

2022 FALL RECRUITMENT



LEADER'S GUIDE

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2022 Cub Scout Pack Recruitment Chair

Key Responsibilities:

- Work closely with the District Cub Recruitment Chair, district executive, and pack leadership to successfully conduct a recruitment night for your pack.
- Along with your pack leadership, attend Cub Scout Fall Recruitment Training.
- Provide leadership to your pack and follow the “2022 Pack Recruitment Action Items & Timeline”.
- Coordinate, with the assistance of other pack leaders and parents, additional promotion of your recruitment night. Assist the district with promotion at the school and chartered organization. **Here are the “must do’s”:**
 - Cub Scout pack coordinates promotion or has a booth at the school open house/Back to School Night.
 - Pack leadership and parents promote recruitment meeting on social media pages, neighborhood apps, and emails to friends, neighbors, and coworkers.
 - Pack leadership updates and manages BeAScout.org pin, leads, and online applications.
- Conduct a sign-up night in the fall following the council plan.
- Recruit new Scouts from schools and charter organization. Also re-engage previous members and invite them to rejoin.
- Ensure that all applications (youth/adult) and fees (registration & *Scout’s Life*) are submitted to the council office 1-2 days after the recruitment.



GET OUT & CUB SCOUT! 2022 LHC GOAL

Recruit **3,000** new Cub Scouts!

- Schedule promotion & recruitment for every school and every pack.
- Re-organize, Re-start, & Strengthen dropped & existing Cub Scout packs.
- Organize new Cub Scout packs where needed.



GET OUT & CUB SCOUT! 2022 DISTRICT GOALS



DISTRICT	GOAL
Buffalo Trails	650
Four Rivers	300
Great Meadows	375
Wapiti	300
Lewis & Clark	450
Lincoln Trail	375
Seneca	550
LHC	3000



Fall 2022 Unit Incentive

We all want to add more Scouts to our programs this fall, and especially new Cub Scouts to our packs. This year, we are very excited to announce that we have a special incentive/reward for our Scouting programs that go above and beyond in recruiting.

If your unit achieves all three of the below criteria, we will award your unit a \$100 Amazon* Gift Card to help support your Scouting program!

- **Attend your District Training/Kickoff Meeting**
- **Commit to 2022 Fall Recruitment Plan & Sign the pledge**
- **Achieve 2022 Unit Growth Goal by October 31, 2022**



"Building leaders, changing lives, strengthening our community one adventure at a time."

*Amazon does not endorse or sponsor this incentive offer.

PACK FALL RECRUITMENT TIMELINE

By Date:

- _____ -45 Days: Work with district executive (DE) and Pack Recruitment Chair for proposed date.
- _____ -40 Days: Recruit volunteers to serve as Pack Recruitment Chair/Team Members and attend training.
- _____ -30 Days: Once the Sign-Up Night is scheduled, schedule Parent Orientation Meeting for your pack. (This can be your next meeting night/pack mtg – a time to gather your new parents for a briefing and adult leader recruitment opportunity.)
- _____ -30 Days: Confirm and prepare to distribute the pack calendar for the upcoming year.
- _____ -30 Days: PROMOTION, PROMOTION, PROMOTION! (Posters & Yard Signs in community and at Charter Partner.
- _____ -25 Days: Pack Leadership and Pack Recruitment Chair meet to assess leadership needs.
- _____ -14 Days: Re-confirm Sign-Up Night & Buzz-up dates and times with school.
- _____ -14 Days: Promote your pack and the Sign-Up Night at your school's open house.
- _____ -7 Days: First flier distributed to school along with posters and yard signs at school.
- _____ -2-1 Days: **BUZZ-UP at SCHOOL – Kindergarten through Fifth Grade**
- 0 Days:** **SIGN UP NIGHT!!!**
- 0 Days: Scouts wear uniforms the day of Buzz-Up and the Sign-Up Night
- 0 Days: Address (PA) announcements in school on day of Sign-Up Night
- _____ +1-2 Days: Turn in all applications and fees (registration & Scout Life fees to council office/DE.
- _____ +1-2 Days: With the District Fall Recruitment Chair and district executive, analyze the Sign-Up Night results versus the pack's recruitment goal and institute a follow-up plan for additional recruiting.
- _____ +1-2 Days: All new Cub Scout parents are given a welcome call from den leader.
- _____ +7 Days: **CONDUCT PACK ORIENTATION MEETING**
- _____ +7-10 Days: Conduct first den meeting(s) & work with new Cub Scouts to obtain Bobcat Rank.
- _____ +14-21 Days: All new leaders should have completed Youth Protection Training and adult applications turned into council office.
- _____ +20-30 Days: All New Cub Scouts are recognized with their Bobcat Badge and entered in Scoutbook.
- _____ +30 Days: Recognize all new Bobcat ranks and all new leaders at pack meeting.
- _____ +45 Days: All new Scouts attend their first outdoor activity/Fall Cub Event.

