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# #ADVENTURE ON!



2023 Fall  
Recruiting  
W. D. Boyce Council



This guide and more available at  
<https://bit.ly/wdb-recruit23>



## 2023 Cub Scout Recruiting Guide

### ***This year, make your pack “Five By Five... PLUS Five!”***

In radio terms, “Five by Five” means a signal is “loud and clear.” In Cub Scout terms, it means a pack has recruited at least five new Lions and five new Tigers. It means your pack is strong, loud and clear: *Ready for years of action!*

When we’re “Five by Five,” we’ll have over 700 new Cub Scouts across our council. That means 700 families will discover how fun and rewarding Scouting can be. Just imagine all the rockets launching, cars racing down tracks and Cub Scouts smiling on outdoor adventures!

But this year, we want to do even more. If we can be “Five by Five PLUS Five” – adding five more Cub Scouts of any rank or age - we’ll top 1,000 new Cub Scouts. WHAT A FEAT!!!

Of course, reaching this EXTRA loud and clear goal requires the help of every Cub Scout leader — not just the Cubmasters. Together, we can grow your unit and recruit new parents who will help fill your unit’s leadership roles.

*Please use this guide to work with your District Executive and other volunteers, to grow your Cub Scout pack and be “Five by Five!”*

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

**Dan Martin**                      **Charlie Zimmerman**  
**VP of Membership**      **Field Director**  
**W. D. Boyce Council, BSA**



### **Great news!**

**When families come to a recruiting event, it’s really a JOINING event, because they’re likely already inclined to JOIN your pack!**

Mainly, they’re just looking to get information, verify that Cub Scouting is a good fit... and get registered!

You’re starting from a winning position – so make it a quick, fun, and positive “in-and-out” registration event.

***TIP: We DO NOT recommend just inviting new families to a Pack meeting. We want them to feel like the evening’s “main event” – because they are! Make it special – and make it all about THEM!***

### **Special Offer Inside**

Facebook geofencing is a great way to get the word out about your School Night for Scouting (SNFS) event. Geofencing allows you to set a geographic virtual boundary around your event location and send an ad when a user’s mobile device enters the specified area.

Inside you’ll find a special offer from the council that will help you extend your reach!

## Recruiting

### WHERE CAN WE RECRUIT?

Everywhere! But elementary schools and churches in your community are your most promising locations. If you are the only Pack in your town, the entire town is your target area. If not, your District Executive can provide guidance as to which schools and churches you should target. You do **not** need to be limited to just recruiting within your chartering organization!

### WHO?

Cub Scouts is for all boys and girls in Grades K-5. Does your pack struggle to have dens for boys and girls? Consider introducing mixed gender dens. All YPT guidelines and requirements for two-deep leadership remain in effect, but mixed gender “Family” dens can make it easier to offer our program to ALL kids!

### A Scout is Reverent....

Even if your charter organization isn't a church, you can recruit at one – or several. Haven't recruited in a church before? It can be as simple as sending them the same information you send to a school, and asking them to share it with their families via their church bulletins or newsletters.

Does denomination or type of faith matter? No. ALL FAITHS ARE WELCOME IN SCOUTING!

***TIP: To demonstrate Scouting's religious neutrality, consider holding recruiting events at a school or other non-religious facility even if your Charter Organization or regular meeting place is a church.***

### Back to the Pack!

Packs saw Cub Scouts drift away during the pandemic. And as life got back to normal, it was “first things first” for families. Scouting wasn't a

top priority, but “normal” includes fun outdoors, fun activities and being with other kids outside of the school day!

It's not too late to reach out and urge those families to come “Back to the Pack!” No shame, no stigma and no need to “catch up” – just come back and have fun!

***There's also no joining fee for returning youth or adults! The online registration system will NOT charge a new member joining fee to returning youth or adults.***

***TIP: Your District Executive will provide you with a list of “lost Cubs” – those Cub Scouts from your pack who dropped during the last few years, but are STILL Cub Scout age.***

## Reach ‘em With Geofencing

Facebook geofencing is a great way to get the word out about your School Night for Scouting event.

