



# 2021 Cub Scout Pack Sign Up for Scouting Guidebook

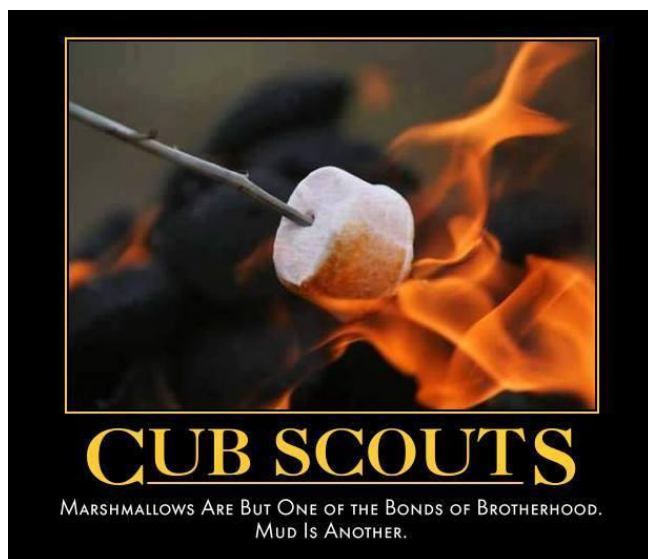


2021 Membership Plan



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Dear Scouter,

This guide to planning a successful School Night will ensure your Pack's success in sharing the benefits of Scouting with other youth in your area.

This guidebook incorporates time-tested and proven tools to best invite and involve new youth and adults in your Scouting program.

The collaborative efforts this plan calls for between the Districts, Packs, and Troops will strengthen your unit. A strong unit will allow for your youth to have a more meaningful and rewarding Scouting experience.

Thank You for your commitment to Scouting and to being a part of this plan to help Packs grow and help more youth join the Scouting Movement.

In Scouting,

*Tory*

Tory Carman

Membership Executive

# Mission, Vision & Promise

## Mission Statement

It is the mission of the Boy Scouts of America; Twin Rivers Council is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

## Promise to Parents

Scouting in the Twin Rivers Council offers family fun and adventurous things to do! This fun and adventure will help youth develop leadership skills and values important to good citizenship and service to others.



# Sign Up for Scouting Information

Your pack's **Join Scouting** event has two goals:

1. Register the youth who have been recruited through scout talks, back to school nights, friends etc.
2. Make sure parents have information for the upcoming events, especially the new parent orientation night.

Your first step in developing your **Join Scouting** event is to work with your unit membership chair, unit committee and your district's membership chair to tailor the best membership plan for your pack. Depending on your school, you may have full, limited, or no school access. Select your level of school access and follow the plan to give every boy in your school(s) the opportunity to join scouts.

A well-planned organized event will help ensure the long-term success of your pack. **Joining Scouting** events are conducted in the spring & fall. They are conducted in the fall to correlate with the start of school and in the Spring to promote outdoor activities, Family Camping, Cub Camping, Cub Camping!

As a pack, plan two recruiting event dates for the fall. As a council, the goal is for every pack to have a **Join Scouting** Night one between September and October. This date may be selected for a school district/community by the district membership chair or based on a pack's needs. Work with your district membership team to establish/schedule your date. The second **Join Scouting** night would be in the Spring in March thru April, an opportune time to introduce new scouts to the outdoor programs, Council Cub Events, Family Camping, Cub Resident camp and Cub Scout Day Camps! This gives families the opportunity to join that missed the earlier date. Remember, youth can join Scouts at any time during the year so never let a youth miss an opportunity to learn about scouting programs.

The last component to a successful recruitment is the parent orientation event. This event should be held within two weeks of your recruitment night. The goal of this meeting is to give parents details about the pack and your activities, to establish dens and get the families involved.

**Join Scouting** Night is an exciting time. This is the first impression families get of your pack and the Cub Scout program. It is critical to make a great impression for new families to get involved and join scouts. By using this guide and working with your district executive your pack will have a successful recruitment.



