

2020-2021

Cub Scout Pack

Recruitment Guidebook



THE PLAN

Recruiting a steady number of Scouts each year ensures that your Pack stays sustainable with a strong program for current and future Scouts. With new Scouts also comes new parents that can take on leadership roles in the Pack. By having well planned recruitments, you are building the blocks of a strong Scouting program that will serve your community. This guidebook will walk you through the plan and help you have successful recruitment events.

This guidebook is designed to be interactive with our website threefirescouncil.org/recruitment-tools. You will find many great resources that will help you with recruiting new families.

This Cub Scout Recruitment Plan has three key elements:

1. Two recruitment campaigns; School Night for Scouting in the fall and a Spring recruitment event.
2. Planned flexibility, allowing your Pack to select recruitment dates that work best for your schools and families while also ensuring you have the resources you need at any time to make those events successful.
3. Direct and consistent communication with prospective families, keeping them engaged year-round so they know they can join at anytime.



**REACH YOUR
POTENTIAL. THEN
CLIMB RIGHT PAST IT.**

NEW MEMBER COORDINATOR

Having a dedicated volunteer that can provide leadership to recruiting and supporting new members is vital. This volunteer position is New Member Coordinator.

Position Concept:

A registered member of the Pack committee that leads and promotes recruitment programs to achieve the pack's membership goals.



Responsibilities:

1. Attend School Night for Scouting training.
2. Set a membership goal and work with your district's membership team on plans to achieve it by November 30, 2020.
3. Build relations with teachers and administrators at local school's to ensure your Pack has a presence at school functions and can promote the Pack's recruitment events.
4. Build relations with your Charter Partner and surrounding religious and community institutions so that your pack is being promoted.
5. Plan, organize, market and execute your unit's School Night for Scouting recruiting at each school your pack draws from.
6. Conduct other recruiting events to meet your membership goal.
7. Recruit other parents to support youth recruiting programs and events.
8. Keep your Pack's BeAScout.org pin up-to-date.
9. Coordinate with the unit committee to ensure there are reasonable funds available in the annual pack budget to support recruiting efforts.



Time Considerations:

Attend regular unit and committee meetings.
Attend School Night For Scouting Training once a year.
Planning and attend unit recruitment events.

STEP ONE: PREPARE

Having a well planned and robust program to is key to attracting new families and retaining current Scouts. [The Ideal Year of Scouting](#) is a great tool to help plan and fund a quality program.

Once the pack program is planned, a complement recruitment plan can be developed. Use the [Pack Recruitment Playbook](#) to help you.

Part of your preparation should be reaching out to teachers, administrations and the Parent-teacher groups at the schools your pack draws from. Maintaining relationships with these people and groups will help your pack have access to promote your recruitment events. There are strategies to help you build this relationship or to over come objections

Keep your Pack's [BeAScout.org Pin up-to-date](#). The [BeAScout.org website](#) is on all recruitment materials and will be the first thing families see if they are searching Scouting online. This site is how new families can find and join your Pack. Prospective parents can reach out with questions and families that have visited your pack can sign up and pay electronically. However, it only works if your pin is up-to-date. [Click Here](#) for more information on how to manage your Pack's BeAScout.org Pin.



STEP TWO: IDENTIFY

Successful recruitments happen when families have been invited to come. There are many ways to get the word out about your recruitments. [Click Here](#) to see and order all the free resources Three Fires Council has to promote your recruitment event. There are also many places to get fliers, posters and messages out to the community. [Click Here](#) to view the best ways to use promotional materials.



It is important to also build an invite list of families that may want to join Scouting. Direct communication and invitations to this list is the best way to ensure that families will show up and want to join at your recruitment event. Here are some ways to build an invite list:

- Work with your school or Parent/Teacher group to determine the availability of a school roster.
- Participate in school events and have a fun activity kids can do. Collect contact information from parents and add them to your invite list.
- Ask current families in your pack to provide names of other families that might want to join Scouting.
- Work with your Charter Organization to secure a list of families.
- Add leads you have from BeAScout.org.
- Work with your district membership team to get a list of youth who have dropped out of Scouting.
- Review your Pack's social media accounts for families that have liked or shared things off your pages.

However, you create a list it is important that you maintain consistent communication. Your invite list should always be growing. You should always be adding new prospects to the list. Families should only come off the list if they join or they say their not interested.

There are different ways to keep and manage an invite list. It can be done through an excel spreadsheet or with a free account through an email communication site like MailChimp. [Click Here](#) for more information on how to keep and manage an invite list.



STEP THREE: PROMOTE

Promoting your recruitment events early and often is key to getting new families to join. In the previous step you should have familiarized yourself with the many promotional materials available to your pack. Use our [Promotional Back Dater](#) to help you plan out the promotion of your recruitment events. Here are some key steps making sure your recruitment gets properly promoted.

- Enlist the help of every family currently in your Pack to:
 - Put up yard signs, posters and fliers around the community.
 - Use peer-to-peer cards to invites friends to the recruitment.
 - Liking and sharing your Pack's social media posts and recruitment event.
- Use all methods of communication in your school and Charter Organization to promote your recruitment. This includes:
 - Print fliers sent home and digital fliers in electronic backpacks.
 - Messaging in emails from the Principal and Parent/Teacher groups.
 - Announcements made over the school PA system and on the school marquee.

For more ideas on how to promote and for ways to overcome objections from your school to promoting, [Click Here](#).