ACTION ITEMS & PROMOTE! PROMOTE! PROMOTE!

Promotion is the critical piece to the success of your pack's recruitment night.

COUNCIL/DISTRICT WILL ASSIST & PROVIDE:

- School assignments and scheduling Sign-up night & Buzz-Up promotions at assigned school.
- Posters/Flyers/Yard Signs (provided by LHC) for school and chartered organization.
- Promotional Video(s) and email templates that are designed to inform potential families/Scouts of the many benefits and exciting activities Cub Scouts has to offer.
- Materials for sign-up night (Table signs, rosters, applications, giveaways, pens).
- Geofencing advertisement for recruitment.

PACK "TO DO & MUST DO" FOR SIGN-UP NIGHT AND PROMOTION:

- Cub Scout pack coordinates promotion or has a booth at the school open house/Back to School Night.
- Prepare a pack handout for new parents (calendar, contact info, meeting info)
- Pack leadership and parents promotes recruitment meeting on social media pages, Facebook, Instagram, Neighborhood apps, and email to friends, neighbors, and coworkers. Use posters and yard signs for additional promotion in community and at your Chartered Organization.
- Pack leadership updates and manages BeAScout.org pin, leads, and online applications.
- E-mail and call all dropped members and invite them to rejoin.
- Assist with Buzz-Up at school & conduct Sign Up Night.

ADDITIONAL IDEAS FOR PACK PROMOTION:

- Den Leaders arrange with school & request their current Scouts wear uniforms to school on the day of Buzz Up and recruitment.
- Within two weeks of recruitment meeting, put messages on the marquee at schools, businesses, subdivisions, and churches (including your Charter Organization).
- Cubmaster coordinates with school and has Cub Scouts do the school/PTA flag ceremony or service project for school prior to the fall recruitment.
- Coordinate Public Address (PA) announcement in school on day of recruitment.
- Within two weeks prior to recruitment meeting, articles are placed in the local newspaper, subdivision newsletters, as well as school and church newsletters.

BeAScout.Org & Online Application Management

BeAScout.org

On all the marketing materials we use, parents are provided the web address for the BSA's "BeAScout" 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.



BOY SCOUTS OF AMERICA ONLINE REGISTRATION

A convenient way for prospective Scouting families to sign up to be in your unit.

How is the online application accessed?

Families looking for a Scouting home can find your unit on the BeAScout website, send your unit an inquiry for more information or apply directly if your unit enables this feature. Your unit can also pass out a direct link to the unit's online application by using a URL or QR code provided in the Online Registration Invitation Manager tool in My.Scouting.org

How does the unit accept new applicant in this system?

When a family fills out an online application, it is routed to the unit's Application Manager Dashboard. From there, any member of the unit Key 3 – the top unit leader, the committee chair, or the chartered organization representative - can approve a youth application.

Chartered organization representatives can also approve adult applications. All fields on the paper application are in the digital application. Approval is just a press of the button by one of the Key 3, and if the new member paid by credit card, their information goes directly to your unit roster. If paid by cash or check, they will bring their online receipt and money to the unit and the unit will turn the receipt and money to the council in just like you do with paper applications today. Once the council has marked the member as paid, they will show in your unit roster.

