting, and to show prospective families the benefits of Scouting through video and/or photos. This tool will also assist families with up-to-date registration information so that they can attend the Sign-Up for Scouting Night or other Pack recruiting events.

Packs must update their Pin to allow girls, boys, or both girl and boy dens.

Packs may also choose to turn on the online application feature built into this tool to allow families to register online.

See the **How to Set up Your BeAScout Pin** handout in the appendix for instructions.



### STEP FIVE

#### SETUP ONLINE REGISTRATION

The Orange County Council uses an online registration to meet the demand for completing the registration process for youth members and adult leaders. This includes online fee payments.

Ask new members to register online using their own electronic device or the Pack can provide tablets at the recruitment event.

Instructions for Online Registration: <http://www.scouting.org/online/registration.aspx>

#### How to Prepare for Online Registration

1. **Complete Your Preparation Checklist:** It is critical you complete all items on the checklist for your Scouting role to ensure you are granted the necessary permissions to work within the online registration system. To have the appropriate access, your role, council name, and a valid email address must be listed correctly in your My.Scouting Tools profile.
2. **Review Training Videos and How-To Documents:** Learn how to use the application manager, review an application, and process youth and adult applications by watching the online training videos. Also included online are how-to documents that provide application manager and invitation manager instructions.
3. **Update Your “Contact Us” Pin in BeAScout.org:** Unit leaders must update their pin in BeAScout.org. See online instructions.
4. **Add the unique Pack URL address on all recruitment materials.**

**Need Help?** An FAQ document is available online. If you need assistance completing the preparation checklist, please contact the Member Care Contact Center at [myscouting@scouting.org](mailto:myscouting@scouting.org) or 972-580-2489.

## RECRUITMENT PLANNING STEPS

### STEP SIX

## **PACK RECRUITMENT KICKOFF**

**Host a Spring Rally and a Fall Back to the Pack Night.**

**Get your program off to a great start!**

Cub Scout Packs put a lot of time and effort into organizing their Sign-up for Scouting Nights. Now is the time to begin securing help with the Sign-up for Scouting events and evaluate leader vacancies in the spring and going into the fall. A pack recruitment kick off should rally the unit to use the marketing plan established earlier and encourage parents and youth to use social media to invite friends to sign-up.

We encourage you to make this a fun event for your returning Scouts and parents. Suggested activities include: an ice cream social, watermelon feast, pool party, carnival, sports, etc. The meeting is designed to make sure that your Pack is organized prior to receiving new boys and parents.

The Fall back to pack event helps encourage current members to reengage for the new program year. Unfortunately, somewhere amidst all of the hustle and bustle is the fact that many members do not get contacted to come back from the summer break. As a result, youth are lost along with potential leadership from their parents. Research has shown that many boys will not continue without being personally contacted to return.

In addition, the Pack can take this time to get Scouts and families excited about bringing more boys to Scouting. Create an atmosphere that now is the time to fill Dens, create new dens, and fill leadership positions in the Pack. Generate enthusiasm for Scouts to invite friends and encourage parents to invite friends and neighbors to the sign-up night. Don't forget to ask parents to help at the upcoming join nights. Because most Packs cover multiple schools, each Pack will need lots of help to open each school during the fall recruitment campaign.

### **SAMPLE AGENDA**

#### **I. Gathering**

Ask each parent to sign in and verify information on a Pack roster.

#### **II. Opening**

Sing "The More We Get Together", be sure to use the body motions.

Welcome families back to another great year of Scouting.

Introduce Pack leadership.

#### **III. Pack Information**

Take note that most Dens are not full and that the Pack needs to grow.

Assign Cubs to dens and determine any room for new boys joining at the join night.

Go over Sign-Up for School Night dates, locations and times.

Encourage families to invite friends and neighbors to experience Scouting.

Build enthusiasm for the Pack's Ideal Year of Scouting.

Distribute Pack Calendar and Org Chart.

Go over Recharter fees and deadline for payment.

Introduce Popcorn campaign and share how the Pack is funded.

#### **IV. Parent Engagement**

Recruit Den Leaders to fill vacancies in existing dens.

Discuss additional Pack leadership vacancies, fill positions as needed.

Ask for parent help at Join Scout Nights.

#### **V. Bring A Friend Plan**

Get Scouts excited to bring their friends to join Scouting.

Ask Scouts to bring a friend to a Sign-Up for Scout Night or a Pack Bring a Friend meeting.

Go over dates for recruitment night again.

Distribute Peer to Peer/Bring A Friend recruiting materials and show how to use them.

Show recruiter patch and share any Pack incentives.

Ask Scouts to wear uniform to school on day of Sign-up for Scouting Night.

#### **VI. Closing**

## RECRUITMENT PLANNING STEPS

**STEP SEVEN**

### PROMOTION MATERIALS

The Council provides free of charge, materials to help attract new families to Scouting.

Materials can be ordered online at [www.ocbsa.org/membership](http://www.ocbsa.org/membership) and customized with Pack information.

**Cub Scout and Scouts BSA Invitation Flyers** – for distribution at schools and churches.

**Banners** – for school and community areas.

**Yard Signs** – place at school and in neighborhoods.

**Stickers** – for kid talks.

**Post cards** – for Bring A Friend Invitations.

**Parent Orientation Guide** – for use in recruiting adults.

**Recruitment Kits** – materials for sign-up night.

### ONLINE RESOURCES

BSA has created videos and a variety of helpful resources for your Pack to use. Checkout these great online tools:

- [www.ocbsa.info](http://www.ocbsa.info) (Cub Scout Wizard—use to track progress and review additional resources)
- [www.scouting.org/membership](http://www.scouting.org/membership)
- [www.ocbsa.org/membership](http://www.ocbsa.org/membership)

### RECRUITMENT KITS

Pack recruitment kits are provided for free at the council office. Kits are built for 10 Scouts/Adults. Request multiple kits if needed.

- ♦ Attendance Sheets - Parents need to sign forms according to the grade and school child attends. Doing this will simplify forming dens.
- ♦ \*Bobcat Trail Book
- ♦ \*Lion Cub Placemat for Kindergartners
- ♦ \*Parent Orientation Guide
- ♦ \*Boys' Life mini-magazine
- ♦ \*Activity Promotion Flyers
- ♦ Application Forms - Youth and Adult
- ♦ Registration Checkout Forms
- ♦ Table Tents
- ♦ Name Tag blanks
- ♦ Registration Report Form and Fee Chart
- ♦ Sample Application Poster

*\* Hand to parents upon arrival*

### YOUR PACK IS NOT ALONE

The Orange County Council has a large support staff to assist your needs:

- ♦ District Membership Consultant
- ♦ District Commissioner Staff
- ♦ Membership District Executive
- ♦ Council Membership Committee

Remember that they are here to ensure your success in reaching more youth with a quality program.

### PACK SUPPLIES

Provided by the Pack

- ☐ Pack Flags.
- ☐ \*Pack Calendar and Org Chart.
- ☐ \*Pencils & pens.
- ☐ Sound System, if school does not have one (A Must!).
- ☐ Electronic Devices (i.e. Tablets) for online registration.
- ☐ Display of leader handbooks.
- ☐ Display of Youth handbooks.
- ☐ Picture board with Pack activities.
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

*\* Hand to parents upon arrival*

**STEP EIGHT**

### HOST SIGN-UP FOR SCOUTING NIGHT

#### And Parent Orientation Meeting

Follow School Recruitment Plan Instructions on page 18.

## RECRUITMENT PLANNING STEPS

Orange County Council  
Boy Scouts of America

**REGISTRATION CHECKOUT**

Scout Name: \_\_\_\_\_ Date: \_\_\_\_\_

Forms: (choose one method of registration)

☐ Online Application with Fee Payment  
Pack URL Address: \_\_\_\_\_

☐ Paper Applications \_\_\_\_\_ Youth \_\_\_\_\_ Adult \_\_\_\_\_

Registration Fees: (fees are prorated by month) PAID

BSA Registration (\$24/year) Due \$ \_\_\_\_\_ \$ \_\_\_\_\_

Insurance (\$12/year) Due \$ \_\_\_\_\_ \$ \_\_\_\_\_

Boys' Life Subscription (\$12/year) Due \$ \_\_\_\_\_ \$ \_\_\_\_\_

Pack Program:  
Pack Dues (\$ \_\_\_\_\_ /year) Due \$ \_\_\_\_\_ \$ \_\_\_\_\_

**FRIENDS OF SCOUTING** (\$25/month)

- The Orange County Council spends \$300 to provide program support for a Scout each year.
- It is hoped that your family will appreciate the benefits of Scouting and make an annual charitable donation.
- A link to more information and a pledge form will be emailed upon registration.

