

INVITE NEW FAMILIES



**BEGIN THE
SCOUTING
ADVENTURE**

Unit Resource Guide



Scouting America
Black Swamp Area Council



Dear Cub Scout Leader:

The Cub Scout program has been providing young men and women in our communities the fun and adventure they seek. Millions have entered into every walk of life, bringing the values of the Scouting America into our country's moral fiber.

As a leader, you are amongst the thousands of adults that make the Cub Scout program possible for youth. You also represent the program's best sales force. This guidebook has been created to assist leaders and families in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every family should receive the message that Cub Scouting is alive and well and available in their neighborhood. The ideas featured in this book can be done quite easily and most can be supported by the council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Cub Scout program.

Cheryl Parson
Council Volunteer
Membership, Vice President

INVITATION METHODS

THIS RESOURCE GUIDE HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING CUB SCOUT PACKS RECRUIT NEW FAMILIES. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. SOME OF THE RESOURCES ARE AVAILABLE FROM YOUR BLACK SWAMP AREA COUNCIL SERVICE CENTERS. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!



TOP METHODS

These top methods are considered to be the most important ideas for recruiting. In addition to the traditional flyers and school talks, Packs should consider doing multiple methods as there is not one method that is considered the “silver bullet” way of recruiting. Utilizing Dynamic Recruiting strategies, we challenge you to do 7 or more methods to successfully grow your Pack.

Pack Information Sheet

- This is your chance to brag about your Pack and have a quick handout ready to distribute.
- Details should include meeting times and locations, Pack calendar, list of leaders' contact information and other exciting information about your program.
- These information sheets should be shared with your Charter Organization, schools, community organizations, and families in your Pack so they can be distributed to potential new families.



Back to School Night/Community Event

- Have a table/booth at these events with flyers, interest sign-in sheets, ways for families to sign-up online and other visuals/activities for families to get involved.
- Participating Packs have a higher engagement with new families, to directly recruit or promote it's Scouting Sign-up Event.

Flyers

- Work with your District Executive to order flyers to be utilized in your recruitment events.
- Your council will let you know what information they can print on the flyer: this is typically the date/time/location of your recruitment event.
- Recruitment events should be planned within the first few weeks of school. However, you may need to find alternative ways to recruit with school access challenges. Be creative and use suggestions from the Dynamic Recruiting presentation!

Wear Your Uniform/Be Visible in the Community

- This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform when out for Pack events and community activities. If your Scouts are attending school, ask them to wear their uniform on the day of the recruitment event.
- Leaders should also wear their uniform to school, Pack and other community events.
- Your Pack might decide to design a Pack t-shirt for Scouts, leaders, and parents to wear on a regular basis.

Lawn Signs

- Post these signs at the school and other high traffic areas in your community prior to your recruitment event.
- Use council provided signs or create your own.
- Include the Cub logo, date, time, and location for your recruitment event.
- You may want to add a QR code for your unit pin.





School Visits

- School visits have been a highly effective way to get kids excited about the program in the past. Since the pandemic, school access has been a challenge for some. What could you do to raise awareness on benefits of Scouting with school officials?
- School Talks are 3-5 minute presentations during the school day that generates excitement about Scouts. A school talk can be conducted by an enthusiastic Pack leader (especially if it's an adult known by the youth at the school), volunteer or parent that knows specifics about what your Troop does. Pages 10-11 give more information about School Talks.
- Can your Pack help with a school project, supplemental program, or other service for the school?
- Be sure to send thank you notes to your school administrators, principals, and teachers.

Scout Sign-up Event

- A Sign-up Event is designed for today's busy parents. It is typically held at the local school the unit recruits from.
- Families walk in, Sign-up and are invited to attend the unit's orientation meeting held about a week later.

Scout Sign-up Event Continued

- Families should be in and out in less than 10 minutes.
- At the Pack's orientation meeting, parents will learn the Pack's annual activity/funding plan, and what vacancies are in the unit's leadership.
- First step in planning a Sign-up Event is organize your team.

