

PACK FALL RECRUITMENT GUIDE

LAUNCH INTO SCOUTING



EACH NEW SCOUT WILL RECEIVE A FREE ROCKET KIT

WWW.ALINCOLNBSA.ORG



BOY SCOUTS OF AMERICA®
ABRAHAM LINCOLN COUNCIL

Prepared. For Life.®

JOIN SCOUTING NIGHT

WHY A RECRUITMENT NIGHT FOR SCOUTING? TO HELP EVERY PACK GROW!

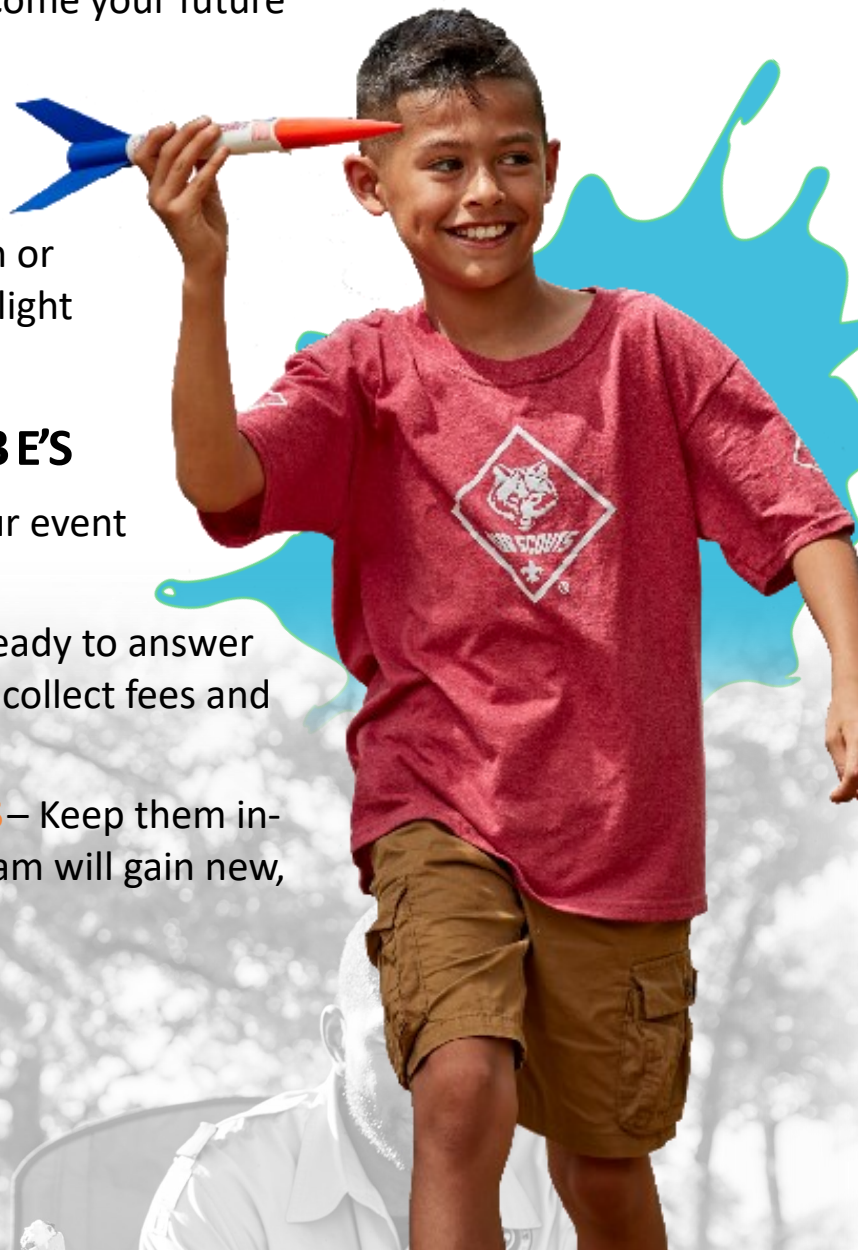
- Recruitment nights, sometimes known as Roundup nights or Join Scouting Nights (JSN), are special events hosted by the Packs to share Scouting with new families and enroll new Scouts and adults.
- If your Pack is small, this is a great time to add more families. This will make it easier to do all the things on your calendar.
- If your Pack is just right, fall is the time to add younger youth and begin engaging and training new adults. They will become your future leaders.
- If you have a large Pack, fall is a good time to add new families and get them started helping with special Den or Pack-wide events. Many hands make light work.