STEP FOUR: SIGN THEM UP

Everything that you have done up to this point has been so that new families are aware of how, When and Where to join Scouting. Making sure you set up your recruitment so that families can and want to sign up. This can not be overstated. Here are some easy ways to ensure this happens:



- Make a good first impression. Make sure new families can find your meeting easily. Ensure families are welcomed when they arrive and they are given a new member packet. Have all families sign in and provide their contact information.
- Make sure new families are introduced to pack leaders and other new families. Show them that there are families already volunteers and that there are other new families just like them.
- Have stations set up for families to move around and engage with leaders and Scouts. For ideas on how to set up your recruitment event [Click Here](#). You will want to have the following:
 - A welcome table where new families will sign in and get their new member packet and instructions for the recruitment event..
 - An information table that explains what Cub Scouts in your Pack do. This table should have a fun display highlighting all the great things and fun your pack does.
 - A game or activity that kids and parents can do. This should give families a taste of what Scouting is like. [Click Here](#) to see ideas and resources.
 - A short presentation explaining the fun of Scouting, which includes a specific ask for parents to fill out the application provided. Even if some families are not sure about joining, encourage them to complete the application. Explain this will help the pack plan and stay in contact as they decide.

The Three Fires council will provide a recruitment box that will have many of the supplies you need to help families sign up. [Click Here](#) to see what is included in this box and.

Make sure to review all applications when families turn them in. If there is any incomplete information have the families fill it in. Doing this will save time and ensure families are registered quickly.



Regardless of how you run your recruitment, remember this: Most families will come ready to join your pack. They simply need to be asked. Don't let families walk away without asking them to complete the application for their kid. For the few families that want to think about it. Encourage them to complete the application anyways. This way they don't lose it or forget about it. Having the completed application will give you all the information you need to stay in contact with the family.

TURNING IN APPLICATIONS

After families have left your recruitment event review the applications and payments. Ensure all applications are signed by the Cub Master and are filled out completely. Match payments with applications. If payments are made out to your pack please be ready to write a check to Three Fires Council or that appropriate funds are in your pack account at the Scout Store. [Click Here](#) to see the National Registration and Three Fires Council Program fee structure. **If not given to a district executive or membership team member on the night of your recruitment, the following items should be turned in within 72 hours of your recruitment event:**

- All completed Youth Applications
- All completed Adult Applications
- Matching payments for all applications being turned in
- A copy of the sign in roster
- Recruitment box and any of its materials that the Pack does not need.



STEP FIVE: ENGAGE

Send an email to all families that attended your recruitment within 24 hours and call every family within 3 days. Families will want to hear from you and are excited to start their adventure. Don't wait to welcome them. Ensure they get a personal invite to your next meeting or activity. Den leaders should make welcome phone calls to their new families. You can not over communicate between a family joining and them attending their first Pack or Den event. Consider sending new families the following as you communicate with them:

- Access to or digital copy of your Pack Calendar
- Contacts for key leaders
- Invites to join the Pack's Social Media Pages
- Invite and instructions to ScoutBook

Don't wait for a new family that has already signed up to show up again. If they do not feel welcomed or invited they may decide to not come back.

The same time of effort should be made to follow up with the families that did not sign up at your recruitment event. You should know which families these are based on the sign p roster from the recruitment event. Follow up with each family with a phone call. Address any concerns they may have and offer to meet up with them so they can get signed up. Invite them to your next meeting or activity explaining they can come check out the program in action and then sign up.

Your invite list should also be followed up with after your recruitment event. Invite them to your next pack meeting or activity. Any families that showed up to your recruitment but who do not join should be added to your invite list.

Hold a Parent Orientation Night within 2 weeks of your . This can be for all parents of the pack not just new ones. A parent orientation should go into the business and operational details of the pack. These are things that did not need to be covered in detail during the Sign Up night. Things that should be covered include:

- Pack budget and fundraises along with fundraising expectations for families. This should include a breakdown in the registration fee.
- Pack leadership, structure and parent involvement expectations. This should include the Family Talent Survey.
- District and Council structure.
- Leader training and Youth Protection Guidelines.

[Click Here](#) for more resources on conducting a Parent Orientation Night.



STEP SIX: Deliver

The finale step is Deliver the Promise. It is important that all the fun and adventure that we sold at the recruitment events is delivered through the pack program. If your program plan is followed and executed families will re-register and your packs retention rate will soar. Here are some things you can do to deliver the promise to your new families that have joined:

- New Scouts earn their Bobcat in the first 30 days.
- There is a fun outdoor activity families can participate in within the first 30 days.

Membership recruitment is not an extra thing that needs to happen to get more Scouts to join your Pack. It is an essential operation that touches every part of the pack. More youth equals more:

- More parents to take on leadership roles
- More Scouts to provide service hours to the community
- More families to sell popcorn and raise funds for the pack
- More fun because everyone is working together to support that pack and ensure our Scouts have life changing experiences



Annual Recruitment Timeline

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JUNE/JULY

- Contact schools about your packs fall recruitment events.

AUGUST

- Identify new families to add to your invite list.
- Begin promoting your fall recruitment events.
- Attend back to school open house and “Meet the Teacher” events.

SEPTEMBER

- Communicate with your invite list and invite them to your Fall Recruitment Event
- Hold School Night For Scouting Recruitment.
- Follow up with any families that have not signed up.

OCTOBER

- Hold a Parent Orientation within two weeks of your fall recruitment events.
- Host a bring a “Bring a Friend” Event.

February

- Set a date for your Spring recruitment and start planning.
- Send email to your invite list inviting them to your Blue and Gold Banquet.

MARCH

- Identify new families to add to your invite list.
- Conduct a peer to peer recruitment campaign.
- Begin promoting your Spring Recruitment Event.

APRIL/MAY

- Communicate with your invite list and invite them to your Spring Recruitment Event.
- Hold a Spring Recruitment Event.
- Attend May Roundtables to get the following program year School Night Recruiting information.
- Set dates for your Fall School Night for Scouting Recruitments.



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