For this, you will want to find an organized parent or adult volunteer to serve as your Unit New Member Coordinator (Page 14 has the description of this position).

Drive-up/Sign-up for Scouting Event

Set up in a parking lot (possibly your school) and have families drive up sign-up stations

Station 1 Welcome & QR code to fill out online registration

Station 2 What We Do: Provide families with an information packet (pack calendar/leader contact/pack information sheet)

Station 3 Den Leader Welcome and Q&A

Station 4 Check-out (opportunity for Troop to collect dues, sell Troop t-shirt, and remind family of 1st upcoming event/activity)

Normal Friend Activity

What is a Normal Friend Activity? It's an event that is just for fun. No uniforms, no advancements – just FUN activities.

Did you know that 59.3% of new Scouts are invited by a friend! Who will you invite to Scouting? What if every member of your unit invited just one friend and 50% of those friends joined? Even better, what if everyone invited 2 or 3 friends to each Normal Friend Activity?

Here's what to do. Write down every family/youth you know and their contact info --phone # or email. Put everyone down, now is not the time to decide if someone is inter-

ested or qualified. Here are some prompts to help: write down everyone you know who is:

- Loyal, trustworthy, and kind
- Service minded
- Value family and friends
- Live on your street or in your neighborhood
- Any of your kid's sports teams/goes to their school
- The people you work with or in clubs with
- Families who go to your church
- Family members whose kids aren't in Scouting
- Go to your gym, yoga class, running group
- Are your hiking or walking buddies
- Are in the contacts on your cell phone

This exercise can be done by the adults in a Pack. If you do this exercise in your unit once a month it only takes about 15 minutes. Once you have your lists made, combine everyone's names into a Friends List for your Unit, put it all into an Excel spreadsheet or a google sheet.

Now you're ready to hold a Normal Friend Activity and go make some new friends!



SOCIAL MEDIA & GEOFENCING

Picture Board/Social Media Presence

- Sometimes pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)

What is Geofencing?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

How to Set it up

Step 1 - Login to your Pack Facebook page

Step 2 - Click on Events

Step 3 - Create an Event

Step 4 - Enter Event Information

Step 5 - After your event is posted - BOOST your event

The BOOST cost you as little as \$1 per day!

Social Media Posts

- Encourage your Scout families to share their experience on their personal social media channels. This is a great way for other families to see the FUN!
- Ask families to share on community pages they are also a part of like Nextdoor

Additional Tips:

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphic for the event
- Make sure it looks professional
- You can target or geofence any location and target elementary schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing flyers for a school and changing the date

MORE OPPORTUNITIES

The following ideas are additional methods the Pack should consider doing! Ask every family to lend a hand and help!

Information Business Cards & Buddy/Peer-to-Peer Cards

- These cards can be created by the Pack for parents to hand out to other families. Card templates can also be found on the BSA Brand Center by visiting Scoutingwire.org, or from the council office/DE, while supplies last.
- Include details like date and location of Pack/Den meetings and Pack/Den leadership contact information.
- Cards can be printed from your home computer.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Scout share these cards with their friends.

Invitation Letter/Email/Personal Phone Call

- The letter or call should be customized from each family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Scouting.
- Ask other families who are involved with you and your child to join you in Scouting.





SCHOOL TALKS

How To Conduct A School Talk

School Talks have long been the method of communicating to youth and families about Cub Scouting. However, in recent year's a return to having unit leaders lead the effort to recruit youth has shown significant increases for units leading the effort for its own recruiting. Ideally, first flyers will have been sent home already and your visit will serve as a reminder of sign-up event. Supplies to take could include: customized second flyers; wristbands or address labels with details about Scouting Sign-up Event; pinewood derby car; or other cool props; and Scout uniform (full of badges).

