

## Our School Night has not happened, but will within the next few weeks...

### **MAKE SURE YOUR PACK IS WORKING WITH AND IN CONSTANT CONTACT WITH YOUR DISTRICT EXECUTIVE IN SCHEDULING YOUR SCHOOL NIGHT AND PARENT ORIENTATION MEETING**

School Nights should be just that – a SCHOOL NIGHT AT THE SCHOOL. Parents are more likely to attend a meeting at a familiar location such as the School their kids attend. We can explain to them the night of the recruitment about the Charter Organization and where your Pack typically meets. (NOTE: When we deviate from this part of the plan, this is without question where most Packs fail to get the best results.)

### **ONCE SCHOOL NIGHT IS SCHEDULED IT IS ALL ABOUT PROMOTION, PROMOTION, PROMOTION!!!**

- Promote at School Open House(s) & PTA Meetings (flag ceremony and flyers)
- Have your School put your School Night Date on the Marquee. Also have any area businesses and/or neighborhoods put on their marquees.
- “Boys 1st thru 5th Grade to JOIN CUB SCOUTS” – (date, time, and location of your School Night)
- Promote through school, neighborhood, & church newsletters and websites.
- Don’t forget to promote through your chartered organization!!!
- If there is any way your Pack and School Night Team Members can personally contact the 1st Grade parents to extend the invitation to join, it may go a long way. (For example: if your school has a directory or phone tree, some packs have utilized this as a way to personally call 1st grade parents. )
- Arrange with the School to have your current Cub Scouts wear their uniforms on a designated day leading into School Night.
- Have some leaders go have lunch with their sons and wear the leader uniform the same day as recruitment and encourage all the kids to come join!!
- Have a leader or two assist the District Executive with the Rally at the School. (To find out the date, contact your District School Night Chair or Executive)

### **OTHER REMINDERS AS YOU PREPARE FOR YOUR SCHOOL NIGHT:**

- Make a good 1st impression! Make all new families feel welcome and have greeters to welcome them and give them some of the forms to start filling out in the very beginning. The greeters are an important role and could play one in helping secure leaders.
- School Night is not a long meeting – they are there to sign-up. Keep the meeting to 45 minutes to 1 Hour. This is just one of the reasons you should do a Parent Orientation Meeting.
- At the school night, please make sure your Pack has a one page fact sheet with important contacts and dates/calendar

- At the school night you are identifying potential leaders and parents willing to volunteer – not necessarily recruiting them into positions – unless you know them and know they would do a good job in the role. Your Pack should follow-up with all potential leaders and speak with them prior to the Parent Orientation Meeting – using the family talent survey, adult application, and questions as a way to determine the individual’s strengths and best fit for being a volunteer!
- Make sure everyone knows the date, time, and location of the next meeting/Parent Orientation!!
- Assign leaders to make welcome/reminder phone calls for the next meeting to all New Parents/Families!! This is very important – effective and timely communication can better your results and retention.