



Lincoln Heritage Council

Cub Scout Membership

and

Fall Recruitment Guide 2016

Table of Contents

Page 1	Importance of Year Round Recruiting!!
Page 2	Spring Recruitment & Tiger Prep
Page 3	BeAScout and Preparation to Recruit
Page 4	Assistance for Recruitment and Scheduling
Page 5	Pack Recruitment Chair Job Description
Page 6	Pack Recruitment/ School Night Timeline
Page 7 -8	Promotion Strategy and Access
Page 9	Recruitment/ School Night Materials
Page 10	Online Resources
Page 11	Promotion: Helpful Ideas
Page 12	Preparation: Before the Meeting
Page 13-17	Recruitment Agenda and Detailed Agenda (Use with LHC New Parent Guide)
Page 18	Recruitment Meeting Notes and Hints
Page 19	After the meeting & Recruiting New Leaders
Page 20	Parent Orientation Meeting
Page 21	Getting Cubs Outdoors & 2016 Opportunities!
Page 22	Leader Training
Page 23-24	Your Recruitment Plan & Strategy

Appendix:

Family Talent Survey

Example Den Roster

2016 Handbook Request Form

The Importance of Year-round Recruiting

Every boy needs Scouting: life-changing, life-directing inner character traits, decision-making ability, leadership skills, habits of service to God and others. Every boy deserves to experience the good in life and to help others find it too. Scouting can make that impact.

Since Scouting is promoted as a year-round program, many parents think that if they miss the sign up in the fall, their boy won't be able to join until next year, so we need to make Scouting available for families to join any time during the year. We must also promote the idea that boys can join at any time during the year. And as leaders, we need to be prepared to welcome new Scouts during different months of the year.

For many years, we were able to rely on unlimited school access. Schools are now under pressure to perform and for their students to score higher on standardized testing. Things that are deemed to be a distraction to learning are being eliminated and in some schools, that includes promoting Scouting to the boys.

For boys to be aware of what Scouting is about, we need to be in "marketing and promotion" mode throughout the year. Having a presence at summer festivals, county fairs, sporting events and other venues is critical to spreading the word about the Scouting program.

Year-round Membership & Recruiting Timeline

Jan-May	<u>Prepare for spring recruitment and new Tiger</u> Pack works Webelos to Scout Transition Follow up with "Be A Scout" leads
March-May	<u>Spring recruiting</u> (for packs with an active summer program in June, July, Aug) Follow up with "Be A Scout" leads Recruiting at spring community events
May	<u>Begin preparation and orientation for the next "years" recruiting plan</u> Follow up with "Be A Scout" leads
June-July	<u>Pack prepares program calendar, budget & fact sheet</u> Recruiting at summer festivals and fairs Follow up with "Be A Scout" leads
Aug-Oct	<u>Fall recruiting</u> (for boys that are looking for a school year activity) Follow up with "Be A Scout" leads Recruiting at fall community events
Oct-Nov	<u>Membership Renewal & Charter Renewal</u> Follow up with "Be A Scout" leads

Spring Recruitment & Tiger Recruitment Prep. (Jan – May)

A boy's first experience in Scouting, and that of his family, is usually as a Tiger in Cub Scouts. A successful, positive experience will keep a boy in Scouting. If he doesn't have a positive experience, we will lose him and his family for the remainder of his Scouting years.

- **The Tiger den leader can be considered the most important leader in the Boy Scouts of America.**

Recruiting the best possible Tiger den leader is the strongest factor in a boy having a successful, positive experience.

Tiger Season involves:

- Raising awareness about Cub Scouting with teachers and school principals.
- Fostering a relationship with Kindergarten teachers.
- Asking Kindergarten teachers to identify high potential Tiger leaders from among the Kindergarten parents.
- Research potential Tiger den leaders.
- Ask the Kindergarten teachers to introduce you to your top candidates.
- Recruit the best Tiger den leader that you can.
- Once you have the right Tiger den leader, invite the boys and their parents to an organization meeting.
- Make sure the den has activities planned throughout the summer, including Day Camp.

Many parents make choices regarding their children's fall activities *in the preceding spring*. Also, as the season changes into spring, the opportunity for outdoor adventures for young boys' increases.

As stated above, recruit the best possible Tiger den leader by developing a relationship with the Kindergarten

teachers. Once the leader is recruited, conduct the organization meeting for Kindergarteners and their parents in April or May. In June, these boys can officially be registered as Tiger and begin a summer program.

Tiger Season needs to happen in the spring so that Kindergarteners can join in June and attend Day Camp during the summer.

Summer Program for Tiger Cub Scouts

Having one activity in June, July and August (earning the Summer Time Pack Award) provides great start for Tigers and their families. Some of the activities may include: Day Camp, fishing derby, bike rodeo, den cookout or picnic, visit to the zoo or a ball game, field trip at a park, or other outdoor adventures you can think of.

“Be a Scout” Website

On all of the marketing materials we use, parents are given the web address for the BSA’s “Be a Scout” website (<https://beascout.scouting.org/>). By visiting the site, they can learn about the different programs available and see a list of Scouting groups in their area. If they are interested in joining, they can select the units they are interested in and send their contact information. Units that have entered their contact information will receive an email notifying them that someone is interested in joining their unit. Using their password, they can access the information the parent sent and contact them with details about their unit.



