

Guide to Cub Scout Family Recruiting

PACK-LED RECRUITING



SIX KEY STEPS FOR PACK LEADERS AND HELPERS

1. Activity Calendar
2. Program Promotion
3. Recruiting Leaders
4. School Presence
5. Sign-Up Events
6. More Fun Activities

A TIMELINE TO APPLY THE SIX KEY RECRUITING STEPS

- Planning Phase
- Promoting Phase
- Day-Of
- Follow Up Phase

STEP 1 - ACTIVITY CALENDAR

- Focus on fun family events – activities, not meeting dates! Families join to “do things” – that’s how to attract them to join your Pack.

Especially outdoor fun. The #1 satisfaction driver in Cub Scouting is “we have great outdoor activities!”

- Ask Scouts and Families “what else would you like to do?” And if it’s safe, find a way for your families to do it!

All Scouting is Local – right in your neighborhood. Share ideas about where to hike, bike, fish, camp, explore and more as Den or Pack activities. Build your calendar around those activities!

- Make every Fun Den or Pack Event into a Welcoming and Joining Event. Let families “test drive” Scouting and get to know you!

And then let them Sign Up with your Pack.

Don’t forget Day Camp and Summer Camp options – Scouts can attend as a Pack or as a single family and have a great time with great activities.

- Keep in mind your program will also include Advancement Activities.



STEP 2 - PROGRAM PROMOTION

- How can you promote your program? Use what you, your school, your churches, and your families use and read or view.

Share Stories for School, PTA/PTO, Church, Chartered Org and community or neighborhood or HOA newsletters / email lists / websites / newspapers. Parent-to-parent letters / emails / Facebook postings / Instagram / tweets--and parent to parent conversation!

Posters and Yard Signs (for Pack Contacts, for School Sign Up Event, and for Fun Den + Pack Welcoming Events).

Pictures are worth 1,000 words. Video can be worth 10,000 words! Share good pictures!

- Have a “Pack Packet” to share with families.

Simplest is a one-page (two sided) flyer with pictures, key contact information, and a QR code to link to your Pack Website with more information (if no website, create a QR that sends an email to a key responsive leader so you can get back to the family quickly).

A “Pack Packet” could be a big envelope with your Calendar of Fun Activities, contact lists, FAQs about Program Fees (or dues), fundraisers, uniforms, advancement, activities, and more.

- Who should share your Program Plan and Pack Packet? Not just Cubmaster and other Leaders, any Pack Parent can promote the Pack!

Leaders might create content and share it with Parents. Empower parents to share to drum up interest. Parent to Parent Promotion (Peer to Peer) is key to success. (New families will pay more attention to friends and peers)

STEP 3 - RECRUITING LEADERS

- We need to recruit families – not just youth, parents too – because parents must provide the leadership for Dens and Packs. As you plan and promote, seek out possible leaders, and create a culture where “every parent helps” or “every parent leads.”

Contact your good Den and Pack Leaders to renew.

Parents who “watched” last year could “step up” and become Den Leaders and Assistants and Committee members.

New parents can lead too, with tools and teams – consider using Den Co-Leaders to form a team to share the lead.

- Many are willing to “help”, so sign them up as “assistants.”

With enough assistants, a leader can take the leap to step up. Create and share a list of the “helper” jobs you need to run the Pack and Den’s fun activities – small parts of a bigger job. Slice big jobs into small bits so parents say, “I can do that!”

Make leading fun! Have “socials” for Pack Leaders

Turn Parents into Helpers and Leaders by encouraging parents to join you on the leader team, you’ll turn most parents into helpers, and some of those helpers will be leaders!

Use Spring and Summer “Simple Scouting” events – both just for fun and as a great time to scope out new leaders!

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- Every parent can be a leader – every parent IS a leader already. They lead their own Scout and family every day!

“Never been a leader before” should not be an excuse. Every Parent can lead – with the right tools and support.

STEP 3 - RECRUITING LEADERS

- So, Get Organized! Make and share a list of Leaders and contact information for them plus Open Roles.

Start with Cubmaster, Den (Co-)Leaders, Assistants, Chair, Committee ... and include smaller roles too so that Every Parent Helps!



STEP 4 - SCHOOL PRESENCE

- Show your School and Community the fun of Cub Scouting and the value of building “Stronger Families Through Scouting”.

The Power of Thanks! Visit – thank – your School Principal and Staff and your Chartered Organization. Coordinate school visits with your District Professionals .They want to be in contact with principals in early summer. Don't forget other school staff. And PTA/PTO!

Do Teachers/Staff appreciate coffee and snacks? Yes! Show and Tell the highlights of your Scouting Year. Show the value of a values-based Scouting program.

Share your “Adopt a School” service plan, how you help!