Geofencing allows you to set a geographic virtual boundary around a specific location or locations - such as your SNFS event at a local school or church. Once the virtual fence is established and active during the days leading up to your event, Facebook will send your chosen audience an ad when their mobile device enters the specified area.

### SPECIAL OFFER:



Because we believe Facebook geofencing can be so effective, the council will SET UP YOUR GEOFENCE FOR YOU! Plus we'll kick in \$50 when your unit pays the first \$50! The more you spend on geofencing, the greater exposure your event will receive!

Simply complete the Geofencing registration form after completing your SNFS form with your District Executive!

## ***Let's get started!***

**This guide is designed to be used with the 2023 12-Step Recruiting Plan worksheet – found at the end of this guide - which you should complete in coordination with your District Executive. It will help outline what recruiting tactics you will utilize as well as how the council will support your pack. Don't wait... review this guide NOW so that when you and your DE talk, you can devise a winning strategy TOGETHER for growing your Pack this year!**

### **PLANNING, PERMISSIONS AND PROMOTION**

Your District Executive (DE) will assist you in contacting the elementary schools in your community. Complete the 2023 School Info Survey to capture key information ahead of your conversation:

<https://form.jotform.com/231495595412158>

Together with your DE, determine who will reach out to the school to ask about the following:

1. Procedures for submitting announcement and flyers to be sent home. How many copies of flyers are needed in each grade level? Can they be sent home in backpacks? At school registration? An open house?
2. Providing information electronically for school emails or newsletters? Putting a few posters by drinking fountains and a yard sign by the school pick-up/drop-off location? Providing a video to be shown during lunch or other times, or a message for the school marquee?
3. Coming to school to hold "Scout Talks" (2-3 minute talks to pump up kids for Scouting)?

4. Holding a "School Night for Scouting" for interested students and their parents on an evening in September? We suggest Tuesday, Wednesday or Thursday nights in September - but it's more about what works for your Pack and the school.

***If possible, School Night for Scouting (SNFS) should take place no earlier than 14 days after the first day of school. Any sooner can be too chaotic for the school and teachers to consider allowing Scout talks in the classroom, and is still an adjustment period for parents and kids.***

***Consider all the tactics discussed in this guide and identify which you think may resonate best with parents and kids. If the school will allow it, the Council will try to help make it happen!***

Ideally, your DE will deliver flyers, posters and a yard sign to the school two weeks before SNFS and a 2<sup>nd</sup> set of flyers about a week later.

If a school says "No" to access – no flyers, no Scout talks, no sign-up nights, etc. – we will politely ask why, but will not debate the matter. We thank them for their time, make a note of the conversation and work together so that we can understand local issues and concerns. We may not change their minds this year, but we can always work for the future.

***After working with your DE & the school, submit your planned School Night for Scouting date(s) here:***

<https://form.jotform.com/231495464715159>

 ***Don't Forget to Register***   
 ***for Geofencing!*** 

# SCHOOL NIGHT FOR SCOUTING

## PREPARATION

- 1) Sure, you know what Cub Scouts are all about. But find out what the BSA is telling people so you'll be on the same page when you meet them!

<https://www.scouting.org/programs/cub-scouts/>

- 2) Attend your District Roundtable to share recruiting plans and ideas. Everyone's planning to recruit – let's get those ideas flowing!
- 3) Finalize your 2023-24 program calendar NOW so that you can talk about the great events and activities you've already got planned. It might change or have things added, but having something you can show parents and talk to prospective Cub Scouts about helps make it REAL.

***Important Tip: Be sure to include your District's Cub Launch event, where every new Cub Scout will get to assemble and launch their own rocket.***

- 4) Work with your DE to ensure your BeAScout.org pin is up to date and ready to go. (More on that in a little bit...)

Your DE can also help with Facebook geofencing – an easy way to help people find your School Night for Scouting event.

- 5) For each school at which you've arranged a School Night for Scouting, identify who will represent your unit. Ideally, your Cubmaster should attend, as well as your New Member Coordinator (NMC) – they

should be ready to help new families sign-up via online registration.

*The NMC is an outgoing parent who will happily welcome all new families and check in with them from time to time to make sure they're having a GREAT experience. Learn more at <https://bit.ly/bsa-nmc>.*

- 6) Have current parents and their Cub Scouts attend, so they can talk to prospective parents and Cubs! Current Cubs who help at SNFS or who recruit a friend who joins can be awarded the Recruiter Strip, available from the Council Service Center.