Family participation in the annual Fall Popcorn and/or Spring Adventure Card Sales can reduce future out-of-pocket program costs, i.e. summer camp.

Subtotal \$ \_\_\_\_\_  
Total Collected \$ \_\_\_\_\_  
Balance Due \$ \_\_\_\_\_

**ADVENTURE CARD**  
**FALL POPCORN SALE**

### REGISTRATION CHECKOUT FORM

1. This form helps explain the real costs of Scouting.
2. Hand out with applications and use to track fees paid and balance due.
3. The Pack will need to pre-fill in information:
  - a. Parent Orientation Date
  - b. Pack specific URL address for online registration site
  - c. Pro-rated registration/*Boys' Life*/Insurance fees for month of sign-up
  - d. Pack Dues (full year/ pro-rated amount due)

### Helpful Hints

1. Give parents the option to register and pay online with their smart device.
2. In the Fall, collect current and next year registration fees including *Boys' Life* as one fee. By asking a parent for a total fee, eliminates having to "nickel and dime" them later at recharter time.
3. Collect Pack dues at the Parent Orientation event.
4. Inform parents of the Pack's participation in the Popcorn and/or Adventure Card sales.
5. If asked about FOS, please inform parents that information will be emailed describing the annual

### Registration fees are the same for both youth and adults.

We recommend collecting at the time of recruitment the Youth and Adult fee that includes a subscription to *Boys'*

Pro-Rated Fees	2018				2019				Fees for both 2018 and 2019				Months Registered
	Join Scouting Night Turn-In				Keep in Unit Account				Youth Only		Youth & 1 Adult		
	Registration	Insurance	Boys' Life	Total	Registration	Insurance	Boys' Life	Total	Total To Collect w/o BL	Total To Collect w/ BL	Total To Collect w/o BL	Total To Collect w/ BL	
March	\$27.50	\$10.00	\$10.00	\$47.50	\$33.00	\$12.00	\$12.00	\$57.00	\$60.50	\$104.50	\$121.00	\$139.00	22
April	\$24.75	\$9.00	\$9.00	\$42.75	\$33.00	\$12.00	\$12.00	\$57.00	\$57.75	\$99.75	\$115.50	\$134.25	21
May	\$22.00	\$8.00	\$8.00	\$38.00	\$33.00	\$12.00	\$12.00	\$57.00	\$55.00	\$95.00	\$110.00	\$129.50	20
August	\$13.75	\$5.00	\$5.00	\$23.75	\$33.00	\$12.00	\$12.00	\$57.00	\$46.75	\$80.75	\$93.50	\$115.25	17
September	\$11.00	\$4.00	\$4.00	\$19.00	\$33.00	\$12.00	\$12.00	\$57.00	\$44.00	\$76.00	\$88.00	\$110.50	16
October	\$8.25	\$3.00	\$3.00	\$14.25	\$33.00	\$12.00	\$12.00	\$57.00	\$41.25	\$71.25	\$82.50	\$105.75	15
November	\$5.50	\$2.00	\$2.00	\$9.50	\$33.00	\$12.00	\$12.00	\$57.00	\$38.50	\$66.50	\$77.00	\$101.00	14
December	\$2.75	\$1.00	\$0.00	\$3.75	\$33.00	\$12.00	\$12.00	\$57.00	\$35.75	\$60.75	\$71.50	\$95.25	13
Example:							Magazine Subscription:			Boys' Life		Boys' Life & Scouting	

### Example:

For \$80.75, only \$4.75 per month, a family can register their son for 17 months which includes a high quality youth magazine. Not bad, compared to seasonal organizations like Soccer, Baseball and Football.

For \$115.25, or less than \$7.00 per month, a family member and child can register for 17 months and receive both *Boys' Life* and *Scouting* magazines. *Scouting* magazine is included in the adult registration fee.

## RECRUITMENT PLANNING STEPS

### COMMON DEFECTS ON YOUTH APPLICATIONS

The following items must be completed - if any of these are missed, the application can't be processed:

- Youth members date of birth
- Youth members grade
- Signature of Unit Leader
- Signature of Parent/Guardian

If the youth member is in the 1st grade, the parent section must also be completed with a date of birth.

BSA YOUTH MEMBER APPLICATION									
<b>YOUTH INFORMATION</b>									
First name (No initials or nicknames)			Middle name		Last name			Suffix	Preferred nickname
<input type="text"/>			<input type="text"/>		<input type="text"/>			<input type="text"/>	<input type="text"/>
Country	Mailing address				City			State	Zip code
<input type="text"/>	<input type="text"/>				<input type="text"/>			<input type="text"/>	<input type="text"/>
Home phone	Date of birth (mm/dd/yyyy)		Grade		Ethnic background:			Gender:	
<input type="text"/> - <input type="text"/> - <input type="text"/>	<input type="text"/> / <input type="text"/> / <input type="text"/>		<input type="text"/>		<input type="radio"/> Black/African American <input type="radio"/> Native American <input type="radio"/> Alaska Native <input type="radio"/> Caucasian/White <input type="radio"/> Pacific Islander <input type="radio"/> Asian <input type="radio"/> Hispanic/Latino <input type="radio"/> Other			<input type="radio"/> Male <input type="radio"/> Female	
School					<input type="checkbox"/> Boys' Life subscription				
<input type="text"/>									
<b>PARENT/GUARDIAN INFORMATION</b>									
<input type="checkbox"/> Mark here if address is same as above. <input type="checkbox"/> Mark here if you are the Lion or Tiger adult partner. <input type="checkbox"/> Mark here if the Lion or Tiger adult partner is not living at the same address and complete and attach an adult application.									
Select relationship: <input type="radio"/> Parent <input type="radio"/> Guardian <input type="radio"/> Grandparent <input type="radio"/> Other (specify) <input type="text"/>									
First name (No initials or nicknames)			Middle name		Last name			Suffix	Preferred nickname
<input type="text"/>			<input type="text"/>		<input type="text"/>			<input type="text"/>	<input type="text"/>
Country	Mailing address				City			State	Zip code
<input type="text"/>	<input type="text"/>				<input type="text"/>			<input type="text"/>	<input type="text"/>
Home phone	Date of birth (mm/dd/yyyy)		Occupation		Employer			Gender:	
<input type="text"/> - <input type="text"/> - <input type="text"/>	<input type="text"/> / <input type="text"/> / <input type="text"/>		<input type="text"/>		<input type="text"/>			<input type="radio"/> Male <input type="radio"/> Female	
Cell phone	Business phone		Ext.		Previous Scouting experience				
<input type="text"/> - <input type="text"/> - <input type="text"/>	<input type="text"/> - <input type="text"/> - <input type="text"/>		<input type="text"/> x <input type="text"/>		<input type="text"/>				
I have read the attached information for parents and approve the application. I affirm that I have or will review "How to Protect Your Children From Child Abuse: A Parent's Guide."									
Signature of parent/guardian			Date		Parent/guardian email address				
<input type="text"/>			<input type="text"/> / <input type="text"/> / <input type="text"/>		<input type="text"/>				
<b>To be completed by unit</b>									
Signature of unit leader (or designee)			Date		If applicant has unexpired membership certificate, registration may be accomplished at no charge by transferring the registration.				
<input type="text"/>			<input type="text"/> / <input type="text"/> / <input type="text"/>		<input type="checkbox"/> Transfer application    Enter membership number from unexpired certificate: <input type="text"/>				
Unit type: <input type="radio"/> Cub Scout Pack <input type="radio"/> Boy Scout Troop <input type="radio"/> Venturing Crew <input type="radio"/> Sea Scout Ship <input type="radio"/> Lone Cub Scout <input type="radio"/> Lone Boy Scout			Unit No.: <input type="text"/> For pack registration select one: <input type="radio"/> Lion <input type="radio"/> Tiger <input type="radio"/> Wolf <input type="radio"/> Bear <input type="radio"/> Webelos		Transfer from council number: <input type="text"/> Unit type: <input type="radio"/> Pack <input type="radio"/> Troop <input type="radio"/> Ship    Unit No.: <input type="text"/>				
524-406 <b>LOCAL COUNCIL COPY</b> Registration fee \$ <input type="text"/> Boys' Life fee \$ <input type="text"/>									

## COMMON DEFECTS ON ADULT LEADER APPLICATIONS

One of those pages (identified below as the “CBC” page) contains information about the criminal background check progress and asks for the name of the applicant and their signature, authorizing the council to complete a background check.

