



BOY SCOUTS OF AMERICA  
BAY-LAKES COUNCIL

2555 Northern Road ♦ Application, WI 54912

[www.baylakesbsa.org](http://www.baylakesbsa.org) ♦ 920-734-5705

July 2021

## Dear Cub Scout Leaders,

Thank you for volunteering as a Cub Scout leader and providing activities where Cub Scouts build character, improve physical fitness, learn skills, develop a spirit of community service, and have a ton of FUN!

We are quickly approaching the most important dates on the Scouting calendar. August 1<sup>st</sup>—October 31<sup>st</sup> Cub Scout packs throughout our council are focusing efforts on this year's membership drive. Let's start this program year with a bang and carry the momentum created with your recruiting efforts throughout the entire Scouting year.

We need the help of every Scouting Leader this Fall recruiting season—our best success will be ensured by working as a team. Together we can grow your unit and recruit new parents who will help fill your unit's leadership roles.

To assure an effective "**Join Scouting**" event, we have compiled the information within this guide to help everyone achieve success. Your District Executives and Directors, Commissioners and volunteers will be with you every step of the way.

Thank you for all you do to support Scouting in our communities!

Brian Robb  
Director of Field Service

# 2021 Cub Scout Recruiting Guide

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## FALL RECRUITING 101

Your pack's fall recruiting plan will not be limited to one **Join Scouting/Pack Party** event. With the help of your District Executive and District Membership Chair, you will build a **recruiting campaign** for your unit. Some of the components of that campaign are:

### Social Media Campaign:

In today's society digital media is one of the best ways to reach out to families to share the exciting world of Cub Scouting. The goal is for every unit to create a **dynamic digital presence** to showcase all your unit has to offer new scouts.

Navigating the world of social

media can seem overwhelming at first. However, our Council Membership Committee has drafted a step-by-step guide to help your unit create an amazing Facebook page or begin your unit Twitter and Instagram accounts.

[Details are located in Recruiting Strategies for a Digital World.](#)



### Join Scouting Event/Pack Party:

Typically, this is an open house event, where families visit your unit and see what the Cub Scout program is all about. We know that in some communities finding a location to hold your event can be difficult.

So, we have a few ideas of ways to create your Join Scouting/Pack Party event:

#### **The 5 Stations Event**

This is a relaxed, round robin layout where families can move through each station and meet unit leaders and volunteers, while learning about all the Pack has planned for the upcoming program year.

**Details for this type of event are found on pages 8-9.**

#### **The Drive-Thru Event**

This event is designed for social distancing and allows prospective new families to stay safely in their cars as they navigate through various information stations.

This type of event also offers an alternative venue when indoor gatherings at local schools or community locations is not an option.

**Details of this style of recruiting event can be found on pages 10-11.**



#### **The Community Partner Event**

This event can be a great way to reach out to your local community, when access to your school is not available. It could be a simple but fun kick ball game or a full bike rodeo, the size of the event is up to your unit.

Partnering your unit's recruiting event with a community partner can offer a larger media presence and can give your unit a way to reach out to a much wider audience.

**Details of this new recruiting event can be found on pages 12-13.**



### School Talks:

The school talk recruiting presentation is a 3-5 minute talk to potential members who are interested in joining the Scouting program. School Talks are typically held during the day and can also be shared at community centers, churches and directly to other youth organizations.

In-Person school talks may not be an option in many schools this year. Units can consider a virtual school talk, which can be advertised via Facebook. If you are able to assist with a School Talk presentation, please contact your District Executive for more details about this program.

To find your District Executive, See Pg 7 or Visit

[www.baylakesbsa.org](http://www.baylakesbsa.org)

- Click About Us
  - Click Staff Directory

### Hometown News Correspondents

Bay-Lakes Council is asking for each Pack to find a volunteer that would like to serve as a

Hometown News Editor. This Editor would share Pack news with your local media outlets.

[Click here to learn more about this initiative.](#)

### Peer to Peer Recruiting:

You can build a Peer-to-Peer Recruiting campaign within your unit. Offer incentives to each Scout who brings a friend to a unit event and give a top prize to the one who brings the most friends to an event. Our youth members

are truly the best program ambassadors we could ever have and encouraging them to share the fun of their Scouting journey can open the door for other families and new Scouts to join your pack.

Peer to Peer Recruitment Cards

⇒ [Cub Scout \(Fillable PDF\)](#)

⇒ [Scouts BSA \(Fillable PDF\)](#)

### New Parent Orientation

**The New Parent Orientation Meeting is held separately from the Join Scouting/Pack Party event.** It is facilitated by the Cubmaster, Committee Chair and Unit Commissioner. This is a chance for unit leaders to speak directly to parents and new leaders about:

- How the Pack operates and is funded
- How Advancement works
- Unit fundraising efforts
- Volunteer opportunities
- Introduce parents to Den Leaders
- Explain Adult training opportunities

- Invite new leaders to next Roundtable

A Sample Agenda is located on Page 17. Virtual meeting details below.

*[“Why a new-parent orientation is a must for your Cub Scout pack”](#) by Bryan On Scouting.*

### Unit Level Incentive: A Custom Fleece Jacket for each Pack's Fall Recruitment Champion

Each Pack is to recruit one New Member Coordinator, then [Submit the New Member Coordinator Contact form](#) to qualify for their Custom Fleece Jacket.

## PRELIMINARY PLANNING QUESTIONS...

**To begin building your unit's program year:**

***Does your pack have a program planned and calendar of events for the next 6-12 months?***

***What will your pack have planned for fun summer activities?***

- ⇒ Communicate those plans and schedules with your existing unit members and have copies of your unit calendar of events available at your **Join Scouting** event or Pack Party.

**To begin building your unit membership plan:**

***What is our recruiting goal? How many new members do we need?***

***Are there leader positions that need to be filled right now? Do you foresee needing to fill a leadership role for someone who may cross over to Scouts BSA in the spring?***

- ⇒ Review the Cub Scout Pack Adult Leader Positions on Page 20.

***Do we have a New Member Coordinator?***

- ⇒ If you do not have a [New Member Coordinator](#), is there someone you could approach about helping with this role? Someone in this role could be responsible for contacting Scouts who have dropped from the unit or coordinating your Fall Recruitment plans.