***TIP: It's also a great idea to invite someone from your Charter Organization to be there and give a word of welcome.***

- 7) Be creative, but don't overdo it! Consider having an easy, fun activity for kids. Set up small circles of chairs where current parents and Cubs can talk to prospective parents and their kids.

Consider how many volunteers you will have, how many people you can reasonably expect to attend, and how long you expect to people to stay. Any approach can be effective as long as it's well-planned and executed with a confident smile!

- 8) Prep your Cub Scouts with questions about their favorite things to do in Cub Scouts, and some of the activities they've enjoyed. You might also want to get some tri-fold project boards to create displays of photos showing past activities and meetings. *Anything to help convey the value and fun of Cub Scouting!*

- 9) Make a checklist of who is responsible for various components of the evening, and consider a simple agenda so that everyone knows what's happening and in what order.
- 10) Be prepared to talk – but don't force the conversation - about the difference between the Pack and Dens, activities, popcorn, Day Camp, Overnight Camp, the cost, youth protection and two-deep leadership, when and where Dens meet, ranks, girls and boys, and anything else parents might think of asking.

*If you don't know the answer, that's okay – you can promise to get information later. Then be sure to follow through promptly!*

- 11) Consider your leadership needs and be ready to talk about those as well. Part of the fun of Cub Scouting is parents and kids being involved TOGETHER.
- 12) No potential Scout should miss out on the experience due to financial hardship. If the Pack can help, that's great – if not, contact your DE if financial assistance is needed.
- 13) Get familiar with the online registration process at BeAScout.org and determine who will be responsible for accepting online applications - usually the Cubmaster or Committee Chair.

***Tip: Online registration is the fastest and best way to register new Scouts. No cash to handle, no forms to send to the council office!***

- 14) The day of the event, call the location just to confirm arrangements. It's no fun if you get there and the doors are locked!

- 15) Be there early to set up. Have chairs set up for people to sit in while you are speaking, but also allow space to mingle, look at exhibits, etc. Refreshments? Set them up in a way that will minimize drips or spills. (Be sure you've checked to ensure it's okay to have beverages.)

**Our goal: Register every new Scout ONLINE *before* they leave the event.**

#### **EXECUTION**

Be in uniform - mindfully. Consider having a couple leaders and all Cub Scouts in full uniform, while other volunteers and leaders wear a Scouting polo or "Class B" shirt.

While uniforms can create an "us" vs. "them" mentality and become a barrier to joining, they're also an important part of the Scouting method:

- *The uniform makes Scouts visible as a force for good and creates a positive youth image in the community.*
- *Scouting is an **action** program, and wearing the uniform is an action that shows each Scout's commitment to the aims and purposes of Scouting. (Leaders, too!)*
- *The uniform gives the Scout identity in a world association of youth who believe in the same ideals.*
- *The uniform is practical attire for Scout activities and provides a way for Scouts to wear the badges that show what they have accomplished.*

Be sure everyone has a name tag that includes their name and unit title: Cubmaster, Den

Leader, Lion Parent, Cub Scout—Bear, Wolf, etc.

Smile! Be happy to see even those people you don't know! Encourage parents and their Cubs to welcome EVERYONE as they arrive.

Have flyers with the QR code and instructions for online registration posted and distributed throughout the room on tables.

Be informative but be brief... no need to recite too much history or details that everyone will forget on the way out the door.

### ***Lions, Tigers, and Bears – Oh my!***

While it's great to talk a little about the progression of Cubs through the various ranks, this is also a good time to remember that advancement is not the actual aim of the Cub Scout program.

The aim is character, personal fitness, leadership development and citizenship. Advancement is just one method of delivering our program – and it's not something that new parents need to get completely schooled in on their first night!

### ***A Scout is Clean – and tidy!***

Be sure to clean up after the event is over and leave the room as neat and orderly as you found it, if not more so!

## **AFTER THE EVENT**

The Cubmaster, Committee Chair or other designated leader should go online that night or the next morning to approve and accept online registrations for the Pack.