1. Call the principal at least two weeks prior to the day you want to conduct the School Talk. Ask if you can go from classroom to classroom with a brief 2 minute presentation (easier to connect with kids!). If classroom visits are not permitted, you may be able to have a brief assembly or speak over the lunch period. Be sure a teacher or the principal is present to assist if this is the case.
2. Stop at the school office to introduce yourself to the secretary and principal about 15 minutes prior to the time you have scheduled.
3. Introduce yourself to each classroom teacher and say you are there to talk about Scouts.
4. The actual presentation should include a brief description of the fun activities in Scouts and when the Scouting Sign-up Event is (see below for a sample scripts).
5. Repeat the date, time, and location of the Scout Sign-up Event multiple times, and remind them a parent needs to attend as well.
6. Make sure each youth receives a flyer, wristband or label. Ask the youth to show the reminder to a parent as soon as they get home.
7. Stop at the school office after all classes have been visited to express thanks and leave reminders with the school secretary.

School Talk - Script 1 (2-5 minutes)

Hi, I'm (name), and I'm here to invite you to sign-up for Cub Scouts! Cub Scouts is a fun club for boys and girls, and now is the perfect time to sign-up!

I want to play a quick game with you to tell you about all the fun things you can do if you sign-up for Cub Scouts. I am going to list an activity, and if you think it is fun, or think it would be cool to try, I want you to raise your hand as fast as you can. I want to see who the fastest hand raiser is in the whole class! Who thinks it would be fun to go hiking? Camping? (List activities special to your Pack)

Our Pack does all of these things and if you sign-up you can too! You can sign-up by bringing your parents to our Scout sign-up event on (date, at time, at location). I am going to give you a flyer (or label) to remind you to tell your parents you want to sign-up for Cub Scouts!

Okay, just a reminder: what day is the sign-up night? What time? Where? Thank you for being good listeners! I hope to see you at our sign-up event!

SCOUT TALKS CONTINUED

School Talk - Script 2 (5-10 minutes)

"Good afternoon, everyone" (pause, usually the response is a very timid "Good afternoon". Then, you say louder:) "GOOD AFTER-NOON!" (Then pause for response which will be louder this time.) "That's better, now I know you are awake! I'm (your name) and I'm here to talk to you about the Cub Scouts.

Can I have a show of hands; who in the room, is a Cub Scout already? (Pause and take note.) That's great! I'm only going to be here for a few minutes, but after I leave, please talk to your friends in the room who are already Scouts and they can tell you more about the awesome things that Scouts do. Cub Scouts, what super-exciting, fun things do you do with your Pack that you would like to share with your friends? (Pause and take a couple of answers.) That's awesome!

Who likes to camp, (pause), take hikes (pause), fish (pause), race Pinewood Derby cars (pause & explain, if needed),... These are all things you can do as a Cub Scout!" (List the exciting activities your Pack does.)

(FYI: It is best not to mention BB guns or Archery in a school presentation unless the kids bring it up, then we will say "yes, you can learn these skills at our day camps with adult supervision.")

For first graders: "First Graders, you will be Tigers, how cool is that?"

For second graders: "Second Graders, you are Wolves."

For third grade: "Third Graders, you are Bears."

For fourth graders: "You are WEBELOS" Scouts

For fifth graders: "You're called Arrow of Light" Scouts

YOU: Can I have a **Tiger** Growl? (Growl) Can I hear a **Wolf** howl? (Howl)

Can I have a **Bear** growl? (Growl) Can I have a **WEBELOS** howl? (Howl)

Can I have a **Arrow of Light** yell?" (yell)

Then quickly to quiet the group, I say:

"I'm going to teach you the first thing that we learn in Scouts. Put the quiet sign up and say "These are the ears of the wolf, when the ears are up, we are listening and quiet!" (This usually gets the appropriate response.)

We have a very special sticker for you. Do you all want this sticker? (Wait) great! I'll make sure each of you gets a sticker before I go!! If you are interested in becoming a Scout, you will need to remember this sticker when you get home. We like to do things a little bit crazy in Cub Scouting.