## QUESTIONS TO HELP PLAN FOR RECRUITMENT....

***Where do our members come from—which schools or organizations can we connect with?***

***Where will we hold our Join Scouting event(s) or Pack Parties?***

***What information should we have available for attendees at our recruiting event?***

- ⇒ Visit [www.baylakesbsa.org/fall-recruiting](http://www.baylakesbsa.org/fall-recruiting) to order support resources
- ⇒ Additional marketing tools available at the [BSA Marketing & Membership Hub](#)
- ⇒ Promotion Videos are available at <https://baylakesbsa.org/cub-scout-recruiting-resources/>

***Does our pack have an information or fact sheet?***

- ⇒ If no, please visit [www.baylakesbsa.org](http://www.baylakesbsa.org)—Resources—Fall Recruiting for a fillable template. You can view and edit this document in Microsoft Word on your computer, tablet, or phone.

***Is our Unit Pin set up on [BeAScout.org](http://BeAScout.org)?***

- ⇒ Instructions to update/set up your Unit Pin are located in the [Recruiting in a Digital World](#).

***How will we promote our pack's Join Scouting Night?***

- ⇒ Create a Facebook event on your Pack page to promote your event.
- ⇒ Submit your event dates to participate in the Council-led Geofencing program.
- ⇒ Promote the good works your pack members do throughout the school year. Creating program recognition will lead to great community support for your pack's recruitment activities next year.

## RECRUITING TIMELINE

### MAY:

- Pack leaders attend District Roundtable to receive information for planning their upcoming program year.

### JUNE:

- Pack leaders submit schedule for **Join Scouting** events.  
⇒ [Click here to submit your unit recruiting plans online by August 15](#)
- Promote Scouting in your local communities via social media.
- Contact affiliated school(s) or organizations to open discussion about the unit's fall recruiting events and availability of space for a **Join Scouting** event.

### JULY AND AUGUST:

- One member of each Pack in must attend your District Recruiting Training night. Here you will learn about this year's fall recruiting resources and learn how to reach out to potential families.
- Packs have an information table at school open houses/back to school events or registration nights. This will allow unit leaders an opportunity to meet parents and teachers, to collect leads and help get new youth members excited to join in September.
- Order Flyers and other promotional materials for your Join Scouting Event
  - Please order 2 weeks before your event. [Click here to submit an order.](#)

### AUGUST:

- Recruit a New Member Coordinator to lead your recruiting efforts.
- Recruit a Hometown News Editor who will share stories and pictures of unit activities with local media sources..
- Units post yard signs in highly visible areas of their community to promote **Join Scouting** events.
- Pack leaders attend their August Roundtable meeting to secure additional

### SEPTEMBER:

- Units throughout the Council will hold their **Join Scouting** events between mid-September—mid-October.
- Units will hold their New Parent Orientation meeting within 2 weeks of their **Join Scouting** event.
- Pack leaders attend September District Roundtable.
- Regularly scheduled Den meetings begin.

### SEPTEMBER/OCTOBER:

- Attend fall events. [Visit the Council Calendar for event details.](#)
- Explore STEMpede or attend a District-led Camporee.

## All new Cub Scouts who:

- Attend your unit Join Scouting event
- Complete an application
- Submit payment for membership

Will receive a complimentary ticket to attend, either:

**Autumn Blast**  
at  
Camp Rokilio

OR

**Bobcat Trail**  
at  
Camp Hiawatha



## CUSTOMIZED PRINT RESOURCES TO ORDER

The Bay-Lakes Council provides all packs with promotional recruiting materials free-of-charge. Council will use the information your unit submits at [Click here to complete your order of custom \*\*Join Scouting\*\* event resources.](#)

**To order your unit's materials, please submit a Resource Order Form.**

Submit online at:

<https://247scouting.com/forms/635-2021RecruitingResourcesOrder>

### What is available?

- ☒ Yard Signs
- ☒ Custom Posters and **Join Scouting** Flyers
- ☒ Youth and Adult Applications
- ☒ Peer-to-Peer Cards & Postcards
- ☒ Cub Scout Stickers

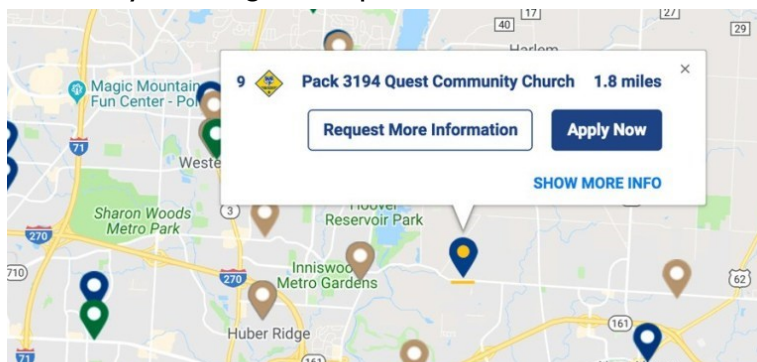
Note: *Scouts' Life* Mini-Magazines are only available digitally this year: <https://scoutlife.org/minimag/>

## REACH NEW MEMBERS WITH BEAScout.ORG

[BeAScout.org](#) is the first place many new families visit to look for a Scout group to join. For many, this website is a family's first introduction to Scouting as it shares how Scouting works and why it's a good fit for so many members.

**How do families find units?** Families can search for units by entering their zip code to find all of the Scouting units closest to them.

**What information do families see?** The search results show up as pins on a map. Just click/hover the mouse over a pin on the map to show the unit information. Search results are also available in a list format.



**How do families contact a unit?** If a family is interested in learning more about a specific unit, they can click the **Request More Information** button. This will generate an email message to the primary contact email listed in the Unit Pin. This will also generate an **Invitation** in [My.Scouting.org](#), which the Unit Key 3 can access and view in the **Invitation Manager** tool. Sending a prompt response to online Invitations is a great way to begin building a relationship with a new family. [Click here for more instructions about the Invitation Manager.](#)

**How do families apply to join a unit?** If a family is ready to join a new unit, they can either complete the process online through [BeAScout.org](#) or submit a hardcopy paper application to the unit. Unit Key 3 members will receive an automated email alert if any applications are submitted online. [My.Scouting.org](#) will send if a new member applies online. The Unit Key 3 will need to log into [My.Scouting.org](#) to approve any new youth member who applies online. [Click here for more instructions about the Application Manager.](#)

## WHO IS AVAILABLE TO HELP US RECRUIT?

### District Membership Chair:

This volunteer focuses on membership growth and retention for all units within your district.

### District Executive & District Director:

This is your Scouting professional who can identify the resources and share their know-how to help your unit be successful. They help increase district membership, seek financial resources to support programs and facilitate events throughout the District. They are actively working with all levels of volunteers, staff and community leaders to identify, recruit, train, guide and inspire everyone to become involved in Scouting programs.

