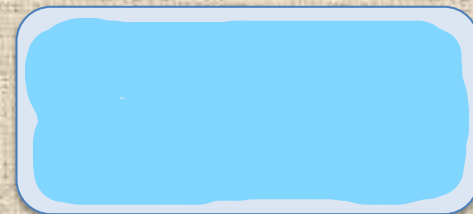




# *Welcome to*

# *Membership*

# *Recruitment*



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## Course Objectives – Understand & Discuss the “Whys”

- Year-round recruiting vs. dependent on recruiting in the Spring or Fall
  - Includes Preparation & Readiness
- You are recruiting both the youth and their family & understanding their needs and concerns
- Different components of a recruitment and available tools for a successful event
- A New Member Coordinator can play a key role in support of your recruitment & retention

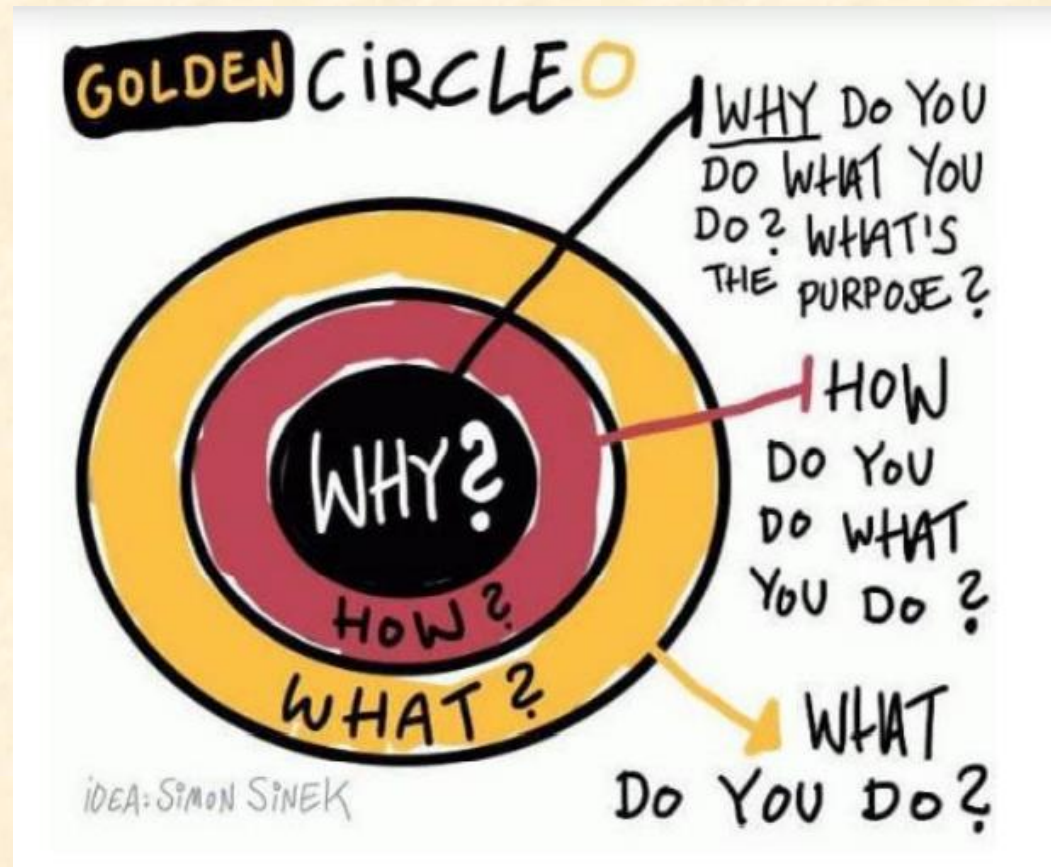
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## 1<sup>st</sup> Step: Determine & Understand the “Why”

Outside-In versus  
Inside-Out??????



- People need to understand the “Why” of Scouting
- Parents want to know the long-term benefits

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# Why Year-round recruitment

- **Recruitment is not tied to a single recruitment event or only to 1 season**
- **Might take multiple contacts before a family commits to join Scouting**
  - This could especially be true when recruiting a parent to help
  - Will discuss how to solicit a parent later in this course
- **Family left a recruitment event as either “Undecided” or “Declined”**
  - Follow-up with those families (See Recruitment Event Follow-up Slide later in this presentation)
- **We are in competition for a family’s limited amount of “free-time”**
  - A family’s prior commitment could have changed or even fallen through
- **In Spring**
  - Can target those pre-school families who will start Kindergarten in Fall
    - The sooner we can get in front of those families, the better chance they will join Scouting either in the Summer or Fall
  - Families can participate in your unit’s Summer activities
- **In Summer & Fall**
  - Use Summer Community Events & Back to School events as your recruitment platform
  - Council provides Adventure Days for new & existing Scouts in Sept. & Oct.
- **Families can move into your neighborhood throughout the school year**

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## Recruitment Preparation “Rules of Thumb”



- Put yourself in the shoes of your target audience
- Understanding your audience’s needs & concerns
  - This includes your unit leadership’s awareness for those with disabilities
- Keep your message simple
- Repetition and follow-up are a good thing
- Have a plan on how a youth can work on the advancement they might have missed when they join after a Fall Recruitment

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# Recruitment Readiness Improvement Opportunities

- There's a strong correlation between response time and "conversion"
- What message does a slow response send to interested families?
- How well trained and equipped are unit leaders to convert leads into registrations?
- How much time and effort is involved in following up on visits?
- Can your meeting location accommodate anyone with a disability?