For more information about using the “Be a Scout” website to promote your unit, you can view an orientation video at: <https://www.youtube.com/embed/jXzSspKM0ao?rel=0>.

Preparing to Recruit New Cub Scouts and Leaders (To be completed prior to Packs recruitment night)

- Recruit a **Pack Recruiting Coordinator** to represent the pack at district/council planning and training meetings.
- Determine leadership vacancies in the pack and have a **plan for recruiting parents** to fill those positions. Recruit the new leaders during the summer months if possible.
- Create a program **calendar** for the next year (August 2016 – July 2017).
- Create a **unit budget** and be prepared to explain to parents how much Scouting costs and how they can help pay for the program through fund raising programs.
- Create a Pack **Fact Sheet** or **Newsletter** that includes contact information for existing leaders and other general information that parents would need to know about the pack.
- **Schedule den meetings** to start as soon as possible after the recruiting meeting.

Recruitment Assistance Available

District Cub Scout Recruiting Chair:

- Recruits, trains and assigns district volunteers to help packs recruit new members.
- Coordinates the training and briefing meeting held in July.
- Coordinates the collection of new member applications and fees.

District Recruiting Team:

- Assists in conducting the training/briefing meeting.
- Confirms recruitment/orientation meetings dates with pack recruitment chairs.
- Attends recruiting meetings to collect applications and fees and assist in other ways as needed.

Professional Staff:

- Helps with scheduling and marketing (Example: recruiting fliers and yard signs free of charge).
- Arranges the school visit to distribute fliers and talk to the boys about joining.

Council Website:

- Ideas and materials to assist with recruiting at www.lhcbasa.org
- National membership recruiting resources on www.scouting.org:
http://www.scouting.org/scoutsource/Membership/Youth_Recruitment.aspx

Scheduling the Recruiting Meeting

1. Select the date & time of the recruiting meeting(s).
 - In the spring, avoid state testing weeks.
 - In the fall, coordinate and schedule the meeting no earlier than the second week of school and no later than the end of September (weeknights at the School work best!).
 - ***You are encouraged to work with your District Recruitment Chair and Executive to schedule the fall recruiting meeting before school ends in the spring.*** This will be helpful when promoting Scouting during the summer at county fairs, festivals, etc.
2. Reserve the meeting location.
 - **FOR BEST RESULTS:** Conduct the meeting at the school the potential members attend.
 - If the school is not available, another meeting location close by will work.
3. Ask a Boy Scout troop to help:
 - Older Boy Scouts can help keep the younger boys occupied with an activity, while the pack leaders talk to the parents.
4. Ensure that the district recruiting team is well informed and involved in all aspects of recruitment.
 - Scheduling and coordinating the recruitment and most important, the “Boy Talk”
 - Assisting with recruitment materials production – flyers (3), posters, yard signs, parent and new Scout giveaways, applications, parent guides, and also providing principal/school appreciation thank you gifts – ALL FREE OF CHARGE!

2016 Pack Recruitment Chair Job Description

Thank you for serving as your Pack Fall Recruitment Chair. This is an important role!

Your key responsibilities:

1. Work closely with the District’s Fall Recruitment Chair, District Executive, Cubmaster, and Pack Committee to successfully conduct a recruitment/School Night and obtain the Fall Recruiting Goals for your pack.
2. Recruit 3-5 volunteers to serve on your Recruitment Team for your pack. Team members consist of (but not limited to): Den Organizer(s), Greeters, Treasurer, and a couple of volunteers to run a 15 minute activity for new Scouts.

3. Along with your Team, attend your District’s Recruitment Training to be held:

DISTRICT	DAY	DATE	TIME	Time Zone	ADDRESS
Old Kentucky Home	Monday	11-Jul	6:30 PM	Eastern	Lebanon UMC
Chief Old Ox	Thursday	14-Jul	7:45 PM	Eastern	St. Anthony of Padua Catholic Church
Iroquois	Tuesday	19-Jul	7:15 PM	Eastern	Cooper UMC
Lincoln Trail	Tuesday	19-Jul	7:00 PM	Eastern	First Presbyterian Church
Audubon	Thursday	21-Jul	6:30 PM	Central	1st Baptist Church Owensboro
George Rogers Clark	Thursday	21-Jul	7:15 PM	Eastern	Tunnel Hill Christian
Seneca	Thursday	21-Jul	6:30 PM	Eastern	St. Albert the Great Catholic Church
Cherokee	Monday	25-Jul	7:00 PM	Eastern	Sam Swope Scout Center
Dan Boone	Tuesday	26-Jul	7:00 PM	Eastern	Lagrange Presbyterian
Tecumseh	Tuesday	26-Jul	6:00 PM	Central	Dawson Springs Library
Wapiti	Tuesday	2-Aug	7:00 PM	Central	Cumberland UMC
Four Rivers	Thursday	4-Aug	7:00 PM	Central	Calvert City UMC
Shawnee	Monday	8-Aug	7:15 PM	Eastern	St. Stephens United Church of Christ

4. Work closely with your District leadership - Pack leaders, to schedule your Rally, School Night and Pack Orientation meeting.

5. Promotion is the key to any recruitment, so with the assistance of your Team, Cubmaster, and Pack Committee, aggressively promote the recruitment and Parent Orientation Meeting for your Pack.