Begin assigning new Cubs to dens and identify any needs in terms of additional leaders for new and existing dens. Make sure the dens are ready to start welcoming new Cubs right away!

*Say thank you!* Send a note *the next day* to anyone and everyone at the school or location who helped make the night possible.

*Say thank you!* Do the same for everyone in the Pack who helped make it a great night, especially the Cubs!

*Say thank you!* Follow up with every family who came, and ask if they have any other questions. If they registered, let them know what's next – first den meeting, first pack meeting, etc. If they didn't register, politely ask if they are still thinking about it or if they have questions about the program. If you don't have all the info, let them know you'll find out, and follow up promptly.

***TIP: Think about what went well and what could be improved, write it down and store it in a folder marked "Recruiting 2024!"***

## What to do NEXT? (And what's an NFA?)

School Night for Scouting is GREAT for getting families interested and signed up, but it doesn't give them a true taste of what Cub Scouting can be all about. You can give them that first taste simply by inviting new families to do something fun with your pack or den RIGHT AWAY. Early fall is a great time to bring families out, get them involved in Scouting, get outdoors and have some fun.

The emphasis here is on the word **fun**. Think about things friends and families like to do with each other: Swimming, cookouts, short hikes ... basically, anything fun and safe that kids can do (outside, if the weather allows it) with their families.

While your typical School Night for Scouting consists of non-Cub Scout families listening to a short presentation from a Cubmaster or other volunteer, a casual, relaxed outdoor activity gives the parents of new and prospective Cub Scouts the opportunity to interact with families who are already part of the program in a relaxed environment.

*Don't feel the need to overtly "sell" the program. Instead, just let the new families hang out in a stress-free environment and enjoy this time with their kids.*

### **Normal Friend Activities (aka "NFAs")**

*Scenario: Imagine you're a parent in a family with no Scouting experience...*

You see a flier for the local pack, inviting anyone who's interested to visit their next pack meeting on Monday night. Fun — and snacks! — are on the agenda.

When you show up, everyone is in uniform. You see lots of adults in tan shirts, assuming most are paid professionals. You think, "Wow, there's a lot of staff here tonight."

Everyone knows exactly what to say and the right way to raise two fingers aloft in what you later learn is called "the Cub Scout sign."

The meeting looks fun, but you can't help but feel a little mystified by it all. That's when someone hands you a registration form. Overwhelmed yet? Yep!!

***This is why a Normal Friend Activity (NFA) - rather than a regular Pack Meeting - might be just the ticket to welcome new families into your pack!***

[Normal Friend Activities](#) are low-pressure pack or troop events where units invite non-Scouting families to join them for an afternoon or evening of fun.

An NFA might be a hike, a picnic, an ice cream party, a service project, a trip to a local sporting event or anything else you can dream up.

At NFAs, Scouts and adult volunteers should dress in normal "street" clothes instead of uniforms — a tactic that will help visitors feel more included.

Speaking of feeling included, the focus of an NFA should be on Scouts (and their families) getting to know one another — not on high-pressure recruiting pitches. Be patient. It might take some families a few NFAs before they feel comfortable and ready to join.

Also, while there are plenty of Cub Scout elective adventures that can work for an event like this, remember that advancement should not be the main goal. The average family



doesn't know that ranks exist. They're just looking for fun activities to do with their kids!

## PREPARATION FOR NFAS

- 1) **What's a Cub Scout?** Just like preparing for School Nights, know what the BSA is telling people so you'll be on the same page when you meet them!

<https://www.scouting.org/programs/cub-scouts/>

- 2) **Let's all be there!** The point of an NFA is to show that this is the kind of things that Cub Scout families do, so the pack really needs to show up. It shouldn't be hard, because it's going to be FUN!

That said, it's also important for families to mingle so that current Scouting families have the chance to share their thoughts on why it's something they've chosen for their kids.

- 3) **Make a checklist...** of who is responsible for various components of the NFA. Just because it's casual, it shouldn't be disorganized!
- 4) **Avoid ScoutSpeak™** Unlike a School Night for Scouting, where hearing about more details might be expected, do NOT plan on talking all the various ins-and-outs of Cub Scouts! *If they ask, fine – but there's no need to bombard them.*
- 5) **Adult Leadership?** If you're asked about being an adult leader, emphasize the enjoyment you get, the value of time spent supporting kids' programs, availability of fun adult training, etc.