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# New Youth & Family Concerns

## TOP RECOMMENDATION DRIVERS

	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth
Scouting is a great value for the money.	1	1	
Scouting is really fun for me.	2	3	2
Our family feels like we belong in our Scout unit	3		
Scouting is constantly reinforcing worthwhile values	4	2	1
Scouting is our partner in providing positive youth programs to meet our goals.	5	4	
Being in Scouting makes me feel like I am part of something bigger than myself.	6		3





# New Youth & Family Concerns

## TOP UNIT SATISFACTION DRIVERS

	Cub Scout Parents	Scouts BSA Parents	Scouts BSA Youth
Our unit has great outdoor activities.	1	2	3
I have support from leaders to be an effective contributor/better Scout	2	3	1
Our family feels like we belong in our Scout unit	3	1	4
Scout meetings are a good use of our family's time.	4	4	2

#ADVENTUREON







# New Youth & Family Concerns

## TOP 5 REASONS FOR LEAVING

	Cub Scout Parents	Scouts BSA Parents
Unit had poor leadership/problems with leaders	31%	26%
Our family did not feel welcome	20%	17%
Child is no longer interested in the program	18%	32%
Too expensive	16%	18%
Lack of communication from leaders	15%	3%

#ADVENTUREON





# New Youth & Family Concerns

## QUESTIONS FAMILIES HAVE ABOUT CUB SCOUTS

- ▶ **Will my children be safe – it's the first and foremost measure to be addressed.**
  - ▶ *Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.*
- ▶ **Is Scouting relevant anymore? Is it for families like mine?**
  - ▶ *The ideals the Scouting program teaches are timeless. Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!*
- ▶ **Will our kids get exposure to new things and opportunities?**
  - ▶ *Scouting is all about trying new things and new experiences. Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for the whole family.*
- ▶ **Can girls join?**
  - ▶ This is still a common question! Yes, girls are part of Scouts BSA and Cub Scouts. *Scouting is for the whole family!*
- ▶ **What will it cost (we don't want to do fundraising!)?**
  - ▶ It depends on the unit, but most packs/troops/crews find ways to make the program affordable.

#ADVENTUREON





# Consistent Core Messaging for our new families

- **Core Messaging Priorities**
  - Scouting is Alive and Well...and Growing
  - Scouting Includes Boys and Girls
  - Scouting Instills Personal Values
  - Scouting Teaches Leadership
  - Scouting Teaches Practical Life Skills
  - Scouting is About the Outdoor Experience
  - Scouting Builds Self-Confidence
  - Scouting Has Benefitted the Lives of Millions

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# Planning

## Phases: Develop – Execute - Evaluate

- **Develop a Plan**
  - How will you recruit (online, In-Person, Social Media)
    - Promote-Promote-Promote as **“People Join People”**
- **What are your goals, available incentives and your target audience**
  - Identify your objectives / target audience
  - Work with your DE & District Membership Chair for your “Drive for 5” recruitment goal
- **What Supplies, Tools and Collateral Materials will you need**
  - Includes those materials you’ll need at your event
- **What are the dates for your Recruitment event or Normal Friend Activity**
- **What Training or District Support is required**
- **What’s your timeline, includes any Lead Times**
  - “Back-dating” is an approach that can be utilized
  - Examples:
    - Print time for flyers
    - Submitting a Geo-Fencing & Customized Video Request, you will need 3 weeks prior to your event

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## Example of Plan “Back-dating”

Timeline (Weeks)	Week: -8	Week: -7	Week: -6	Week: -5	Week: -4	Week: -3	Week: -2	Week: -1	Target Date	Week: +1	Week: +2
Recruitment Event	Create Plan		Progress Checkpoint			Progress Checkpoint			Event	Welcome & Follow-up	Follow-up & Assessment
BeAScout Pin Assessment & Facebook page		Is Pin Current?			Add Video						
Youth Talk								Youth Talk			
Customized Video		Submit Smartform					Give to Principal				
Flyers				Submit Request			Handout Flyers				
Yard Signs, Polycore Cutouts & Sandwichboard					Submit Request			Place in targeted locations			
Geo-Fencing		Submit Smartform			Drop your Fence (14-21d)						
Invitation Engine				Submit Smartform		Plan	Send out Ask	Reminder	Final Reminder		
Peer-to-Peer						Plan	Handout Invite	Reminder	Final Reminder		
Door Hangers							Handout Door Hangers				

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# Recruitment Incentives

## Drive For 5 (Unit Incentive)

- Existing Pack: Recruit 5 New Scouts above your 3-year Fall Recruitment average from 2019 - 2021 + recruit / register a New Member Coordinator by 12/1
- New Pack: Start with 10 new Scouts + recruit a New Member Coordinator
- All new Scouts recruited throughout the year will be included in your Pack's 2022 "Drive for 5" Incentive, which ends December 1<sup>st</sup>
- Receive Pinewood Derby Cars for all Scouts in the Pack!