## BACKGROUND CHECK AUTHORIZATION

(Please print)

Name: First \_\_\_\_\_ Middle \_\_\_\_\_ Last \_\_\_\_\_ Suffix \_\_\_\_\_

List any other names used (nickname, maiden/married last names): \_\_\_\_\_

Date of birth: \_\_\_\_\_

To the extent permitted by applicable law, I hereby consent to and authorize Boy Scouts of America and/or its subsidiaries, affiliates, other related entities, successors, and/or assigns (the "Company"), to procure consumer report(s), which may include criminal background check(s) and/or investigative consumer report(s) (as defined by applicable California law), on my background from a consumer reporting agency ("CRA") or from an investigative consumer reporting agency ("ICRA"), as described in the **Background Check Disclosure**, the **Additional Disclosures**, and the **California State Law Disclosures (Non-Credit)** (all of which I have received separately from the Company). I have reviewed and understand the information, statements, and notices in the **Background Check Disclosure**, the **Additional Disclosures**, and the **California State Law Disclosures (Non-Credit)**, as well as this **Background Check Authorization**. My authorization remains valid throughout my volunteer relationship with the Company, such that, to the extent permitted by applicable law, I agree Company can procure additional consumer report(s), which may include criminal background check(s), during my volunteer relationship without providing additional disclosures or obtaining additional authorizations. Except as otherwise prohibited by applicable law, I consent to and authorize the Company to share this information with Company's current or prospective clients, customers, others with a need to know, and/or their agents for business reasons (e.g., to place me in certain positions, work sites, etc.).

I understand that, if I am selected for a volunteer position, a consumer report will have been conducted on me.

☐ For California, Minnesota, or Oklahoma individuals only: If you would like to receive from the CRA, the ICRA, or the Company (as applicable) a copy of the report that Company may procure, please check this box.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Youth Protection Training**

This certifies that  
**Darin Steindl**  
has completed the Youth Protection Training course.



UNIT NUMBER: \_\_\_\_\_ DATE: **6/9/2010**

- Date of Birth
- Social Security Number
- Questions 6a—f
- Initials needed

[illegible]

### YPT and Disclosure Bullets marked

## STEP NINE

[illegible]

1. **Complete the Registration Report Form.**
2. Use attendance sign in sheets to record attendance.
3. **Only the fees for the current year will be charged by the Council.** Next year's fees will be credited to the unit account or you can deposit to the unit checking account.
4. **Please note**—online registration will only charge families the prorated amount and not next year fees.
5. Use the second page of the report to track next year's fees paid. Indicate where money has been deposited so at recharter time you know that those fees have been collected.
6. **Turn in applications,** fees and Registration Report Form to the District Membership Report Location, Council Service Center, or to District Executive.
7. All paper applications must be turned into the council within **10 Days** of registration. All youth applications must be processed in order for youth to show up on Internet Advancement. No youth may receive a rank if not listed in the **Online Advancement System.**
8. All new Scouts will receive a welcome email describing upcoming events and providing additional information to help with onboarding.

## Phone

## RECRUITMENT PLANNING STEPS

### STEP TEN

### HOST A BRING A FRIEND EVENT

The number one recruiters in Scouting is our own Scouts. Each Pack should host a special event to allow Scouts to bring their friends to experience the fun of Scouting. See program outline in Recruitment Binder.

#### Key Points:

- ◆ Distribute postcards to all Scouts and ask parents to share pictures on their social media.
- ◆ Scouts are not recruiters, they merely invite friends to a meeting.
- ◆ It is the role of the leader to formally ask the friends to sign up. Be sure to provide information to parents.
- ◆ Schedule a specific date for a Bring a Friend meeting, and orient the event around a theme to give the new boy's first visit a great experience.

### BRING A FRIEND RECOGNITION

Every Scout whose friend joins, will receive a special RECRUITER patch. The Unit Membership Chair will need to contact the District Executive with a count of patches needed. We recommend tracking for a month, and then recognizing Scouts at the next Pack Meeting. The Bring A Friend recognition program will end December 31st.

In addition to the special collectible recruiter patch provided by the Council, Packs may purchase Recruiter Strips from a Scout Shop. These strips maybe worn on the Scout's uniform.

Patch Order forms are available online at [www.ocbsa.org/membership](http://www.ocbsa.org/membership) or contact [elenag@ocbsa.org](mailto:elenag@ocbsa.org).





# SCHOOL RECRUITMENT PLAN

## INTRODUCTION

Sign-Up for Scouting Nights are an effective and easy invitation for parents to discover the world of Cub Scouting. However, just sending a flyer home with a student does not guarantee success. Listed in the next few pages are helpful tips to make your recruitment event a super success. First some...

## Recruitment Dos and Don'ts

- DO get the message out in plenty of time for parents to make plans.
- DO wear Scout uniforms.
- DO plan plenty of staff - include Cub Scouts.
- DO set up exhibits.
- DO provide activities for children who accompany parents.
- **DO NOT** wing it - plan carefully, practice presentation.
- **DO NOT** get long-winded; say what you need to say, then stop.
- **DO NOT** get involved in policy or requirements - keep it basic.
- **DO NOT** let parents get away without committing to a volunteer position.

## SCHOOL RECRUITMENT PLAN

Using the Pack Recruitment Plan worksheet identify dates for individual schools and the tasks the Pack will use to complete a successful Sign-Up for Scouting Night. It is important that a separate recruitment night be scheduled for each school/church the Pack serves.

### Recruitment Plan Tasks:

- ☐ School Visit
  - Meet Principal
  - Schedule Sign-Up for Scouting Night
  - Review communication plan
- ☐ Order recruitment materials for each recruitment location
- ☐ Conduct a presentation to the Parent/Teacher Organization
- ☐ Conduct a school service project
- ☐ Distribute Banner and Yard Signs
- ☐ Distribute flyers
- ☐ Host a Patriot Day (September 11th) activity
- ☐ Host a table at the School Open House/Back to School night
- ☐ Conduct Kid Talks
- ☐ Distribute peer invitation to Scouts
- ☐ Conduct a Sign-up for Scouting Night and a Parent Orientation Meeting
- ☐ Conduct a follow up recruitment event

## SCHOOL RECRUITMENT PLAN

### PRINCIPAL VISIT

Building and maintaining a strong relationship with your Pack's elementary school is important to have and may foster support for recruitment efforts. This meeting should last no longer than 30 minutes.