### Unit and District Commissioners:

These volunteer leaders help Scouting units succeed. They coach and maintain the standards of the [Boy Scouts of America](#). Commissioners support the membership process through the [Journey to Excellence](#) program and are integral to the annual unit charter renewal process.

### Chartered Organization:

Your chartered organization already knows the [value of Scouting](#). They can be a great resource and asset to help you get the word out in the community to recruit new youth and adult members.

### Unit Alumni:

What better place to look for support than within your own ranks? Alumni from your unit know the benefits and adventures of Scouting—they can be a great supporter and can help share the story of Scouting!

## FACEBOOK GEOFENCING

For the 2021 recruiting season, [Bay-Lakes Council](#) and the National BSA are paying for a advertising service called Geofencing. Geofencing is an advertising method that uses geographically targeted ads to reach a specific audience. GPS data from mobile devices will be utilized to advertise our **Join Scouting** events on Facebook.



**What do you need to do?** In order to best utilize this service we need your Unit's schedule for your **Join Scouting** events by August 15.

**[Click here to submit your unit's event dates today!](#)**

*[Additional details available on ScoutWire](#)*

## District Contacts

### **Hiawathaland:**

Director:

[Patrick O'Brien](#)

### **Lakeshore:**

Director: [Chris Weber](#)

Sr. Executive: [Sally Bork](#)

### **Northern Lites:**

Field Director:

[Doug Ramsay](#)

### **Voyageur:**

Director: [Bobbi Gordon](#)

Executive:

[Patrick Williquette](#)

### **Gathering Waters:**

Executive: [Jason Splinter](#)

### **Ledge-to-Lakes:**

Executive:

[Trish Deimer Steineke](#)

### **Twin Lakes:**

Field Director: [Mike Aberts](#)

### **Kettle Country:**

Director: [John Rouse](#)

### **Bay-Lakes Council Center for Scouting:**

Telephone:  
920-734-5705

### **Application Upload:**

[www.Baylakesbsa.org/  
applications](http://www.Baylakesbsa.org/applications)

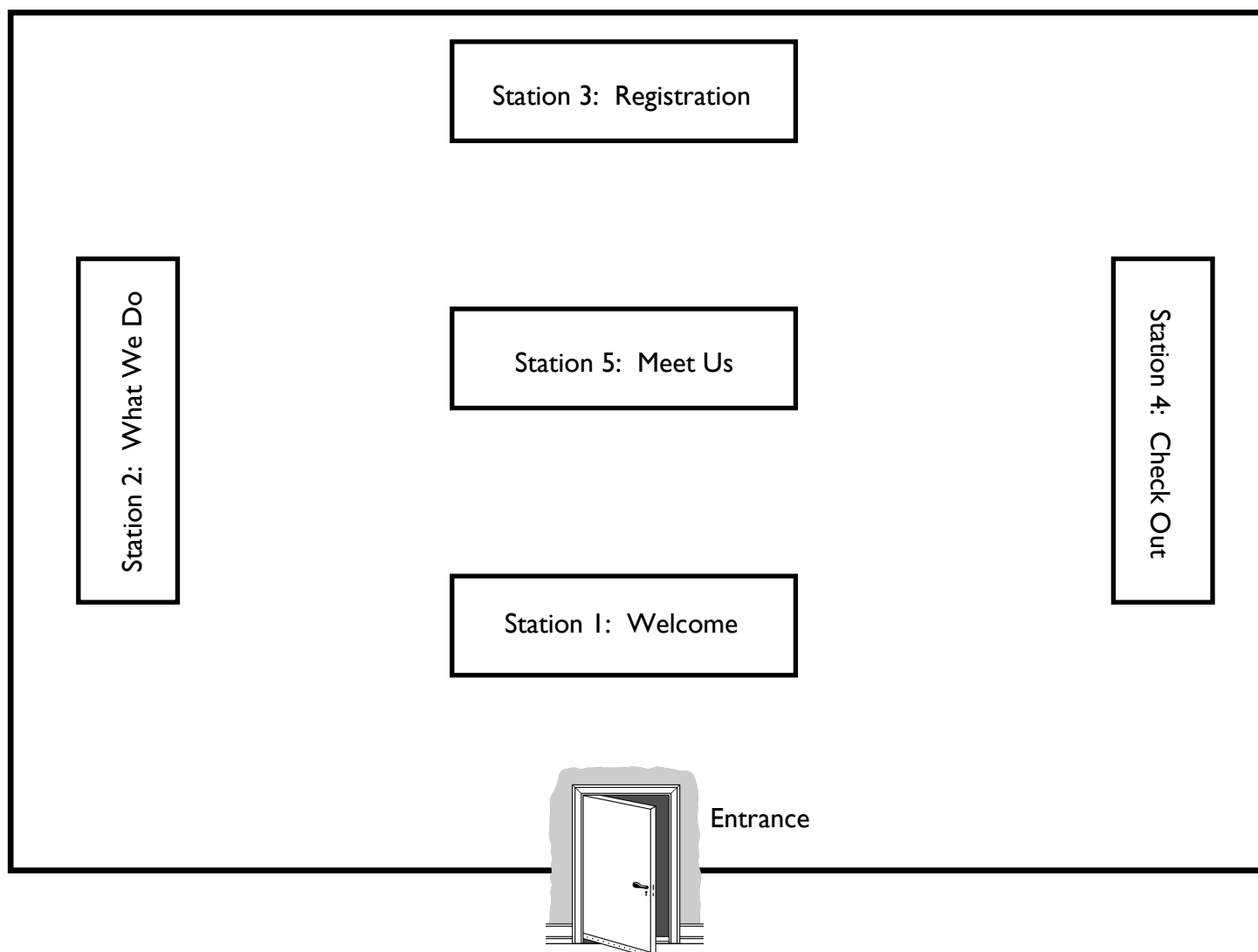
## THE FIVE STATION PLAN FOR YOUR *JOIN SCOUTING* EVENT

For your **Join Scouting** event, many units are utilizing the Five Station Plan. This is a relaxed, round robin layout where families can move through each station and meet unit leaders and volunteers, while learning about all of the FUN activities the Pack has planned for the upcoming program year.

This is the first impression families will have of your unit. Planning a well-staffed **Join Scouting** event will help you create a great impression. Being able to share a full year's worth of programming events and activities will help prospective families know that they are making a good choice and their children will have many opportunities for growth, learning and FUN.






