



2021 Cub Scout Fall Recruitment Leader's Guide

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RACE INTO CUB SCOUTING!

2021 LHC GOALS

Recruit & Race to **3500** new Cub Scouts!

- Reorganize, Restart, & Strengthen dropped & existing Cub Scout Packs.
- Schedule promotion & recruitment for every School and every Pack.
- Organize new Cub Scout Packs where needed.



2021 Cub Scout Pack Recruitment Chair/Coordinator

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 “2021 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/Back to School Night.
 - Pack leadership and parents promote recruitment meeting on social media pages, Neighborhood app, and emails to friends, neighbors, and coworkers.
 - Pack leadership updates and manages BeAScout.org pin, leads, and online applications.
- Recruit new scouts from schools and charter organization. Also reengage previous members and invite them to rejoin.
- Ensure that all youth/adult applications and registration/*Scout’s Life* fees are submitted to the council office 1-2 days after the recruitment.

BeAScout.Org & Online Application Information

BeAScout.org

On all 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.



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:

2021 Cub Scout Pack Recruitment Action Items/Timeline



The Council/District will:

- Confirm school assignments and scheduling of sign-up night and buzz up/talk at School for students.
- Conduct “Buzz Up” talk at assigned school.
- All promotional materials (flyers, posters, giveaways, sign-up night materials.)
- Geofencing promotion for recruitment night.

Pack “To Do’s” to support prior to recruitment:

- Promote Pack/opportunity to join at School Open House “Back to School Night”!
- Prepare a Pack handout for new parents (calendar, contact info, meeting info)
- Email & call all dropped members and invite them to rejoin.
- Distribute pack sign-up night invitations/info to all current scouts & parents to invite friends and/family to join.
- Assist district with additional promotions Digital & Printed Flyers distributed, posters, yard signs, social media promotions.

At the Sign-Up Night Meeting:

- Collect youth applications and registration fee from all those attending. Collect applications from every family even if they are not prepared to pay that night to follow-up. They are there to sign-up their kids!
- Every paid application received the new Pinewood Derby Kit that night.
- Distribute Pack handout to new parents.

After the recruitment Action Items for Packs:

- | | |
|----------------|---|
| +2 Days | Turn in all applications & registration fee to Scout Office and/or District Executive. |
| +3 Days | All new Cub Scout parents are given a welcome call from Den Leader. |
| +7 to 10 Days | Conduct first Den Meeting(s) & work with new Cub Scouts to obtain Bobcat Rank & orient new parents and new leaders. |
| +14 Days | All New leaders completed Youth Protection Training & Job Specific Training and applications submitted and processed by Scout Office. |
| +21 Days | All new Cub Scouts begin working on their Pinewood Derby Cars! |
| +30 to 45 Days | All new Cub Scouts recognized for earning Bobcat Badge and recognized at the Pack meeting. |
| +45 to 60 Days | All new Cub Scouts attend an outdoor Council, District, or Pack event/outing. |
| +60 to 90 Days | Conduct Pack Pinewood Derby Race! |

PROMOTE! PROMOTE! PROMOTE!

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

Council provides at no cost to the Pack and will assist with:

- 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.

Cub Scout Pack "MUST DO'S" for Promotion and to Support Sign-Up Night:

- Cub Scout Pack coordinates promotion or has a booth at the school open house/" Back to School Night.
- Pack leadership and parents promotes recruitment meeting on social media pages, Facebook, Instagram, Neighborhood app, and email to friends, neighbors, and coworkers.
- Pack leadership updates and manages BeAScout.org pin, leads, and online applications.

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. (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. This provides an additional opportunity to promote and creates visibility for your Pack with providing a great service to the school as well.
- 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.
- Assist in putting out additional flyers, posters, and signs in area businesses, neighborhoods, and well-traveled roads.