Click the link below to learn even more about setting up the best BeAScout.org pin for your unit and how to set up online registration and manage applications online for your pack:

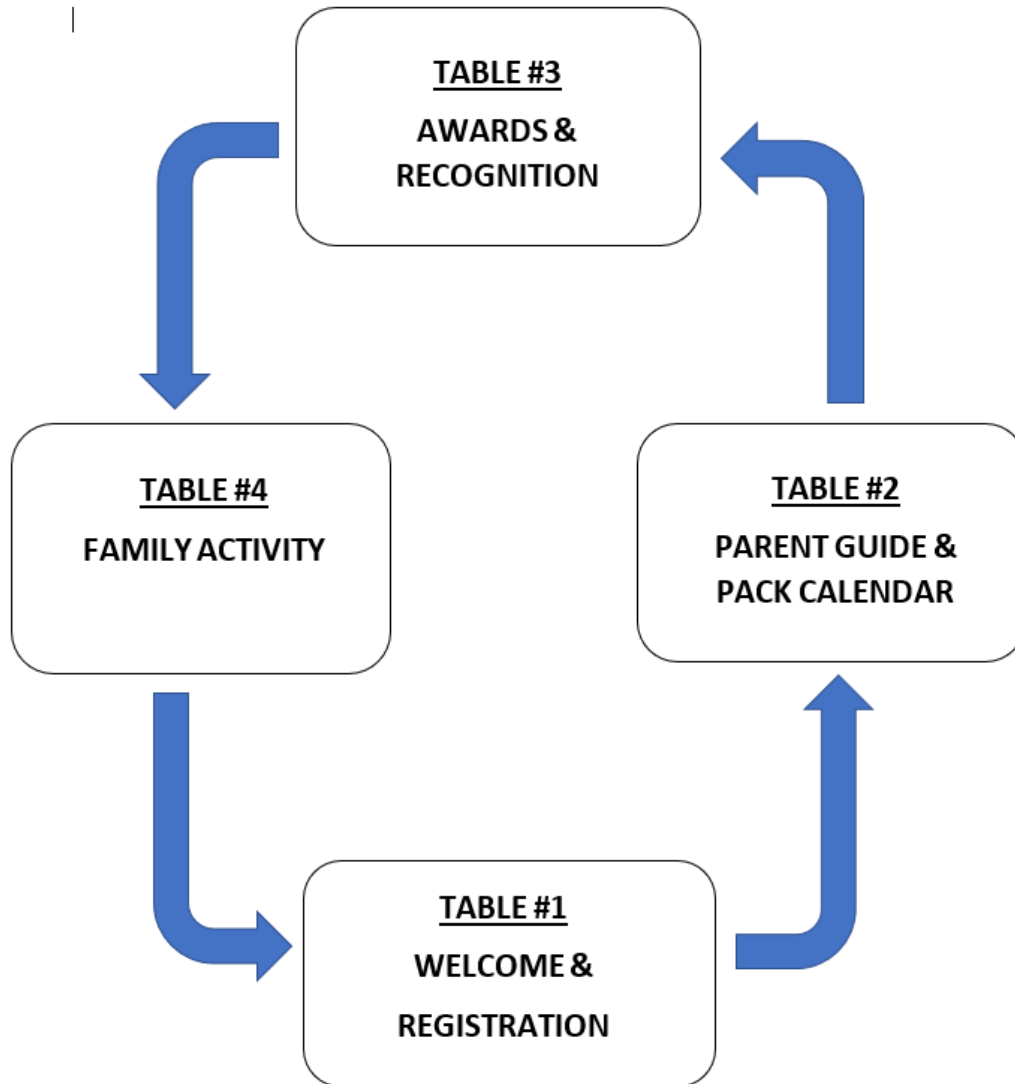
<https://www.scouting.org/resources/online-registration/>

Additional support can be found on our council's website to support out packs:

<https://lhcbasa.org/cub-recruitment/>

SIGN UP NIGHT PLAN & AGENDA

(3 to 5 adult volunteers needed)



All Sign-Up Nights should be designed to be fast paced for today's busy parents. This allows families with flexible timing and the pack to have better one-on-one conversations with new families as they visit the tables.

Families will sign in, pay, and register at the first table and then they go on a self-paced journey through the additional tables to learn how Scouting and the pack works. Families who are familiar with Scouting, or who have limited time, may hurry through the tables. Other families may take their time and have lots of questions. The diagram above shows how the 4 tables should be set up. Additional tables or space to fill out applications can be made near table #1 if needed. A model campsite with a tent, camp chairs, fishing poles, etc. can be in the center of the room so everyone circles some Scouting fun while they are there! Table #4 should be simple and allow families to have some fun on their first night.

The key to making any Sign-Up Night successful is advanced planning and preparation, including recruiting the right number of enthusiastic volunteers to help.