We recommend setting up an activities tables where Den Leaders can lead kids through an activity, like making slime or running old derby cars on a track. The possibilities are endless. It is just a great way to show the kids what FUN they will have in Scouting and will give parents the chance to move through the 5 Stations easily. *Table tents are available online in [Cub Scout Recruiting Resources](#).*

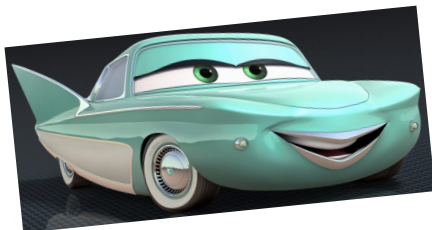
### Sample Floor Plan for Your *Join Scouting* event:





## STATION CHIEF ASSIGNMENTS:

STATION:	DUTIES	SUPPLIES NEEDED
<b>STATION 1:</b>	<ul style="list-style-type: none"> <li>Be a friendly, outgoing greeter to everyone who attends</li> </ul>	<ul style="list-style-type: none"> <li>Station Sign</li> </ul>
<b>WELCOME &amp; SIGN IN</b>	<ul style="list-style-type: none"> <li>Have each family complete the Attendance Roster</li> <li>Explain to each family that there are 5 stations to visit and it only takes 20-30 minutes to complete</li> </ul>	<ul style="list-style-type: none"> <li>Welcome Sign</li> <li>Attendance Sheets</li> <li>Pens</li> </ul>
<b>STATION 1 CHIEF:</b>		 Add Name of Station Chief
<b>STATION 2:</b>	<ul style="list-style-type: none"> <li>Share information and handouts that explain all of the FUN activities the Pack has planned for the upcoming year (<a href="#">Sample Unit Rank handouts available online.</a>)</li> <li>Explain how families can sign up to go to these events and that attendance at all events isn't a requirement</li> </ul>	<ul style="list-style-type: none"> <li>Station Sign</li> <li>Pack Calendar</li> <li>Unit Contact Information</li> <li>Scout Shop Uniform Guide Flyer</li> <li>Unit Rank handouts</li> </ul>
<b>WHAT WE DO</b>		
<b>STATION 2 CHIEF:</b>		 Add Name of Station Chief
<b>STATION 3:</b>	<ul style="list-style-type: none"> <li>Have each new member complete the <a href="#">BSA Youth Application form</a></li> <li>Ensure that each youth application is signed by their legal Parent or Guardian</li> <li>Ensure each application includes date of birth, current grade level and school</li> </ul>	<ul style="list-style-type: none"> <li>Station Sign</li> <li>BSA Youth Applications</li> <li>Parent Interest Survey</li> <li>Pens</li> <li>Bay-Lakes Council Special Funding Request Form</li> </ul>
<b>REGISTRATION</b>		
<b>STATION 3 CHIEF:</b>		 Add Name of Station Chief
<b>STATION 4:</b>	<ul style="list-style-type: none"> <li>Share and explain registration fees</li> <li>Collect registration fees</li> <li>Share information regarding registration assistance through the Council</li> </ul>	<ul style="list-style-type: none"> <li>Station Sign</li> <li>Calculator</li> <li>Turn-In Envelope for Applications &amp; Fees</li> </ul>
<b>CHECK OUT</b>		
<b>STATION 4 CHIEF:</b>		 Add Name of Station Chief
<b>STATION 5:</b>	<ul style="list-style-type: none"> <li>Explain the den structure and introduce families to their Den leader</li> <li>Answer questions about Pack activities</li> <li>Share/show cool Pack items like Pinewood Derby cars and summer camp shirts</li> <li>Share pictures taken during recent activities</li> </ul>	<ul style="list-style-type: none"> <li>Station Sign</li> <li>Slides/pictures of past Pack activities</li> <li>Extra copies of unit calendar and contact information</li> </ul>
<b>MEET US &amp; ANSWER QUESTIONS</b>		
<b>STATION 5 CHIEF:</b>		 Add Name of Station Chief



**The Drive-Thru Registration** event is designed for social distancing and allows prospective new families to stay safely in their cars as they navigate through various information stations. This type of event also offers an alternative venue when indoor gatherings at local schools or community locations is not an option.

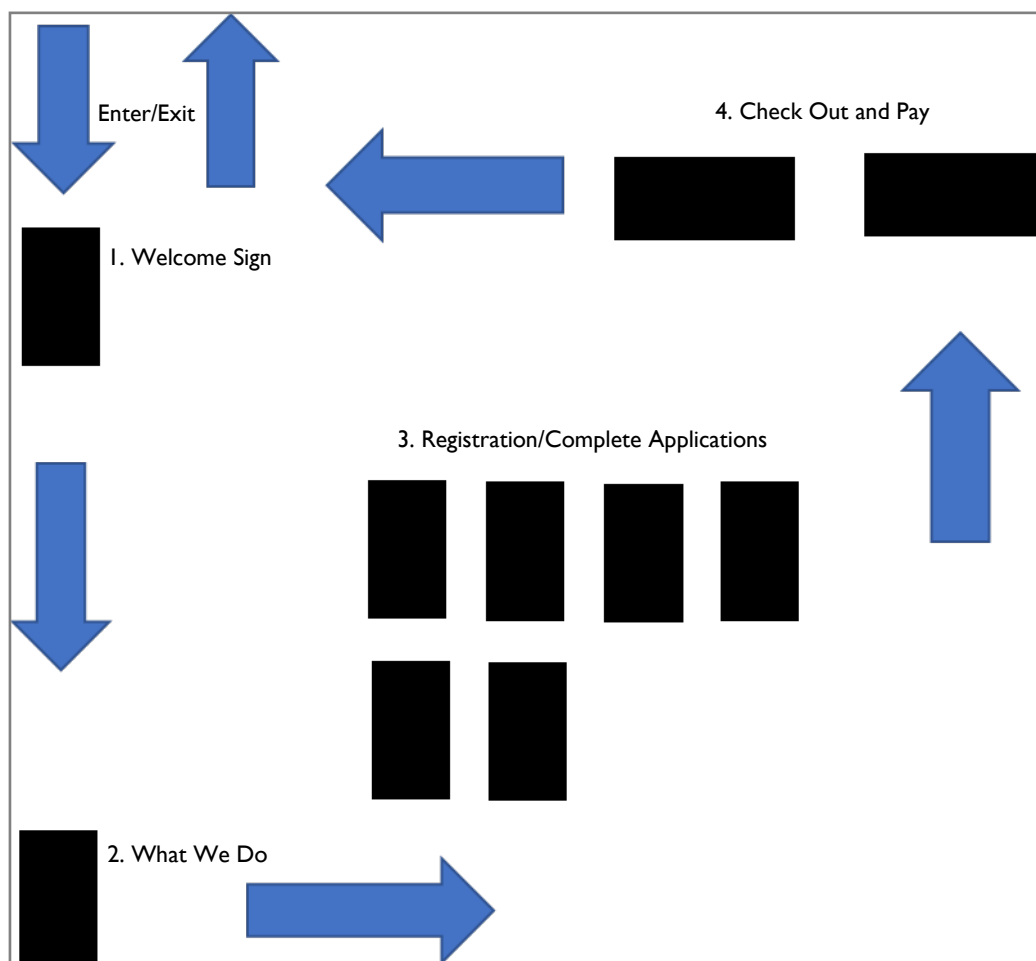
This is the first impression families will have of your unit. Planning a well-staffed **Join Scouting** event will help you create a great impression. Being able to share a full year's worth of programming events and activities will help prospective families know that they are making a good choice and their children will have many opportunities for growth, learning and FUN.



