



## Cub Scout Adult Recruitment Approach

# RECRUITING ADULTS

## ONE OF THE MANY TIMELESS TRADITIONS IN SCOUTING AND NO ONE DOES IT WELL

To help you get started in the right direction, we've put together a list of key practices, ideas and answers to the most frequently asked questions surround the adult recruitment process. Follow this approach and prepare to be amazed by how easy recruiting can be. Plan a parent's meeting to recruit new adults into your Pack, but don't have this be one of your first meetings with the new families. Have 1-2 group meetings planned where all youth, Dens and leaders are doing the same. Think of it as a Pack meeting, but don't call them that, just "meetings"! Use this opportunity observe the new parents and take notes. Your dreams of being a "professional sports recruiter" maybe coming true.



### KEYS TO EFFECTIVE RECRUITING

#### 1. Be Prepared

To effectively recruit, Pack leaders must understand they are the key to success. It's best to be prepared to have what a short presentation on what it is a Cub Pack does and other high-level information. The most important step is to make the ASK. Be sure to point out Cub Scouts is a family-program and families will grow together while in the program. Not every parent has to be a uniform wearing leader, but every parent should volunteer in some capacity. Your child will benefit more when the family is engaged.

#### 2. Inspire Others

Success stories are the one of the best assets you have in your recruiting toolbelt. Share the fun of Scouting and related stories you have had as a volunteer, and share an example of how Scouting has impacted not only your Scout because of your involvement, but how the program has maybe impacted you personally. There are numerous positive aspects you've found within the organization.

#### 3. Ease Concerns & Reassure New Parents

New families will be hesitant to step right up and volunteer. Be sure to give a brief explanation that online and in person training is available with some being required. There are numerous resources available so no one has to invent anything new; just use the resources Scouting has established for leaders, especially Den Leaders who have entire Den meetings outlined on pocket cards.



## Group Activity with New Families

### *The Wrong Way to Recruit New Leaders...*

**WRONG:** Telling a new parent they have to be a leader for their child to join; Shut the doors and say “no one is leaving until someone volunteers to be a Den Leader.”

This is not the way. The first experience new families have should be positive. When these techniques are used, many of our potential members and their parents leave the meeting upset and never return. When they get home, some make a phone call and who do you think they call? You got it...the Scout Office. Or they tell a District Executive that their child was not allowed to join because they could not be a leader. Our response is...that’s not true. Or, worst of all, they call no one, yet tell everyone that will listen that Scouting is not welcoming so do not join. This makes Scouting look rather un-organized and un-friendly.

### *The Right Way to Recruit New Leaders...*

First, divide the group into Dens. Have the youth sitting right beside their parents. Do NOT send the youth away and talk to the parents alone. When you have them in their Den, walk up to them, be enthusiastic and say,

*“Welcome to Pack \_\_\_\_! You and your child will be part of (Lion, Tiger, Wolf, Bear, Webelos, or AOL) \_\_\_\_\_ Den and we are glad that you’re part of our group. As you’ve heard, we have a lot of fun and parents, you will be surprised to see how Scouting will positively affect your child. Cub Scouting is a family program and all of us here tonight are volunteers. Let me repeat that, Cub Scouts is a family program? Each person wearing a Scout uniform and all the other families in our group, help make the magic for the Scouts come to life! It’s a team effort and together we work to ensure the kids have a great experience and that each of us adults are successful in our efforts!”*



*We ask that each family participate in one of the committees that help our Pack do the great things you’ve heard about. **Here is a sheet outlining all the committees and their time commitments.**”*

(Distribute parent help sheet and briefly outline what the committees do. The Den Leader and Assistant Den Leader positions should be the first ones listed.)

**See sample attached, back page**

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***Always remember,  
grandparents  
make great  
volunteer leaders  
as well***

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*“From your Den we need a Den Leader and an Assistant. Everyone else should sign up for one of the committees. I don’t know your schedule or how busy each of you are, so I’ll let you discuss who wants to do what. I’ll be happy to answer any questions you have.”*

(Appoint someone in the group to lead the discussion and notify you when they’re done)

**This is the most important part...**

At that point, stop talking and walk away. Let them discuss this between themselves. Don’t oversell.

## What Happens Next?

Now one of two things will happen. **First**, they will discuss who can be the Den Leader and the Assistant. Typically, one person will say, "I guess I could be the Den Leader if someone will help." Everyone else will take a committee assignment and you're done.