SIGN UP NIGHT PLAN DETAILS

Sign-Up Night Stations

- **Table #1:** Welcome & Registration
- **Table #2:** Parent Guide & Pack Calendar
- **Table #3:** Awards & Recognitions
- **Table #4:** Family Activity

Families Came to Sign Up! Make sure it is easy for them to sign in & sign up. Also ensure there is not a line at the Welcome & Registration table.

TABLE #1

Welcome/Registration: This is the first place interested youth and their parents stop. Leaders at this station are responsible for both welcoming new families and proper completion of applications, payment, and registration of new Scouts and parents. It is recommended to have multiple leaders at this table, if possible, to prevent a backup or a long line.

Materials

- Table Sign – with QR code from council (the QR code will allow units to use the online application)
- Youth and adult applications, pens, calculators, clear instructions about payment options
- Electronic gear for online registration, if Wi-Fi available...always have paper, just in case!
- Adventure Ticket for “instant recognition” – Give one ticket to every paid youth!
- Change for those paying cash.
- Parent/Volunteer Talent Survey Cards

Actions:

- Have one adult act as the greeter and direct each family to volunteer ready to help them register.
- Provide each family with a youth application, Parent Survey Card, and pen. Also provide instructions on how to fill them out.
- Assist with any questions that parents have while filling them out.
- Collect all completed applications and Parent Survey Cards along with proper fee for membership and Scout Life Magazine (if selected).
- Hand new Scout their “FREE Ticket to Adventure” and direct them to Table #2.
- Place all completed forms with checks and/or cash in the reporting envelope.

TABLE #2:

Parent Guide: Hand every new family a Parent Guide and ask them if they have ever been in Cub Scouts. Explain that “ Cub Scouts is FUN with a purpose”. Demonstrate the big picture of character development, citizenship, and personal fitness. The timeless values of the Scout Oath & Law ... the uniform ... plus we have a lot of FUN!

Pack Calendar: Also hand each family a copy of the 2022/2023 Pack Calendar. You can touch on dens, pack meetings, outside activities, and the importance of volunteers as well. Start a friendly discussion about all parents helping wherever they can...everyone is busy, but everyone does something...and reassure that our pack helps new parents get started off well! Make sure they know the date, time, and location of the next den meeting for their Scout and for the Parent Orientation Meeting.

Materials:

- Table Sign
- Scout Oath & Law
- Uniform
- Flag
- Parent Orientation Guides
- Pack Calendars!
- Examples of fun stuff from pack activities...Pinewood Derby Cars, keepsakes from outdoor activities, pictures of youth and parents having loads of fun, camping gadgets youth have made, etc.

Actions

- Introduce yourself to each Scout and their family as they walk up and hand each family a Parent Guide and a Pack Calendar.
- Briefly explain (1-2 min) that Scouting is Fun with a purpose, highlight the Scout Oath and Law, and highlight parts of the Parent Guide.
- Demonstrate the Cub Scout handshake & salute
- Briefly explain how the pack is ran by volunteers and the organization of the pack (Cubmaster, Committee, Den Leaders, Chartered Organization)
- Answer any questions that come up or go into detail about anything with the calendar.
- Make sure each family knows when the next meeting and when first outing will be.

Table #3:

Awards & Recognition: This station touches on the different ranks in Cub Scouts and lists out some of the specific adventures for each rank...mention “age-appropriate activities” and all the opportunities for fun. Reference the Parent Guide and have some handbooks and awards on display to show new parents. Again, a good opportunity to mention great ways to volunteer...personal hobbies, or just an interest in specific advancement requirements, is the perfect way for a new parent to help their child’s den!

Funding the Program: This station can be a chance to cover the pack fees and pack fundraising opportunities. Make sure that each family knows that there are ways to help pay their way in the program and support the pack. Popcorn and Camp Cards are specific examples or unit specific fundraiser info is great at this table. Remember that more financial details, like fundraising specifics, should be covered during a new Parent Orientation following sign-up, so focus on the big picture.

Materials:

- Table Sign
- Rank patches, belts full of adventure loops, patch vest, parent’s ribbon full of parent pins
- Patches from campouts, pack & district activities
- Popcorn on display or to eat, sample Camp Cards, fundraiser pictures
- Program/Camp pictures – show where the money goes.
- Copies of Scouts’ Life Magazine
- Be prepared to briefly answer questions about pack fee payment plans and/or financial assistance.