- 6) **Money.** It's worth repeating: No potential Scout should miss out on the experience due to financial hardship. If your Pack can help financially, that's great – and the council can help as well. Contact your DE for more information.

- 7) **Go – and know – online.** No need to post QR codes all over the place, but be prepared to explain how parents can register their new Cub Scouts at BeAScout.org. A small card with this information that can be tucked in a wallet might be handy!

As always, this is the fastest and best way to register new Scouts.

- 8) **Three's Company!** Ask each of your pack or troop families to invite three other non-Scout families to your NFA.

***TIP: You can promote your NFA beyond the parents and families you've already recruited. Don't forget to use a multichannel approach! Go beyond flyers and include such things as email, Facebook, text messages and good old "word of mouth."***

## EXECUTION OF NFAs

Remember, this is supposed to be FUN! So keep the following in mind:

- At NFAs, Scouts and adult volunteers should dress in normal “street” clothes instead of uniforms — a tactic that can help visitors feel more included. At an NFA, where uniforms aren’t worn, non-Scouting parents will see themselves as equal to everyone else.
- Refreshments? You bet!
- As mentioned above, it can be helpful to have instructions for online registration on-hand...
- ... But keep in mind that the focus of an NFA should be on Scouts (and their families) getting to know the pack — not on high-pressure recruiting pitches.
- Be patient. It might take some families a few NFAs (yes, you might want to do a few of these!) before they feel comfortable and ready to join.
- Be happy to see people you don’t even know! Encourage parents and their Cubs to welcome people as they arrive.

- Pick two program elements to promote: Your district Cub Launch (because who doesn’t like rockets??) and whatever your next Pack event is!
- *Remember: No need to recite too much history or details that everyone will forget on the way home anyway!*

## Final Thoughts... *It’s in the margins!*

“In the margins” – what does that even mean?

It’s the little things off to the side, maybe the things that get forgotten or missed. It’s the things we think someone else is taking care of, but we find out later that wasn’t the case. It’s the little things “in the margins” where a good event can become great, or where even a good event can fail to draw in many new Scouts.

Here are some examples of things “in the margins” and the difference they might make. Let’s say that a great sign-up event could be expected to grow your pack by 30 Cub Scouts... now take away a few Scouts for each of the things “in the margins” that might get forgotten or just not done... and you’ll wind up with a lot fewer new families:



### Well Executed Sign-up event – 30 Scouts

- Missed flyers delivery – 5 Scouts
- Skipped the Classroom talk – 5 Scouts
- No Stickers – 3 Scouts
- No posters – 2 Scouts
- No yard signs – 2 Scouts
- No School Marquis – 2 Scouts
- No follow up – 2 Scouts

### Poorly Executed Sign-up event – 9 Scouts

## Important for 2023:

**Family Packs:** Since 2018, young girls and their families have been welcomed to Cub Scouting on a national basis – and in many of our council’s Packs - with outstanding results! If you have not already done so, please consider becoming a Family Pack where ALL kids (and their families) can thrive and enjoy the benefits of Scouting.

*Tip: Your District Executive can help make sure your Pack is properly identified in Scouting systems, including BeAScout.org where families can look for units that can serve their entire household.*

**Family Dens:** We need to minimize the barriers to growing our packs, and Family Packs are just the start. Consider extending that concept to mixed-gender Family Dens. Packs and dens still need to adhere to all YPT guidelines with respect to genders and Two-Deep Leadership, but this eliminates the need for multiple single-gender dens. This helps smooth the way to becoming a Family Pack!

## RESOURCES: Sample Photos, Templates, Text and MORE!

We’ve pulled some of the best materials and built a page to make it easy for you to find and use them!

<https://wdboyce.org/recruiting-resources/>

**Business Cards for Scouting:** Flyers are great, but not always convenient to carry with you. Consider stopping by Office Max, PIP, or FedEx Office to print up some easy-to-carry cards with the key information a family needs to find and join your Pack! The background image for the business card shown below can be found at: <https://www.nicepng.com/maxp/u2w7q8q8w7q8a9y3/>

*TIP: Don’t include dates, times or locations for one-time events... make the card “evergreen” so that you can use it throughout the year!*



**Join Cub Scouts**

**SCOUT**

**ME IN™**

**Come check us out!**

Visit **BeAScout.org** and enter your Zip Code to find us!

