

The “What do we do when we have NO school access” Playbook

PACK-LED RECRUITING

When any of this happens to your Scouting Unit, do not despair, you still have many tools to recruit!

From time to time a Unit will not have full “School Access” for recruiting. That means maybe your school WON’T:

1. Permit a School Sign-Up Night in the school building
2. Permit in person classroom (or cafeteria/assembly) Buzz Ups
3. Or send Scouting flyers home that describe your Scouting Unit or your Unit’s Sign-Up Event
4. Or allow your Unit “space” or “bandwidth” on School Channels like Websites, Newsletters, eBlasts, bulletin boards, or yard signs,
5. Or allow presentations or presence at PTA/PTO events
6. Or allow a table, booth, or display at any back-to-school Open House / Meet the Teacher / Registration Day event for families.



MAIN ALTERNATIVE IDEAS

Do What You Are Allowed To Do! And Ask About Alternatives!

1. **“No School Sign-Up Night”?** Have several Pack Fun Joining Events for families – current and prospects – where you meet or in a nearby fun location (pool, park, playground)
2. **“No Buzz Ups”?** Double down on contacts you can make with kids and families, like wearing the uniform, handing out your Pack Pamphlet where you can – car pool line? Playground? Kid to kid sharing? Back to School events?
3. **“No School-Sent Flyers”?** See above and double down on contacts you can make like engaging current pack parents – not just leaders! – to contact other parents in their grade to pitch Scouting. Calls, emails, texts, social media, face to face.
4. **“No Bandwidth on School Communication Channels”?** See above and check to see what you can do. If no website, can you get space in an email or newsletter? If not that, can you get poster space for a bulletin board? A “Join Scouts” yard sign? A story with pictures about a Scout Service Project at the School?
5. **“No Presentation at PTA/PTO”?** If you can’t speak on Scouting at a PTA/PTO event, can you show up in Uniform? (Yes.) Volunteer to lead an opening flag ceremony?
6. **“No Display at back-to-school Open House”?** See above and check to see what you can do. If you can’t have a display in the building, ask about a display outside (a tent? a campfire with s’mores?). No display? No problem. Families can be at an “Open House” and talk with other families and hand out your Pack Pamphlet.



MORE IDEAS

- Empower Parents in the Schools!

You cannot have too many Inviting Welcoming Recruiting Parents. Don't stop at one in each grade (though you do need parents at each grade reaching out to others in that grade), because every parent has a different circle of influence.

Those parents can also be part of any outreach and cultivation of School Principals and staff. Even if they are not Registered Leaders in the Pack. They can "open the door" and get non-parent leaders into contact with school staff.

- Cultivate Community Presence and Relationships!

Church and Community Website and Bulletins and eBlasts and Facebook and Twitter, plus local news outlets

Yard signs and posters at Churches and Community Locations. (To promote your Pack Program and share contact info)

Flyers for handout and website posting and email and Facebook.

How about this? A flyer or two in your pediatrician's office. Scouting America promotes this "Partner with Your Pediatrician" method. (Could you have your pediatrician's office share your local Pack Packet? If you don't ask, you'll never know!)

Get on the agenda: Scout Days at Church, recognition at civic groups for your service projects and for Advancement recognition of your Scouts.

Don't forget Adult Leader Recognition at your Chartered Organization, your Schools, and your community. (Can there be a "Proclamation" lauding the years of service of your Cubmaster? Sure – ask your local Town or County Councilperson, or your State Representative.)



MORE IDEAS

- Community Presence Ideas

All Scouting is Local, and your locale will determine what community events you might want to participate in. Ideas include:

- Parades (4th of July, Veterans, MLK, etc.)
- Block Parties / Neighborhood Parties
- National Nights Out
- Lantern Parades
- Festivals and Fairs – Town Squares, Parks, State Parks, Nature Centers
- Bike Rodeos
- Fire Safety Expos
- Halloween Parties and “Trunk or Treat” events
- “Movie Nights” on the Town Square
- Red Cross Blood Drives
- Church Events – maybe sponsor “coffee hour” after services and provide food
- Product Sales – can you get visibility at a restaurant or other place families gather or shop, and sell popcorn or camp cards?
- Events offered by other community organizations and your own chartered organization
- School Events, like Back-to-School Nights and PTO/PTA Events.

You might participate in these “just for fun” or as a service to the community (maybe helping with “information booths” or helping with event clean up). Especially if you’re helping an event, you can probably also be an exhibitor or have some Unit display to welcome families to your Pack.

Do Active Recruiting While Doing Community Activities.



MORE IDEAS

- **What Can Parents Do To Help Recruit More Families?**

Attend back-to-school Open House / Meet the Teacher / Registration Day with their Scout and invite other families to join the Pack. (Share your Pack Pamphlet with them.)

Attend any Sign-Up Events with their Scout (Sign-Up Events should be for everyone – returning and new!)

Be inviting at other times around school (assemblies, car pool line) and neighborhood. Share your Pack Pamphlet with families. Invite them to the next fun event!

Be Social. Use Your Social Media to show that you like Cub Scouts. Share pictures and video – your own, and also share any from Council, District, Pack and other sites. Invite others to join you at events.

Post on Message Boards / Listservs about your Den and Pack and to invite others to join you at events.

Put up a “Join Scouts” Yard Sign to show you’re part of Scouting.

Attend PTA/PTO meetings and talk up Scouting. Can your Scout wear a uniform to that? Sure. Can you wear a name tag that says “Hello! Ask Me About Cub Scouts”? Of course you can.

Be an Ambassador to the School. If your Pack or Den wants to provide baked goods or snacks to teachers compliments of Scouting – parents are the ones to bring those in.

Chat Up Scouting at the School. Parents will see Principals and staff – tell them you appreciate that the School supports Scouting and that your child is benefiting from Scouting.

- **Continue to Cultivate School Relationships!**

Elevate school and community presence, like ‘Adopt a School’ service projects, welcome back baked goods, cards and letters and True Stories of Scouts in Service (like stories and pictures of what your Scouts did to help the School. Or “where are they now” stories of past Cub Scouts becoming Eagles).

After getting a “No” answer to your request for School Access, share notes about what happened, why, and how to approach a next contact and request. Not just Cubmaster and District Executive – involve parents with Scouts in the school. Consider whether you can have greater success with other school staff. Yes, the Principal is in charge, but are there teachers or other staff who are your fans and can influence the Principal? District Executives can check with Field Directors – is there any central office influence that can be both positive (don’t get the Principal mad) and successful? (Field Staff can help elevate school relationships if they invite Pack Parent Leaders to school contacts.)

If the “No” answer came after a meeting with a Cubmaster with no parent in the school plus the District Executive – for the next visit at the right time involve parents with Scouts in the school.