### SAMPLE AGENDA

1. Welcome and introductions
  - Take a minute to introduce everyone to each other. Be sure to thank principal for taking time to meet with you. Find out if Principal has any Scouting background either as youth or as an adult.
2. Update Principal about the Pack
  - Share exciting news and successes regarding your Pack and upcoming events i.e. service projects, field trips and other learning opportunities
  - Share roster of Pack so Principal can see kids and parents that are involved in Scouting.
3. Service opportunities for school
  - The Pack is a resource and an asset to the school. Explain the benefits for the boys and for the school. Schools should be the sites of many Pack service projects. And, Cub Scouting is educational: It has been established that active Scouting programs improve grades and study habits, and lead to better jobs and more successful lives.
  - State that in the next school year, your Pack would like to conduct 1-2 service projects for the school. See Adopt-a-School webpage: [www.ocbsa.org/adoptaschool](http://www.ocbsa.org/adoptaschool).
  - Take a couple minutes to brainstorm ideas, come to agreement of what that a service project should be.
  - Remember, a Principal will appreciate a Pack that is a source of school volunteers.
4. Review the Sign-Up for Scouting plan and set the recruitment night date
5. Determine the school's Open House/Back to School Night and secure permission to have a table to promote the recruitment night
6. Discuss the following promotional strategies:
  - ◆ Promotional flyers (When do homework folders go home?)
  - ◆ Kid Talks (classroom to classroom, lunchroom rally, recess, etc.)
  - ◆ Banners/Yard Signs/Posters
  - ◆ School Electronic Newsletter
  - ◆ Morning announcements, audio visual
  - ◆ Marquee Sign
  - ◆ Patriot Day Flag Ceremony
7. Confirm decisions made during discussion
8. Thank them again for their support of Scouting
  - Take a can of popcorn or other gift to thank the Principal for support. See your District Executive for giveaways.

### Principal Visit – School Worksheet

School \_\_\_\_\_

Principal \_\_\_\_\_

Secretary \_\_\_\_\_

Cell Phone # of Custodian \_\_\_\_\_

First Day of School \_\_\_\_\_

#### Approval to Do (Date/Time):

Open House \_\_\_\_\_

Back to School Night \_\_\_\_\_

Sign-Up for Scouting Night \_\_\_\_\_

Flyer Drop Off Date \_\_\_\_\_

# of Classrooms \_\_\_\_\_ Quantity of Flyers \_\_\_\_\_

#### Kid Talks:

Classroom \_\_\_\_\_

Recess \_\_\_\_\_

Lunchroom \_\_\_\_\_

Banners/Yard Signs \_\_\_\_\_

Morning Announcements \_\_\_\_\_

Video PSA \_\_\_\_\_

Marquee Sign \_\_\_\_\_

Flag Ceremonies \_\_\_\_\_

## SCHOOL RECRUITMENT PLAN

### PARENT / TEACHER ORGANIZATIONS

#### School Relationships

The greatest potential for Cub Scout membership growth is in the schools. Boys who would benefit from what we have to offer spend more time there than almost anywhere else. Pack leaders should develop strong relationships with principals, teachers, and parent organizations. This will go a long way, especially in those areas where the local Scouting council or district has limited access. Don't forget to research and include local private schools and "home-school" associations.

#### *PTA/PTO Presentations:*

- At the beginning of each school year, it is a good idea to schedule a brief presentation to your school's parent-teacher organization.
- Share information about the number of families in your Pack, recent and planned activities, and the benefits of Cub Scouting for both boys and families.
- Distribute Pack Information Sheets and business cards.
- Take a few cans of popcorn to pass around in appreciation for their ongoing support.
- Offer the Pack's assistance and involvement in PTA/PTO events and projects.
- It is extremely helpful if several Pack leaders and parents are active in the PTA/PTO.

### SCHOOL SERVICE PROJECTS

Doing service projects together is one way that Cub Scouts keep their promise "to help other people."

BSA Adopt-a-School is a project designed to begin to proactively address our Community/School Relationships. Often we are made aware of Councils and Districts with significant access issues related to promoting and recruiting youth from within specific school systems. When the proverbial doors are closed, we accept it and try to figure out additional means for youth recruitment, often at considerable expense to the local council.

BSA Adopt-a-School is a process by which we can begin to address the breakdown in relationship between Scouting and the respective school systems we serve. This process is where true community development work can begin. It truly is a win/win situation for both Scouting and our schools.

Here are a few potential project ideas to get us started, but our priority remains to let your school's specific needs determine how we serve.

- Grounds beautification
- Building improvements
- Giving Tree coordinate
- Flag Ceremonies
- Teacher appreciation
- Helpers during festivals
- Book Drive coordinate
- Green effort coordinate
- Literacy program
- Food Drive coordinate
- Clean-up after school events

**See <http://adoptaschool.scouting.org/> for ideas and recognition opportunities.**

**Register your Pack at [www.ocbsa.info/adoptaschool](http://www.ocbsa.info/adoptaschool) to participate in program.**

**Review handout included in recruitment binder.**



## SCHOOL RECRUITMENT PLAN

### FLYER ORDER AND DISTRIBUTION

Here are some suggestions for working with your school. Please keep in mind that a good rapport with principals, their secretaries, and school custodial staff is vital to the success of recruitment event.

Order flyers online at [www.ocbsa.org/membership](http://www.ocbsa.org/membership)

#### Do's

1. Make sure a "save the date" flyer goes out with the first information folder that goes home during the first week of school.
2. BE PLEASANT. **You** are Scouting's ambassador for that school!
3. Make sure that flyers (presorted, 15–18 boys per classroom—unless you know the class-room size) are delivered to the school at the proper time. Surprise the principal's secretary with a Scouting mug filled with candy, a recruiter patch, or other council-friendly thank-you. Ask for space on the marquee in the front of the school and provide the exact wording you want.
4. Add a thank you note for each classroom teacher to their stack of flyers.
5. Be sure to order Lion fliers for Kindergartners and Scouts BSA flyers for the sixth grade.
6. **FOLLOW UP!** Call the secretary on the day before School Night to be sure that fliers have been distributed.
7. Be sure to remind the principal that the Sign-Up for Scouting Night is NEXT WEEK— (Date) \_\_\_\_\_ and that's why these flyers must go home with the boys the week of \_\_\_\_\_ or earlier.


#### Don'ts

1. Don't just leave fliers on the secretary's desk. (Presorted flyers should go in teachers' boxes.)
2. Don't demand anything. Ask for permission.
3. Don't forget to **FOLLOW UP**, to be sure the fliers were passed out—even teachers forget sometimes!

#### Sample Flier Design:

## SIGN UP FOR SCOUTING!

Wednesday, September 10, 2018, at 6:00 p.m.  
 Takeany Elementary School - Multipurpose Room  
 For more information contact *New Member Coordinator Name*  
 at ### - ### - ####, email address  
 URL address for online registration  
 Registration fees will be collected.



#### Sample Yard Sign/Banner:

Both of these should only have:

Day, Date, Time, Location, and phone number.

Remember, new parents do not know what a Pack, Den, Blue & Gold, Pinewood Derby etc. is. Make the message simple to encourage parents and youth to attend your recruitment event. Too much information is to much.



## SIGN UP FOR SCOUTING

DATE: Wednesday, September 10, 2018,

TIME: 6:00 p.m.

PLACE: Multipurpose Room, ### - ### - ####

[BEAScout.org](http://BEAScout.org) • 1-800-20-SCOUT

## SCHOOL RECRUITMENT PLAN

### PATRIOT DAY PROGRAM, SEPTEMBER 11TH

On September 11th Scouts are presented with a great opportunity to participate in school, church or community activities in honor of Patriot Day. Take your Unit to visit some Veterans or send a care Package to our Troops or visit one of many memorial sights in Orange County commemorating September 11, 2001.

If your chartered partner is religious based have your Scouts conduct a moment of silence for those lost on September 11, 2001. If your chartered partner is a school, have your unit conduct the flag ceremony that morning and conduct a moment of silence for those lost on September 11, 2001. Your local Scout Shop will have a commemorative patch for sale for all Scouts who participate in a Patriot day activity.



#### Simple Indoor Opening Flag Ceremony for Cub Scouts

The leader can be a member of the den (preferred), a Den Chief, or an adult leader.

**Leader:** "Will the Audience please rise?"

*The audience rises*

**Leader:** "Color Guard, POST THE COLORS. SCOUT SALUTE."

*Scouts carry the US & Pack or den flags walking double file.* (see the diagram on the right for formation). Those in uniform do a hand salute. Everyone else places their hand on their heart.