CUB RECRUITMENT MEETING HELPFUL TIPS:

- **It is essential to have control of the meeting before it starts!!** 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.
- **The purpose of the meeting is to sign the kids up – application & money!** The children and parents 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.
- **There should be some fun at the recruitment meeting.** Plan some games, arts and crafts or some skits. Ask your local Scouting BSA Troop to run outside games or an activity for Cubs during the presentation (20 minutes)
- **Welcome all new families all the time.** Have people assigned to welcome new families as they arrive and to hand out applications and pack information.
- **Start 5 to 10 minutes late.** This will allow late comers to hear the story from the start and give everyone time to fill in their applications. Let them know you are going to start a few mins late but finish early.
- **Stay organized and concise.** Assign volunteers 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.
- **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?
- **Recruitment meeting presentation should last no longer than 30 minutes with collecting of applications and money at the end.** A child's (and their parent's) attention spans are limited and again they are there to sign-up.
- **COLLECT ALL APPLICATIONS!**

DETAILED RECRUITMENT AGENDA:

1. Opening/Ice Breaker: (2 minutes)

Conduct an “icebreaker” or opening to make everyone feel comfortable. (Recite Pledge, Scout Law or a short song, or skit)

2. Welcome/Introduction: (5 minutes)

- Introduce yourself and current Pack/Den Leaders present. Thank the leaders and parents that are volunteering to keep the Cub Scout Pack going for the kids.
- Thank new and returning parents for taking time to come to enroll their child in Cub Scouts. (A great spot to emphasize the importance of Scouting – not only the fun and adventure but the values and leadership that Scouting will help instill and provide within our youth)
- Provide information regarding your pack (This would be a great handout):
 - Pack # & Chartered Org
 - Explain when and where the Pack meets and, briefly, what happens at a Pack meeting. Parents and families are encouraged and expected to attend.
 - Pack calendar of upcoming dates. (This could be a great time to highlight specific activities and excite them about the upcoming Pinewood Derby & Outdoor Activities/Campouts planned!)
 - Leader contact information

At this point, if you have an opportunity to separate parents & engage the existing and new scouts in fun activity either outside or a separate room it may make the rest of the meeting run smoother with less interruptions.

3. What is Cub Scouting & how is it organized? (5 minutes)

- Explain briefly how Scouting is organized.
 - Chartered Organization
 - Pack Committee
 - Dens and Den Leader
 - Chartered Organization Representative
 - Cubmaster
- Highlight what the different leadership positions are in the Pack.
- Explain how the dens are organized and make up the Cub Pack.
 - Generally, 6-8 boys or girls only dens. Dens typically meet once a week.
 - Kindergarten are Lion Cubs.
 - 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 Scouting BSA.
- The Pack meets monthly. Parent participation is important and required for the Pack's success. Everyone is expected at the Pack meeting.
- Explain out the Cub Pack is run by volunteers/ parents. **(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 child better and vice- versa. It is also a great opportunity for fun, adventure, recognition, and achievement.

4. Explanation of Cost and Fundraising Opportunities: (5 minutes)

- Briefly discuss the registration fees and pack dues if applicable.
- Briefly discuss uniform & handbook.
- Mention that there is financial assistance available. We do not want anyone to be excluded due to cost. They can speak with one of the leaders if interested.

Fundraising Opportunities:

- **Popcorn:** (2 minutes)
 - Let all new members know that Popcorn and Discount 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 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.)
 - If your Pack has "Show and Sell" locations and dates coming up, you can mention to the new parents how they can participate.

5. Scout Shops: (2 minutes)

- Discuss location and online opportunities to purchase uniform and handbooks.

6. **Recruit Adults (10 minutes)**

- Highlight that Youth Protection Training can be done online.
- Review what it takes to be considered a trained leader.
- Outline desired positions and seek interested parents by making an ask to the group.
- Use the youth applications as a resource, call the school, church to seek advice on the parents for volunteer roles.

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

- The “close” is one of the most important elements of a recruitment. They came to sign-up!
- 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 all applications TONIGHT! Let them know that these forms allow you to follow up with them.
- Have someone set up to collect applications and fees. Nothing short of a “checkout” table and have it near the exit.
- Thank everyone for coming.

8. **After the Meeting/Follow up**

- Copies of new Den rosters to Cub Master & Den Leader.
- Collect youth and adult applications (with Youth Protection Training certificate) to be turned in at Scout Service Center. **(Ensure all youth applications are signed by parent and Cubmaster turned in right away)**
- Den Leaders should follow up with new parents with a phone call and email.
- Team members should follow-up with any families that did not complete registration or could not attend the Sign-Up Night.
- Place all Council copies of applications, fees, training forms, and rosters in report envelope and submit to District Executive.
- All forms and \$ need to be submitted within 2 days to Lincoln Heritage Council Office.