EVERY ROUNDUP NIGHT NEEDS THE 3 E'S

ENGAGE YOUTH IN SCOUTING – Promote your event and make it fun. Get youth excited.

ENROLL NEW MEMBERS IN YOUR PACK – Be ready to answer parent questions, complete registrations, collect fees and share your Pack calendar.

ESTABLISH CONNECTIONS WITH NEW FAMILIES – Keep them informed and welcomed. Your whole program will gain new, helpful people and resources.



STEPS FOR SUCCESS

START EARLY TO MAKE A PLAN FOR THE THREE E'S

ENGAGE

Promote your roundup event and your Pack activities.

- Set a date soon. This gives you more time to get the word out. Families are busy.
- Use multiple methods to promote.
- Don't stop with one roundup night. Promote some of your fun activities in early fall as chances for new families to visit and join your Pack.
- Visit www.alincolnbsa.org/recruiting for tools and resources.

Welcome new families to your event and make it fun.

- Focus on fun for the youth.
- Be well prepared for the evening. That will let you relax and enjoy the night.
- Have volunteers to greet families.
- Get contact information for all your new families.

ENROLL

Have printed information and key Pack/Den leaders to answer parent questions.

- Calendar and basic budget information are critical.
- Contact information and general Pack information are very important too.
- Know how much your dues are.
- Fall product sale materials for new families.

Have the materials needed to enroll Scouts. Complete applications that night.

- Applications, pens, change... know who checks are made out to.

WWW.ALINCOLNBSA.ORG

ESTABLISH CONNECTIONS

Provide parents with multiple contact people to help them feel comfortable as new Scouting families.

Get new parents into your Pack communication network

- Weekly email or printed newsletter
- Phone tree or text group
- Social media (Facebook)
- Scoutbook

Welcome the new families

- A letter or email from the Cubmaster and/or the Committee Chairperson immediately after the recruitment night

Have a regular activity soon after your roundup night

- Den or Pack activity
- Make sure it is fun
- Give new families all the details at the roundup – printed info is particularly good

Make a point to learn about your new families

- Use the talent survey and/or simply talk to them
- Have a Pack Organization Night soon after your roundup

Follow-up with families still deciding about joining Scouting

- Have a specific plan of who will contact families
- Make sure follow-up people have all the materials and supplies they need
- Complete follow-up within 2 weeks of your roundup night

CONNECT TO YOUR DISTRICT MEMBERSHIP TEAM FOR RECRUITING HELP

- Promotional materials and information about Scouting
- Helpful folks to support your roundup night
- Assistance with Scout talks

DISTRICT MEMBERSHIP CHAIRPERSON: _____ Phone: _____ Email: _____

DISTRICT MEMBERSHIP COMMITTEE MEMBERS: _____ Phone: _____ Email: _____

_____ Phone: _____ Email: _____

_____ Phone: _____ Email: _____

BE PREPARED

BEFORE THE ROUNDUP NIGHT - AKA PROMOTING YOUR RECRUITMENT NIGHT

Scout talks – You need to have your Roundup / Join Scouting Night date first!

- The Scout talks will excite boys and girls to join Cub Scouting and to make the connection. Explain that the recruitment flyer is the ticket to sign up!
- Opportunities to go directly to classes at a local school. Ask the principal for a few minutes to meet with all boys and girls of Cub Scout age, going from classroom to classroom. If assembly-type rally is held, it is better to meet separately with Tiger Cubs (1st), Cub Scouts (2nd and 3rd), and Webelos/AOL (4th and 5th) TIP: Search for “Cub Scout Talks” on YouTube for some examples
- Membership team can help with these. Get your District Executive, Commissioner, Pack Leader and/or parent volunteer to help out
- Hundreds of flyers go home in the fall - this one needs to be special!
- Roundup flyer information sheet – Give these to the DE's to get flyers