6. Ensure that all youth/adult applications and registration/*Boys’ Life* fees are submitted to the council office 1-2 days after the recruitment. (Your district may have a report/turn in meeting, which would also be an appropriate time.)

7. Along with your Pack’s recruitment Team Members, analyze the success of your recruitment and track the progress towards the goal (PACK JTE #2 GOLD REQUIREMENT) and institute any follow-up efforts necessary to obtain the JTE goal. Follow-up efforts should include "Bring-a-Buddy" or recruitment at your chartered organization.

8. With your Pack Leadership, schedule and conduct a "Pack Orientation" meeting for new families within one week of your recruitment.

Pack Recruitment/ School Night Timeline

_____ School Night Proposed/Confirmed Date

Days Prior to School Night

By Date

_____ -45 Days:	Work with Executive and School Night Chair for proposed School Night date
_____ -40 Days:	Recruit volunteers to serve as Pack Recruitment Chair/Team members & attend training.
_____ -30 Days:	Once recruitment is scheduled, schedule New Parent and Leader Orientation for your Pack.
_____ -30 Days:	Confirm and prepare to distribute Pack Calendar for the upcoming year
_____ -30 Days:	PROMOTION, PROMOTION, PROMOTION
_____ -25 Days:	Pack Leadership and School Night Chair meet to assess leadership needs.
_____ -14 Days:	Re-confirm Recruitment and/School Night/Boy Talk date and time with school
_____ -7 Days:	First flyer distributed to school along with posters and yard signs at school, businesses, churches, etc. (Don't forget your Charter Partner).
_____ -2-1 Days:	<u>Boy Talk at School (Great Idea: Church youth group(s)) for boys 1st thru 5th (Kindergarten if approved for Lion Scouts)</u>
0 Day	Recruitment/School Night
0 Day	Boys, wear, uniforms the day of Boy Talk and School Night.
0 Day	Public Address (PA) announcements in school on day of School Night.

After School Night

_____ +1-2 Days:	Turn in all applications, registration and <i>Boys' Life</i> fees to Scout Service Center
_____ +1-2 Days:	With the District Fall Recruitment Chair and Executive, analyze the School Night recruitment results versus the Pack's recruitment goal and institute a follow-up plan for additional recruiting. (This plan should include "Bring-a-Buddy Night" and recruitment at your Chartered Org.).
_____ +1-2 Days:	All new Cub Scout parents are given a welcome call from Den Leader and are given a reminder of the Pack Orientation Meeting.
_____ +1-2 Days:	Distribute make-up flyer to schools promoting date of Pack Orientation meeting
_____ +7 Days:	CONDUCT PACK ORIENTATION MEETING
_____ +7 Days:	All New leaders complete <u>Youth Protection Training</u> and submit certificate with application.
_____ +7-10 Days:	Conduct first Den Meeting(s), distribute handbooks & work with new Cub Scouts to obtain Bobcat Rank.
_____ +7-10 Days:	Pack Committee confirms all New Leaders' completed Job Specific online or registered for course.
_____ +14-21 Days:	All New Leaders should have completed <i>Leader Specific Training</i>
_____ +20-30 Days:	All New Cub Scouts are recognized with their Bobcat Badge and advancement paperwork submitted to Council Office.
_____ +30 days	Hold pack meeting and award the Bobcat badges to new members.
_____ +30-40 days	Conduct Outdoor activity with new members.

Promoting the Recruiting Meeting

How much school access does your pack have?

- No School Access: No fliers or boy talks.
- Limited School Access: Fliers only, no boy talks.
- Full School Access: Boy talks & fliers are allowed.

These are some suggested ways to let families know your pack is recruiting:

No School Access:

Grass roots promotion in the community

- **Flyers, Posters, and Yard Signs** in the surrounding area around the recruitment!
- **Make Some Noise – Make it Fun – Make it an Event!!**
 - Mock campsite demonstrations with signage and eye catching events for the boys to participate in the night of recruitment!
- **Door hangers**
 - Distribute flyers and door hangers in targeted neighborhoods and/or apartment communities with your pack information. Door hangers are available through your local Scout office, back can be customized.
- **Displays at your Chartered Org., Churches, and surrounding Youth Organizations**
 - Packs can check out a tri-fold display to use for information booths or at recruiting meetings.

Promotion at Sporting Events

- **Sporting events** – have leaders and boys pass out fliers or have a booth at:
 - Youth baseball, soccer at football games
 - High school football and basketball games
- **Sports sign-ups** – Have information available when families are signing their children up for different sports.

Promotion at Community Events

- **Participate in community events** – Depending on the type of event, you may have a booth, activity, or have Scouters walking around passing out information.
 - **County Fair**
 - **Farmers Markets**
 - **March in Parades** – pass out candy and joining information.
 - **Halloween** – pass out candy and business cards with Cub Scouting information.

Promotion at Libraries

- **Set up a display at the local library**
- **Participate in library events**

Promotion at Churches

- **Vacation Bible School** – Talk to boys and have information available for parents.
- **Church festivals** – Set up an information booth
- **Sunday school** – Do “boy talks” and set up a booth after service with joining information.
- **Church Bulletins** – Announcements can be sent to area churches notifying them that the pack will be recruiting members. Ask the church to publish the announcement in the church bulletin the Sunday before the Sign-Up meeting. Visit www.crossroadsbsa.org for templates.