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 an application filled out for all youth members is creating enough awareness and explaining the need to give those parents interested in volunteering a forum to do so.
 - Use the Family/Parent Talent Survey to gather information about their hobbies, interests, profession, and any scouting background.
- **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.**

One example is to see who fills out a Den/Attendance Roster. During your recruitment night set up place a “Den/Attendance Roster” form upside down on the table, under the Table sign for the rank. At a certain point within the program have one of the parents take charge of getting the form filled out for the table. (HINT: The person who reaches for the form or takes on this responsibility has a natural desire to take charge.)
- **Create a welcoming atmosphere:** It starts with greeting everyone as they come into the recruitment/meeting. Ask them their names, what they do, were they a Scout? Creating a welcoming atmosphere for new parents will make your recruitment run smoother and lead to not only more parents signing their youth up but being more willing to volunteer.
- **Body language is important.** When making your presentation, and talking about volunteers, look for people who are making eye contact, sitting forward, 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 (bring the app and the YPT certificate to the Pack Orientation meeting so the CC & CR can approve it).



FAMILY TALENT SURVEY



Each adult family member is invited to fill out a separate sheet.

Pack _____

Date _____

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

1. My interests/pastimes include: ☐ Social Media ☐ Music ☐ Sports (please specify): _____
☐ Health & Fitness ☐ STEM ☐ Travel ☐ Other Parent Groups (please specify): _____
☐ Family Activities ☐ Gardening ☐ Cooking ☐ Crafts ☐ Video Games ☐ DIY Projects ☐ Writing ☐ Art
☐ Other Volunteer Work (please specify): _____ Other (please specify): _____
2. A topic I would enjoy teaching youth is: _____
3. My job, business, or profession might be of interest to Cub Scouts: _____
4. I have training or experience that might be helpful.
 First Aid or Safety-Related Training or Credentials (please specify): _____
 Teaching, Coaching, or Mentoring (please specify): _____
 Previous Scouting Experience (please specify): _____
 Other: _____
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
☐ posting on social media ☐ helping to welcome other new parents ☐ making contacts for trips and activities
☐ providing transportation ☐ serving as a pack committee member ☐ being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
☐ an occasional presenter ☐ part of a team helping a Cub Scout den ☐ Den Leader or Assistant ☐ Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities

- ☐ Carpentry
- ☐ Swimming/watercraft safety
- ☐ Games
- ☐ Nature
- ☐ Sports
- ☐ Outdoor activities
- ☐ Crafts
- ☐ Music/songs
- ☐ Citizenship/flag etiquette
- ☐ Bookkeeping

- ☐ Computer skills
- ☐ Drawing/art
- ☐ Radio/electricity
- ☐ Dramatics/skits
- ☐ Cooking/banquets
- ☐ Sewing
- ☐ Transportation
- ☐ Hiking
- ☐ Other _____

Special Program Resources

- I have a van ☐ SUV ☐ or truck ☐
- ☐ I have a workshop.
- ☐ I have family camping gear.
- ☐ I have camping gear that others could use.
- ☐ I have access to a cottage, camping property or boat.
- ☐ I can help Webelos Scouts with Boy Scout skills.
- ☐ I can give other help. _____

Tiger Activity Areas

- ☐ Nutrition/health
- ☐ Magic
- ☐ Biking
- ☐ Astronomy
- ☐ First aid

Wolf Activity Areas

- ☐ Knots
- ☐ Sign language
- ☐ Coin collecting
- ☐ Physics
- ☐ Math/codes
- ☐ Collections
- ☐ Disabilities awareness
- ☐ Dinosaurs
- ☐ Compass use
- ☐ Health
- ☐ Gardening
- ☐ Civil service/military

Bear Activity Areas

- ☐ Pocketknives/wood carving
- ☐ Camping
- ☐ Computers/technology
- ☐ Citizenship/flag etiquette
- ☐ Fishing
- ☐ American Indian culture
- ☐ Animal care
- ☐ Forensics
- ☐ Physics
- ☐ Marbles
- ☐ Robotics
- ☐ General science

Webelos Activity Areas

- ☐ Outdoor cooking
- ☐ First aid
- ☐ Camping
- ☐ General science
- ☐ Disabilities awareness
- ☐ Survival skills
- ☐ Geocaching
- ☐ Geology
- ☐ Engineering
- ☐ Home repair
- ☐ Game design
- ☐ Wildlife
- ☐ Plant life
- ☐ Moviemaking

Adult Name _____

E-Mail address _____

[The best way to reach me is via ☐ email ☐ text ☐ cell phone

Street address _____

Youth Name _____

Phone(s) H- _____ C- _____ B- _____

☐ home phone ☐ business phone.]

City _____ State _____ ZIP _____