## Peer to Peer Recruitment - Pocketknife (Existing Scout Incentive)

- Engraved pocketknives (one per youth) for those who recruits a new Scout
  - New Scout cannot be a Cub Scout who crosses over
- Youth or Unit Leader can submit the 2022 Spring Recruitment Coupon, to your local Service Center
  - Receive your pocketknife upon confirmation of the approved application for that new Scout
  - Knives are at all the Chicago Service Centers

## Drawstring Backpack & Catapult (New Scout - Packs)

- Drawstring Backpack – For all youth who attend your recruitment event (even if they do not join that night)
- Catapult – Once the youth submits their application (paper or online)





# Recruitment Materials & Event Examples

- **Collateral Materials (Launch Into Scouting)**
  - Launch Into Scouting: All materials for the Fall are now available
    - Door Hangers, Flyers (Boys, Girls & Boys/Girls, Bi-lingual), Bookmarkers, Gliders, Postcards, Peer-To-Peer Recruitment Cards (Boys, Girls & Boys/Girls), Yard Signs
  - Pop-ups, Feather Banners, Tables, Polycore Cutouts & Sandwich Boards available for use – coordinate with your DE
  - More details are captured in the 2022 Fall Recruitment FAQ
- **Recruitment Event Examples**
  - Scouting For Food
    - Use stickers with unit contact information on the Door Hangers
  - District Events (Pinewood Derby)
  - Crossover of AOL Scouts from Pack to a Troop
  - Blue and Gold Banquet or a Court of Honor or an Eagle Ceremony
  - Kindergarten Round-up or Sign-up
    - Identify dates at your school / neighborhood and plan to hand out flyers and unit table to recruit and answer questions (if allowed)
  - Community Festivals / Parades
  - Back to school or school year-end events

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## Collateral Material Example



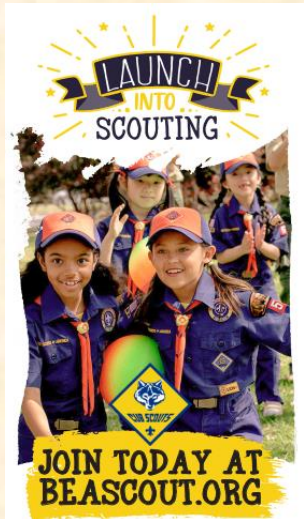
- **Yard signs – 2 sided:**
  - Front of the sign will have a sheet protector attached in the front right side
    - This is to hold a flyer with your recruitment event information along with your unit's QR Code
- **Either this Yard Sign or a Polycore Cutout should be used at the front entrance of your school to promote your recruitment event**
  - The Polycore cutout contains a holder for multiple Postcards that can contain your recruitment information and your unit's QR Code





# Peer-to-Peer Recruitment Cards (Youth)

Back



Front



QR  
Code

YOU ARE INVITED

EVENT

TIME

DATE

PLACE

BY

Part 1 of a Coordinated Recruitment effort







# Recruitment Materials & Tools

- **Recruitment Tools**

- **BeAScout Pin / Unit Specific QR Code**
- **Invitation Manager & Application Manager**
- **Customized Videos**
  - Use on your Facebook page & a replacement to youth talks at our schools
  - Should contain your unit's QR Code
- **Geo-Fencing (Spring vs. Year-round)**
  - Spring: Packs should consider placing a “fence” around Daycare Centers within your neighborhood since you want to include new kindergarteners
  - Year-round: Place fence around location where you meet and where you are having your recruitment event
- **Peer-to-Peer Recruitment**
  - Covered on earlier slide
  - Troops: Use of SPL/PLC Peer-to-Peer Recruitment Letter
  - Explanation covered in Peer-to-Peer Recruitment Unit Guide (Fall Edition)
- **Invitation Engine *(NEW Tool) – Part 2 of Coordinated Recruitment Effort***
  - Allows unit leadership to invite a potential new family, via text or email, to any upcoming unit event throughout the year (will need to use the SmartForm on Membership Website)
- **12 Step Membership Plan**
  - The purpose of this Worksheet Guide is to assist our Units along with their DE, District Membership Team and Unit Commissioner when they collaborate to develop their Cub Scout Recruitment Plan
  - All your planning starts with this tool ***(Please see Appendix for examples of this document)***







# 12-Step Cub Scout Membership Plan

- **Complete your Dates & Location Information**
- **Identify the level of Access of your school (defines the Plan Option)**
  - Use information listed in the Access Levels Defined
- **Identify your New Member Coordinator (NMC)**
  - If your unit does not have an NMC, then identify a parent(s) to help
  - Are they willing to be your unit's NMC?
    - If yes, get that new NMC registered
- **Set your Unit Goals**
- **Select the Plan Option identified in Step 2**
- **Select recruitment efforts from either those provided in this tool or from past successful unit specific events (WHAT column)**
- **Complete the information in the WHO & WHEN columns to properly execute your plan**
- **Review the plan for robustness**
- **Has your unit utilized Geo-Fencing & Customized Recruitment Videos for your event?**
- **Identify what support is needed from our District / Council Membership Teams & Commissioner Corps**
  - Membership Team & Commissioner Corps: Please report this support so we can record and provide the materials prior to their target date