Limited School Access

Promotion at Schools (not during instruction time and as allowed)

- **Flyers/Poster/Yard Signs:**
 - One flyer at least 1 week prior to recruitment at school with Posters and Yard Signs
 - One flyer a couple days prior to recruitment
- **School Website**
- **Information booth** (or Scout leaders in uniform) to distribute Cub Scouting information or to sign up new Cub Scouts at the:
 - Meet the Teacher night
 - School Open House
 - Ice Cream Social
- **“Cub Scout” themed party** – Have a classroom parent who is part of Cub Scouts pass out invitations to the party. The party can serve as an additional opportunity for families to join and learn about Scouting.
- **Adopt a School Program** (a new BSA initiative)
 - This new program encourages packs to create a formal partnership with the school and do service projects for the school through the year.
 - Designed to make the pack visible and bring attention to the positive influence Scouting has on boys.

Full School Access (in coordination with above mentioned plan for limited access)

- **Boy talks**
 - Have district volunteers or professionals arrange and conduct with the school.
 - A talk to boys during assemblies, classrooms, or lunch (as allowed by the school).
 - Fliers and stickers given to the boys during the visit.
- **Stickers**
 - Small stickers are available to hand out to individual boys.
 - Large stickers with “Ask Me about Scouting” can be worn by leaders and adults during promotion activities.
- **Posters**
 - Packs will receive posters to use in the schools and other locations around the community.
 - If the large posters are too big, you can use the 8 ½ x 11 flier as a poster.

Recruitment/ School Night Materials

WHAT TO PASS OUT:

Boys' Life Mini Magazine

Youth Applications

Adult Applications

Pens

New Parent's Guide to Cub Scouting Booklet

Pack Fact Sheet and calendar with contact names and numbers

RECRUITMENT MATERIALS PACKET WILL ALSO CONTAIN:

Report envelope

Table signs

New den roster forms (triplicate: 1 for Den leader, 1 for Cubmaster, 1 for District)

Training forms

OTHER MATERIALS NEEDED FOR SCHOOL NIGHT:

Cub Scout Handbooks (examples for Leaders and Youth)

Calculator

Receipt book

Cash to make change

Pack display: photo album, camping gear, pinewood derby cars....

Patch collection, uniform

Online Resources: Available at www.lhcbasa.org
(click on Fall Recruitment or search Fall Cub Scout Recruitment)

- This Planning Guide
- E-blast template
- E-vite template
- Business card template
- School Night Agenda
- Flyers
- Posters
- Parent Orientation Agenda
- TV/ Radio PSA's
- Family Talent Survey
- Scout Shop Coupons
- Selecting Quality Leaders worksheet
- Uniform Order Form
- Handbook Order Form
- Den Roster
- School Rally sample video
- Bookmark template
- Paper Airplane Game
- Social Media Posts
- Pack newsletter template
- Pack calendar template
- Pack leader Inventory worksheet
- New leader prospect worksheet
- Be A Scout Fact Sheet
- School Report Card

Additional Resources are available at:

www.scouting.org:

http://www.scouting.org/scoutsource/Membership/Youth_Recruitment.aspx

Getting the Word Out For School Night: PROMOTE! PROMOTE! PROMOTE! (Helpful Ideas)

1. Boy Talks – talk to all boys at school about joining Cub Scouts 2-3 days before the recruitment (District Executive and Pack Recruitment Chair work together to schedule).
2. Posters/Flyers/Yard Signs (provided by LHC) placed in school, businesses, community centers, churches, etc. (your Charter Organization).
3. Den Leaders request boys wear uniforms to school on the day of Boy Talk and School Night.
4. Parents who are leaders have lunch with their son on the day of Boy Talk wearing their leader uniform.
5. Within two weeks of School Night, put messages on the marquee at schools, businesses, subdivisions, and churches. (your Charter Organization).
6. Pack sets up Pinewood Derby, push mobile or some kind of activity after or during school the week prior to School Night.
7. Local Television/Cable PSA's.
8. Cubmaster has Cub Scout do the school/PTA flag ceremony prior to School Night/Recruitment.
9. Cub Scout Pack has a booth at the school open house.
10. Public Address (PA) announcement in school on day of Boy Talk.
11. Within two weeks prior to recruitment, articles in local newspaper, subdivision newsletters, as well as school and church newsletters.
12. Banners or signs on well-traveled roads the week of recruitment.

Before the meeting:

PREPARATION, PREPERATION, PREPERATION!

- **It is essential** to have *control* of the meeting *before* it starts!!
- **Make sure you have** double checked that the building will be unlocked and have a phone number of someone to call if it isn't.
- **Arrive 30 minutes early.** Set up displays, arrange room. Have all persons assigned to be there arrive 20 minutes early. Have some displays, games, or songs ready for everyone interested.
- **Hand out applications, Parent Guides, and *Mini Boys Life's*** to adults of boys as they arrive.
- **Seat boys and parents at a table by grade.** Have them fill out applications immediately. (Do not collect money until end of meeting.) Explain how to fill out application (2 or 3 times) during the gathering time, including where each application needs to be signed.
- **Start 5 - 10 minutes late.** This will allow late comers to hear the story from the start and give everyone time to fill in their applications. (Have them hold their application.) There was a published time on the flyer the youth took home, just make sure you leave time for those late arrivals.
- **The Parent's Guide book** will serve as a guide for parents to follow along with during school night. Encourage them to fill in the blanks during your presentation.
- **Prepare a flip chart or Power Point Presentation** in advance.
- **Assign Volunteer** to each part of the agenda ahead of time and stay on schedule.
- **Practice the presentation** a few times so you can stay on subject and on time.