#### TIPS FOR SUCCESS:

- Gather as many unit adults and leaders as possible, extra hands will be important to ensure congestion doesn't occur.
- Pick a location that will be easy to use during the event and receive approval to use the space for your **Join Scouting** event. Consider school parking lots first. Then look into community centers or other high traffic areas in your community.
- Map out and plan the flow of traffic for the event using the diagram below as your guide. We suggest using adult volunteers to help with traffic flow as much as possible. Reply on extra yard signs if necessary.

#### Sample Diagram for Drive Thru Join Scouting event:



**Station 1: Welcome & Sign In**

- New families provide sign in sheet information to station chief to prevent contact with others.
- Be a friendly, outgoing greeter to everyone who attends.
- Explain to each family that there are 4 stations to visit and it only takes \_\_\_\_ minutes to complete.
- If your **Drive-Thru Join Scouting** event is very busy, plan to be able to open a second lane so two families can be Welcomed to the event at the same time.
- Supplies Needed:
  - ☐ [Station Sign](#) (2)
  - ☐ Welcome Sign
  - ☐ Attendance Sheets
  - ☐ Pens

**Station 2: What We Do**

- Share information and handouts that explain all the FUN activities the Pack has planned for the upcoming year. (Sample [rank handouts](#) and Pack Calendar are pieces to share.)
- If possible, give the kids in the car a popcorn snack or other small snack (Pop into Scouting).
- Explain how families can sign up to go to these events and that attendance at all events isn't a requirement.
- Direct them to the area to complete registration forms and give them a pen to keep (if they need one).
- Share the unit plans about Scouting virtually if the need arises.
- Supplies Needed:
  - ☐ [Station Sign](#)
  - ☐ Pack Contact/Info Sheet & Calendar
  - ☐ Scout Shop Uniform Guide Flyer
  - ☐ Applications

**Station 3: Registration & Complete Forms**

- Have a couple adults floating to answer questions and ensure applications are completed fully.
- Ensure that each youth application is signed by their legal Parent or Guardian.
- Ensure each application includes date of birth, current grade level and school.
- Share information regarding registration assistance through the Council.
- Share other costs in Scouting handout and how popcorn helps fund those for the Pack.
- Supplies Needed:
  - ☐ [Station Sign](#)
  - ☐ Pens
  - ☐ Bay-Lakes Council Special Funding Request Form

**Station 4: Check out/Pay**

- Share and explain registration fees.
- Collect registration fees and applications.
- Tell them the next activity for the Pack.
- Supplies Needed:
  - ☐ [Station Sign](#)
  - ☐ Calculator
  - ☐ Turn-In Envelope for Applications & Fees
  - ☐ Extra copies of unit calendar and contact information

**The Community Partnership** event is designed as a way for units to reach a broad audience within their local communities and can offer alternative to an open-house style event held typically held at a school.



### What type of Community Event?

One idea is to schedule a **Sign Up For Scouting Bike Rodeo and Safety Clinic**.

A bike rodeo can be a fun way to teach bike safety to the Scouts in your pack — and to promote Scouting to youth members in your community.

### When?

The unit should have a few dates in mind, where availability at the event location is confirmed before calling their local police department. Once the event schedule is confirmed, be sure to let your District Executive/Director know of your plans so we can assist with your event where needed. [Event schedules can be submitted online here.](#)

### Where?

Local community locations that work great for this type of event include a local elementary school or a public park.

### Who can our unit partner with?

You could contact your local police department and request that they partner with you to host a **Sign Up For Scouting Bike Rodeo and Safety Clinic**.

- ☐ Ask if your local police department will conduct a 30 minute **Bike Safety Clinic**.
- ☐ Other community partners could include a sporting goods store or a local bicycling organization. [Click here for a map of bicycling organizations in our service area.](#)

### How?

- ☐ Advertise your event on social media and in local news publications. Ask the police department if they will also share your event information on their social media platforms and hand-out flyers.
- ☐ Design your Bike Rodeo stations and then plan the steps for setting up stations. There are tons of ideas available for what stations to set up for a bike rodeo online. Below are a few that can help get you started.
  - ◆ [Bike Rodeo station ideas from Scouting Magazine.](#)
  - ◆ [Bike rodeo manual, written by Safe Routes to School SC](#)
  - ◆ [Bike rodeo station guide by SafeKids.org](#)

### What:

The Community Partner Recruitment Agenda should be utilized at the **Sign Up For Scouting Bike Rodeo and Safety Clinic**.

**Questions?** Reach out to your District Executive/Director, they are happy to help!

## Community Partner Event Agenda:

### Opening:

1. **Introductions:** Cubmaster makes sure all attendees sign in, then introduces everyone to the Pack's key leaders, local Police Officers, and District Scouters in attendance.
2. **Welcome to Cub Scouts:** Briefly walk participants through the best highlights of the Cub Scout program, share the unit's upcoming program calendar.
1. **Have Fun Together:** Conduct an audience participation skit or song that leaves the parents and kids grinning, having interacted together through the song or skit.
2. **The Bike Rodeo & Safety Program:** Release the youth to the Police Officers so that they may enjoy the Bike Rodeo.
3. **Familiarize the Adults:** Quickly walk the parents through the Parents Guide, briefly explaining the program, and the difference between Den and Pack. Walk the parents through completing the Youth Application, then explain the membership fees required to join.
  - ◆ Be sure to share that there is an opportunity for [membership assistance](#) if needed.
6. **Parent Involvement:** Share details regarding how all parents should help the Pack Go, and that a great way to do that is to help with the kids, or serve on the Committee.
  - ◆ Encourage parents who are ready to sign up as an Assistant Den Leader or Committee Member, to complete their adult application and Disclosure Authorization form.
  - ◆ Encourage all parents to at least complete the [Parent Interest Survey](#), even if they are not ready to sign up as unit leaders.
7. **Collect Applications and Fees:** Invite parents to a Unit Parent Orientation one week later and share the Pack calendar of events so they are aware all the fun awaiting their new Cub Scout.
8. **Closing:** Thank everyone for coming. Parents can then pick up their kids from the Bike Rodeo.
9. Turn in each youth application and the membership fees to the District Executive/Director.



