

## 2024 Cub Scout Recruitment Road Map for: \_\_\_\_\_

Pack # \_\_\_\_\_

**STEP 1:** Fill out Join Night Information located in this QR or [Click Here](#) by 8/1/24.



**STEP 2:** Attend your District Join Night Training (at least one member from unit):

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

**STEP 3:** Update your Unit Pin information in your Beascout.org profile by visiting your <https://my.scouting.org> unit page. [Click Here](#) for instructions on how to update Pin.

**STEP 4:** Review the Fall Recruitment Incentive & Unit Goals info on the next page.

**STEP 5:** Recruitment Efforts -Utilize the list below to build your Pack's membership road map and meet your Pack's 2024 Fall Recruitment Base or Stretch goal.

**To earn your Pack's Fall Recruitment Incentive, please complete the required steps 1-5 above.**

**To achieve Base Goal, complete 6 additional strategies below. To achieve Stretch Goal, complete 9.**

- Submit your Join Night information by 8/1/24, in the QR or link listed in Step 1 above
- Attend your School(s) Open House/Meet the Teacher Night & pass out your Join Night flyers
- Help secure a School Talk at your school (where possible, but work with your District Executive)
- Make a Facebook Join Night event on social media (post in community groups, school parent Facebook groups, official school pages; tag community groups: police/fire/EMS), work with your DE to complete
- Have your Join Night at the schools you are recruiting from, instead of at a church or park
- Have a separate Join Night at each school you recruit from
- Have your Scouts invite-a-friend to an activity or meeting (ask District Executive for invite cards/stickers)
- Yard signs: strategically place 3-10 in community around your schools (Provided by Council)
- Visit this web page for other recruitment ideas! <https://baylakesbsa.org/recruiting-resources/>
- Community marquee board - contact church or business to place your joining info on their board
- Put a Join Night flyer into your school newsletter (ask Principal/PTO/PTA)
- Teacher Join Night email reminder/announcement (ask your teacher to send an email to their classes)
- Ask your church to place a Join Night flyer into their Sunday bulletin, newsletter, or social media
- Customized flyer stickers for your recruitment events, promoting your Join Night (provided by Council)
- Have a special event for your Join Night; Ice Cream Party, Snake Guy, Magic Show, Rocket Launch, etc.
- At community events promote Scouting utilizing flyers/stickers (popcorn booths, parades, festivals)
- Have your Scouts pass out join event invites to their friends and wear their uniform/Pack shirt to school
- Promote online registration through <https://beascout.scouting.org/> (see promo on next page)

## 2024 BLC Fall Recruitment Incentive Program:

Pack \_\_\_\_\_ Base Goal: \_\_\_\_\_ Stretch Goal: \_\_\_\_\_

\*Recruiting is the single most important thing you, your fellow leaders, Scouts, and their parents can do for the health of the Pack and the Scouting movement. When Packs welcome new Scouts and their families, the fun multiplies & the pool of parent volunteers gets bigger too! Our Bay-Lakes Council Membership Team has created an incentive program for Fall Recruitment this year that will make your recruitment easier and more fun!

### Requirements:

- Fill out and submit Join Night Information Form by 8/1/24 (QR Code and link on the previous page).
- Use Cub Scout Recruitment Road Map by completing required steps 1-5.
- For Base Goal, complete 6 additional strategies from page 1. For Stretch Goal, complete 9.
- Your Fall Recruitment goals will be sent to your Cubmaster and Committee Chair of your Pack by 7/1/24.
- Register the number of Scouts needed to reach your incentive goals between 8/1/24-10/31/24.
- You must have your Join Night at the school(s) you recruit from (exceptions must be approved by District Executive).
- Return your completed Pack Road Map (page 1) to your DE by 11/15/24.

### Incentives:

- Units will receive a credit to their unit account at the Bay-Lakes Council Service Center of **\$2.00** per new Scout registered, if Base goal is achieved by 10/31/24.
- Units will receive an additional **\$3.00** for all new Scouts registered (**\$5.00 total**), to their unit account, if their Stretch goal is achieved by 10/31/24.
- Additional registrations above your Stretch goal, are credited \$5.00 per youth.  
Example: Pack Stretch goal is 20 | Pack registers 25 new youth | Pack receives \$125 BLC credit.
- Your unit may then use the credit in these Bay-Lakes Council areas: Scout Shop, Membership Registration, Charter Fees, Summer Camp, Weekend Camp Rentals, and any Bay-Lakes Council events.

**#ADVENTUREON!**