**Leader:** "Please join us in the Pledge of Allegiance. I pledge allegiance ..."

*The audience says the Pledge of Allegiance.*

**Leader:** "TWO."

*Everyone stops saluting.*

**Leader:** "Color guard, retreat."

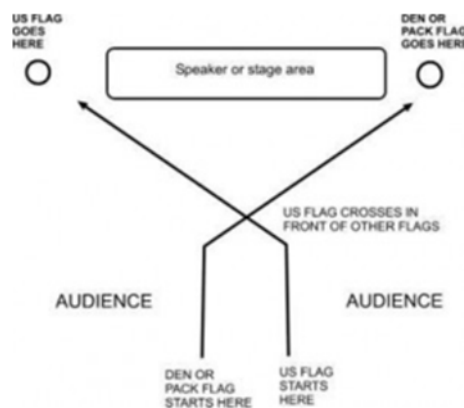
*The color guard walks back out double-file to wait at the back of the room.*

**Leader:** "Color guard, dismissed."

#### NOTES:

The US flag and other flags (i.e. Pack flag or Den flag) start in the back of the room. The US flag should be on the right side of the procession and should never be behind the other flags. When they come to the point where the flags must cross, the US flag should cross in front of the other flags.

The US flag should be displayed on its own right, as shown in the diagram.



## SCHOOL RECRUITMENT PLAN

### IN SCHOOL RALLIES—KID TALKS

**DATE:** To be held during regular school hours before the Sign-Up Night

**PURPOSE:** To excite and enthuse children to attend the Sign Up Night and to inform kids about what to expect.

**PRESENTATION:**

All-youth assembly for first through fifth graders. Keep it between 3 and 5 minutes. Be sure that you can be heard. If assembly-type rally is held, it is better to meet separately with prospective Tiger Cubs (1st grade), Cub Scouts (2nd and 3rd), Webelos Scouts (4th and 5th), and Boy Scouts (6th grade).

Room to room. This type of presentation requires a condensed three- to five-minute talk for each classroom. Usually an option at private schools only.

Lunch time/Recess. Many schools do want to take away from education time, but if you ask to talk to the children at lunch you may meet less resistance. Most common option.

**WHO:** Uniformed Scouter(s), preferably a volunteer that is very familiar with the school (and vice-versa) and the specific program(s) offered by the Pack represented at the Sign-Up for Scouting Night.

**PRESENTATION HELPS:**

- At first be stern, disciplined, and well-mannered.
- Then gradually become cheerful, enthusiastic, and silly.
- Remember that you are talking to younger children and not adults.
- Keep it short.
- Try to get the boys to participate in your presentation.
- Don't take any questions.

**SAMPLE SCRIPT**

1. Ask school moderators not to introduce you. Merely have the teacher quiet the group down and introduce you as someone who has something important to say.
2. Ask if anyone knows what type of uniform you are wearing. You should get a variety of responses: police officer, park ranger, soldier, Scout.
3. Introduce yourself and tell them you are a Cub Scout leader and that you are there to talk to them about becoming a Cub Scout. Create an "alter-ego", i.e. a character the boys will remember. For example, Mountain Man Mike, dressed up in hiking or repelling gear.
4. If no video is available, continue with presentation - Ask them if anyone knows the kinds of things that Cub Scouts do, and call on someone with a raised hand. Spend some time describing the things that they identify that are a part of the program, but deny the things that are not. For example:



## SCHOOL RECRUITMENT PLAN

### BOY TALKS—continued

“Who can tell me what kinds of things they think Cub Scouts do?” Call on someone with a raised hand. “They make stuff.” “Yes, they do make stuff. When you make stuff that’s called a craft, and Cub Scouts do lots of crafts. Who can tell me the one craft that every Cub Scout gets to do each year? I’ll give you a hint; it has wheels.” Call on a hand. “They make racing cars!” “Yes, that’s right; they make pinewood derby race cars (Prop: pinewood block of wood). They take an ordinary block of wood like this. And with their imagination, some basic wood tools, paint, decals, and help from their mom or dad, they turn that block of wood into the world’s fastest pinewood derby car and race it down a track that’s from here to that wall. (Show them.) Who thinks they would like to try and build one of these? (Prop: completed car) What other things do you think that Cub Scouts do?” Call on someone with a raised hand.

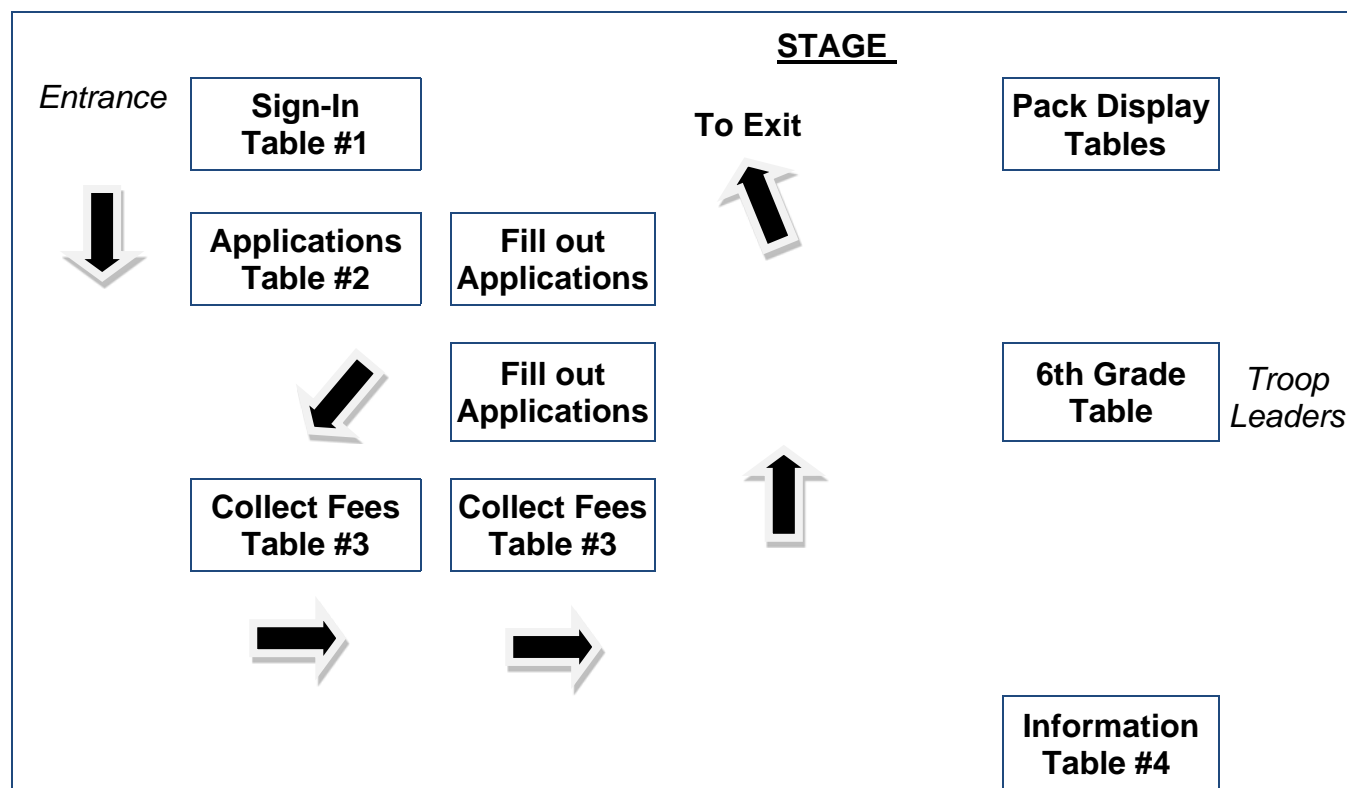
Cub Scouts:

- Are both girls and boys!
  - Earn badges
  - Go camping, swimming, fishing
  - Shoot BB guns, tell stories around campfires, participate in sports
  - Perform service projects, such as food drives, clothing drives, trash clean-ups, etc.
  - Make crafts—pinewood derby, space derby, rain gutter regatta, holiday gifts, toys
  - Explore nature, take hikes to see wild life (deer, raccoon, skunk, chipmunk, turkey), make plant and tree identification, go on zoo trips, bird-watch (raptors: eagles, hawks, owls), identify reptiles (snakes, lizards, frogs)
  - Participate in special events, such as parades, Pack trips, and the blue and gold banquet
  - Outdoor Events like day camp, scout-o-rama, and family camps
5. Mention the incentives your Pack is offering. Show Scout patches and distribute stickers.
  6. Ask the kids, “Who thinks they would like to be a Cub Scout?” Hopefully every boy will raise his hand.
  7. Tell them how to join: “If you want to be a Cub Scout and do all these fun things, there’s going to be a sign-up on \_\_\_\_\_ at the \_\_\_\_\_. An adult or parent will need to come with you, so you’re going to have to ask your parents if you can be a Cub Scout. Take this flyer home, and wait for them to come home. When they go to turn on the TV, take out your flyer, hold it proudly in front of you (both arms fully extended), and say ‘Mom or dad, may I please be a Cub Scout? There was a Cub Scout leader in school today who told us all about Cub Scouts, and I want to be a Cub Scout.’
  8. Show them creative ways to get the flyer home to their parents (Multifold, place their in socks; put in their school bag or in the refrigerator under the milk, etc.).
  9. “Your teacher will give you the flyers today. Make sure you say ‘please’ and ‘thank you.’ Let’s practice how you will ask mom or dad when you get home.”
  10. “See you there ... when?” Have all the kids say “\_\_\_\_\_ night at \_\_\_\_\_!”  

DayTime
  11. Thank the teachers and principal on your way out.
  12. Follow up is critical. Remind the boys to call the leader(s) listed on the flyer if they have any questions. Keep a log of names and phone numbers from everyone who calls about the sign up night. Pay special attention to those boys who will not be able to attend the event but can attend the next meeting.

## HOW TO ORGANIZE RECRUITMENT EVENT

### Sample Room Layout and Parent Flow



Above is a sample layout of a typical recruitment event setting. Be sure all tables are clearly marked with table tents. As families enter the room, ask them to sign the attendance roster, and direct them to the application table.

Only use Table #4 for parents who want information before joining. Direct parents back to Table #3 when ready to join.

Once parents have paid their fees at Table #3, remind them about the Parent Orientation Meeting and then they can exit. See sample agenda for additional details.

### ENTHUSIASTIC PRESENTATION

The best success in recruiting boys and parents is when the New Member Coordinator provides a fast-paced entertaining presentation.

Ways to make the evening fun are:

- Use songs (action), and audience participation games, skits, and stunts.
- Use patriotic ceremonies.
- Try to fit in recruitment videos where possible.
- Fill the room with displays and posters, i.e. Pinewood Derby cars, den projects, and pictures of den and Pack activities.
- Provide background music during the pre-opening period.

### PRE-OPENING ACTIVITIES

The meeting can be killed quickly with uncontrolled running, shouting and horseplay.

Use the following suggestions to control an assembled group:

- Cub Scout Crossword puzzles
- Simple Crafts – paper airplanes; Popsicle Frisbees
- Quiet Games – Kim's games, bean bag toss
- Lead group singing
- Be sure parents and kids stay seated together

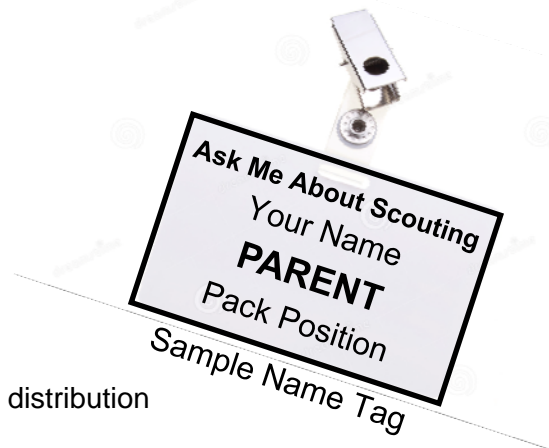
Prizes are not necessary, but could add an incentive to playing the games.

## RECRUITMENT EVENT CHECK LIST

### (New Member Coordinator)

#### BEFORE YOU LEAVE HOME:

- \_\_\_\_\_ Prepare your pre-opening activity
- \_\_\_\_\_ Wear Scout uniform/Scout Polo
- \_\_\_\_\_ Review agenda and practice your presentation
- \_\_\_\_\_ Check Recruitment Bag for enough materials
- \_\_\_\_\_ Take a pocket calculator
- \_\_\_\_\_ Take 20-30 pens
- \_\_\_\_\_ Take some change, both bills and coins
- \_\_\_\_\_ Take masking tape
- \_\_\_\_\_ Take copies of Pack Calendar and Org Chart for distribution



#### WHEN YOU ARRIVE AT THE SCHOOL

- \_\_\_\_\_ Organize your materials and set up room properly
- \_\_\_\_\_ Check with team members (including Pack leadership) on their part of the program
- \_\_\_\_\_ Distribute Name Tags to Pack leadership
- \_\_\_\_\_ Assist Pack and Troop Unit Leaders with their displays
- \_\_\_\_\_ Organize pre-opening activity
- \_\_\_\_\_ Keep boys and parents in assigned room



#### THE GENERAL PRESENTATION

- \_\_\_\_\_ Begin promptly
- \_\_\_\_\_ Introduce yourself and welcome everyone on behalf of the Orange County Council, BSA
- \_\_\_\_\_ Introduce other team members and Pack leadership
- \_\_\_\_\_ Follow Recruitment Agenda carefully
- \_\_\_\_\_ Use Parent Orientation Guide

**Be sure to turn in all applications, fees, attendance rosters, and report envelopes at your District Report Meeting location.**

## RECRUITMENT AGENDA

### (Conducted by New Member Coordinator)

### 30 MINUTES BEFORE THE MEETING

1. Setup Pack displays and arrange room.
2. Be prepared with pre-opening activity to keep boys and parents involved.
3. Use den chiefs or adult leaders to keep boys and parents in assigned room and out of the halls.

### PROGRAM AGENDA

Parent's time is precious, as is the time of your volunteers. This format moves parents through the registration process quickly. After Table #3 the sign up night is complete. An e-copy of the agenda is available at [www.ocbsa.org/membership](http://www.ocbsa.org/membership).

### THINGS TO REMEMBER

1. Do not talk too much.
2. Make sure parents know about the Parent Orientation Date.
3. Use a Webelos or Boy Scout at Table #1
4. Keep the sign up night simple and have Fun!

### AS FAMILIES ARRIVE

#### I. Table #1 – Welcome

Assigned to: \_\_\_\_\_  
New Member Coordinator or Youth

- Greet families and have a parent sign attendance form.
- Pass out Parent's Guide, *Boys' Life* Mini-mag, Pack Calendar, Bobcat Book, and Lion Placemat for Kindergarteners.
- Direct family to Table #2.
- For any Scout Troop age boys, sign-in on separate attendance sheet and direct them to Troop table.

#### II. Table #2 – Application Distribution

Assigned to: \_\_\_\_\_  
Cubmaster

- Place on table the sample completed application poster.
- Hand parent both a youth and adult application, and a Registration Checkout Form. Instruct parents on how to complete paper apps or go online to register and pay.
- Have parents complete forms at a separate table and take them to Table #3 to turn in apps and check out.
- If parents are not ready to sign up and want more information, direct them to Table #4 where a Pack leader can help answer questions.

#### III. Table #3 – Registration Fee Collection

Assigned to: \_\_\_\_\_  
Committee Chairperson

- Verify applications are completed correctly.
- Complete Registration Checkout Form and collect appropriate fees. Parent keeps copy of checkout form as receipt.
- If parents are unable to pay tonight, collect applications and have parents bring fees to the parent orientation meeting.
- Thank family for signing up and remind them of the parent orientation date.
- Sign up is complete and family can exit.

#### IV. Table #4 – Information

Assigned to: \_\_\_\_\_  
Den Leader

- Provide brief overview of program. Refer to Parent Orientation Guide.
- If ready to sign up, ask parent to complete paper applications or go online to register.
- Direct back to Table #3 to complete registration and checkout.

