



2024 DISTRICT FALL RECRUITMENT BRIEFING/TRAINING AGENDA

Agenda to be used in conjunction with **PowerPoint Videos** - & **Recruitment Guide**

Handouts: Parent Guide/Sample Flyer/**Recruitment Guide** **Time:** 60 to 75 mins.

WELCOME

District Chair

(4 Minutes)

- Welcome and introductions (Slide 2)
- Purpose of meeting:
 - To assist, brief, and equip our Cub Scout Packs with the necessary knowledge, materials, and know how to follow our 2024 plan for recruitment.
 - We must grow Scouting. We must strive to reach the mission and vision of the Scouting movement. It starts with volunteers like yourself and our District team doing what it takes to give families every opportunity to join Scouting.
 - Share BSA Vision Statement: “To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.”
 - We will be covering A LOT of information tonight, so please make every effort to hold questions until the end of our training.
- Now we want to get into the spirit of Cub Scout Recruitment with one of the National “Buzz Up” Videos encouraging youth to join: **(VIDEO):** https://youtu.be/AmLbS_CqHMU

SAFETY MOMENT

DE or Commissioner

(2 Minutes)

- Safety Moments & Guide to Safe Scouting (Slide 3)

2024 GOALS & TEAM

Membership Chair

(5 Minutes)

- 2024 Council Goal & Our District Goal (Slide 4) (Pages 2 & 3)
- Pack Recruitment Chair Job Description (Slide 4) (Page 4)

PACK PREP, PROMO, & MATERIALS (Slide 5)

Cub Recruitment Chair

(5 Minutes)

- Theme: Get Out & Cub Scout
- BeAScout.org (Page 5)
- Pack Preparation & Timeline (Page 6)

FALL RECRUITMENT PLAN – OVERVIEW

Executive & Cub Rec. Chair

(50 Minutes)

- Promotion (Page 7) (2 mins)
- Promo/Materials Review (flyers, posters, yard-signs) (Slides 6 thru 8) (1 min)
- Recruitment Night Materials Review: (1 min)
 - Review contents of Sign-Up Night Bags (Pens, applications for youth and adults, parent guides (slide 9), table tents, online QR code flyers for each pack, Frisbees and Adventure ticket giveaways (Slide 10)
 - Encourage each pack to have change available for those paying in cash.



- School Assignments/Scheduling/Buzz Ups/Organization (Slide 11) (5 mins)
 - This is your chance to discuss the importance of us being on the same page in terms of the scheduling, and plan regarding promotion (buzz ups, flyers, open houses, etc.)
 - Executives will be contacting school (unless help is warranted and requested) to set up buzz up and sign up night.
 - Reiterate that the most successful recruitments have a buzz up & SIGN UP AT THE SCHOOL or AT EACH SCHOOL ASSIGNED.
 - If more than one school is assigned, we must do a recruitment at each school for maximum results. Utilize parent orientation (1st meeting after recruitment) to further orient and organize dens and leadership.
- Sign-Up Night Agenda & Presentations style Set-up & Execution (Pages 9-11)
 - SHOW VIDEO (14 mins) <https://youtu.be/-YbOtmCjdCE>
 - Reiterate any points needed and show them the “Helpful Tips” page on Page 8
- RECRUITING LEADERS SHOW VIDEO (Slide 12) 10 mins: <https://youtu.be/hlRfpwi82Co>
 - SET THE STAGE PRIOR TO RECRUITING ADULTS SHOW EXAMPLE VIDEO
Adult Leader Recruitment “Yardstick” Approach
 - If needed reiterate any “Helpful Tips for Recruiting Leaders” (Page 12)
- “Pack Orientation”/first Meeting (Slide 13) (Page 13) (3 mins)
- Fees/Registration/Paperwork (Slide 14) (3 mins)
 - Brief discussion on fees:
 - Youth = \$85 for registration & \$16 for insurance = \$101 for 12 months
 - It is a best practice approach to only collect this at the sign-up night and discuss Pack dues (if applicable) and collect Pack dues at an upcoming meeting.
 - Additional best practice is to have a Popcorn Goal in the fall for new families to sell and achieve to where there Dues are covered and even their registration for the following year (2025).
 - Adults = \$65 for registration & 16 for insurance = \$81 for 12 months
 - Best practice approach is for Packs to budget for and fundraise to pay for adult leader registrations.
 - Financial Assistance Form (Page 19-20) (1 min)
 - Adult Survey Form (Page 14) covered with “How to Recruit Adults Above”
 - Den Roster (Page 15) (1 min)
 - Review Sample Envelope (Page 16-17) (1 min)
 - Applications & Online Applications (3 mins)
 - Promote New Welcome Packet for Online Members (Slide 15)
 - Online & No application Roster (Page 18)
- Council webpage for Cub Recruitment – Online Resources (Slide 16)
<https://lhcbasa.org/cub-recruitment/>
- Other Support Items for this year: Popcorn Packets for all New Members & New Den Leader Resources for all Lion Leaders & Den Leader Resource Guide for All New Leaders

****DOOR PRIZE – DUTCH OVEN****

QUESTIONS & ANSWERS??

ALL

2 posters/2 yard signs for all packs tonight!

(These are to be used at chartered org/neighborhoods/stores. Executives will have those meant for schools)