Actions

- Provide Bobcat Rank Requirements and show example of handbook
- Introduce to Den Leader(s)
- Provide pack budget/financial information
- Scout Shop info (Where to go to buy uniform, book)

TABLE #4:

Hands-on Activity: This station is a chance for the new Scout and their family to do something fun right away. It is meant to be Fast, Fun, and something that will make them want to come back and see what is next. Below is a list of quick sign-up night activities.

Materials:

- Table Sign
- Enough materials for every new Scout that signs up.
- Only pick one activity – it's just supposed to give them a taste of Scouting.

Possible Sign-Up Night Activities

- **Rain Gutter Regatta Boats** – these can be premade or simple boats made from pool noodles.
- **Popsicle Stick Catapult** – launch candy into a cup or target and the Scout can keep the candy.
- **Water Balloon Toss** – Have each Scout throw a water balloon from a line toward some buckets. If they make it in, they get a piece of candy.
- **Knot tying** – Have some ropes to show knots or even a large rope that can be tied up with several people helping.
- **Tent Set Up** – Bring one or two small tents and have the Scout (with their parents) set it up
- **Smores Station** – (outside on this one), have a fire pit with a small fire and each family can make smores on the way through.
- **Science Experiment** – fast science experiments like using baking soda and vinegar. The more reactive and visible the better.
- **Water Rocket** – make sure you are safe with this but some premade rockets, water, and a bike pump go a long way for excitement.

Parent Orientation Meeting – 1st Meeting after Sign Up:

Within a week of the sign-up night, have a parent orientation meeting. This meeting should focus on informing parents about your pack and registering new leaders. The new Scouts should be doing a fun activity that allows the pack to have all the new parents join them in a room and sit by den.

Cub Scouting is designed for parents to spend time with their children. The volunteer model of our organization is unique when compared to other youth programs and as a result new parents are not necessarily expecting to be asked to volunteer or actively participate. It is vitally important that every parent is asked to serve in a volunteer role at their first Cub Scout meeting.

Whatever the experience new parents have at the Parent Orientation Meeting, they will typically mimic for the rest of their time in Scouting. For example: if the new parents are engaged and asked to volunteer at their first meeting, then they will continue to volunteer during their entire time in Scouting; whereas if the parents are not asked to volunteer then they tend to never take an active leadership role in the pack. This behavior tends to continue during their entire time in Scouting.

Recruiting new parents as volunteers at their first meeting is vital to the long-term success of the pack. Leader Recruiting is a simple and proven way to recruit new parents as volunteers at their first meeting.

PARENT ORIENTATION - (SAMPLE AGENDA)

1. Welcome and Introductions (5 Minutes)

- Conduct a brief "get to know you" game/ice breaker.
- Ask your local troop to help by running activities (outdoors) for the Cub Scouts while you meet with their parents.
- It is important that the meeting room for your New Parent Orientation Meeting be set up by tables and separated by dens. Table Tents are in your Fall Recruitment Materials for each Den: Lion, Tiger, Wolf, Bear, Webelos, Arrow of Light for both boys & girls.
- As families arrive, welcome them, and ask them to sit in their new den.

2. Discuss Pack Leadership (20 – 25 Minutes)

- Introduce and briefly define the roles of leaders. (Refer to Parent Guide)
- "Ask someone at the Den Table to take notes / Be the Scribe:
 - Ask him/her to write down the vacant positions needing to be filled. If the pack has identified their Leadership Needs, then they will know what key positions are needed.
 - Have the scribe list a position for all the adults sitting at the table (nobody gets left out)
 - For example, if 5 people are at the table list 5 positions.
 - Positions can be: Den Leader, Assistant Den Leader, Pack Committee Member, etc. Or inform the group that they'll need to have a discussion and decide who will do each job.
 - Just say "We'll let you talk amongst yourselves, and we'll be back in a second"
 - Walk to the next table and repeat the process. If you have a den leader, they can complete this process with their den's new parents and help with the list of

needed positions)

- It is key that you stay away from them and give them time to discuss. If you stand too close, they will look to you to make assignments for them.
 - If they ask you questions, answer them but do not give answers that are too long.
 - For example: if they ask what a den leader is. Tell them and add “Don’t worry, we’ll train you. It’s easy”. Keep encouraging the parents to decide until they have a complete team.