Scout to Scout invitations

- Make sure to have written information for friends to take home
- Can use your flyers

Face to face opportunities

- Church socials and Sunday school events
- School open houses and curriculum nights
- Plan a display and have flyers for your roundup night
- Community Events

Print and electronic media promotions-templates available at www.alincolnbsa.org/recruiting

- Newspapers, church bulletins, newsletters and press release templates
- School newsletters and calendars, Friday homework folders
- Posters or flyers on display (windows, bulletin boards, etc.) at:
 - Schools, churches, & Charter Organizations
- Local businesses like grocery stores & laundromats
- Yard signs (Current Pack families, schools and businesses can display.)
- Social media images
- Videos
- Bookmarks & stickers

MATERIALS

Planning materials – available on the website www.alincolnbsa.org/recruiting

- Sample agendas for the roundup night
- Scout talk/flyer information sheet

Promotional materials – Available through your District Executive

- Flyers & posters
- Yard signs
- Stickers
- Bookmarks

Parent informational materials – Your recruitment night folder

- Parent Guide to Scouting brochure - Available from Scout Service Center
- **Mini Scout Life Magazines - Available from Scout Service**
- Pack Handbook/Info Page
- Pack Calendar
- Parent Talent Survey

Materials to operate your roundup night

- Sign-up/attendance sheets, applications, envelopes (to collect money and applications), patches and incentives
- Pack/Scouting display table - Can include sample handbooks
- Catapult into Scouting Supplies—Available from Scout Service Center
- Flags for opening

THE NIGHT

Leaders - Your District Membership Team would be glad to attend your events and support your volunteers

- Set up and clean up crew - Can overlap with other roles. Arrive early so you can be set up 15 minutes ahead of event start time
- Den Leaders or designee plus two other leaders to run the meeting
- Greeters 1-2 to help with sign in and as needed
- 2 - 4 youth activity leaders - maybe a Troop could support your Pack in this role
- 1 - 2 adults to collect applications and money - Can overlap with greeters

Room choices

- Consider acoustics and available seating when selecting the room
- Libraries or classrooms can often be more functional than the cafeteria or the gym
- Have a separate room for Scouts and their frequently loud activities

Room set up

- Start with signs, balloons, music to set a fun mood
- Welcome station to greet people at the door and make sure they know where to go
- Have Pack displays around the room to highlight your Pack events
- Tables by grade - At each table have the following:
 - Den leaders or their designee
 - Sign-in sheets and name tags
 - Gathering activity
 - Parent information materials
 - Pens
- Registration table
 - Change
 - Pens
 - Room to write
 - Applications
 - Envelope for application and money collection



THE NIGHT

FOLLOW UP

Turn in your applications within 24 hours to your District Executive (DE), Commissioner or at roundup to membership partner

- Use the collection envelope
- Contact your DE to arrange pick-up if needed
- Make plans with your Treasurer to get a check for the Council and National fees to send with your applications

Follow-up with families still deciding about Scouting

- Review the sign-in sheets
- Contact the families within 2 weeks
- See what blocked them from signing up (try to identify ways to help)

Welcome new Scouts and their families

- Remind them of the next youth event
- Spell out the details of what they need to bring or wear etc.
- Remind parents of your Pack Organization Night

SETTING UP YOUR UNITS PIN

STEP 1

While logged in to your MyScouting account, select **Menu** at the top left hand side of your screen.

