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2025 Fall
Recruiting
W. D. Boyce Council



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





2025 Cub Scout Recruiting Guide



Welcome - Don't Do This Alone!

Building a solid Cub Scout pack requires the help of every Cub Scout leader — not just the Cubmasters. And together, you can grow your unit and recruit new parents who will help fill your unit's leadership roles.

What's Our Target?

Eight remains a magic number when it comes to recruiting, especially Lions and Tigers. When your pack has recruited at least eight new Lions and eight new Tigers, your den meetings are a guaranteed hit, even if one or two Cubs can't make it!

Add eight more Cub Scouts beyond that — Wolves, Bears or older - and you're positioned for years of solid Scouting programs.

If we gained 24 new Cub Scouts in every pack, we'd have over 1,500 new Cub Scouts across our council. Just picture all the rockets launching, cars racing down tracks and Cub Scouts smiling on outdoor adventures!

And imagine all the new parents who could join in as new den leaders, assistants, committee members and more!

Thank you for 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
VP of Membership
W. D. Boyce Council

Ian Lamb
Field Director

Let's Do This - - Quickly!

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

Mainly, parents are just looking to get information, verify that Cub Scouting is a good fit... and get registered! So make it a quick, fun, and positive "in-and-out" registration event.

We DO NOT recommend just inviting new families to a Pack meeting in place of a School Nights for Scouting. Make them feel like the evening's "main event" – because they are!

Make it special – and make it all about THEM!

WHO?

Cub Scouts is for all boys and girls in Grades K-5. Does your pack struggle to have dens for boys and girls? Remember that mixed gender dens are now the norm. All YPT guidelines and requirements for two-deep leadership remain in effect, but mixed gender "Family" dens make it easier to offer our program to ALL kids!

IMPORTANT: No potential Scout should miss out on the experience due to financial hardship. Consider if and how your pack can help, and get familiar with the process for requesting financial assistance at wdboyce.org/assist.

WHERE?

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 Professional 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!

A Scout is Reverent....

Even if your charter organization isn't a church, you can recruit at one – or several. It's as simple as sending the same information you send to a school. Ask them to share it with their families via their 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.

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 Professional!



LINE UP YOUR NEW MEMBER COORDINATOR NOW!

The New Member Coordinator 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.

They can also assemble and distribute welcome packets to new families!

Maybe this is a parent in their second year with the pack – it's a great way for them to get involved without taking on too much!

Learn more at <https://bit.ly/bsa-nmc>.

Let's get started!

PLANNING, PERMISSIONS AND PROMOTION

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

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

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

1. Procedures for submitting announcements and flyers. How many copies of flyers for each grade level? Can we also distribute them at school registration? An open house?
2. Providing information electronically for school emails or newsletters

3. Ask the school to put up a few posters by drinking fountains and a yard sign by the school pick-up/drop-off location
4. Providing a video to be shown during lunch or other times, or a message for the school marquee.

NOTE: THE COUNCIL CAN PROVIDE ALL OF THE MATERIALS MENTIONED ABOVE!

5. Coming to school to hold "Scout Talks", which are 2-3 minute talks to pump up kids for Scouting.
6. Holding a "School Night for Scouting" for interested students and their parents on an evening in September.

School Night for Scouting should take place no earlier than 14 days after the first day of school.

Any sooner is too chaotic for the school to consider allowing Scout talks in the classroom. It's also still an adjustment period for parents and kids.

Tuesday, Wednesday or Thursday nights are also the best nights – ideally just a day or so after Scout Talks.

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

School Access

If a school at first says “No” to access – no flyers, no Scout talks, no sign-up nights, etc. – ask for alternatives. Our goal is to provide a positive activity for THEIR families, so we’re happy to work with them – not fight them!

If the school will allow it, the Council will try to help make it happen!

If it’s a hard “no” we will politely ask why, but won’t debate the matter. We’ll make a note of the conversation and work together so that we can address any concerns in the future.

This Space Left Available for Notes:

Together with your District Professional, you’ll complete and submit your planned School Night for Scouting date(s)!

Don’t Forget to Register for Geofencing!

SCHOOL NIGHT FOR SCOUTING

PREPARATION

1) First, be sure you're up to speed on the latest updates to the program:

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

2) Attend your District Roundtable to pick up materials, tips and ideas!

3) Finalize your 2024-25 program NOW so that you can talk about the great activities you've already got planned.

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 don't forget geofencing!

5) Ask a volunteer to plan an easy, fun activity for kids to do while parents learn about the program.

6) Make a checklist of tasks and responsibilities. Draft and share a simple agenda so that everyone knows what's happening and when.

Who should attend:

- Your Cubmaster
- Your New Member Coordinator, ready to help new families sign-up via online registration and hand out Welcome Packets.

- Current parents and Cub Scouts who can talk to parents and new Cubs!
- Your Charter Organization Rep.
- Helpers for set up, greeting, ensuring people sign in, tear down and clean-up.

7) 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.

8) Be prepared to talk – but don't force the conversation - about the difference between the Pack and Dens, popcorn, camping, costs, youth, den meetings, etc.