Recruitment/ School Night Meeting Agenda

(This is designed to be a 50 minute sign up night for new Cub Scouts)

NEW MEMBERS:

- | | | |
|--|----------|-------|
| 1. Opening/Icebreaker | (3 min) | _____ |
| 2. Welcome, Council/ District/ Pack Info | (3 min) | _____ |
| 3. Why? & How Scouting is Organized | (3 min) | _____ |
| 4. How Cub Advancement Works | (3 min) | _____ |
| 5. What to Expect (1st 6 Weeks) | (3 min) | _____ |
| 6. Bobcat Trail | (3 min) | _____ |
| 7. Parents Questions: "Cost, Time" | (3 min) | _____ |
| 8. Popcorn | (3 min) | _____ |
| 9. Pack Activities/ District Council Program | (5 min) | _____ |
| 10. Scout Shops | (3 min) | _____ |
| 11. Training | (3 min) | _____ |
| 12. Volunteers & Parent Talent Survey | (10 min) | _____ |
| Collect Applications and fees | | _____ |
| After meeting | | _____ |

Detailed Recruitment Meeting Agenda

1. **Opening/Ice Breaker:** (3 minutes)
Conduct an “icebreaker” or opening to make everyone feel comfortable.
(Recite Pledge, Cub Scout Promise and or a short song, stunt or skit)

2. **Welcome/Introduction:** (3 minutes) (Pages 1 & 2 in Parent Guide)
 - Introduce self and current Pack/Den Leaders present. Ask them to use the parent Guide book to follow along with the presentation.

 - Have the parents open the book to page 1 & 2.
 - Explain what the Council is and reference the map.
 - Point out to the parents which district they are in (use map and page 2 description)
 - Encourage all parents to fill out page 3 with this important information:
 - District Name
 - Pack #
 - Den #
 - Cubmaster Name, Phone, and E-mail.
 - Den Leader Name, Phone, and E-mail.
 - Time / Date / Location of meetings.

 - Highlight the activities from the past year, future year, etc.
 - Reference Pack Calendar handed out at the check in table.
 - Explain when and where the Pack meets and, briefly, what happens at a Pack meeting. Parents and families are encouraged and expected to attend.
 - Thank the parents for taking time to come to enroll their son in Cub Scouts.

3. **What is Cub Scouting & how is it organized?** (3 minutes) (pages 4 & 5 in the Parent Guide)
 - Explain briefly how Scouting is organized
 - Chartered Organization -Chartered Organization Representative
 - Pack Committee -Cubmaster
 - Den’s and Den Leader

 - Highlight what the different leadership positions are in the Pack.
 - Boys are in dens, generally 6-8 boys to a den, Dens meet once a week.
 - *Kindergarten are Lion Cubs (only at participating Packs)*
 - 1st graders are Tiger Cubs
 - 2nd graders are Wolf Cubs
 - 3rd graders are Bear Cubs
 - 4th and 5th graders are Webelos and are preparing for Boy Scouting.

 - The Pack meets monthly. Parent participation is important and required for the Pack’s success. Everyone is expected at the Pack meeting.
 - The Cub Pack is run by volunteers: parents of boys. **(Mention here that in a few minutes, you will be asking for parents to help.)**
 - In summary, Cub Scouting helps parents get to know their sons better and vice-versa. An opportunity for fun, adventure, recognition and achievement. Every boy is encouraged to do the very best he can.

4. **The Advancement Plan:** (3 minutes) (page 4 in the Parent Guide)
 - Let the new parents know that – The responsibility of a boy’s advancement in Cub Scouting lies with the family and not with the Pack. Some advancement requirements are done at den meetings, but most are done at home with the family.
 - Review for all parents that everyone starts with the Bobcat Badge (except Lions).
 - Their son will work on the rank for the grade they are in.
 - There is no going back to earn badges for grades you have already passed.

5. **What to Expect over the next 5-6 weeks as you begin:** (3 minutes) (page 6 in the Parent Guide)
 - Pack Orientation meeting (next week)
 - Den Meetings
 - Pack Meeting
 - Receive/ purchase Handbook and uniform
 - Activities & Camping trips
 - Earn the Bobcat Badge

6. **Bobcat Badge:** (3 minutes) (page 6 in the Parent Guide)
 - Review some of the requirements and explain all New Cubs (Except Lions) begin by working on the Bobcat Badge, when completed they will turn it in to your Den Leader so it can be awarded at the next Pack meeting.
 - Give the example that these items learned in the Bobcat are used their whole time in Cub Scouts like the sign, salute, and promise.

7. **Address what questions a new parent might have:** (3 minutes)
 - How much time will this take?
 - Who are the leaders?
 - How much does it cost?
 - How can I become an adult volunteer in Cub Scouting?
 - What do you do in Cub Scouting?

(Spend a little time on this last one. New parents need to be educated on what Cub Scouts is!!)