STEP 2

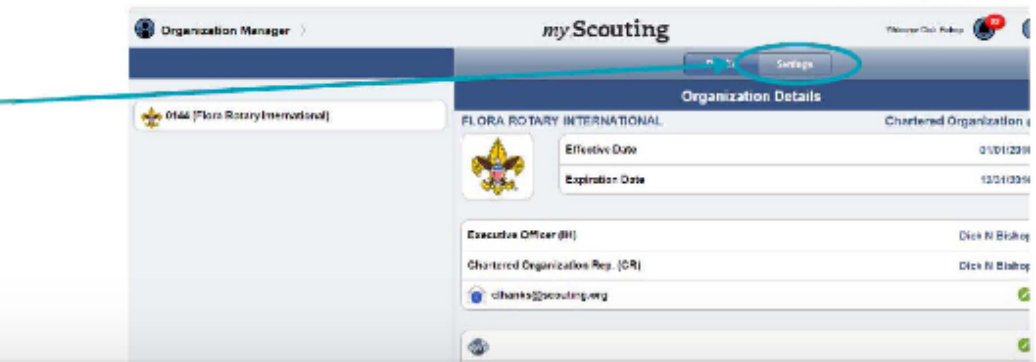
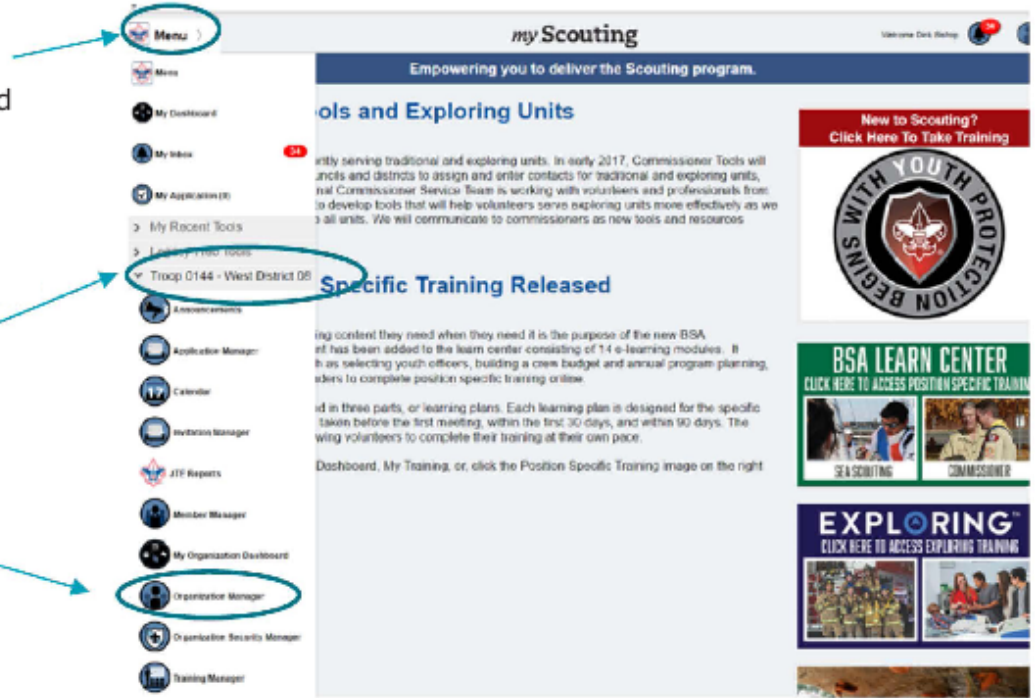
From the drop down menu **select the unit** you will be configuring.

STEP 3

Select **Organization Manager**.

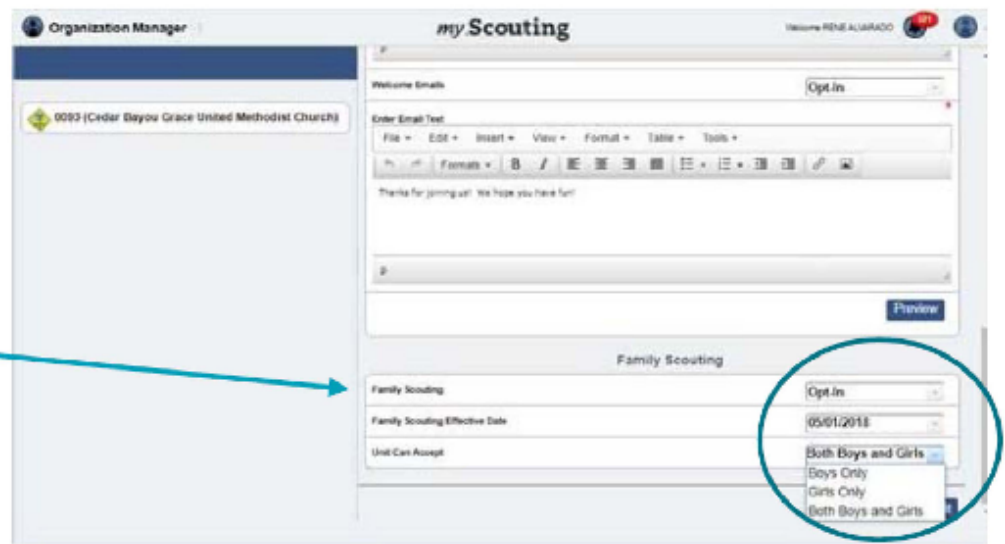
STEP 4


Select the **Settings** tab.