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# 12-Step Cub Scout Membership Plan

- **Recruitment is a series of many contacts to schools, parents & youth**
  - Promote – Promote – Promote as “People Join People”
  - Remember to share the benefits of Scouting with the parents & **Follow-up !!!**
- **“Think Outside of the Box” for a successful recruitment**
- **Be creative and develop a solid plan that includes collaboration with your Charter Partner**
- **Identify those Collateral Materials you will need to support your Recruitment efforts**
  - Examples: Door Hangers, Yard Signs, Flyers, Postcards
  - If you going to have a booth, then work through your DE to see if a Pop-up, table assets, and feather banners are available
- **Is your unit’s information current within your BeAScout Pin & is your unit set-up to accept Online Applications?**
- **If in Fall, you will need to know the date when your school is scheduled to restart, and know their facility use requirements**
  - Examples: Mask, capacity, & what cleaning will be required after your recruitment event
  - With that date and additional information, you can work backwards to determine all your tasks
- **You might need to have your unit develop their recruitment by utilizing the Plan B (Limited Access) option**
  - Focusing on Plan B provides the best flexibility for our units so they can adapt their plans if there are changes to our COVID Social Distancing Guidelines (moving to Plan A: Full Access or Plan C: No Access)

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# Why Social Media???

- It is where families are....
- It is an efficient use of resources
- **BeAScout Pin is where a unit needs to start to be visible and accessible for your parents**
  - Does your pin contain additional information about your unit leadership's awareness and your meeting location accommodations for those with disabilities?
  - Invitation and Application Manager also plays key roles
- **Additional details are available on the PTAC Membership Website**
  - Acclimating the New Scouts and their Families to Your Unit
  - Using Technology to help your unit grow
  - New Member Coordinator
  - BeAScout Pin + Invitation/Application Manager

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# Develop Effective Online Presence

- **It's an Online world – People make decisions about everything, including Scouting, based on what they see online**
  - **How good is your “simple” message & does it contain the necessary information to capture your targeted audience?**
  - **Does your unit leadership have the awareness & can your meeting location accommodate for youth and adults with disabilities?**
    - **If yes, you should include this information within your message**
  - **Facebook / Instagram are “content beasts” that must be fed**
    - **Will need to post multiple times per week**
  - **Need to convey a sense of energy and ongoing activity**
  - **Video generates the highest level of interest and engagement**
  - **Your videos need not be elaborate or Hollywood productions**
  - **Your best approach is an interesting photo with a well written caption**
  - **Find out which editor is responsible and send your article to them**
    - **Do not be a pest**







# Tips for PR Success

Anyone can do it! Anyone can reach out to a media outlet with a good story. But PR is a team effort: make sure you've coordinated with your fellow unit leaders and council professionals. Be sure to only share events you're responsible for- i.e. if you're a unit, don't invite the media to a district or council event without coordinating with them.

## When contacting a reporter, or the public, keep in mind:

WHO	Who are you representing... be clear! "Pack 123 of Anytown, USA." If needed, explain the communities or area you serve.
WHAT	Explain what is your event... don't assume anything! Avoid BSA jargon and use every day terms. Ask yourself: what would make the media or public interested in this?
WHEN	When is your event taking place? Give them the hours you'll have the most engaging activities, not the entire day
WHERE	Where does your activity take place? Be very specific with details- especially if you're inviting them to a Scout Camp.
WHY	Why should the media come? Paint a picture for them- give them details on what they'll see, anything impressive like the event size, detail the activities taking place, etc.
HOW	Why should the media come? Paint a picture for them- give them details on what they'll see, if it's a large event include registration numbers, illustrate what's happening.

## How to share news:

- Often people hear about press releases those are still important tools, but for most of Scouting's news, a pitch is the best method.

A press release announces the news exactly as it happened; the media may or may not run your story as written or at all.

A pitch is an email inviting the media to cover your story; they'll contact you before covering your story. 94%\* of journalists prefer an email pitch.

- Email is the name of the game! No matter which method you choose, email is the best way to engage media today.
- Be concise- 91%\* of journalists say they prefer pitches under 200 words.
- Visuals tell the story- include high-quality or well-captured photos in your email. Make sure to have permission from people in the photo and the Guide to Safe Scouting is followed!
- If your organization has active social media pages, include links to them.

## When to share your story:

- Print: understand when they publish and contact them the news cycle before, this may be two weeks or a month before your event.
- Digital: a week or two before your event is best.
- Broadcast: three to five days before your event, but they'll ask you to call the morning of to see if it's still on their calendar. Securing broadcast is the most dependent on breaking news in the moment.

## How to follow up:

- There's a fine balance on following up with the media: you want to keep them aware of any updates, but don't want to annoy them so much they throw your pitch out.
- For print and digital, it's about a week after you send your pitch. For broadcast, it's the morning of your event.