The **second** thing that could happen is that no one will step up to be the leader. They'll say, "We've decided that we don't have time to do it," and they won't sign-up for Scouting.

## The Difference is Small but Important

Did you hear the magic words? In recruiting the old way, who was making the decision on whether they could join? That's right, we were. We said they had to be a leader or shut the doors and wouldn't let them leave.

In this technique, who is making the decision on joining? They are. So now when they leave mad and call the Scout Office and we ask them what happened they'd have to tell us that they decided they did not have time. We realize it's a small difference, but it's an important one.

## Still Skeptical?

Still don't believe. Here is an example...last fall we recruited 300 Tiger Cubs and 500 Cub Scouts. What is the major difference between those two numbers? How many parents volunteered with the Tiger Cubs? That's right, 300. How many volunteered with the Cub Scouts? Considering the average Den size of 8, about 62 adults volunteered.

Why do we get more Tiger leaders? Because it's required. Do you remember what you are supposed to say when you circle the Dens up? "**Welcome to our Pack and we're glad you're here. We are a family program and expect every family to help with a committee.**" The problem has been *we've been expecting too little*. Don't short sell the program. Don't just ask for a Den leader. Each Pack has many needs. Ask each family to help in the capacity they are able.

Will this technique work in every situation? Maybe not. Will it work in a lot of them? Yes.

"I know each of you can come up with specific instances or individuals that this may not work. Remember, if you do have a parent unwilling to be involved, is it likely that their child really needs Scouting? So, keep that in mind as well.

## Why Have the Youth Sit Beside Their Parents?

We're often asked about why the youth need to be sitting beside their parents. Here is our answer; we will never feel guilty about asking someone to be involved with his or her child. When they are sitting in their groups trying to decide who is going to do what, there is no bigger influence than little "Angel or Angelica" tugging on the parent's sleeve saying, "PLEASE, I really want to join!" So, before they say no to you, they have to say no to their child.

## A couple pieces of advice

1. For this technique to work you must develop a list of committees for parents to be involved with. Include everything from the Blue & Gold banquet, Pinewood Derby, Popcorn Sales, First Aid Sales, Day Camp, and anything else your pack needs help with. List them on a sheet of paper with brief job descriptions and time commitments. Be sure that at the top of the list are the Den Leader and Assistant Den Leader positions. Make sure you have a place on the form for them to fill out their name and phone number. You'll need enough copies for all parents. This is what you hand them when you are trying to organize the den.
2. You can also use the 100 Point sheet provided at the end of this document to help you get started. You can add the brief job descriptions and time commitments your unit desires.
3. As those sheets come back, and it is time for a committee to get together, **CALL THEM!** Make sure that you keep your end of the bargain and get them involved.

**We urge you to try this method. We truly believe you will see positive results.**

## Example of How to Organize Your Room for this Type of Recruitment Method

- I. "Circle Up" by prospective Dens
  - a. Divide by grades: K, 1st, 2nd, 3rd, 4th & 5th
  - b. 6 to 8 Scouts per circle (Den)
    - Identify any returning leaders; if possible limit returning Den Leaders to eight Cubs only
  - c. Sit in circle, facing each other, Scouts and parents' side by side
- II. Explain leader "needs"
  - a. Explain leadership positions and what is expected from a brief job description sheet
  - b. Review trainings available
- III. Appoint temporary chairman for each group
  - a. Chairman's job is to obtain a Den Leader, Assistant Den Leader, Committee Members, and parent helpers from the group in circle
- IV. Turn groups over to temporary Chairman
  - a. Tell Chairman to raise hand when leadership is secured
  - b. Walk away and leave them alone
- V. When Pack level leadership is needed
  - a. Cubmaster, Assistant Cubmaster and/or Committee Chair, meet with returning leaders and recruit as needed
- VI. Supply registration applications as needed to each group
  - a. Have parents fill out youths' applications
  - b. Explain fees and encourage Scout Life subscriptions
  - c. Fees are to be turned in to Den Leader or Pack treasurer
  - d. Front cover of application goes to parent and Scout
  - e. Den Leader or Cubmaster keeps last copy of child's app
  - f. All new leader's complete adult applications
- VII. New leaders recruited
  - a. Ask new leaders to remain with you
  - b. Dismiss other parents and Scouts
  - c. With new leaders:
    1. Give each training dates and encourage to attend (form in Cub Scout School Night packet)
    2. Tell date and place of New Pack Leaders Meeting
    3. Collect all fees and apps (Place in envelope with attendance sheets and turn in at District headquarters)

### Things to remember:

- Don't talk too much
- Parents and Scouts should be divided into groups within 15 minutes
- Don't let Den Leaders explain their jobs - you get all problems and no successes. New leaders will learn essentials of their job at training
- Always have fun and smile, for both the kids and the other adults.