**Pack: 4444**  
**Cubmaster: Bobby Scoutmein**  
**Email: b.scoutmein@gmail.com**

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### **Banners in the Lunch Room**

Will your school let you hang a banner in the lunch room? Here's a 2.5 x 6 ft banner that you can download and have printed at Office Max, PIP, or FedEx Office for \$20 or less.

<https://bit.ly/AdvOnBanner>

**Intercom Announcements:** Some school principals LOVE to have students read announcements, either live or pre-recorded. Some of your Scouts could combine an announcement with leading the Pledge of Allegiance! It might be something as simple as this:

*Hi, this is Robert Stingle, Missy Tiemann and Jack Powell and we're all Cub Scouts. Watch for the flyer going home tomorrow and ask us about how great it is to be Scouts. We're having a joining night next week – hope to see you there!*

*Now, please stand and join us in the Pledge of Allegiance: "I pledge allegiance to the flag of the United States of America, and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all."*

*Thank you!*

**Automated Phone Messages:** This sure beats dialing individual calls, and also respects people's privacy by not giving out phone lists. Your school may use this for snow day closings, lunch menu reminders and other announcements – maybe they'd allow you to record and send one as well! Keeping in mind that moms tend to gravitate to what they learn from other moms, here's a sample blurb:

*Hi – This is Tracy Winder, Jake and Janey Winder's mom. I want to tell you all about Cub Scouting, but I only have 30 seconds. I want to invite you to our School Night for Scouting on Thursday, September 7 at 7 pm in the Lincoln School gym. Cub Scouts has been a real blessing for our family, as it allows us to have a fun time together during our busy daily lives. If you'd like more information, just visit BeAScout.org, enter your Zip code and look for Pack 425. A flyer will be coming home this week as well. Thanks, and hope to see you at 7 on the 7<sup>th</sup>!*

### **Sample Parent to Parent Email:**

*Hi – As one Mill Valley Grade School parent to another, I want to tell you a little bit about Cub Scouts and invite your family to join us at the School Night for Scouting, 7 pm on September 7<sup>th</sup> in the school gym.*

*Cub Scouts is a fun program for boys AND girls in Kindergarten through 5<sup>th</sup> grade. It's all about encouraging boys and girls to make friends, be helpful to others, and do their very best no matter the outcome. With the help of powerful learning projects and exciting outdoor activities, Cub Scouts aims to teach children that doing their best can be a fun and rewarding experience—no matter the difficulty of the challenge. Did I mention it's fun? Not just for the kids, but for parents, too. With loads of opportunities to be involved, you're not just driving the kids there and dropping them off.*

*Cub Scouts has been a part of our community for decades, and now it's your family's chance to be a part of the Scouting story. In years to come you may*

*remember your first campfire together, racing in the Pinewood Derby, camping out under the stars or providing service to our community. Not to mention all of the fun activities involved with advancing from Lion to Tiger, Wolf, Bear and beyond!*

*Are you busy? So are we! Fortunately, Scouting is a year-round program which allows for youth to participate in multiple youth programs, and attend as their schedules allow. We endorse involvement in sports, church, school, fine and practical arts, and any other activity that helps young people develop character and life skills. Scouting will always be here when they get back if they have to leave.*

*I hope you can join us at 7 on the 7<sup>th</sup> in the Mill Valley Grade School Gym. In the meantime, you can find more information at [BeAScout.org](http://BeAScout.org)!*

*Yours in Scouting,*

*Gina Weaver  
Mom of Jayden (Tiger Scout) and Jace  
(Bear Scout)*

## Door Hangers

It's nice outside, and you've got an hour or two – plus a class list! These door hangers can be downloaded, customized in Microsoft Word and printed at home!

<https://wdboyce.org/wp-content/uploads/2023/05/Cub-Scout-Doorhangers.docx>



**Welcome Them Back!**

How to approach families that may have fallen away after the pandemic? With open arms!