If you don't know the answer, that's okay – you can promise to get information later.

Also talk about your leadership needs, because part of the fun of Cub Scouting is parents and kids being involved TOGETHER!

What's in the Welcome Packet?

Welcome Packet Item	Source
Welcome Letter w/Contacts	Unit
Unit Calendar	Unit
Intro to Popcorn	Download
Parent Involvement Flyer(s)	Download
Roundtable/Training Info	Download
Scout Shop Checklist	Download
Welcome to the Adventure (Cub Scouts)	Council
Cub Launch Flyer (Cub Scouts)	Download

Downloads at <https://bit.ly/wdb-recruit>

- 9) 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.

Online registration is THE way to register new Scouts. No cash to handle, no forms to send in! And they can take care of it ON THE SPOT before they leave.

- 10) 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!

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.

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

EXECUTION

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

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

Be in uniform - mindfully. Consider having a couple leaders and Cub Scouts in 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.*

Lions, Tigers, and Bears – Oh my!

While it's great to talk about the progression of Cubs through the various ranks, 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. New parents don't need to get completely schooled on it right now!

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.

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

Follow up with every family who came.

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 encourage them to do so and ask if they have any questions about the program.

TIP: Think about what went well and what could be improved, write it down and store it in a folder marked "Recruiting 2025!"

What to do NEXT?

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.

Normal Friend Activities (aka "NFAs")

[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.

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.

MORE INFO ONLINE

**Want more tips on recruiting and NFAs?
More resources and how-to info?**

Visit <https://bit.ly/wdb-recruit>

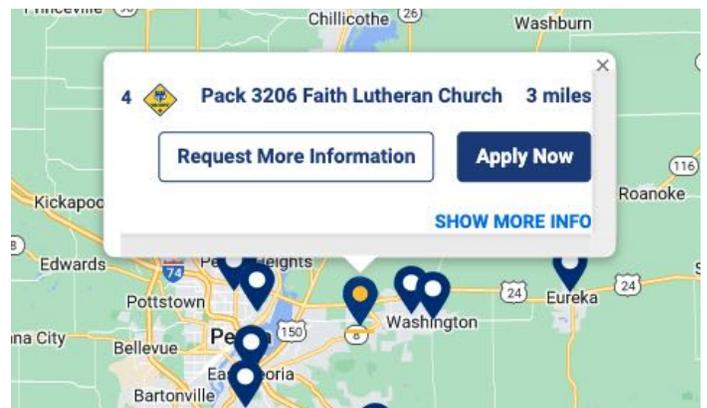
REACH NEW MEMBERS WITH BeAScout.org

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.](#)

APPLICATIONS & MEMBERSHIP FEES *ONLINE IS THE WAY TO GO!!*

Scouting 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.](https://www.scouting.org/resources/online-registration/) (This is NOT the registration link.)
<https://www.scouting.org/resources/online-registration/>
- **Avoid sending paper applications home – applications that go home rarely get completed!**
- **Encourage families to complete and submit their applications ONLINE at your *School Night for Scouting* event so they can become active immediately!**
 - Print signs/flyers with the QR code for your unit and place on every table
 - Emphasize that registration can be completed on a smartphone or tablet before they leave
 - If Wi-Fi is available, make sure to post the guest access password if needed
 - Consider having a tablet available for new parents to use
- **Remember: A unit leader will need to electronically and PROMPTLY approve each new application submitted online.**



2025 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.

- * **If not already a Family Pack, invite girls to join existing Dens!**
- * Host exhibit at back to school event, meet the teacher night, etc.
- * Peer-to-Peer recruitment: Distribute cards with invitation to joining event.
- * Current Cub Scouts make a school intercom announcement.
- * Send message to parents via school's automated phone system
- * Post yard signs at Scouting family homes, local businesses, etc.
- * Post flyers at businesses
- * Deliver door hangers or invitations to target families.
- * Make phone calls to Kindergarten/1st Grade families.
- * Distribute flyers at churches & provide blurb for newsletters.
- * Post or send flyers home at after school care facilities.
- * Marquee Signs - place event info on their message boards.
- * Parents invite 1-2 other families to join your Pack!
- * Parents/leaders to post info & testimonials on social media
- * Send info to local papers & radio stations *two weeks in advance*.
- * Invite siblings and neighbors of current Scouts BSA troop to join.

"Bonus Tactic" Examples - Combine with 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 get-togethers to invite friends to join Pack.
- * Have Cub Scouts conduct back-to-school service project. (Provide first-day-of school snacks, build, paint and promote a friendship bench, etc.)

Notes:

Your Council staff will...

What

- 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 _____

When

Who

Alternative tactics (if no/reduced school access):

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

Your Pack will...

What

- 1) Provide article for local paper & radio _____
- 2) Conduct parent-to-parent campaign _____
- 3) Conduct parent social media campaign _____
- 4) _____
- 5) _____
- 6) _____

When

Who

Bonus tactic(s):

New Scout Goals:

Boys: K _____ 1st _____ 2nd - 5th _____
Girls: K _____ 1st _____ 2nd - 5th _____