## RECRUITMENT AGENDA (continued)

### AFTER THE MEETING

- ☐ Be sure the room is cleaned and arranged the way it was before the Pack arrived.
- ☐ Get signatures for Adult Applications (if possible, have the Charter Organization Representative, Pack Committee Chairman and Institution Head at the meeting to get their signatures immediately).
- ☐ Complete Registration Report form.
- ☐ Enclose Youth and Adult Applications, and all Attendance sheets in an envelope. (Be sure to keep Pack copies of all forms.)
- ☐ Enclose One (1) Check made out to BSA from the Pack for all Youth and Adult Applications, Insurance and *Boys' Life* fees.
- ☐ Take envelope to District Report Meeting location, Council Service Center or give to District Executive.
- ☐ Assign personnel to follow-up with families that did not join with phone calls and contact from families who could not make the recruitment event.
- ☐ Add new families to Pack email list.
- ☐ Follow up with all new leaders to verify if they have completed the Parent Talent Survey and their online training courses.

### FOR 6TH GRADERS

A Scout Troop should be present, but if this is not possible, please follow these steps:

1. Have parents sign-in on a separate attendance sheet
2. Give them a Youth Application
3. Use a School/Unit Directory provided in the Recruitment Bag
4. Give name and telephone number of Scoutmaster in the local area
5. Turn in attendance form with Pack information at the end of the evening

### WHAT TO DO IN CASE OF...

**You run out of applications** – Go ahead and collect fees and use the attendance sheet as proof of registration. Collect application at next meeting.

**The school locked** – Find the custodian. If not available, hold the meeting in the parking lot or at least have everyone sign the attendance sheet and reschedule a follow up meeting. Contact the school next day.

**A kid shows up without a parent** – have child sign in with their name, grade and phone number. Let them stay for the games and then have them take an application home with the number of the unit membership chair written on application.

**Parents did not bring money with them** – collect completed applications and then have parents pay at next meeting.

**Parents do not want to pay full fees now** – at a minimum collect the registration and insurance fee for this year. *Boy's' Life* and next year fees are optional at this time.

**Only a one or two families show up** – collect application and fees, schedule their next meeting and then contact the school to see if flyers went home. If not, reschedule and order more flyers.

## PARENT ORIENTATION MEETING

**Purpose:** The Cub Scout program can be overwhelming for new parents. Trying to navigate literature, websites, learning new leaders, becoming a leader, finding the answer to “what do I need to do for my son,” can be a daunting task. For years, Packs have left it to parents to “figure it out.”

The Parent Orientation meeting is critical in setting the tone for family involvement, engaging parents in leadership roles, and painting the picture of what Scouting can do to help families thrive. A key to successful Packs is setting expectations for parents and providing a focused introduction to Scouting. All new parents must attend an orientation BEFORE their son starts meeting with their den.

### Instructions:

1. Set a date at least one week following a recruitment event. Plan multiple dates throughout the year as new families are recruited.
2. At the sign-up night, list the date on the Registration Checkout Form and get a firm commitment that they will attend. Let them know that their Scout should also attend.
3. After the recruitment event, regardless if a family registered, invite them to the orientation. Use the sign-up attendance roster. Ask parents to bring their Parent Guide, personal calendar, and checkbook for any fees due. Email and a follow up phone call are required to ensure attendance.
4. Have your recruitment kit at the orientation to sign up new families. Also be sure to have the Pack’s copies of the Registration Checkout Form.
5. Prepare handouts to pass out during the gathering time: Pack calendar, organization chart, Pack guidelines (if Pack has them), fundraising information i.e. popcorn sales cards, and Pack budget. Samples of these forms are on [www.ocbsa.org/membership](http://www.ocbsa.org/membership).
6. Prepare parent recruiting techniques. Methods are taught at the Parent Involvement Workshop. See Council Calendar for dates.
7. Set up tables by grade (Den). Use table cards provided in the recruitment kit.
8. While gathering, collect applications and fees dues.
9. Follow agenda to involve and engage families. Set expectations that are clear and concise.

### Tips For Success:

- ☐ Do Not recruit leaders at the Sign-up night. Parents will be more engaged at the orientation.
- ☐ Review Volunteer Recruiting Ideas on page 32.
- ☐ Host a fun event—potluck, picnic, meet at a park.
- ☐ Have families do a hands on activity to get started.
- ☐ Host activities for kids. See Youth Agenda for ideas.
- ☐ Engage parents by asking them to bring an item to the meeting. Parents want to feel part of the program.
- ☐ Involve your local Troop and Commissioner.

### YOUTH AGENDA

- ◆ Gather Scouts in activity area/room.
- ◆ Have each youth introduce themselves.
- ◆ Play a game.
- ◆ Do a simple craft.
- ◆ Teach the Cub Scout promise (to be said at the closing ceremony).
- ◆ Sing a Cub Scout song.
- ◆ If time allows, play another game.
- ◆ End with a short story.
- ◆ Quietly enter main room for closing.

## PARENT ORIENTATION AGENDA

### I. Gathering

Assigned to: \_\_\_\_\_  
Den Leaders

- Ask Parents/Scouts to sit at tables by grade.
  1. Lion / Tiger Tables – Have a pack leader meet with parents and begin recruiting new Den Leaders.
  2. Wolf / Bear / Webelos Tables – have Den Leaders explain their individual programs, handbooks, meeting schedule etc.
- Collect fees due and any paperwork needed.

### II. Welcome and Introductions

Assigned to: \_\_\_\_\_  
Cubmaster

5 Minutes

1. Welcome new Parents/Scouts and introduce Pack volunteers. Start with an opening ceremony.
2. When introducing leaders, briefly let parents know what your position is and what you do.
3. Excuse Scouts with a Den Leader outside or to another room to do a separate activity i.e. practice Bobcat requirements, play games etc.

### III. Pack Information

Assigned to: \_\_\_\_\_  
New Member Coordinator

5 Minutes

1. Complete Pack contact information in Parent Orientation Guide.
2. Discuss Pack calendar and den meeting information – Highlight the Pack family activities for the school year and time, date and location of Pack meetings. Ask parents to add pack calendar to their personal calendar. Discuss Pack Uniforms – what do you expect the Cubs to wear .
3. Does anyone have any questions about the Parent Orientation Guide?

### IV. Parent Engagement

Assigned to: \_\_\_\_\_  
Committee Chairperson

15 Minutes

1. Review Parent Volunteers pages in the Parent Orientation Guide.
2. Show and discuss the Pack organization chart.
3. Discuss vacant positions and ask for volunteers: use methods taught in the Council's Parent Involvement Workshop to recruit parents.
4. Ask each parent to complete the online Parent Talent Survey, link is in Parent Guide.
5. Thank parents for getting into the game with their child.

### V. Pack Budget

Assigned to: \_\_\_\_\_  
Committee Chairperson

10 Minutes

1. Distribute Pack budget.
2. Go over income sources: describe Pack fundraisers designed to reduce out-of-pocket program costs, i.e. Adventure Card and Popcorn Sales. Discuss Pack dues and payment schedule.
3. Describe expenses and the goal of providing a quality/fun experience for all members.
4. Share how the Council provides support to the Pack and that Scouting operating costs are paid for by family donations to Friends of Scouting.

*(If Scouts were doing separate activity, have them return)*

### V. Closing

Assigned to: \_\_\_\_\_  
Cubmaster

5 Minutes

1. Welcome all new Scouts/Parents to the Pack.
2. End with a patriotic or meaningful closing.
3. Remind parents of next meeting and to complete the Talent Survey and online training courses.
4. Adjourn

## SCHOOL RECRUITMENT PLAN

### VOLUNTEER RECRUITING IDEAS

Every Cub Scout Pack needs volunteers to make the program happen. Below are some ideas and hints to help you recruit adult volunteers into your Pack.