For example, you can start with a simple text message and one of the images below, maybe customized with an image from your Pack:

*Hi there, NAME! We haven't seen you and SCOUT NAME in a while, and we'd love to change that. We're back to meeting as a Pack/Den again at LOCATION on DAY from START TIME to END TIME. Please come back – it would be great to see you!*



## 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.

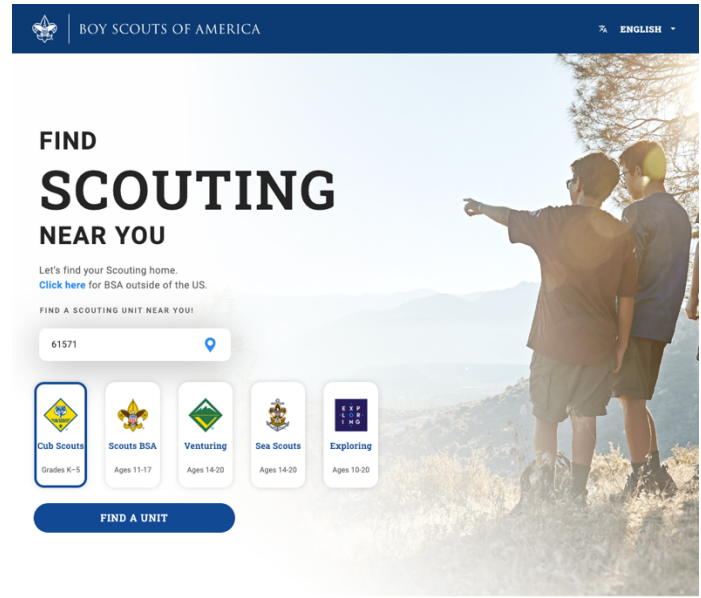
**What information do families see?** The search results show up in a list or card format, with contact information, whether or not the pack boy or girl only, and an optional description that you can provide. Results can also be shown as pins on a map. The user can hover their mouse over a pin to show basic unit information and click for more detailed information.

**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 inquiry in My.Scouting.org, which the Unit Key 3 can access and view in the **Invitation Manager** tool. Sending a prompt response to online inquiries is a great way to begin building a relationship with a new family.

[Click here for more instructions about the Invitation Manager.](#)

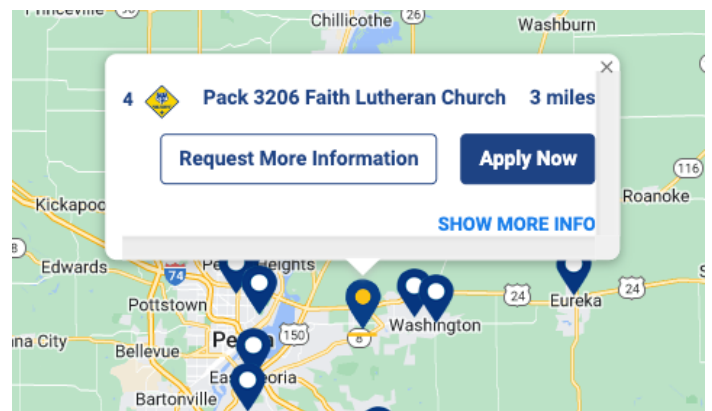
**How do families apply to join a unit?** If a family is ready to join a new unit, they can either complete the process online through BeAScout.org or submit a hardcopy paper application to the unit. Unit Key 3 members will receive an automated email alert if any applications are submitted online. The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

[Click here for more instructions about the Application Manager.](#)



## BE A SCOUT

Join the BSA and start your Scouting journey with programs and activities that allow you to:



## ENCOURAGE BSA YOUTH APPLICATIONS & MEMBERSHIP FEES **ONLINE**

The Boy Scouts of America offers an online application process for youth and adults that can be completed from start to finish without a single piece of paper changing hands! This allows prospective members and leaders to register and pay in a way that's convenient for them, plus it creates a more efficient and user-friendly registration experience

- [Click here for information about online registration.](#)
- Encourage families to complete and submit their applications ONLINE at your **School Night for Scouting** event so they can become active immediately!
- 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.
- Avoid sending paper applications home – applications that go home rarely get completed.
- A unit leader will need to electronically and PROMPTLY approve each new youth application submitted online.
- Review applications to ensure all information is complete, including grade, gender and *Scout 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.**