FAMILY SCOUTING


If your pack will be accepting girls - select opt-in for Family Scouting, enter the date, and then select whether the unit is accepting boys only, girls only, or both boys and girls.




5  Pack 0056 Atascocita United Methodist Church 1.5 miles ✕


2225 North Loop W
Houston, TEXAS 77008

 Dens for Boys or Girls accepting applications for girls beginning May 30, 2018


 576 - Sam Houston Area Council 576


 www.scouting.org


PACK WITH DENS FOR BOYS OR GIRLS

1  Pack 0039 East Montgomery County Fire Department 3.9 miles ✕

2225 North Loop W
Houston, TEXAS 77008

 Girl Pack accepting applications for girls beginning June 01, 2018

 576 - Sam Houston Area Council 576

 www.scouting.org

PACK FOR GIRLS

1  Pack 1292 Foster Elementary Pta 0.5 miles ✕

2225 North Loop W
Houston, TEXAS 77008

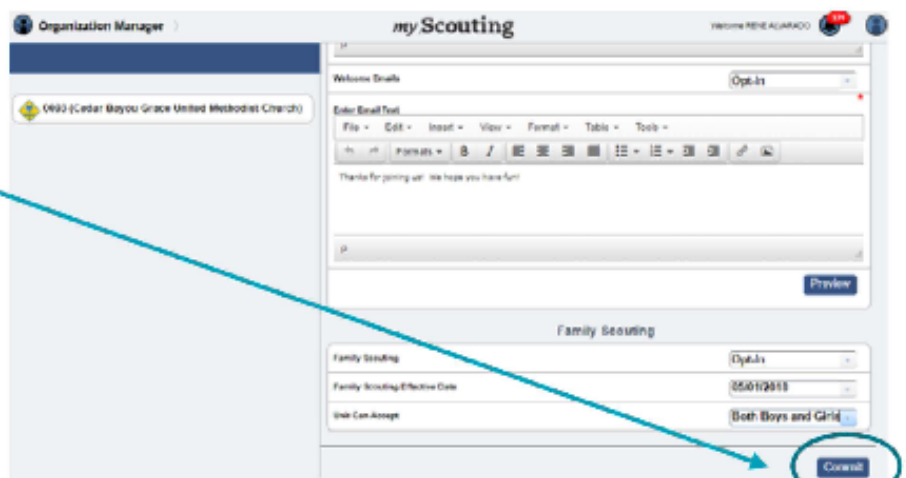
 576 - Sam Houston Area Council 576

 www.scouting.org

PACK WITH NO acceptGender VALUE CHOSEN

STEP 6

Save your selections by selecting **Commit** at the bottom of your screen.



The screenshot shows the 'myScouting' interface. The 'Family Scouting' section is visible, with the following fields:

- Family Scouting: (checked)
- Family Scouting Effective Date: 05/01/2018
- Who Can Accept: Both Boys and Girl (checked)

The **Commit** button is circled in red at the bottom right of the interface.

TIMETABLE

COMPLETE ON OR BY:

BY AUGUST 16th (or at Roundtable) Roundup for Scouting training or kickoff

BETWEEN AUGUST 19th-30th

- Contact schools and principals, set up Scout talks and learn about school
- Establish date, time, and location of recruitment night
- Confirm date with District Executive or District membership volunteer
- Begin external publicity (press release, poster, yard signs, church bulletins)

2-3 DAYS BEFORE ROUNDUP

- Pack Roundup Coordinator, District Executive or District
- Notify current Pack members and have them wear their uniforms
- Make sure promotional materials have been distributed
- Make sure facility will be open

ON SCOUT TALK DAY

District Executive, District Representative or Unit Leader does Scout Talk. Flyers go home with boys and girls inviting them to the roundup