8. **Popcorn:** (3 minutes) (page 7 in the Parent Guide)
 - Let all new members know that Popcorn and Camp Cards are both no-risk fundraisers that the Pack can participate in during the year. This is a great time to allow your Pack Popcorn Chair to encourage all parents to participate in this year’s sale. Highlight the benefits of selling (salesmanship, earning their way, Pack profits and can pay for re-charter, *Boys Life*, outings or field trips.)
 - Review info on page 6, let the parents know that they can start selling right away.
 - If your Pack has “Show and Sell” locations and dates coming up, you can mention to the new parents how they can participate.

9. **Cub Fun/Council & District Program & Camps:** (5 minutes) (Pages 8 & 9 in the Parent Guide)
- Review with the highlighted activities and what time of the year they occur. Refer to the Pack calendar if you need to.
 - Highlight the next event that the Pack is doing and when it will be, so parents can keep the date open.
 - Reference the map on the inside cover of the parent guide and where the different council properties are located and a little about what happens at each.

Cub Scout Camp Programs: (pages 8 & 9 in the Parent Guide)

- Highlight Day Camp, Resident Camp, and Webelos Camp. Let the new Parents and Scouts know which one members of the Pack have been to.
 - Make sure to highlight that the 100th Anniversary and Haunted Woods that will be this Fall.
 - Highlight Roundtables as a way to get info and gain support for Pack.
10. **Scout Shops:** (3 minutes) (page 10 of the Parent Guide)
- You might want the group to flip back to Page 1 and look at the Map.
 - Let all parents know that there is a Scout Store near them.
11. **Training and Volunteering – Great Packs start with Great Volunteers:** (3 minutes) (page 11 in the Parent Guide)
- Highlight that Youth Protection Training can be done online.
 - Review what it takes to be considered a trained leader.
 - Explain the Youth Protection Card on the bottom and encourage Parents that are going to help out to fill it out and turn it in with their adult application.
12. **Interested Parent Volunteers and Parent Talent Survey:** (10 minutes)
- **THIS IS THE TIME TO FIND OUT WHO IS INTERESTED IN VOLUNTEERING – NOT RECRUITING POSITIONS!**
 - Make a heartfelt approach and “ASK”!
 - DO NOT TALK YOURSELF OUT OF SOMEONE RAISING THEIR HAND!
 - Be comfortable with the uncomfortable silence.
 - When someone raises their hand – GET THEIR NAME & MAKE IT A BIG DEAL!
(A round of applause, a BIG hand, etc.)
 - Keep the interested volunteer momentum going!! Build some excitement!
 - HAVE ALL PARENTS INTERESTED IN VOLUNTEERING FILL OUT THE ADULT APPLICATION!
 - HAVE ALL PARENTS fill out the parent talent survey and/or adult application and turn it in. Packs gain many resources by simply knowing what the parents in the Pack are good at.
 - Use the interested parent’s applications and parent surveys to determine who you will recruit for positions!!! Make the Best Choice using the information and interest you have!
 - Use the youth applications as a resource, call the school, church to seek advice on the parents for volunteer roles.

13. **Adjourn, Register, and Collect Fees**

- The close is one of the most important elements of School Night recruitment. You may have given a great presentation but if you do not accomplish the purpose of the School Night you have been unsuccessful.
- Gather everyone's attention (room should come to a standstill) and let them know what needs to be accomplished in the next 5-10 minutes.
- Every parent should have filled out a youth application (hold one up).
- **You want to collect both youth and adult registration TONIGHT!** If they cannot pay that night, you still want to collect the registration form as a means of follow-up.
- Have someone set up to collect applications and fees from Den Leaders as they complete registration. Remind them of the Youth Protection Training they are to take online prior to the Pack Orientation meeting. Thank everyone for coming.

14. **After the Meeting/Follow up (New and Current Leaders Meet):**

- Settle-up money and registration. (Everyone should turn in a form, even if they do not pay. These are used as a record of attendance.)
- Training dates are confirmed to train new leaders and existing leaders.
- Copies of new Den rosters to Cub Master & Den Leader.
- Collect boys and leaders applications (with Youth Protection Training certificate) to be turned in at Scout Service Center. (**Ensure all youth applications are signed by parent and Cubmaster.**) (**Leaders applications may be completed at the Parent Orientation Meeting. Youth applications need to be turned in right away**)
- Den Leaders should follow up with new parents with a phone call then an email. Thank them for joining; remind them of the Pack Orientation meeting.
- School Night Team members should follow-up with any families that did not complete registration at school night or could not attend school night.
- Place all Council copies of applications, fees, training forms, and rosters in report envelope.
- Return report envelope to DE that night or within 24 hours.