- Year-Round School and Community Profile – here are some ideas to schedule:

Spring Profile – Schedule an End of School Year Pack Picnic or Party

Where you can:

1. Graduate Scouts from one rank to the next (some Packs present new handbooks to Scouts or pass on neckerchiefs from rank to rank)
2. Invite School and Chartered Organization and Community leaders for “Thanks”
3. Invite classmates and families – make it a “Fun, Family and Friends” event! (Give a special invite to Pre-K Families – next year’s Lions.)
4. Recognize and thank all your leaders! Recognize “retiring” leaders and “commission” new leaders. (When you recognize leaders, it helps you recruit more leaders to join them.)

Back to School – Open House / Registration / Meet and Greet Day

Meet families at Open House / Registration / Meet and Greet Days. Use your resources! Have school parents for “one on one” contact.

- Cultivate Community Interest and awareness – that Scouts Serve!

Share the word – pictures and video – to School, Neighborhoods, and more. Share via Facebook, email, newsletters, press releases, and more.

STEP 5 - SIGN UP EVENTS

- Packs have the power to do their own Sign-Up Events. Any Time.

Not just “School Sign-Up Nights” organized by you with a Council Professional. Also more Pack Fun Events in Spring and Summer and any time. And at Back to School time, before and/or after the “School Sign-Up Night.”

- Spring and Summer Recruiting – Really? Yes!

Families can join any time. They can jump right in to do great spring and summer events and “test drive” your den and pack. Do Fun, Simple, Easy events in Spring and Summer – you and your families will like events without complex meeting plans. Just relax, have fun, and get to know each other better. New families can join in without advancement anxiety – and make new friends with your current families. They will be fully onboard for the next full school year. (When you get to know parents, it’s easy to recruit some as leaders. One at a time.)

- Two Types of Sign-Up Events – Fun Events and School Sign-Up Night.

1. Fun Pack and/or Den Welcoming Events before or after any School Sign-Up Night.

Maybe swimming, fishing, hiking, biking, kites, rockets, service, sports, boating, cookout, s’mores, another pinewood derby?

Any parent can be on the “Welcome” team – meet, greet, share a copy of the **Pack Packet**, help them apply with beascout.org.

Do these any time, even “den joining events” if only your den needs new members.

2. School Sign-Up Night (now “**Pack Run Recruiting**”) – organized by the Pack in cooperation with your District Professional.

Packs and Professionals contact Principals in late Spring/early Summer to schedule a Sign-Up Night in August (or September).

District professionals and volunteers advise and supply flyers and more for these, maybe do a school “buzz-up” (usually) a day before.

But Pack Volunteers Run Recruiting! Professionals coach and let you recruit how and when it works for your Pack and Dens.

STEP 5 - SIGN UP EVENTS

- “How” to do Sign-Up Events:

Any Sign-Up Event – School Sign-Up Night or Pack Fun Event – will need to include:

1. Welcoming into the Den and Pack!
2. Giving information (but not information overload)
3. Taking applications (easier for many online through beascout.org).

What to Say to Families?

Adapt to fit your Pack and People and Place for your Sign-Up Event. Share the “lead” so people see that your Pack and Dens are led by teams!

- Then do a Parent Orientation after a big Sign-Up of new families.

Do it during a fun event for Scouts for best attendance. While the kids have fun, the parents get the information needed about how the Pack operates. This should supplement any **Pack Packet** handout and share how parents participate, as leaders and helpers.



STEP 6 - MORE FUN ACTIVITIES

- Extend your Fun Activity Calendar. (here are just a few ideas)

Outdoor Ideas

- Go for a Walk. Just a Walk. Maybe a Hike. But a Walk is fun too. Maybe make it a regular thing. Your Scout Den, Pack or Troop can be a hiking club too. Urban Destination Hikes (like to an ice cream shop) are great.
- Back Yard Campfires. Or Campfires at a Park with S'mores.
- Camping. Even if just "for the day" and you go home after campfire.
- A Star Saunter, also known as a night hike just to look at the stars.

Fun on Wheels

- Bike Rides. Just Ride. Simple. Fun. In a vacant parking lot, or on a bike trail or at a camp.
- Roller Skating and Inline Skating
- Ice Skating
- Scooters
- Skateboards, and visit a skateboard park
- Go-Karting at a safe commercial facility

Water Sports

- Fishing
- Swimming: Safe pools and lake swimming areas
- Water Walk - in a safe creek (get wet, get messy)

Fun in Nature

- Visit a "you pick it" orchard
- Visit a Zoo
- Photo Scavenger Hunt
- Plant a garden, compost

Special Program Ideas

- Pinewood Derby
- Lego Pinewood Derby
- Raingutter Regatta
- Space Derby

Sports

- Bowling
- Major and minor league sporting events
- Cheer on your Scout friends in the games they play on their teams
- Range and Target activities at District and Council events
- Mini golf
- Disc Golf
- Pickleball
- Tai Chi
- Corn hole
- Trampoline
- Sledding
- Climbing wall (bouldering)
- Baseball, soccer, basketball, kickball, etc.