**ON ROUNDUP NIGHT
(Completed by Sept. 27th)**

- Unit leader to attend roundup. Arrive early
 - Set up display and/or organize a gathering period activity
 - Assist in opening ceremony
 - Present a two minute report on Unit's program
 - Assist Roundup Coordinator with new Scout activities registration

AFTER ROUNDUP NIGHT

- Have all new adult registration applications signed by the head of the institution or the chartered organization representative
- Ensure all new leaders complete online training for Youth Protection and Cub Scout Leader Basic Training
- Follow up with un-registered Scouts and all new leaders
- Cubmaster signs youth applications and preps Council copy for submission

BY SEPTEMBER 30th

Have all applications and payments turned in to the Scout Service Center

BY OCTOBER 31st

All Packs have 2nd chance recruitment Pack meeting

AGENDA

Pack _____ Date _____

BEFORE THE MEETING

- Set up tables and chairs for each Den – use table tents
- Set up Pack display and registration tables

PRE-OPENING

- Welcome volunteers and greet families as they arrive
- Guide families to the displays and their grade level table
- Den leaders introduce themselves
- Have parents complete sign-in sheet and make name tags
- Do the gathering activity and find out about the new families

OPENING

- Flag ceremony and Pledge of Allegiance
- Teach the Cub Scout sign as the way for everyone to focus on the leaders
- Teach a favorite Cub Scout action song. (Watch for parents who are excitedly participating - potential leaders)

WELCOME & INTRODUCTIONS

- Welcome families
- Introduce Pack leaders and guests who are present
- Invite youth to join some of the adult leaders in another room or outside for fun activities

ABOUT THE PACK – ABOUT CUB SCOUTING

- Den leaders distribute roundup night folders/on board envelopes to parents at their table
- Explain the aims of Scouting and the purpose of Cub Scouting
- Explain the Den and Pack structure – very briefly Answer questions
- Discuss the specifics of your Pack
- Program calendar highlights, budget highlights, how and when the Dens and Pack meet
- Dues for your Pack, uniform/handbook needs

WHY SHOULD A PARENT GET INVOLVED?

- Use the yardstick illustration of why Scouting is a good place to invest your time

ASSIGNED TO:

SET-UP:

WELCOME:

OPENING:

INTRODUCTIONS:

ABOUT THE PACK:

WHY GET INVOLVED?

PACK ORGANIZATION

AGENDA

ASSIGNED TO:

EXPLAIN THE PACK ORGANIZATION NIGHT

- Date, Time, Location, Agenda:
 - Organize boys and girls into Dens – have activities
 - Match people and tasks for adults
 - Youth Protection Training

SIGN UP NEW MEMBERS

- Den leaders help those at their table complete applications and explain Boys' Life
- Den leaders get to know their parents during any waiting periods
- Volunteers at registration table collect fees and forms.
 - Collect forms even from those not paying fees
 - Place forms and money in the collection envelope

WHAT COMES NEXT?

- Scouts return to join their parents
- Lead a round of applause for those who have started their Scouting journey
- Announce the next Pack activity
- Thank everyone for coming

CLOSING CEREMONY – RETIRE FLAGS

BREAK FOR REFRESHMENTS



SIGN UP:

REGISTRATION TABLES:

PHOTOS:

SNACKS:

CLOSING CEREMONY:

CHECKLIST

BEFORE YOU LEAVE HOME:

- Prepare your pre-opening activity
- Wear your uniform
- Review agenda and practice your presentation
- Take a pocket calculator, 20-30 pens and/or pencils, change (both bills & coins) and masking tape

WHEN YOU ARRIVE AT THE LOCATION:

- Organize your materials and set up room properly
- Check with other team members (including Unit Leaders) on their part of the program
- Post your Pack organizational chart
- Assist Pack and Unit Leaders with their displays
- Organize your pre-opening activity
- Station yourself or other Roundup Team members at the door to distribute materials and welcome families
- Keep boys, girls and parents in assigned room
- Boys, girls and parents should sit together by grade

THE GENERAL PRESENTATION:

- Present opening ceremony by Pack (optional)
- Introduce yourself and welcome everyone
- Begin promptly and introduce other recruitment night Team Members & Unit Leaders