**Bonus:** Be sure to share your event on social media and your websites if you have them. Telling your story on your channels can engage your community and could lead to media coverage as well.

\*According to Mucklack's State of Journalism Survey 2021, <https://mucklack.com/blog/2021/03/15/state-of-journalism-2021>

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## BeAScout Pin – The Lynchpin to Success (<https://beascout.scouting.org>)

- BeAScout unit pin allows prospective members to find you online and either “Apply Now” or “Request More Information”
- Families will find a unit near them by using the link in the slide title and enter their zip code
- Unit leaders can log into their pin through [my.scouting.org](https://my.scouting.org)
- **Key = Keep your Pin current**
  - Includes leader contact, meeting location & address
    - If your email address is different between your Unit Pin and you’re [my.scouting](https://my.scouting.org) account, then you will not receive notification of a new Lead or Application
  - Any specific event information can be added to the Additional Unit Information section
    - ***You must keep any additional information current***
    - Does your pin contain additional information about your unit leadership’s awareness and your meeting location accommodations for those with disabilities?
- Be sure to turn on “Allow people to apply Online” and “Appear on BeAScout” buttons
- Perform a search to ensure your pin appears properly
  - If unit does not appear, verify the QPS coordinates
  - Reach out to your District Membership Chair or your DE
- Activation of Your Unit Pin will also active your unit specific QR Code located within Invitation Manager





## Pack 0190 Christus Victor Lutheran Church



Pack 0190

Organization Manager

Settings

Unit Pin

## Unit Information

Pin Mode

- ☐ Only Allow the Council to Update Pin Information
- ☒ Allow Units to Update Pin Information

Appear on BeAScout: ☒Allow People to Apply Online: ☒

## Contact Information

Contact Person:

Phone:

Email:

[Edit](#)

Unit Website

<https://www.facebook.com/cubscoutpack190/>

## Additional Unit Information

EGV Pack meeting on Thurs from 7p-8p at Christus Victor Lutheran Church. Scouts primarily from Salt Creek, Clearmont, Byrd, Ridge, & Rupley.

## Unit Pin Preview



## Pack 0190 Christus Victor Lutheran Church

1045 S Arlington Heights Rd  
Elk Grove Village IL, 60007

Contact:

Email: EG

Website:

☐ Dens for Boys or Girls☒ Online Registration available for this unit.

EGV Pack meeting on Thurs from 7p-8p at Christus Victor Lutheran Church. Scouts primarily from Salt Creek, Clearmont, Byrd, Ridge, & Rupley.

[Request More Information](#)[Apply Now](#)

## Fields to Display on Unit Pin:

Unit Meeting Address: ☒Contact Person's Name: ☒Phone Number: ☐Contact Email: ☒Unit Website: ☒Additional Unit Information: ☒

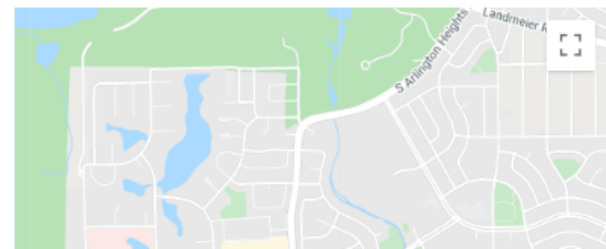
## Unit Meeting Address

Address Line 1:

1045 S Arlington Heights Rd

Address Line 2:

Address Line 2





# Application Manager

- Open you're my.scouting account
- Select Menu (upper left-hand corner)
  - Select Application Manager link
- Applications are created when a parent selects “Apply Now”
  - Applications will “Time Out” and close if there is 30 days of inactivity
  - Remember parents are probably new to Scouting and they could select a Troop for their 1<sup>st</sup> Grader
    - Work with your District Membership Chair or DE to reassign that application to the proper Pack
- Application Manager:
  - Can use Online applications to transfer a registered Scout to a different unit
    - Can only happen if both units allow Online Applications





# Invitation Manager

- Open you're my.scouting account
- Select Menu (upper left-hand corner)
  - Select Invitation Manager link
- Leads are created when a parent selects “Request More Information”
  - A Lead is where a family is recruiting your unit so they can join Scouting
  - All Leads need to be addressed within 72 hours
  - Leads will “Time Out” and close if there is 60 days of inactivity
    - See the missed opportunities where a unit did not respond within 60 days
  - Remember parents are probably new to Scouting and they could select a Troop for their 1<sup>st</sup> Grader
    - Work with your District Membership Chair or DE to reassign that lead to the proper Pack

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# Examples of missed opportunities (Parent Comments) & Recruitment Readiness

- **Missed opportunities:**

- My daughter is very interested in joining the scouts and I would love to know more.
- I am interested in a cub scout group for my boys.
- My daughter will be 7 in July. We are looking to join as cub scouts.
- Hi: We're looking to get our kindergartener involved in cub scouts, as he's been interested ever since we bought our first scout popcorn and told him about what the 'boys in uniforms' do.
- I'm an Eagle Scout and want to get my son involved in scouting. Looking for more info on the pack. Size (number of kids and dens)? Ages of the kids? Meeting time?  
Thanks!