### Ideas for Other Community Events:

- Contact your local fire department to request their assistance in presenting a Fire Safety Clinic to be presented during your **Join Scouting** event
- Host a kick ball game organized at the school playground, while the kids play, share information about Cub Scouts with the parents who attend your **Join Scouting** event
- A Raingutter Regatta: Let your unit's scouts and kids from the neighborhood build boats then race them
- Host a campfire event and serve s'mores

Other ideas can be found here: <https://cubscoutideas.com/1547/cub-scout-recruitment-ideas/>



## TIPS FOR SUCCESS

### DECIDE HOW YOUR SIGN-UP NIGHT WILL BE STRUCTURED:

Utilize the 5 Station Plan to alleviate congestion and present information in an organized way to new families.

Your Pack can decide to use only four stations, based on the number of available volunteers and/or expected turn-out. However, be sure to still address the topics outlined in each station so families have a chance to gather information and ask questions.

Regardless of your structure, the evening should appear organized and flow nicely for interested families.

### PROMOTE YOUR JOIN SCOUTING NIGHT

Utilize the tools provided by Council to actively promote a grassroots effort in your local community.

- Increase your units social media presence
- Order flyers for distribution 2 weeks before your **Join Scouting** event
- Place yard signs in high visibility areas
- Promote a School Talk about 2-3 days before the **Join Scouting** event
  - Bring invitations (flyers) and stickers to the School Talk for youth members to take home and share with their families
- Update your [BeAScout.org](https://www.bscout.org) Unit Pin
- Create a Facebook event for your **Join Scouting** event
- Send press release to community news outlets regarding upcoming **Join Scouting** event
- Ask Scouts to wear their Cub Scout Uniform or T-shirt to school on the day of the **Join Scouting** event

### KEEP YOUR JOIN SCOUTING NIGHT SHORT—NO MORE THAN 60 MINUTES

The goal is for families to complete all five stations in 30 minutes.

### WEAR CLOTHING THAT IS APPROACHABLE

Uniforms can create an “us” vs. “them” mentality and a barrier to joining. We recommend only having a couple leaders in uniform.

Please have other volunteers and leaders in attendance wear a less intimidating Scouting polo or “Class B” shirt. Be sure every volunteer has a name tag that includes their name and unit title:

Den Leader, Scouter Reserve, Cubscout—Bear, etc.

### Keep Track of Who Attends

Make sure every family with potential new Scouts signs in on the Station 1 Attendance Roster. Units should keep one of the copies of the Attendance form so they can send a follow-up email to new families after the **Join Scouting** event.

### SHARE THE FUN! TELL YOUR UNIT’S STORY!

Every family who attends your unit’s **Join Scouting** should walk away knowing that their child will be a member of an organized, active unit. A unit where leaders are focused on working cohesively to bring the Scouting program alive for all of their youth members. To show new families this:

- Share the unit calendar
- Share your Unit Information and Contact Sheet
- Share the New Parent Orientation Guide
- Show pictures and/or slides from Pack activities

### BE HAPPY! BE FUN! BE HELPFUL!

The positive energy of Scouting should be abundant at your **Join Scouting** event.  
Share that happiness with new families that visit your unit.

## THINGS TO AVOID DURING YOUR *JOIN SCOUTING* EVENT

### **Do not try to recruit parents/guardians as new leaders right away**

- ⇒ The primary goal of your *Join Scouting* event is to get new youth members registered with your unit. Introducing parents/guardians to leadership roles generally does not happen until the Parent Orientation Meeting held 1-2 weeks after your *Join Scouting* event. Encourage parents to complete the [Parent Interest Survey](#).

### **Do not mandate the Fall Popcorn Sale or other fundraising programs**

- ⇒ Again, the primary goal of your *Join Scouting* event is to recruit new youth members. Generally, it is best to share fundraising information at the Parent Orientation Meeting. Be sure to share information about opportunities for scholarship support to help families with financial concerns.

### **Avoid letting parents/guardians take the application home to complete if at all possible**

- ⇒ It is best to collect the youth application and pro-rated membership fees during the *Join Scouting* event.

### **Don't forget to plan a FUN activity for any kids that attend your *Join Scouting* event**

- ⇒ While parents/guardians are going through the 5 Stations, have your Den Leaders/adult volunteers organize an activity for the kids. Perhaps make slime, play a game or run old cars on a derby track. It's a great idea to have a few of your currently registered scouts there to help with the FUN too.

## GATHERING BSA YOUTH APPLICATIONS & FEES

- ⇒ Help families complete and submit their applications at your *Join Scouting* event. Collect all applications before the family leaves the event. Applications that go home, rarely get completed.
- ⇒ If possible, set up an Online Application computer station(s), where a parent/guardian can complete the youth application online during your *Join Scouting* event.
  - ⇒ A unit leader will need to electronically approve each new youth application submitted online.
- ⇒ Review applications to ensure all information is complete, including Grade level—Gender—*Scouts' Life*.
- ⇒ **Be sure your Unit Number and a Unit Leader Signature is included on Every application.**
- ⇒ **Do Not Collect Adult Applications for new Lion Cub Adult Partners or Tiger Cub Adult Partners.**

### **MEMBERSHIP FEES:**

- ⇒ Collect the pro-rated registration fee for only the remaining months in your current unit charter year.
- ⇒ Collect the pro-rated *Scouts' Life* fees for only the remaining months in your current unit charter year.
- ⇒ Do Not Collect pack/den dues at this time.
- ⇒ Record the payment type and amount collected on the application.
- ⇒ Checks should be payable to the Unit. When the applications are submitted, the Unit will provide ONE check to the Council.
- ⇒ See Page 21 for a schedule of pro-rated membership fees and *Boys' Life* subscription costs.

## SAMPLE UNIT INFORMATION HANDOUT

### Welcome to Cub Scout Pack 3002



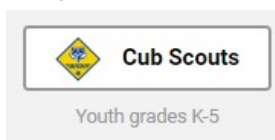
Cub Scouts have the time of their lives making new friends and learning new things in an environment designed to help them succeed. From building a Pinewood Derby® car to learning how to roast the perfect marshmallow at a family camp out.

