

2026 Cub Scout Pack's Fall Recruitment Action Items & Timeline



By Date:

- _____ -45 Days: Work with district executive (DE) and pack recruitment chair for school assignments and proposed date(s).
(Note: Goal is an open house promo, buzz up for youth, and sign-up at each school.)
- _____ -40 Days: Recruit volunteers for Pack Recruitment Coordinator and Team Members and attend upcoming district training.
- _____ -30 Days: Confirm and prepare to distribute the pack calendar for the upcoming year.
- _____ -30 Days: Confirm Open House Date(s) for assigned schools and promote your pack and/or the upcoming Sign-Up Night for school.
(Note: You can sign up youth at open house, but this doesn't take the place of the sign-up night at school(s).)
- _____ -30 Days: Pack Leadership and Pack Recruitment Chair meet to assess leadership needs.
- _____ -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 an additional adult leader recruitment opportunity.)
- _____ PROMOTION BEGINS!! Posters & Yard Signs in community and at Charter Partner, online promotion, remember to invite previous members.
- _____ -14 Days: Re-confirm Sign-Up Night & Buzz-up dates and times with school.
- _____ -14 to -7 Days: Open House promo conducted at school(s).
- _____ -7 Days: First flyer with posters and yard signs distributed to school.
- _____ -2-1 Days: **BUZZ-UP at SCHOOL w/ 2nd Flyer – 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.

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.