- **Recruitment Readiness & Follow-up**

- There's strong correlation between response time and "conversion"
- What message does a slow response send to interested families?

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## Sign-up Night / Recruitment Event Stations Example

- **Station #1: Welcome / Sign-in**
- **Station #2: What We Do**
- **Station #3: Registration Form & Family Talent Survey**
- **Station #4: Check Out (complete applications)**
- **Station #5: Den Leaders / Q&A**
- **If you have a program for the youth in attendance, ensure they are having a good time and will want to return to your next event**
- **Be sure to pick-up your Site Packet from your DE**
  - Return the original copy of your sign-in sheet to your DE within a week from your recruitment event

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# Join Night Recruiting “Top 5” Rule of Thumb

## 1. Promote – Promote – Promote

- a) “People Join People”
- b) Parents want to know about the benefits
- c) Use the points within the “Why Scouting Tool”

## 2. Time with your child

- a) Scouting program offers this opportunity for our parents
- b) Engage youth & parents while talking about upcoming activities

## 3. Tone down the Scouting

- a) Wear your Class B uniform to a recruiting event & let parents know that you are also a volunteer
  - a) Do not wear Field (Class A) Uniform

## 4. Get the “commitment to join” completed

## 5. Follow-up

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## Recruitment Event Follow-up

JOINED	UNDECIDED	DECLINED
THANK YOU	THANK YOU	THANK YOU
BIG WELCOME	ASK WHY	ASK WHY
NEXT STEPS	INVITE TO 2 <sup>nd</sup> EVENT	LEAVE DOOR OPEN
CONTINUING CLOSE CONTACT	SOME ON-GOING CONTACT	INFREQUENT CONTACT

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# Welcome to Cub Scouts - Within 7 days “Planning & What to Bring”

Could be Pack Night, an outing, stand-alone event... whatever it is - *Make it FUN!*

Additional tool to help you set-up your event: “Sign up night unit playbook”

<https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>

## What to bring

- Pack calendar and Pack program
- Pack meeting times and locations
- Family talent survey (example in following slides)
- Parent Orientation Guide (POG)
  - Can obtain this guide from your DE
- Contact information for other parents and leaders
- Additional pack fee structure
- Pecatonica River Popcorn forms



*NOTE: Your New Member Coordinator will play a key role in your meeting with the new parents!!!!*







## Pack Welcome Night - Within 7 days

### “What to do”

- New Member Coordinator welcomes the new Scouts and their parents and should take the lead during this event
- Engage them in an activity...the key is to make it interactive
- Ensure the parents have the calendar & contact info
- Explain additional Pack fee structure
  - **Take this time to answer all questions before tackling the following bullet points!!!!**
  - **Use it as an opportunity to introduce the popcorn fundraiser & distribute sales forms (allow families the option to pay for Pack Dues through Popcorn)**
  - **Discuss and possibly collect Pack dues (if applicable)**
    - **Don't forget this year's registration is already paid**
  - **NOTE: Units can include their additional fees, along with an explanation, through the online registration**
- Collect any outstanding BSA registration fees
- On Scouting blog further explains the importance behind making your new families Welcome as soon as they join along with “tips & tricks” for your use
  - <https://blog.scoutingmagazine.org/2021/08/12/make-sure-new-families-in-your-pack-have-this-info-as-soon-as-they-join/>

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## FAMILY TALENT SURVEY



Each adult family member is invited to fill out a separate sheet.

Pack

Date

**Welcome to our Cub Scout pack.** Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

1. My interests/pastimes include: ☐ Social Media ☐ Music ☐ Sports (please specify):   
☐ Health & Fitness ☐ STEM ☐ Travel ☐ Other Parent Groups (please specify):   
☐ Family Activities ☐ Gardening ☐ Cooking ☐ Crafts ☐ Video Games ☐ DIY Projects ☐ Writing ☐ Art  
☐ Other Volunteer Work (please specify):  Other (please specify):
2. A topic I would enjoy teaching youth is:
3. My job, business, or profession might be of interest to Cub Scouts:
4. I have training or experience that might be helpful.  
First Aid or Safety-Related Training or Credentials (please specify):   
Teaching, Coaching, or Mentoring (please specify):   
Previous Scouting Experience (please specify):   
Other:
5. I am willing to help my child and the pack by providing behind-the-scene support such as:  
☐ posting on social media ☐ helping to welcome other new parents ☐ making contacts for trips and activities  
☐ providing transportation ☐ serving as a pack committee member ☐ being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:  
☐ an occasional presenter ☐ part of a team helping a Cub Scout den ☐ Den Leader or Assistant ☐ Cubmaster or Assistant

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7. I can help in these areas (please check applicable boxes for all ranks):

### General Activities

- ☐ Carpentry
- ☐ Swimming/watercraft safety
- ☐ Games
- ☐ Nature
- ☐ Sports
- ☐ Outdoor activities
- ☐ Crafts
- ☐ Music/songs
- ☐ Citizenship/flag etiquette
- ☐ Bookkeeping