# Sign-Up for Scouting Timeline

## March/April/May

- Secure school directories for your schools and submit
- Participate in elementary school principal visits
- Confirm your Sign-Up Night for Scouting with elementary schools
- Pack Leadership meets with your District Membership Chair to review your 2021 Fall Membership plan by 6/30
- Pack recruits a Unit Membership Chair who will coordinate the Sign-Up for Scouting campaign

## June/July/August

- Secure 3-5 Boy Scouts and Leaders to support activities during Sign-Up Night for Scouting
- Confirm table at Back-to-School Night/Open House with elementary school and coordinate volunteers for staffing the table
- Collect Membership recruitment supplies before or at your August Roundtable
- Submit contact information collected at Back-to-School Night/Open House to the Membership Executive within 24 hours of the event
- Unit Membership Chair Attends Sign-Up for Scouting orientation
- Sign-Up Night for Scouting events may occur depending on school start schedule

## September/October

- Sign-Up Night for Scouting events occurs
- Submit Applications from Sign-Up Night for Scouting events
- Schedule a New Family Orientation with 2 weeks of your recruitment night with your Membership Executive/Membership District Team.
- Conduct second recruitment event and invite families who were unable to attend

## Sign-Up for Scouting generally at the first Pack Meeting after the Sign-Up night

- Follow-up with leads of youth that have shown interest in joining, but have not yet joined
- Bobcats are awarded for new Scouts
- New families attend council wide on-boarding event First camp- Rocket Day, Harvest Fun Day, etc.

# Sign-Up for Scouting Agenda

## (\*Indicates pack responsibilities)

- I. \*Introduction of Scouters Staffing the Sign-Up for Scouting Event
- II. Welcome to the Boy Scouts of America
  - Briefly explain council and district services.
- III. Audience Participation Skit
  - Show them Scouting with enthusiasm, they can refuse nothing when their son is grinning ear to ear!
- IV. The BSA Program
  - Describe BSA program from Lions through Scouts with enthusiasm! Use handbooks and uniforms.
- V. \*The Unit Program
  - Brief description of unit details, meeting times and locations, key events, unit traditional programs. Be positive and sell the unit program.
- VI. Scouting is Family
  - Stress that Scouting is a family organization.

***AT THIS TIME, SEPARATE YOUTH FROM ADULTS. THE PACK RECRUITMENT TEAM, WITH THE HELP OF A BOY SCOUT TROOP, SHOULD HAVE A 30 MINUTE ACTIVITY STAFFED AND PREPARED OUT OF SIGHT AND SOUND OF THE ADULTS.***

- VII. Time
  - Explain time as the parent's investment in their son. Use the living flowchart concept to demonstrate that it takes everyone is helping to make the unit successful. Adults should think about whether they would like to serve with the committee or with the den.
- VIII. Money
  - Explain registration fees and Boys' Life subscriptions as a total integrated fee due that evening. Future costs such as uniforms, handbooks, etc. may be briefly covered. Avoid sticker shock.
- IX. Registration
  - Hand out and walk through the boy's registration form. Parents may begin filling out forms incorrectly if handed out before this time.
- X. Adult Registration
  - Describe to parents how to fill out adult applications. Ask for one adult from each family to register. Trained Sign-Up for Scouting staff should sit with dens and help with registration and recruit leaders. All other adults should be asked to join the unit committee. See the adult script and 100-point form on the following pages in this guide.
- XI. Administration (district and pack volunteers)
  - All applications and money should be turned over to the district and recorded on the turn-in envelope. The pack should keep the pack copy of the completed application.

# What to Bring to Your Join Scouting Event?

- \_\_\_ Volunteers. Recruit leaders, parents, and the local Scout troop to help at your joining event.
- \_\_\_ Cubmaster in Pack T-Shirt.
- \_\_\_ Treasurer with pack check book.
- \_\_\_ List of vacant leadership positions from the program planning conference.
- \_\_\_ Handbook for each level (see your district executive if you need assistance).
- \_\_\_ Your display board with pictures from pack events (Pinewood Derby cars, etc.)
- \_\_\_ Uniform examples (Scout shirt, pack t-shirt)
- \_\_\_ Pack calendar with leader contact information.
- \_\_\_ Joining cost information for new parents (summary of dues, event costs, etc.)
- \_\_\_ Volunteers for each station
- \_\_\_ Enthusiasm and fun!