- Why this is important:
 - When these families arrive, they don’t know each other but they need to. These parents will be in the same den, and they’ll need to reach out to and support each other. Forcing them to talk to each other helps them start the process of forming a team which will be vitally important for the new den to have success.

 - Think of it this way, the next meeting these families will have will most likely be their den meeting. Will the Cub Master be there? No. Will the District Executive be there? No. Will the Committee Chair be there? No. The only people who will be there are the ones sitting at the table. Getting them to talk to each other and building friendships is vital to keeping them engaged and involved in Scouting.

- Upon Returning:
 - Provide adult applications for the new leaders and explain Youth Protection Training.
 - Make sure they have shared their contact information with each other.
 - Fill out the new den roster form and give carbon copies to the CubMaster & Committee Chair.

3. Pack Calendar, Meeting Schedules, and Communication

- Distribute Pack Calendar & confirm den and pack meeting dates, times, and locations.
- Discuss upcoming events and meetings.
- Communication: Discuss Pack Newsletter, Communications, Website, Email, etc.
- Budget & Pack Dues (Popcorn Sales).

4. Training

- Discuss My.Scouting and online training including YPT.

5. Questions and Answers

LHC BSA - CUB RECRUITMENT MEETING HELPFUL TIPS:

- **It is essential to have control of the meeting before it starts!!** Arrive 30 minutes early to set up displays and arrange the room. Have all persons assigned to help arrive 20 minutes early.
- **The purpose of the meeting is to sign the kids up – application & money!** The children and parents that are here are already sold on joining and are attending the meeting to join. Many families will sign up and move on to the second table without many questions. You can also assure them that all questions will be answered by visiting all the tables that night. Having a couple people at the welcome & registration table can help you answer questions, so you don't get backed up.
- **There should be some fun at the recruitment meeting.** Your local Scouts BSA Troop is a great place to get volunteers to help with Table #4 at the sign-up night. You can also ask existing Cub Scout Leaders and parents to help at this table.
- **Welcome all new families all the time.** One of the most important things for a new family joining Scouting is that they feel welcomed and that we are organized. Planning for specific people from your pack to be the greeters is very important.
- **Stay organized and concise.** The Sign-Up Night needs to stay focused on getting families registered and sharing basic information. The Parent Orientation Meeting needs to have the focus on filling in more details about your specific pack and more details. Remember they are already sold on joining Cub Scouts or they would not be at the Sign-Up Night.
- **Do not “get into the weeds” with new families.** It confuses new parents (future volunteers) to talk about district, council, roundtables, OA and other Scouting terminology and things that quite frankly do not matter to their current experience level and interest. Their focus at the recruitment is the now and what is next. What do I need to do to sign up/join & when/where is next meeting?
- **COLLECT ALL APPLICATIONS**

LHC BSA RECRUITING ADULT LEADERS

HELPFUL REMINDERS & TIPS

- **First step is knowing which leadership roles need to be filled.** Do not settle into the idea that your pack may have “enough” parents helping or leaders.
- **Do your homework:**
 - Use the recruitment meeting and the first meeting to get to know new parents. You may know some of the new parents and it is a great chance to talk to them about getting active with the pack as a leader.
 - At the recruitment night, your main objective besides getting all youth registered is to get a parent survey card from each adult. This will give you valuable knowledge on which adults are willing to step in and volunteer.
- **One-on-One Meetings:** Meet with prospective new leaders between the recruitment & the first meeting. One-on-one meeting will be more successful in recruiting them and allowing you to answer more of their questions. It is harder for someone to say no in these situations versus simply not raising their hand in a group/audience when being asked.
- **Small task to identify and seek parent and potential leader engagement.**
Asking someone to be the scribe and take notes at the Parent Orientation is an example of one small task
- **Create a welcoming atmosphere:** It starts with greeting everyone as they come into the recruitment/meeting. Ask them their names, what they do, and if were they a Scout? Creating a welcoming atmosphere for new parents will make your recruitment run smoother.
- **Body language is important.** When making your presentation and talking about volunteers, look for people who are making eye contact, sitting forward, and nodding in agreement.
- **Do not force it.** Sometimes the right person needs a little help/time to say yes. It is better to meet with the right person one-on-one after the meeting.
- **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.