Cub Scouts offers exploration and learning to children in grades K-5, or 6-10 years old.

**Begin your Cub Scout Adventure today!**

We encourage you to register your Scout with our Pack via online registration at [BeAScout.org](https://BeAScout.org). This is the easiest, hands-free method to register with our Pack.

1. Visit [BeAScout.org](https://BeAScout.org)
2. Enter Pack Zip Code: XXXXX
3. Click



4. Click

Find and Apply

5. Navigate to our Pack listing

6. Click

APPLY NOW

However, applications are also available as a [fillable PDF](#) and in hardcopy. Just complete and return the signed application to our Committee Chair, (Enter Leader Contact).

#### Cub Scout Pack Contact Information:

Cubmaster:

Telephone

Email:

Website:

Scan the QR code below with your smart phone to visit our application site:



#### Members Fees:

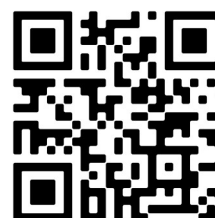
Pack Fees:

Registration Fee:

New Member Fee: \$25.00

Boys Life Magazine:

Scan the QR code below to complete the New Parent Survey:



## SAMPLE AGENDA FOR PARENT ORIENTATION MEETING

This meeting is to be scheduled **AFTER** your **Join Scouting** event with the all parents and leaders in attendance. This meeting is conducted by the Cubmaster, Committee Chair and Unit Commissioner and should take place one week after the **Join Scouting** event. If meeting face-to-face with a large group of people is not recommended by your local health department, then please consider hosting your Parent Orientation Meeting virtually.

- I. Welcome and Introductions Cubmaster
- II. How Our Pack Operates (Share unit calendars and Information Sheets) Cubmaster
  - ☐ How Den and Pack Meetings work
  - ☐ Pack Special Activities/Camping
- III. The Advancement Program Committee Chair/Advancement Chair
  - ☐ An adult's role in helping their child advance
  - ☐ When advancement is presented
  - ☐ Catching up if you must miss a meeting
- IV. Who pays for Scouting Committee Chair
  - ☐ National Registration Fee vs. Pack Fees
  - ☐ Den Dues
  - ☐ Where to get a uniform and book (Scout Shop Flyer)
  - ☐ Pack fundraisers (This is the Fall Popcorn Sale announcement and details)
  - ☐ Available financial aid (Council and Pack)
- V. Organize Dens Cubmaster
  - ☐ Provide time for existing den leaders to meet their new members
  - ☐ Have an experienced leader work with dens that will be forming new or need to select a new den leader.
  - ☐ Confirm that all dens have their first meeting time, date, and location set. Help if they do not.
  - ☐ Handout & review requirements for Bobcat. State that it is the goal of the Pack to present each new youth their Bobcat badge no later than the October pack meeting.
- VI. Other Volunteer Opportunities Committee Chair
  - ☐ Pack Needs and Job Descriptions
  - ☐ Fill the positions and complete adult application, Disclosure Authorization and Youth Protection Training
- VII. Training Unit Commissioner/Cubmaster
  - ☐ Be sure each new leader is told where to find the training on-line.
    - ☐ Youth Protection (Must be completed prior to submitting adult application to Council office)
    - ☐ Leader Specific Training
  - ☐ Explain what Roundtable is and encourage attendance.
- VIII. Wrapping Up Cubmaster
  - ☐ Invite all leaders to the next Leaders Meeting
  - ☐ Review date, time, and location for next pack meeting
  - ☐ Make sure everyone has contact information for pack leadership and den leaders.
  - ☐ Thank everyone for attending!
- IX. After the Meeting Cubmaster/Committee Chair
  - ☐ Make sure each new den leader receives the appropriate Den Leader Guide
  - ☐ Arrange to have an experienced leader attend each new den leader's first den meeting
  - ☐ Follow-up with each adult that took on a new volunteer role to get them involved right away

*Remember to have a fun activity set up for any kids that attend the Parent Orientation Meeting.*

## POST EVENT TO DO LIST

At the end of your **Join Scouting** event, collect the following information which must be sent to the your District Executive/Director within 48 hours following your pack's **Join Scouting** event:

- ☐ All Youth Applications
  - Be sure all applications include: Grade, Date of Birth, Parent/Guardian Contact and Signature, Unit Number and Unit Leader Signature
- ☐ Event Attendance Sheet
  - The white copy can be sent to your District or Council, while the unit keeps the yellow carbon copy. Use the yellow copy to gather new family contact information for future communications.
- ☐ Send completed youth applications and One unit check sent to Bay-Lakes Council office for new youth member registrations. Please send to your District or the Council within 48 hours following your **Join Scouting** event.
- ☐ Send a Welcome email to all of the new families who attended your **Join Scouting Night** (See Page 19 for sample text)
- ☐ Send a Welcome Back email to your returning families. Maintaining strong communication with all of your pack's families is key to building a great relationship with those who support your activities. (See below for sample text)
- ☐ Send Welcome Back email to all of your returning families (See below for sample text.)

### **Welcome Back Cub Scouts of Pack (Enter Unit Number)!**

The leaders and parents of Pack (Unit Number) have been working hard to organize a super FUN year ahead. We hope you are all as excited as we are to experience our next year's adventures!

**Please join us at our first Pack meeting of the year at (Enter Date, Time and Location).**

### **Mark your calendars!**

Our annual Popcorn Sale begins on September (Enter Date) and we are looking for volunteers with vans and/or trucks who could help us load and organize our product. If you are able to assist with this, please contact (Enter Name and Email of Unit Popcorn Kernal).

- Order Forms and additional sale information will be shared with everyone at our (Enter Date) Pack meeting.
- This year's sale prizes look amazing and everyone will have the opportunity to sell popcorn and raise funds for Summer Camp 2022!

### **Future Pack and Den Meeting Dates:**

The attached calendar (Or enter link to your online unit calendar) outlines when our unit and den meeting dates and times. Extra activity weekend events are also included.

Thank you again for continuing with Pack (Enter Unit Number)! We are happy to have your family with us as we explore, learn, and experience the Cub Scout adventure together!