ROUND UP SUPPLIES CHECKLIST:

- Agenda, pack calendar
- Table tents, displays, name tags
- Attendance forms, pens, calculator
- Extras (applications, magazines)
- Change for fees (dollars and coins if needed)
- Masking tape to hang decorations
- Envelope for applications and money
- New Scout packets
 - Parent Guide, Mini Boys' Life Magazine, Gathering Activity, Parent Talent Survey
 - Youth Applications

GETTING THE MESSAGE OUT

REACHING EVERY YOUTH WITH THE MESSAGE OF SCOUTING REQUIRES INFORMING AND INSPIRING PEOPLE TO CONSIDER THE VALUE OF SCOUTING TO THEMSELVES AND THE COMMUNITY.

Message to Schools

Communicating to principals and teachers the benefits that your Pack brings to the school is a critical part of partnering with them. This ensures every family learns about Scouting as a great tool to shape the lives of their children for the future.

Message to Parents

Parents and guardians are the decision makers when it comes to the activities their children will join. We must continually tell and re-tell couples, single parents, and other influencers about Scouting's promise to give their children advantages in life.

Message to Youth

Boys and Girls want to join Scouting because it's FUN! Keep the "fun and adventure with friends" in front of them at all times to create an insatiable desire to be a part of your pack.

Message at Join Scouting Night

When you hold your recruiting event at school, you are on familiar ground for parents and boys. Being organized, informative, enthusiastic, and fun will create for them the confidence to join and get involved.



REACHING EVERY FAMILY

How much school access do you have?

- Full School Access: Youth talks & fliers
- Limited School Access: Fliers
- No School Access: No youth talks and no fliers

Design a Plan that Shows You Care About Reaching Every Youth

We are providing a variety of tools to help you recruit the most Cub Scouts. The more active recruitment methods we use, the more successful we will be. We are looking forward to our partnership with you as we grow Scouting together. Thank you for your support!

Through Active Recruitment

- Principal Visit
- Join Scouting Night flier a week before
- Lion/Tiger packets to all youth
- Back to School Night/Open House participation
- Open House picture booth
- Open House pack display board
- Postcard sent to all open house leads
- School rally or youth talk during school hours
- Youth talk flier sent home after youth talk
- Customize invitations to all homes
- Personal phone calls
- Magnets/door hangers
- Stickers/wristbands
- School carnival/school conference
- Recruit-A-Friend campaign
- Parent-to-Parent campaign

Through Passive Recruitment

- Yellow recruitment signs
- Community yard signs
- Scout uniforms at school
- Bookmarks to all 1st-3rd graders
- School website
- Outside school board
- Press release
- Church bulletin inserts
- School newsletter advertising
- Paid social media advertising

OUR PLAN TO REACH EVERY YOUTH

SCHOOL SERVED	
TOTAL KINDERGARTEN YOUTH	
GOAL OF KINDERGARTEN YOUTH TO REACH	
TOTAL 1ST GRADE YOUTH	
GOAL OF 1ST GRADE YOUTH TO REACH	
TOTAL 2ND-5TH GRADE YOUTH	
GOAL OF 2ND-5TH GRADE YOUTH TO REACH	
2022 RECRUITMENT GOAL	

Pack Join Scouting Night Date: _____

Second Chance Date: _____

Parent Orientation Meeting Date _____

Signed Cubmaster

Signed Committee Chair

Signed District Executive

Signed District Membership Chair

STEP-BY-STEP: HOW TO GROW SCOUTING

USE THIS RESOURCE TO HELP RECRUIT MORE YOUTH. BY USING ALL OF THE BULLETED ITEMS, YOUR PACK WILL GROW. SELECTING SOMEONE TO BE RESPONSIBLE FOR EACH TASK WILL HELP MAKE SMALL WORK OF RECRUITING NEW CUB SCOUTS. PLEASE WRITE THE NAME OF THE PERSON RESPONSIBLE FOR EACH TASK. COMMIT TO COMPLETING 12 TASKS TO ENSURE YOUR SUCCESS. BE SURE TO DO THE ITEMS LISTED THEN SELECT THE ADDITIONAL ITEMS WITH YOUR DISTRICT EXECUTIVE. UTILIZE THE LIST OF ACTIVE AND PASSIVE RECRUITMENT METHODS TO ENHANCE THIS PLAN.