# 2023 12-Step Recruiting Plan

Pack \_\_\_\_\_ Town \_\_\_\_\_  
School \_\_\_\_\_  
Cubmaster \_\_\_\_\_

District \_\_\_\_\_

Family Pack: Y / N

## Tactics

**Combine the list below with your own successful recruiting tactics to build your Pack's 12-step customizable membership plan.**

- \* **Serve the entire family: If not already a Family Pack, invite girls to join existing Dens!**
- \* Host exhibit at school open house, back to school event, meet the teacher night, etc.
- \* Peer-to-Peer recruitment: Print & distribute business cards with invitation to joining event.
- \* Current Cub Scouts make a live or pre-recorded school intercom announcement.
- \* Hang a recruitment banner in your school's lunchroom.
- \* Send a recruiting message to parents via the school's automated phone system
- \* Have parents ask their Scout's teacher to send a pre-written email home to their class.
- \* Make & post yard signs at Scouting family homes, busy local businesses and street corners.
- \* Post flyers and posters at neighborhood businesses – make your own or check with DE.
- \* Deliver door hangers or customized invitations to target families.
- \* Make personal phone calls or send email invites to Kindergarten/1st Grade families.
- \* Create a prominent display case/bulletin board at the school, showcasing Cub activities.
- \* Distribute flyers at local churches & provide blurb for church bulletins and newsletters.
- \* Post flyers at after school & day care facilities. *Possible Den meeting location?*
- \* Incorporate recruiting with your Popcorn Storefront sales events.
- \* Have Scouts wear their uniform to school on day of joining night.
- \* Marquee Signs - Contact churches, businesses and towns to place your joining event info on their electronic information boards.
- \* Parent-to-parent campaign - Parents invite 1-2 other families to join your Pack!
- \* Parent social media campaign - Parents/leaders to post info & testimonials in various locations: Snapchat, Instagram, NextDoor App, neighborhood, community and school/PTO Facebook pages, etc.
- \* Invite families who were "lost" during the COVID pandemic to return.
- \* Send a notice of School Night to local papers & radio stations *at least two weeks in advance.*
- \* Work with local Scouts BSA Troop(s) to invite siblings, young relatives and neighbors of current Scouts to join.

### **"Bonus Tactic" Examples - Combine simpler tactics for maximum effect!**

- \* Write an email that includes links to a short videos for the school principal to send to parents, use on social media , etc. <https://bit.ly/ScoutTalkDax> <https://bit.ly/LifeThisGood>
- \* Parents host pre-School Night neighborhood get-togethers to invite friends to join Pack.
- \* Have Cub Scouts conduct back-to-school service project. (Write and deliver welcome leEers to Kindergarten students, collect backpack supplies, distribute new student welcome packs, provide first-day-of school snacks, build, paint and promote a friendship bench, etc.)

## Your Council staff will...

What	When	Who
1) Schedule School Night for Scouting: _____	_____	_____
2) Schedule and deliver Scout Talk(s)	_____	_____
3) Deliver flyers (#_____), signs, posters to school	_____	_____
4) Confirm BeAScout.org Pin up-to-date and active	_____	_____
5) Enable Online Registration	_____	_____
6) Set up Facebook geofencing for School Night event and match your \$50 investment to boost the post	_____	_____

### Alternative tactics (if no/reduced school access):

a) _____	_____	_____
b) _____	_____	_____
c) _____	_____	_____

## Your Pack will...

What	When	Who
1) Provide article for local paper & radio	_____	_____
2) Conduct parent-to-parent campaign	_____	_____
3) Conduct parent social media campaign	_____	_____
4) Invite "lost" families to return	_____	_____
5) _____	_____	_____
6) _____	_____	_____

### Bonus tactic(s):

_____	_____	_____
_____	_____	_____

### New Scout Goals:

Boys: K \_\_\_\_ 1st \_\_\_\_ 2nd - 5th \_\_\_\_  
Girls: K \_\_\_\_ 1st \_\_\_\_ 2nd - 5th \_\_\_\_