OK, when you get home, take this sticker off and.....(pause) here's the crazy part, (pause and speak slowly) **PUT IT ON YOUR PARENT!** (Pause and wait for reaction and repeat) Yes, put it on your parent! Do you think mom or dad will notice it on them? Of course they will, and you will say, mom, dad, I'd like to join the Cub Scouts.

Now we know you are all busy and the nice thing about Scouting is you don't have to be there every week to be a Scout. We want you to be involved in sports and other activities, it's OK and you can still be a Scout. We hope you can join us on (date/place of the rally), but if you can't, call the numbers on the sticker to join at any time.

Can I have one more Tiger growl? (Wolf howl or Bear Growl?...))

Don't forget to put the stickers where? (Pause and wait for response) Thank you, you have been a wonderful audience. Have a great day and I hope to see you in Scouting!

NOTE: There are usually a few questions, you should stay and answer them as time allows.

ADDITIONAL METHODS

- Door hangers with Scouting for Food, Popcorn, Pack fundraisers
- Pack Events
- Park Recruitment Days
- Pack Ice Cream Socials
- Cub Summer Experience: Launch Events
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers & restaurants willing to allow advertisement
- Calendar of Community Events: parades, service events, etc.
- Spirit Day at local businesses
- Local Flyer distribution (places families go to. Pizza/Ice Cream/Snow Cone Yogurt Shops etc.)
- Sign-up for Scout Events at sporting areas (soccer/baseball/ basketball)
- Unit self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc. YouTube Ads. Utilize NextDoor app
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations-adult education





CONDUCTING A SUCCESSFUL SIGN-UP EVENT

Hold a Sign-up Event at each school

- Welcome each family as they arrive and provide them with:
 - ◇ BSA Youth Application / Scout Life Mini-Mag / New Family Information Guide / Pack Calendar (with pictures)
 - ◇ Unit Information Flyer (created in advance) which includes:
 - * Date, time, & location of the Parent Orientation Meeting
 - * Unit's basic information: Chartered Org / Pack meeting dates / Key contact information
 - * How the unit funds itself (popcorn, camp-cards)
- Answer any questions they might have.
- Collect their paperwork and fees for BSA membership and Scout Life Magazine.
 - ◇ Check applications for parent signature, youth birth date, grade, and Scout Life box checked
 - ◇ Parent birth dates are required for Lion & Tiger adult partners
 - ◇ Ensure they are signed by the unit leader.
- Most importantly – HAVE FUN!!!
 - ◇ Take pictures and share them on social media after the event to attract new families to Scouting.

Key points:

- Put some time and energy into your Pack's information sheet. Make it look fun and exciting with lots of good info.
- Bring a few things to showcase unit activities and fun stuff such as Poster-board, photographs, etc.
- Remember that families should be in and out in less than 10 minutes. This meeting is just for them to register.
- You'll only need 1 to 3 volunteers to run each Sign-up Event, which will allow you to hold one at each local School. We know that parents are significantly more likely to show up if the Sign-up Event is at their child's school.
- If for some reason a family doesn't sign up, COLLECT their application or their contact information for follow-up and provide them with the information for the parent orientation.
- Families can register and pay online via beaScout.org. Unit's unique URL found on my.scouting.org. Update unit pin!

Turn-in Paperwork:

- For specifics on how to check paper and check to make sure everything is done correctly, see page 14 in the Unit New Member Coordinator description.
- Ensure this is done prior to your Parent Orientation Meeting so that you can hand them out that night (see page 15 for information on the Parent Orientation.)

So you're the Unit New Member Coordinator

Congratulations, that means you are an organized leader and outgoing. You smile at everyone and are friendly. Here are your tasks.