- ☐ Computer skills
- ☐ Drawing/art
- ☐ Radio/electricity
- ☐ Dramatics/skits
- ☐ Cooking/banquets
- ☐ Sewing
- ☐ Transportation
- ☐ Hiking
- ☐ Other \_\_\_\_\_

### Special Program Resources

- I have a van ☐ SUV ☐ or truck ☐
- ☐ I have a workshop.
- ☐ I have family camping gear.
- ☐ I have camping gear that others could use.
- ☐ I have access to a cottage, camping property or boat.
- ☐ I can help Webelos Scouts with Boy Scout skills.
- ☐ I can give other help. \_\_\_\_\_

### Tiger Activity Areas

- ☐ Nutrition/health
- ☐ Magic
- ☐ Biking
- ☐ Astronomy
- ☐ First aid

### Wolf Activity Areas

- ☐ Knots
- ☐ Sign language
- ☐ Coin collecting
- ☐ Physics
- ☐ Math/codes
- ☐ Collections
- ☐ Disabilities awareness
- ☐ Dinosaurs
- ☐ Compass use
- ☐ Health
- ☐ Gardening
- ☐ Civil service/military

### Bear Activity Areas

- ☐ Pocketknives/wood carving
- ☐ Camping
- ☐ Computers/technology
- ☐ Citizenship/flag etiquette
- ☐ Fishing
- ☐ American Indian culture
- ☐ Animal care
- ☐ Forensics
- ☐ Physics
- ☐ Marbles
- ☐ Robotics
- ☐ General science

### Webelos Activity Areas

- ☐ Outdoor cooking
- ☐ First aid
- ☐ Camping
- ☐ General science
- ☐ Disabilities awareness
- ☐ Survival skills
- ☐ Geocaching
- ☐ Geology
- ☐ Engineering
- ☐ Home repair
- ☐ Game design
- ☐ Wildlife
- ☐ Plant life
- ☐ Moviemaking

Adult Name \_\_\_\_\_

E-Mail address \_\_\_\_\_

[The best way to reach me is via ☐ email ☐ text ☐ cell phone

Street address \_\_\_\_\_

Youth Name \_\_\_\_\_

Phone(s) H- \_\_\_\_\_ C- \_\_\_\_\_ B- \_\_\_\_\_

☐ home phone ☐ business phone.]

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

<https://filestore.scouting.org/filestore/CubScoutMeetingGuide/PDF/Appendix/34362.pdf>





How can a  
New Member  
Coordinator  
help with  
Recruitment  
Efforts?



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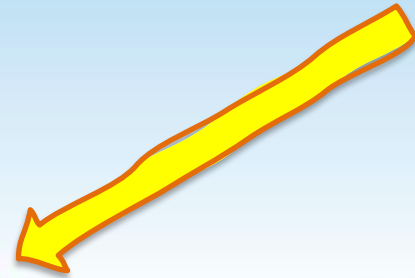


# What do New Member Coordinators do?

**#1  
SHARE THE  
BENEFITS OF  
SCOUTING**

**#2  
COORDINATE  
UNIT  
RECRUITMENT**

**#3  
GUIDE THE  
JOINING AND  
WELCOMING  
PROCESS**



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## In closing....



Have your New Member Coordinator follow up with your new families:

- **Welcome them into your Pack**
- **Remind them of the upcoming activities and events**
- **Add them to email lists and newsletter distribution**
- **Address any questions they may have**
- **Additional follow-up**
  - **Monitor & report your ongoing Peer-to-Peer Recruitment efforts**
  - **Work with Advancement Coordinator to ensure the new Scouts are progressing with their advancement and attending meetings**

Don't forget to:

- **Give your Den Leaders and Cubmaster the list of new Scouts**
- **Send a thank you note to your school for welcoming you in**

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# Resources (National & Council)

- **National**

- Social Media Guidelines
  - [scoutingwire.org/social-media-guidelines](https://scoutingwire.org/social-media-guidelines)
- Brand Guidelines – BSA Brand Center
  - [scoutingwire.org/bsa-brand-center/brand-identity/](https://scoutingwire.org/bsa-brand-center/brand-identity/)
- Images – BSA Brand Center
- Marketing and Membership HUB
  - [scoutingwire.org/marketing-and-membership-hub/](https://scoutingwire.org/marketing-and-membership-hub/)
- Recruitment Assets
  - [scouting.org/recruitment](https://scouting.org/recruitment)
- Blogs
  - On Scouting (various editions) *formerly known as Bryan On Scouting*

- **Council**

- Membership Website
  - [Redacted]
- Special Needs Scouting (SNS): <https://www.scouting.org/resources/disabilities-awareness/>

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# Questions? Comments!



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# Appendix: 12-Step Membership Plan

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## 12-Step Membership Plan

### DATES & LOCATIONS INFO

#### JOIN NIGHT

DATE	TIME	LOCATION

#### PARENT ORIENTATION

DATE	TIME	LOCATION

#### 2ND ROUND JOINING OPPORTUNITY

DATE	TIME	LOCATION

Date selected by Pack

#### 3RD ROUND JOINING OPPORTUNITY

DATE	TIME	LOCATION

Date selected by Pack

### ACCESS LEVELS DEFINED

Customized Video can be used as support or as replacement of a Cub Talk.