Yours in Scouting,

Enter Cubmaster Name and Contact Information

Enter Committee Chair Name and Contact Information

Attachments: Unit Calendar and/or Contact Information (PDF)



**Sample Text for New Family Welcome Email: Send within 48-Hours after *Join Scouting* event**

**Welcome New Cub Scout Parents!** Thank you so much for joining Pack (Unit Number) this year. We look forward to working with your family in making this Cub Scouting year as fun and memorable as possible. What to look forward to:

**New Parent Orientation and Training Day**

- *Enter Day, Date, Time Location*

At the New Parent Orientation and Training Day we will share more about:

- How our Pack functions and our general operations
- How the Cub Scout Advancement program works
- How our Pack dens are organized and the meeting schedule
- Available adult leader positions we are looking for help to fill and current volunteer opportunities
- How the adult leader training program works

To begin learning about the adult leader training program in the BSA, we are asking all of our new parents to visit [My.Scouting.org](https://my.scouting.org), to complete Youth Protection Training. The safety of our youth is of the utmost

importance to us all. Together we can educate everyone on how to build a community of safety.

**Mark your calendars!**

Our annual Popcorn Sale begins on September (Enter Date) and we are always looking for volunteers with vans and/or trucks to help us load and organize our product. If you are able to assist with this, please contact (Enter Name and Email of Unit Popcorn Kernel).

**Future Pack and Den Meeting Dates:**

The attached calendar (Or enter link to your online unit calendar) outlines unit and den meeting dates and times. Extra activity weekend events are also included.

Thank you again for joining Pack (Enter Unit Number)! We are happy to have your family join ours as we explore, learn, and experience the Cub Scout adventure together!

Yours in Scouting,

Enter Cubmaster Name and Contact Information

## CUB SCOUT PACK ADULT LEADER POSITIONS

All chartered Packs must fill the following required positions: Executive Officer, Chartered Organization Representative, Cubmaster, Committee Chair, 2 Committee Members, and at least 1 Den Leader.

### INSTITUTIONAL HEAD (IH)/EXECUTIVE OFFICER:

- Primary responsibility is to designate a member of the chartered organization to head its Scouting program as the Chartered Organization Representative

### CHARTERED ORGANIZATION REPRESENTATIVE (CR):

- Help secure adult leadership
- Approve leadership
- Chair charter review meeting
- Report to chartered organization board regularly

### COMMITTEE CHAIRPERSON (CC):

- Chair monthly leader's meeting
- Supervise administration of unit records & Committee
- Supervise recruiting of leaders
- Work closely with Cubmaster (CM)

### CUBMASTER (CM):

- Recruit Den Leaders and ensure they are trained
- Plan and conduct monthly Pack meeting
- Assist Den Leaders in coordinating program
- Work closely with the Committee Chairperson (CC)

### SECRETARY/TREASURER (MC):

- Take minutes of leader's meeting
- Give financial report
- Keep records of finance and other Committee administration
- Submit Money Earning Project Applications
- Sign checks as needed
- Handle Accident Insurance Program for Pack

### NEW MEMBER COORDINATOR (MC):

- Share the benefits of Scouting by promoting through social media and other community communications
- Coordinate unit recruitment efforts
- Welcome new families to Scouting and provide information about how to engage with unit activities

### ADVANCEMENT (MC):

- Order awards needed for Pack meeting
- Maintain all advancement records
- Orient families to use the Advancement program
- Maintain the ceremony equipment
- Promote wearing and proper use of uniform & insignia

### PACK TRAINER (PT):

- Have knowledge of Training Plan for Cub Scout Leaders
- Promote Leaders' attendance at Cub Scout Leader Training
- Coordinate Fast Start Training for new leaders
- Develop a Pack library for use by leaders

### FRIENDS OF SCOUTING (FOS):

- Attend FOS Orientation Meeting at the District level
- Set plan for your unit's participation
- Provide opportunity for all families to participate
- Follow up on progress & complete the Scout Family FOS on time

### LION CUB GUIDE (LG):

- Attend training at the District level
- Coordinate leadership among the adult partners
- Work with Lion dens through the year
- Attend monthly leader's meeting

### TIGER CUB DEN LEADER (TL):

- Attend training at the District level
- Coordinate leadership among the adult partners
- Work with Tiger dens through the year
- Attend monthly leader's meeting

### DEN LEADERS (DL):

- Plan and conduct weekly den program in preparation for the Pack meeting
- Encourage parents to work with their boys on advancements

### WEBELOS DEN LEADERS (WL):

- Plan and conduct weekly den program in preparation for the Pack meeting
- Use activity badge topics as monthly program theme
- Identify local Boy Scout Troop where boys will graduate into from Webelos

### ASSISTANT LEADERS (CA/DA/WA):

- Work as co-leaders in their respective positions and job responsibilities

### SCOUTER RESERVE (91U):

- For those able to help as needed but unable to commit to a large time commitment
- Only training requirement is Youth Protection Training

## MEMBERSHIP REGISTRATION FEE SCHEDULE: YOUTH

Current Month	Membership Term	Registration Fee	Scouts' Life Subscription	Joining Fee*	Combined Fee	Scouts' Life First Issue
January	12 Months	\$66.00	\$12.00	\$25.00	\$103.00	March
February	11 Months	\$60.50	\$11.00	\$25.00	\$96.50	April
March	10 Months	\$55.00	\$10.00	\$25.00	\$90.00	May
April	9 Months	\$49.50	\$9.00	\$25.00	\$83.50	June
May	8 Months	\$44.00	\$8.00	\$25.00	\$77.00	July
June	7 Months	\$38.50	\$7.00	\$25.00	\$70.50	August
July	6 Months	\$33.00	\$6.00	\$25.00	\$64.00	September

**New Membership Fees effective August 1: \$72.00 Annually for youth members.**

August	5 Months	\$30.00	\$5.00	\$25.00	\$60.00	October
September	4 Months	\$24.00	\$4.00	\$25.00	\$53.00	November
October	3 Months	\$18.00	\$3.00	\$25.00	\$46.00	December
November	2 Months	\$12.00	\$2.00	\$25.00	\$39.00	January
December	1 Month	\$6.00	N/A	\$25.00	\$31.00	N/A

- The Fee Schedule above is for Registration and *Scouts' Life* subscription for youth in units with a regular registration term (12 months or less).
- Renewal months are calibrated to a December 31<sup>st</sup> charter renewal date. Long-term units or units with charter renewal dates other than December 31<sup>st</sup> should ask their District Executive for help when calculating registration fees.
- Be sure to count the current month when calculating registration fee totals.
- All youth registrants will be registered through the end of the unit's current charter and will have an expiration date of December 31<sup>st</sup>.
- Online applications submitted after October 1, 2021 will be charged for 15 months of membership (3 months for the current charter year + membership fees for the 2022 charter year.)