Games

- Checkers, chess, Uno, Yahtzee, etc.
- Pokemon GO
- Card Games
- Glow Stick Party
- Video game day

Arts and Crafts

- Pottery painting shop
- Art museum
- Sidewalk chalk
- Rock painting
- Tie Dye
- LEGOs

STEP 6 - MORE FUN ACTIVITES

Flying Fun

- Rocket Launches (water rockets, and model rockets)
- Paper airplanes
- Balsa wood airplanes
- Catapults
- Kites

Civic Ideas

- Visit fire houses, police, sheriff, courthouse. etc., or ask them to visit you
- Local historic site
- Commemorate Graves (Memorial Day)
- Veteran's Day Parade

Field Trips

- Local museums, planetariums
- Nature centers
- Farmers market
- TV, radio, newspaper production studios
- Bakery
- Candy Company
- Where do your Scout Parents work?

Transportation Activities

- Train museums/train ride
- Small airports

Specialty Activities

- Festivals/County fair
- Pumpkin Patches/Corn Maze
- Christmas tree farms
- Easter egg hunts

Performance Ideas

- Talent show with kids and adults
- Skits and songs
- Karaoke
- Dance party
- Magic
- Puppet Theater/Shadow puppets
- Outdoor concerts, school performances
- Music mania with harmonicas, kazoos, drums, etc.
- Outdoor movie night/Drive-in movie

Pets and Animals

- Den day at the dog park
- Visit an Animal Shelter
- Pet store
- Animal farms and petting zoos
- Horseback riding

Recruiting Timeline

PLANNING PHASE

- Planning Phase is Year-Round (with a big Spring investment)

Coincides with making the **Activity Calendar**.

Families don't join Cub Scouts for "meetings" – they join to do fun things with their family and friends. Even if your plans are not firm (like if you don't have an activity leader yet for future events), have faith and find families. Put those activities on your calendar with a "need Leaders" note. If it's a good activity, people will want to do it, and someone will lead it! Evolve your plan as you grow with added activities new families want to do and lead.

Yes, plan year-round, but definitely in the Spring so you share plans for the next program year.

Remember that the goal is not just to sign up new youth. The goal is to sign up new families! Cub Scouting is a family program. That shouldn't scare parents – Scouting makes stronger connections between youth and adults, making parenting easier!



PROMOTING PHASE

- Program Promotion (year-round, but strong by 4 weeks before school)

Coincides with **Pack Promotion**.

First, share with Pack families so that everyone knows what the Pack and Dens might do! Do it as soon as you have a plan – even a partial plan – so families can plan their calendars.

Second, share beyond current families. Encourage families to share with their friends/classmates.

Build a Welcome Team: have a big welcome team of parents, because any parent can welcome new members, share your Pack Packet, and help you spot new leaders. (New Member Coordinators support Cubmaster, Den Leaders and Chair, so that khaki leaders are not the only “welcomers”.)

In a large recruiting program, different New Member Coordinators might split up recruiting tasks depending on interest and ability.

- Make a “**Pack Packet**” for everyone to share with friends and in the community with info about how your Pack and Dens operate.

Simplest is a one-page (two sided) flyer with pictures, contact information and a QR code to link to your Website or to an email so you can answer questions.

Need printing? Ask your District Professional for help, they will help you.

Advertise with many methods. No method works all the time, but every method succeeds sometimes!

Put your activities and Sign-Up Events in school, neighborhood, HOA, sports, and church newsletters, e-blasts, websites, Facebook. • Posters and flyers and yard signs and cards are good too!

Circulate it before a school’s Open House. (Families may come looking for you at Open House and be more aware of the value of Cub Scouting.)

Yard signs work if you use BIG LETTERS and/or a GREAT BIG QR CODE.

DAY-OF RECRUITING EVENT

- Open House / Meet the Teacher / Registration Day.

Open Houses are “open season” for all sorts of signups – don’t miss this great opportunity to have a strong Pack presence at these back to school events for peer to peer recruiting.

Every Open House is different, so when you meet with school staff, figure out what you can bring. Flyers and Handbooks? Sure.

Pack info like packet / brochure / handout (your Pack Packet)? Yep.

What about posters / foldouts / photos / videos? Projector? Pinewood Derby track? Tents? Maybe.

Can you also set up something/someone outside? Can you have a portable campfire pit and s’mores outside?