**Full Access:** Ability to distribute flyers AND conduct a Cub Talk at school

**Limited Access:** Ability to distribute flyers OR conduct a Cub Talk at school

**No Access:** Cannot distribute flyers and cannot conduct a Cub Talk at school.

### MANPOWER INFO

New Member Coordinator Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Not sure? Write some prospects and work with your Unit Commissioner,  
District Membership Chair or District Executive.



CUB SCOUT MEMBERSHIP PLAN







# 12-Step Membership Plan

## 12 STEP MEMBERSHIP

### FULL ACCESS

#### DISTRICT RESPONSIBILITIES

WHAT	WHEN
2 Week School Flyer	
Kindergarten/1st Grade Packets	
Cub Talk & Custom Video	

#### UNIT RESPONSIBILITIES

WHAT	WHEN
Open House Attendance <sup>1</sup>	
School Newsletter Article	
School placed yard-sign w/event info	
Community Yard Signs <sup>2</sup>	
Invite-a-friend campaign	
Parent social media campaign	

1 - If not permitted at open house, replace with community event.  
2 - District will place at school

### LIMITED ACCESS

#### DISTRICT RESPONSIBILITIES

WHAT	WHEN
Kindergarten/1st Grade Packets	
Cub Talk & Custom Video	

#### UNIT RESPONSIBILITIES

WHAT	WHO	WHEN
Open House Attendance <sup>1</sup>		
School Newsletter Article		
School placed yard sign with event info		
Community Yard Signs <sup>2</sup>		
Invite-a-friend campaign		
Parent social media campaign		

### NO ACCESS

#### DISTRICT RESPONSIBILITIES

WHAT	WHEN
Custom Video	

#### UNIT RESPONSIBILITIES

WHAT	WHO	WHEN
Open House Attendance <sup>1</sup>		
School Newsletter Article		
School placed yard sign with event info		
Community Yard Signs <sup>2</sup>		
Invite-a-friend campaign		
Parent social media campaign		
Contact all K/1 families via class lists or rosters		

## SETTING UNIT GOALS

TOTAL MEMBERS:

PACK:

SCHOOL:

	TOTAL NUMBER AVAILABLE	TOTAL IN KDG	GOAL FOR KDG	TOTAL IN 1ST GRADE	GOAL FOR 1ST GRADE	TOTAL IN 2ND - 5TH GRADE	GOAL FOR 2ND - 5TH GRADE	TOTAL GOAL FOR CUB SCOUT RECRUITMENT
BOYS								
GIRLS								





## 12-Step Membership Plan

### RECRUITMENT EFFORTS

Use the list to build your unit's 12-step membership plan. Some actions are more effective than others, but all can help grow your Pack. Please include any items that have worked for your unit in the past that are not on this list.

- Open house\* attendance - collect leads - required if your school permits you to attend & offer to participate in opening flag ceremony
- Community event, parade, festival - hand out information & gather leads (farmers market, summer festival, sporting events, 4th of July etc.)
- Peer-to-Peer recruitment campaign (Youth & Adult) - utilize business cards to invite to your join event
- School newsletter article (ask principal or PTO), school intercom announcement (ask your principal)
- Hang a recruitment banner in your school's lunchroom (ask your principal)
- School automated phone system announcement (ask your principal)
- Teacher email reminder/announcement - have parents ask their Scout's teacher to send an email home to their class - provide a draft email
- Yard signs - at family homes, strategically placed at businesses &/or on street corners in the community
- Flyers and posters distributed to neighborhood businesses
- Invitations/door hangers to families (use class rosters, school directories)
- Customized recruitment video that include your QR Code and event info
- Personal phone calls/email invites to Kindergarten/1st Graders (utilize class rosters, school directories, etc.)
- Display case/bulletin board in your school
- Flyers distributed at neighborhood churches or in your church bulletin
- Promotion of Cub Scouting at neighborhood after-school care & daycare facilities (flyers, posters, GeoFencing)
- Work with your DE to utilize Geo-Fencing to advertise your Join Night
- Update BeAScout Pin with current contact info, activate Online Registration & utilize your unit specific QR Code on all your recruitment materials
- Recruit at your popcorn site sales
- Work with District Membership Chair and DE to schedule a youth talk
- Have Scouts wear their uniform to school on day of join night
- Prepare welcome packets, which includes your Pack's calendar
- Community marquee sign - contact a church, business or city hall to place your joining info on their electronic information board
- Pack parent-to-parent campaign - encourage parents to contact one or two of their friends with kids & invite them to join your Pack!
- Utilize parent social media campaign - encourage parents/leaders to post info & testimonial in various locations; NextDoor App, neighborhood Facebook pages; community "Chatter" FB pages, community garage sale pages, official school/PTO social media pages, tag community agencies on twitter (Park District, Fire & Police Depts., etc.)

\* Open House refers to your school's back to school event, meet the teacher night, or ice cream social. These are held prior to school starting or just after the start of school. **This is NOT your join night.**

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