By July/August: Have Your Unit Calendar, Fee Schedule, Leaders List, Meeting Times/Dates/Locations Prepared

4 WEEKS PRIOR TO SCOUTING SIGN-UP EVENT

- Recruit additional help and assign specific tasks – you want adults who are outgoing, knowledgeable, organized, friendly, and responsible. (These can be adults from your partner unit – i.e., Pack or Troop).
- Coordinate with your District Executive to receive flyers and other available recruitment supplies.
- Prepare Materials – have a list of open unit jobs that need filled, unit calendars, additional handouts, unit specific dues breakdown, registration fees, applications, signup sheets, welcome sign, (Den signs if a Pack), pens, uniform specifics for your unit, 100 Point parent help sheet, additional material applicable to your unit.
- Make sure unit leadership has their presentations ready. (MAKE IT BRIEF and EXCITING, BUT INFORMATIVE!)

AFTER SCOUT SIGN-UP EVENT, GATHER ALL PAPERWORK AND TURN IT IN AT COUNCIL OFFICE.

- Get unit leader signature on all youth applications.
- Get Charter Organization signature on all adult applications.
 - **DO NOT turn into the council office for registration until you have verified the adult has completed their YPT.**

APPLICATIONS

- All information needs to be completed.
- ALL ADULTS MUST FILL OUT AND SIGN THE CBC BACKGROUND CHECK AT THE BACK OF THE APPLICATION
- The unit leader must fill out and sign the bottom left of the application.
- record \$ amount for fees and form of payment on each application (check #, etc.)

CONTACT DISTRICT EXECUTIVE IMMEDIATELY FOLLOWING SCOUTING SIGN-UP EVENT

- Report your success.
- Turn your applications in for registration immediately!**
- DO NOT wait until completing your recharter. Your families joined at the event, not 2 months later.**

FOLLOWING SCOUTING SIGN-UP EVENT

- Make Sure EVERY FAMILY receives a welcoming phone call from their Den Leader, Cubmaster, Committee Chair or You
- Make sure as many new Scouts as possible participate in one of the Family Fun Day Activities
- Monitor regular meetings for new families who may walk into meeting location in weeks following your Sign-up Event

PARENT ORIENTATION MEETING

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

- Ensure every new family is re-invited via both e-mail and a phone call the day before. Include families that did not join but needed to be followed up with.
- Room set up for Packs: 1 Den per table using the Den table-tents.

Parent Orientation Program

- Greeters meet families as they arrive (and direct them to the appropriate Den table)
- Opening Ceremony
 - ◇ Start on time – introduce unit leadership
 - ◇ Explain and demonstrate the Scout Salute
 - ◇ Conduct Flag Ceremony
- Begin Parent Presentation
 - ◇ Welcome them to the meeting / What is Cub Scouts / This is what we will do this year
 - ◇ Share info on fun activities your unit does
 - ◇ Cub Activity – Bobcat Adventure (Activity leaders take youth to work on Bobcat Adventure or other Fun activity)
 - ◇ *Share unit Organization (Packs: Dens / Uniforms / Parent Involvement & Adult Training)
 - ◇ Share other Important unit Information
 - ◇ Share the unit's funding plan (popcorn, camp-cards) / FOS
- *Discuss Vacancies in unit leadership.
- Answer questions and close the meeting
 - ◇ Have youth share what they have learned: Show Scout Sign & recite the Scout Oath & Law
 - ◇ Ensure every family has redeemed their coupon for their FREE Cub Handbook and unit giveaways, if any.
 - ◇ Make sure everyone leaves with contact information and the next meeting date

** PLEASE NOTE: If you are utilizing the "Cub Scout Adult Recruitment Approach" handout meeting agenda to recruit new families into leadership positions, please consider taking these (* starred) discussion points out of this meeting plan.*



Free Cub Rank Handbook—This year each new Scout receives a FREE handbook for their rank as a offering for the Council Service Fee. New families should expect an emailed code from the council office, after the calendar month in which their registration was entered/paid. The code allows for redemption at either the Findlay or Lima Scout shops, and not online. There is a 4 month window to redeem this code. No refunds for a book purchased online. Returning Scouts receive a 10% off code for their next purchase at our local Scout Shops. Codes will be emailed just like discussed here with handbooks.



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