# REMEMBER: FRIENDS-HELP-FRIENDS

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## 100 Point Pack Adult Participation Form

**CUB SCOUTING** is a *family* program – it takes ParentLeaders and Parent Helpers to help provide the program that has strengthened families, provided adventure and diversity, created fellowship, and instilled ideals in our youth.



The only way for families to fully experience Cub Scouting: the adventure and achievement, the recognition and reward, the ideals and the memories is working together.

By volunteering for 100 points (or more – Cubmaster and Committee Chair are well over 100), you will help ensure that we – together – will provide the best Cub Scout program for your child. **Thank you for your support!**

Points	Position or Job Title (and Brief Description)
100	<b>Den Leader or Co-Leader</b> – run regular Den meetings (with Parent Helpers). Complete training, attend Pack Leader/Committee meetings, and most Pack activities. This is a year round.
80	<b>Committee Member Running a Pack Function</b> – coordinate an ongoing Pack Function assigned and accepted (Treasurer, Advancement, Membership/Recruiting, Activities/Campouts, Fundraising, Communications, Charter Renewal, Succession Planning, Other: ____). Attend Pack Leader/Committee meetings and most Pack activities, complete training.
60	<b>Assistant Den Leader</b> – help at most regular Den meetings in coordination with the Den Leader/Co-Leader. Complete training, attend Pack Leader/Committee meetings, and most Pack activities.
20	<b>Adventure Leader</b> – lead <a href="#">an Adventure</a> as part of a Den meetings or activity, in coordination with your Den Leader. (Every Parent should want to pick <a href="#">an Adventure</a> to lead – your Scout will be impressed!)
50	<b>Committee Member Helper</b> – assist with Pack Functions or Events. Attend most Pack Leader/Committee meetings and most Pack activities, complete training.
60	<b>Coordinator (Major Event)</b> – coordinate a big Pack Event (select one: Fall Camping, Pinewood Derby, Winter Overnight Trip, Spring Camping, Scouting for Food, Coffee & Tea Sale, Popcorn Sale, Blue & Gold Awards Banquet, Other: ____). Organize the team of helpers and the plan for the event, attend Pack Leader/Committee meetings about the event, and prepare a “lessons learned” report to help the next leader of the event.
40	<b>Coordinator (Mini Event)</b> – coordinate a smaller Pack Event easier to plan (select one or more: Scout Night at Sporting Event, Day Hike, Day Field Trip, Bike Ride, Rocket Launch, Kite Fly, Service Project, Other: ____). Organize the team of helpers and the plan for the event, attend Pack Leader/Committee meetings about the event, and prepare a “lessons learned” report to help the next leader of the event.
30	<b>Event Team Lead</b> – lead a team putting on big part of a major or minor event, as delegated by the Event Coordinator (e.g., car cutting for a Derby, décor for Blue & Gold Awards Banquet). Participate in live/virtual meetings/coordination about the event – be responsive to the Event Coordinator – and attend the event to lead your team in the event. Pick one or more teams/events.
10	<b>Event Team Helper</b> – actively take on a helper role as part of a team putting on a major or minor event. Be responsive to your Team Lead and the Event Coordinator – and attend the event to serve in your role. Pick one or more teams/events.
10	<b>Pack Function Helper</b> – actively take on a helper role as part of a Pack Function – see Committee Member Running a Pack Function, above. For example, maybe collections reminder for the Treasurer, Badge Buys for Advancement, flyer maker for Membership/Recruiting, FB admin or Website admin or Photographer for Communications, etc. Be responsive to your Committee Lead and serve in your role.
10	<b>Driver</b> – provide transportation to selective non-meeting events during the year.

TOTAL POINTS \_\_\_\_ PARENT SIGNATURE \_\_\_\_\_ YOUTH’S NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_ DATE \_\_\_\_\_