Recruitment Notes and Hints

- Have your returning members and leaders present to assist in the recruitment and help set up, meet new members as they arrive, and/or assist in providing an activity for new boys to participate with the returning.
- Keep control of the meeting from the start. DO NOT let them spread out over the room and keep the individual groups/grades together. (IT IS ESSENTIAL FOR THE PARENTS TO SIT WITH THEIR BOYS.)
- Know what is needed in the Pack, that is...what Dens need boys and what Dens need leaders, Committee members, etc. Only organize new Dens when needed.
- The boys are already sold on joining and attended the meeting to join. However, parents may have more questions before they volunteer. Explain to them the benefits of being a volunteer. Prepare your presentation carefully and you will have immediate success in recruiting adult leaders. Volunteer recruiting/retention/training is the key to youth retention.
- Too many handouts and materials will only confuse potential volunteers. Literature samples may be helpful to show them what is available.
- **Schedule a Pack Orientation meeting to give the details about how your Pack operates, review the calendar and expectations and to conduct *Youth Protection Training & Fast Start Training*. It is important to have this training completed within a week of the Recruitment/School Night.**
- It confuses parents (future volunteers) to talk about district, council, roundtables, OA and other Scouting terminology. What a new Den Leader needs is the support of knowing what they need to do on a weekly basis. Their weekly Den meeting is the most important meeting.
- Recruitment/School Night program should last no longer than 45 minutes. A child's (and their parent's) attention span is limited.
- Assign a Scout and Leader as Greeters. Make everyone feel welcome, introduce yourself, ask their name and introduce them to others.
- Encourage ALL your Pack/Den Leaders to attend, let your new members know they are joining a solid Pack with depth.
- Ask your local Boy Scout Troop to run outside games during the presentation (20 minutes)
- Stress the importance of the Parent Orientation meeting (one week after School Night).

After the Recruiting and Before the Next Meeting

In the time between the recruiting meeting and your next meeting, do the following:

- If you need to recruit a den leader – first do some research.
- Meet face to face with your prospect to actually recruit them.
- Have all of the Den Leaders contact the new parents to remind them about the next meeting.

Recruiting New Leaders for Your Pack – Helpful Reminders

- **This is critical for your Packs future, but recruiting new leaders is not done at the School Night.** Finding the best leaders for your Pack is done as a combination of selecting who to ask, and asking them, usually between the School Night and the Pack Orientation.
- **Which leadership roles need to be filled?** Does your Pack have enough leaders??
- **Use the Recruitment Night and Parent Orientation meeting to get to know new parents.** We might know some of these parents and it is a great chance to talk to them about getting active with the Pack as a leader. However, at the recruitment night we do want to give those parents interested in volunteering a forum to do so.
- **Use the Parent Talent Survey** to gather information about their hobbies, interests, profession, and any *scouting background*.
- **Meet with prospective new leaders between the recruitment and the Parent Orientation.** *One-on-one meeting will be more successful* in recruiting them and allowing you to answer more of their questions. This increases your chance of getting a “yes”.
- **See who fills out the Den Roster:** Each Table should have a “Den Roster” form upside down on the table, under the Table sign. (HINT: The person who reaches for the form has a natural desire to take charge.)
- **Greet everyone** as they come in. Ask them their names, what they do, were they a Scout?
- When making your presentation and talking about volunteers, look for people who are making eye contact, sitting forward, nodding in agreement. **Body language is important.**
- **Don't force it.** Sometimes the right person needs a little help/time to say yes. It's better to meet with the right person one on one after the meeting than to place them on the spot.
- The goal is to have **all Den Leaders in place by the Pack Orientation meeting** next week. This may require a few before and after work recruiting visits.
- **Make it a big deal** when someone agrees to volunteer, once you have their application send an email to the Pack letting them know about the new Volunteer. Publicly recognize them and introduce them to the Pack immediately after they agree to serve (bring the app and the YPT certificate to the Pack Orientation meeting so the CC & CR can approve it).
- **Be sure to mention that everyone starts new – full training is also available- and “Den & Pack Meeting Resources” are available online.**

Parent Orientation Meeting for New Parents

Within a week of the recruiting meeting, conduct a Parent Orientation meeting for the new parents and explain more of the details they need to know about your Pack.

- The Parent Orientation meeting can be a part of the next Pack meeting (or 30-45 minutes before the rest of the Cub Scout families arrive for the regular Pack meeting).

PARENT AND LEADER ORIENTATION - (SAMPLE AGENDA)

1. Welcome and Introductions

- Conduct a brief "get to know" you game/ice breaker.
- Ask your local Troop to help by running activities (outdoors) for the boys while you meet with their parents.
- Use the Parent's Guide booklet passed out at School Night as a guide.

2. Discuss Pack Leadership

- Introduce and briefly define the roles of leaders present
- Explain Pack leadership and roles
- Distribute Pack contact information
- Assess Pack's current leadership and committee needs
 - What vacancies are on the Committee?
 - Which Dens need leaders or assistants?
 - Pass out and collect Parent Resource Survey.

3. Pack Calendar, Meeting Schedules, and Communication

- Confirm and distribute the calendar for the Pack.
- Discuss upcoming events and meetings.
- Confirm den and Pack meeting dates, times, locations
- Communication: Discuss Pack Newsletter, Communications, Website, Email, etc.
- Budget & Pack Dues (Popcorn Sales).

4. Training

- Conduct/Discuss Fast Start Training
- Confirm attendance and collect registrations for upcoming Job Specific Training
- Distribute training flyer
- **Youth Protection Training after the meeting for those who have volunteered (turn in training report along with adult applications within 48 hours)**

5. Resources

- Provide contact information regarding the council
 - Contact and Location
 - Unit Commissioner
 - Contact for District Executive
 - Council Website (www.lhcbasa.org)
- Other useful Resources and Websites www.myscouting.org or www.scouting.org
- Parent resource Survey (pass out and collect).