If you don’t ask, they can’t say “yes”.

- Have An Open House Team of New Member “Welcome” Coordinators. Parents and Scouts!

Parents who like the program are your best salespeople. One on One contact is great, because every kid is different – there will be something in Cub Scouting for everyone.

Adult to adult recruiting at Open House is terrific. You can quickly size up whether the adult has potential to be a leader – and can tailor your “one on one” talk to “prime the pump” for when you might ask to consider being a leader or co-leader or assistant.

People purchase based on peer reviews – “peer to peer”.

Kid to kid recruiting is terrific. (Tip: have a stash of “Recruiter” patches and put Scouts to work!)

- Use Parent Helpers.

Have a team of greeters, with Pack Packets and sign in sheets with names, grade levels, phone numbers and emails, maybe a space for parents to write “How I Can Help” (feel free to put some ideas on the sheet for parents to pick from). It can be good to have a fun activity for youth during parent presentation at a “Just Joining” Event like Sign-Up Night. Keeps the parents focused, and the kids will have fun. Heavily promote your next Fun Event(s). If they have fun, they are more likely to stick in your Den and Pack. Invite all who didn’t register too – they can register at the next event.

DAY-OF RECRUITING EVENT

- Sign-Up Events – Pack Fun Events and School Sign-Up Night (Aug/Sept)

School Sign-Up Night, plus one or more Fun Events. Have both types of Sign-Up Events at the end of Summer / start of school.

From Step Five - **Sign Up Events**

1. Fun Pack or Den Welcoming Events – before or after any School Sign-Up Night. Pool Party, Fishing Derby, Bike Ride, etc. What do your families like to do?
 2. School Sign-Up Night is now “Pack Run Recruiting”, but keep your District Professional in the loop for Coaching, Support, and School classroom “Buzz Ups”. No School Access? No Problem. You can be successful without a School Sign-Up Night.
- Sign-Up Event Planning. For any Sign-Up Events, develop and share the Plan with your leader team and, for School Sign-Up Nights, share with your District Professional.

A Plan and Script that can be revised by you for any type of Sign Up Event is in the Appendix to this Guide. Be sure your team know the script and who will talk. Promote your Pack Program, and how your Pack operates, like Pack Program Fees (or dues) collection, and share your Pack Packet or handout, with contact list and calendar.

Coordinate with your District Professional about signed paper applications and fees. Those who register online at **beascout.org** will pay National Scouting America fees directly.

Pack Leaders: keep a copy of sign-up sheets and copies of paper applications. Packs can collect Pack Program Fees (dues) if it doesn't interfere with collecting National fees.



DAY-OF RECRUITING EVENT

- Action at Open House / Meet the Teacher / Registration Day. You've got your plan, materials, and team. Smile. Have fun. Make friends.

Keep a list of names and grades, with phone numbers and parental emails, of anyone who is at all "interested" or "undecided". Invite them to a School Sign Up Event and upcoming Fun Events. (Keep notes about leadership prospects or interests for follow up.)

Help new families submit applications at beascout.org, or if you use paper applications, have blanks with you – get them completed and signed whenever you get a new family interested.

- Repeat When Necessary.

Identify other school events like PTA/PTO meetings, and school and community / neighborhood / HOA festivals that will be great places for your Pack and Dens to have a positive presence for "peer to peer" persuasion.

Take advantage of these unique and fun opportunities as you develop your School and Community Profile. All Scouting Is Local so look for your local events.



FOLLOW UP PHASE

- Follow Up Phase (the day after the Sign-Up Events and beyond)

Quick: Communicate! Invite to Fun Activities. From your sign in sheets, email new families and “maybe” families, and invite them to the next activities of the Pack and the Dens.

Quick: Communicate! How We Cub Scout. As part of on-boarding of new families, be sure that you communicate with new families (and all families) about how your Pack operates. The Council and National Scouting America organization will send emails in the first few days after sign-up – so should you to be sure your families know about your Pack.

If your Pack does anything that is different than what is in those messages, you need to quickly let new families know.

Follow Up With “Maybes”. A New Member Coordinator can call anyone who didn’t turn in an application or pay to remind of applications that need to get completed and fees paid.

- Den Formation.

The Chair and/or Cubmaster should visit with each Den Leader to be sure the new youth are fitting into dens. If Dens exceed about 8 or so youth, maybe recruit a new leader and splitting the Dens. It’s easier on youth and leaders this way – and retains more Scouts.

- Training.

Get new leaders and prospects to attend training as soon as they can. Make sure that each new leader completes an application and takes Youth Protection Training right away.

- Thanks.

Thank the school principals and staff and let them know how many families joined your Pack, and share with them your upcoming plans, including any “Adopt a School” service.