1. Recruit volunteers before Sign-Up for Scouting Night
  - The most successful Packs review their leadership needs and recruit new leaders before the Sign-Up for Scouting Night even happens!
2. Consider this example: The den leader for your Wolf den moved out of town this summer. Which do you think would be the better option:
  - Wait until Sign-Up for Scouting Night and hope that a parent with a second grade son shows up and (despite having no knowledge about Scouting) volunteers to be a den leader. – OR –
  - Call last years den leader and ask if he/she could suggest which one of the parents in the den would be a good den leader, then recruit that person to fill the vacancy before the join night.
3. Use the online talent survey results to find out parent skills. Every parent is being encouraged to complete the online talent survey.
4. Pack leaders should attend the **Council Parent Involvement Workshop** to discover new techniques and ideas on ways to recruit, engage, and empower parent volunteers.

### Why Do Adults Hesitate to Volunteer?

They don't know anything about Scouting.

They lack knowledge about Scouting. Let them know it is easy to learn and you will help them. Explain that many printed resources are available and training will make it much easier for them.

They are too busy.

Aren't we all? Be realistic about time commitments, and find a job for them that will fit their schedule. If the adult can't commit to weekly meetings and being a den leader, could they do a once a year job like organizing the pinewood derby? The key here is to have many different jobs available in the Pack.

They don't know what is expected.

Give them a position description and explain what resources are available to help them meet the expectations.

They are overwhelmed

Sometimes volunteers can be overbearing and share too much information too fast. Limit information at the sign-up event and share key information at the Pack Orientation meeting.

Invite parents to get in the Scouting game, and not watch from the sidelines. They only have a few years with their child growing up so let's make the most of it.

## SCHOOL RECRUITMENT PLAN

### **FOLLOW UP RECRUITMENT EVENTS**

Each Pack should hold 3 recruitment events in the fall. The first of those recruitment events should be Sign-Up for Scouting Night that takes place the 2nd, 3rd, or 4th week of school (generally 1 week after the school's Back to School Night (open house). Follow up recruitment events or activities should happen year-round, but especially in the 1st months of School – late September and October. Some suggestions for these follow-up recruitment efforts include:

1. **Send a follow-up set of flyers home** inviting youth to join your next Pack meeting. Peer to Peer recruiting – create invitations that your current Cub Scouts can hand to their non-Scouting friends at school to invite them to a special activity. It could be a costume party for Halloween, a Pack picnic, a fishing derby, or Cub Family Campout. Event should be fun and exciting for new youth. At the event, invite them to join the Pack.
2. **“After Sports” recruiting.** After a season ends (soccer, football, basketball, etc.) have Cub Scouts that play those sports invite their teammates to join Cub Scouting with them.
3. Encourage Scouts to **invite non-Scouting friends** along to Pack field trips and activities (trips to the Zoo, Museum, Baseball Game, etc.)
4. **Pizza or Skating Party** – Encourage Scouts to “Invite a Friend” to join Scouting. Only Scouts that bring a friend get to participate.
5. **Hand out invitations** to join Cub Scouting at School holiday parties (Halloween, Christmas, or Valentine’s Day). This could be done by Scouts giving friends a bookmark, postcard, or printed invitation with the next meeting date on it.
6. **Direct mail.** Obtain a school roster from your schools. Processes vary per school district check with your local school for details on how to do this. Send a personal invitation in the mail and follow up with a phone call 2-3 days later with a personal invitation. If rosters are not available, look through school yearbook to gather names of boys, personalize invitations and have hand delivered by Cub Scouts next day at school.
7. **Give information about joining Scouting to churches** in your area. Ask to speak to boys during Sunday School, hand out flyers to parents with boys after church, put an announcement in church bulletin. This works best with charter partners of Scouting programs.
8. **Hold a special recruitment event.** Additional information on each event can be found on the National website or by clicking the following link: [www.scouting.org/membership](http://www.scouting.org/membership).

### **EVENT IDEAS**

- ♦ Bike Rodeo
- ♦ Chess Tournament
- ♦ Craft Fair
- ♦ Critter Race
- ♦ Field Sports
- ♦ Fishing Derby
- ♦ Kite Derby
- ♦ Olympic Day
- ♦ S’mores Party
- ♦ Rocket Academy
- ♦ Treasure Hunt

## CHARTERED ORGANIZATION NIGHT FOR SCOUTING



### PURPOSE:

Scouting provides an excellent opportunity for chartered organization to attract new members. Through the Scouting program, the current membership strengthens, congregations grow, and participation increases in the chartered organization.

Many of chartered organizations, especially religious institutions, have youth and families available that should be invited to join Scouting. Too often, these boys are invited to a Sign-Up for Scouting program for other units that serve other chartered organizations, or in light of the growing home-school population, never receive an invitation. The Chartered Organization Night for Scouting will help these families get a head start to "their" pack or troop.

### THE PLAN:

Prior to scheduling A Sign-Up for Scouting Night at a school, designate a night for chartered organizations to invite prospective Scouts and parents from among their membership to join Scouting. This meeting should be held at the chartered organization's location.

Secure permission and support, through the Chartered Organization Representative, regarding meeting date, place and distribution of materials.

Deliver promotional materials to chartered organization scout-aged members and families, and to other members of the organization. Be sure to include announcements in bulletins.

Visit Sunday School classrooms or special youth meetings of the organization. Use the In School Rally outline on page 23 for your presentation.

Follow the Sign-Up for Scouting presentation outline.

Be sure to cover these points:

1. Tell about Scouting's opportunities for this organization, and inform attendees how they may participate.
2. Describe how Scouting meets the mission of this institution. Benefits to youth, families and the organization.
3. Use the Parent Orientation Guide.
4. Show where meetings will be held. Tour facility if possible.
5. Ask that the head of the organization to be present to give words of encouragement and support.
6. Turn-in monies and applications to the District Executive at the Council Office the next day.



# BOY SCOUTS OF AMERICA

## ORANGE COUNTY COUNCIL

**FOR MORE ASSISTANCE,  
PLEASE CONTACT:**

### **Council Service Center**

William Lyon Homes  
Center for Scouting  
1211 E Dyer Road  
Santa Ana, CA 92705  
714-546-4990

### **Santa Ana Scout Shop**

1211 E Dyer Road  
Santa Ana, CA 92705  
714-979-4554

### **Anaheim Scout Shop**

1501 N. Raymond, Suite O  
Anaheim, CA 92801  
714-774-3270

### **Laguna Hills Scout Shop**

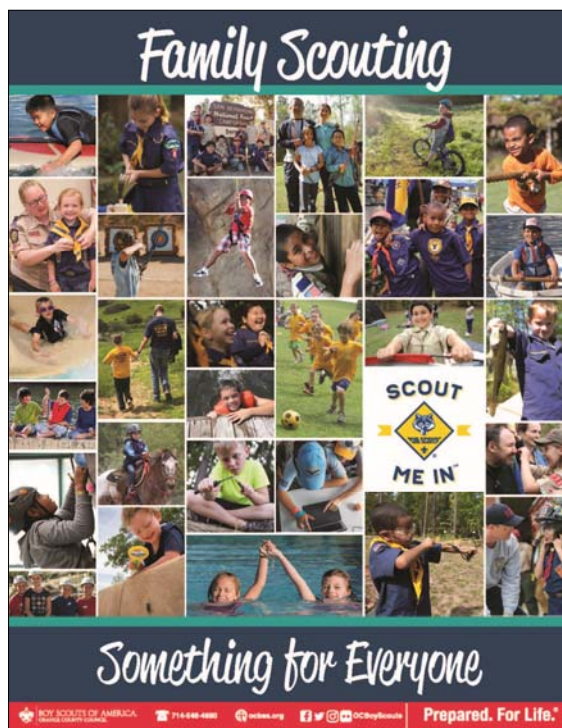
25292 Macintyre, Suite P  
Laguna Hills, CA 92653  
949-639-0320

### **Council Website**

[www.ocbsa.org](http://www.ocbsa.org)

### **Membership Resources**

[www.scouting.org/membership](http://www.scouting.org/membership)  
[www.BeAScouting.org](http://www.BeAScouting.org)  
[www.ocbsa.org/membership](http://www.ocbsa.org/membership)



*Orange County Council* ◆ *Boy Scouts of America*  
*Serving Youth and Families*  
*Since 1920*



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Friends of Scouting contributions.