6. Questions and Answers

7. Planning for Next Meeting

- Den Meetings
- Pack Meeting

8 For new Volunteers only: Youth Protection Training

- Show video, conduct Q&A.
- record attendance and turn in with apps within 48 hours

GET YOUR NEW SCOUTS MEETING AND OUTDOORS!!

Make sure the Den meetings start right away. The boys want to start doing Scouting “stuff” NOW! Promote other activities that the boys and their parents can participate outside of what the pack offers such as: Council/District Cub Scout Fun Days, Patriot Games, Haunted Wood, Scouting for Food!

CUB SCOUT FUN EVENTS!

Outdoor activities are a big part of the adventure for all new Cub Scouts. They want to go outside for camping, fishing, hiking, swimming, and get a chance to shoot BB Guns and bows and arrows!! We have many opportunities to do this after our fall recruitments! More information about all of these can be found at the council website www.lhcbsa.org. Each District has their own page with upcoming program events and you can also reference the council Calendar.

2016 100th Anniversary Celebration - Tom Sawyer Park - info coming soon!!!

HAUNTED WOODS OCTOBER 29, 2016

Trail starts at 11 am. Bring your Den of Monsters out to Tunnel Mill Scout Reservation for a day of spooky (not scary!) Halloween fun. Camp overnight if you dare!

BB/Archery Ranges, Face & Pumpkin Painting Halloween Games, Spooky Trail & Camping Saturday!

- **Patch & goody bags guaranteed for paid pre-registrations**
- **Refreshments available for purchase**

Training for New Volunteers

Training courses are designed to help our members improve leadership skills and deliver a quality program. Your time is valuable so we offer many training opportunities and methods. The step-by-step tutorial you need to create an account and to complete on line training can be found at Myscouting.org.

Youth Protection Training – The Boy Scouts of America places the greatest importance on creating the most secure environment possible for our youth members. To maintain such an environment, the BSA developed numerous procedural and leadership selection policies and provides parents and leaders with resources for the Cub Scout, Boy Scout, and Venturing programs. You do not have to be a registered member or have a member ID to take Youth Protection Training.

To take Youth Protection Training, go to My.Scouting.org and create an account. Be sure to list Council 205 on your profile. From the My.Scouting.org portal, click on E-learning and take the youth Protection Training. Upon completion, you may print a certificate of completion to submit with a volunteer application or submit the completion certificate to the unit leader for processing at the local council.

When your volunteer application is approved you will receive a BSA membership card which includes your member ID number. After you receive your membership card, log back into My.Scouting.org, click on My Profile and update the system by inputting your member ID number. This will link your Youth Protection Training records and any other trainings in My.Scouting to your BSA account. When you are inputting your membership number make sure that you include your Council number and your Unit number.

Position Specific Training – (Based on the leader’s position.) These courses are available online and also as classroom sessions in the district. Position specific training sessions are available for these volunteer positions:

- Lion Cub Coordinators
- Tiger Cub Den leaders
- Wolf and Bear Den leaders and assistants
- Webelos Den leaders and assistants
- Cubmasters and assistants
- Pack committee members and assistants
- Pack trainers



Design a Plan that Shows You Care about Reaching Every Boy

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
- Recruiting flier a week before
- School rally or boy talk during school
- Back to School Open House display
- Parent lunch at school in uniform
- Customized invitations to all homes
- Personal phone calls
- Door hangers (door-to-door invites)
- Boy talks at before/after school care
- Boy talks at church Sunday school
- Community festivals
- County fair
- Recruit-a-Friend campaign

Through Passive Recruitment

- Yard signs
- Bookmarks to school or community library
- School website
- Church bulletin inserts
- Press release in local newspaper

Getting Out the Message

Reaching every boy with the message of Scouting requires informing and inspiring people to consider the value of Scouting to themselves and the community.

Message to Schools

Demonstrating 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 place 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 Boys

Boys 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 your Recruiting Meeting

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.

Our Pack Plan to Reach Every Boy [Return to your district membership team]

Pack Number _____

Current Youth Members _____

Total Boys by October 31 _____

Pack with Full School Access

- Develop membership plan with district membership team and district executive.
- Visit the school principal
- Display posters and yard signs around the school where boys and parents will see them.
- Work with the district executive to make sure a flier is sent home one week before your recruiting meeting.
- Work with the district executive to make sure a boy talk is held 2-3 days before your recruiting meeting.
- Contact all 1st grade parents about the recruiting meeting.
- Other ideas (from pages 6-7)

Pack with Limited School Access

- Develop membership plan with district membership team and district executive.
- Visit the school principal
- Display posters and yard signs around the school where boys and parents will see them.
- Work with the district executive to make sure a flier is sent home one week before your recruiting meeting.
- Contact all 1st grade parents about the recruiting meeting.
- Other ideas (from pages 6-7)

Pack with No School Access

- Develop membership plan with district membership team and district executive.
- Visit the school principal
- Other ideas (from pages 6-7)

School(s) Served	Total 1st Grade Boys	Total 1st-5th Grade Boys	Number of Boys to Reach	2016 Cub Scout Goal	Dens Needing Assistance

Pack Recruiting Date: _____

Pack Orientation Date: _____

Signed (Pack Committee Chair or Cubmaster)

Date