School With Full Access

1. Develop membership plan with district executive

2. Principal visit _____

3. Back to School Night/Open House participation

4. Join Scouting flier sent home 1 week before joining night

5. Five Step Open House plan

6. Boy Talk: 1-3 days before joining event

7. Boy Talk flier sent home after youth talk

8. Lion/Tiger packets to all youth

9. Stickers/wristbands

10. Parent-to-Parent campaign

11. _____

12. _____

School with Limited Access

1. Develop membership plan with district executive

2. Principal visit

3. Back to School night/Open House participation

4. Join Scouting flier sent home 1 week before joining night

5. Five Step Open House Plan

6. Lion/Tiger packets to all youth

7. Stickers/wristbands

8. Parent-to-Parent campaign

9. Contact all kindergarten and first grade youth

10. _____

11. _____

12. _____

School with No Access

1. Develop membership plan with district executive

2. Principal visit

3. Back to School Night/Open House participation

4. Ensure customized invitations to all homes for 1st-3rd grade youth

5. Parent-to-Parent campaign

6. Select seven opportunities from **50 Ways to Find Tomorrow's Leaders**

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

2023 JOIN SCOUTING INFORMATION SHEET

Pack # _____ School District _____
 School _____

SCHOOL CONTACT INFORMATION

Principal: _____ Secretary: _____
 Phone: _____ Phone: _____
 Email: _____ Email: _____
 Address: _____ School Start Time: _____
 City/Zip: _____ Lunch Period Times: _____

SCHOOL ACCESS

Full Access Limited Access No Access

ACTIVE RECRUITMENT EFFORTS	
Principal Visit	
Join Scouting Night Flyer a week before	
Lion/Tiger packets to all boys/girls	
Back to School/Open House participation	
Open House pack display board	
Open House Follow-up Phone Calls	
Social Media Posts & Geofence	
Student Talk during school hours	
Custom invitations to homes	
Personal phone calls	
Stickers/bookmarks	
School carnival/conferences	
Pack volunteer lunch at school	
Recruit-a-friend campaign	
Parent-to-parent campaign	
Second Chance Night Scheduled	

PASSIVE RECRUITMENT EFFORTS	
Local community events/parades	
Community yard signs. Posters	
Wear Uniforms at school	
Bookmarks to all 1st/3rd graders	
School Website	
School Message Boards	
Press Release	
Church bulletin inserts	
School newsletter advertising	
Home School network	
Home Owners Associations	
Realtor welcome kits	
Local Libraries	
Peer-to-peer cards	
Custom invitations to all homes	

IMPORTANT DATES

First Day of School: _____ Back to School Open House: _____

FLYERS

May we distribute flyers Yes No # of Classrooms _____ Approximate # K-5 boys/girls: _____
 When are flyers needed by? _____ Flyers are normally sent home on _____
 Do flyers need sorted? Yes No Other requirements: _____
 Digital Copy Needed Yes No Other opportunities: _____

STUDENT TALKS

Can we talk with students? Yes No What Day/Time? _____

How are talks preferred? Classroom Lunch By Grade Assembly Other _____

Who should we set up talks with? _____ Handouts Allowed? Yes No

SIGN-UP NIGHTS

Can we hold signups at the school? Yes No Is there a fee for using the School? Yes No

Who should we work with for reservations? _____ Location/Room _____

Other Notes: _____

MARKETING OPPORTUNITES

May we list Pack events on school calendar? Yes No May we list Pack Activates in school newsletter? Yes No

Do you use voicemail or e-mail alerts? Yes No May the Pack post a display in the school? Yes No

SERVICE PROJECTS

Who should the pack work with for a service project at the school? _____

Adopt A School Program Discussed Yes No Notes: _____

MEMBERSHIP

2021	APRIL	DECEMBER	DIFFERENCE
2022	APRIL	DECEMBER	DIFFERENCE
2023	CURRENT	DECEMBER GOAL	SCOUTS TO RECRUIT

OTHER HIGHLIGHTS