## Twin Rivers Council Will Support You

- Your Council and District membership teams will support you in the membership plan
- Support you in recruiting adults
- Online Application Instructions
- Recruitment Materials- Pick a theme and recruit!!
- Support material and training for newly recruited leaders

## Pack Membership Chair/Sign up for Scouting Chair

The pack membership chair is an important position, but we have made it easy. Just follow these steps, and you are on your way to a growing and thriving pack!

- Meet with your District Membership Team to ensure all tasks to grow Scouting are executed for your pack.
- Work closely with your pack leaders to plan the joining event.
- Ensure that all boys/girls have been asked to join your Cub Scout pack.
- With your district membership team, develop a plan for your second recruitment event for your pack.
- Attend Sign Up nights to see the results from all your hard work.
- Make sure your Beascout.org Pin is live and up to date!! New Scouts will use this to apply online!



# Holding the Event

Across the Capital Region of Upstate New York, packs are holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event. This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

## Stations

Below is an outline of what happens at each station. Depending upon anticipated size of turnout and available volunteers, packs may combine stations as needed.

**Station 1: Welcome-** This is where you would have your "Tigger" of the unit, to welcome new parents and scouts. Smiling and enthusiastic about scouting!

This is the first spot potential Cub Scouts, and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.

- Greet every family that comes to your station and ask them to sign in. Provide them with the BSA Youth Application.
- Tell each family that there are five stations that they will visit to complete the signup process and that it will take 20-30 minutes.

Materials:

Station 1 sign

BSA Youth Applications

Parent Attendance Roster, pen

**Station 2: What We Do-** This is where you will BRAG about your unit and all the fun stuff your unit does! Make display's, videos, pinewood derby cars, etc.- Have FUN with this station!

This is where you will share the excitement of Cub Scouting and your pack activities in a conversation with the interested family—consider speaking to several families at once. Talk about what makes your pack special. Be prepared to answer any questions. Include a pack display board and pictures.

Materials:

- Pack fact sheet that includes calendar listing meetings and major events, leader contact information, and cost to join
- Station 2 sign
- Scout Shop Guide to the Uniform
- Boys' Life mini magazines
- Recruit a Friend Cards

**Station 3: Registration Paperwork**- If possible, have a phone, ipad or tablet available to have parents fill out applications (they can on their phone too) and to be able to approve them on the spot! This is paperwork and check out all in one.

This is the sign-up station where the station leader helps parents complete the actual application.

- Have extra BSA Youth Applications, Parent Information/survey sheets and pens.
- Be prepared to answer questions about pack fee payment plans and/or financial assistance options. In addition to any assistance your pack may provide, Twin Rivers Council offers need-based assistance programs to partially cover registration, uniform, and summer camp expenses. Contact your district executive or call 518.569.6436 for more information.

Materials:

- Station 3 sign
- BSA Youth Applications
- Pens
- Parent Information/survey sheet (turn in at station 4)
- 100 Point Adult Participation Form (turn in at parent orientation)

#### **Station 4: Leader Q&A**

Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.

- Hand out flyer invitation to parent orientation and next meeting ☐
- Hand out New Parent Guide, 100 Point Adult Participation Form and Parent Talent Survey
- Try to have as many den leaders as possible and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.
- Answer questions about the type of activities their child will be doing.
- Materials:
- Station 5 sign
- Rocket Kits (a joining application ☐)

**Note: Make sure that each station sign is clearly visible to help make sure things go smoothly!**

## Option 2: Drive Thru Method

Set up in a parking lot (possible school or central location for families) and have families drive up to sign up stations. Have Leaders and current Cub Scouts be there to help! Also have unit leaders wear a Pack Shirt or Class B to have parents feel welcome and wear name tags.

- Station 1- Welcome & QR code to fill out online registration
- Station 2- What we do: provide families with an information packet (pack calendar/leader contact, Pack information, display table, pinewood derby cars, etc.) Have as much information as possible to have ready to brag about your unit!
- Station 3- Den Leader Welcome and Q & A
- Station 4- Check out (opportunity for Pack to collect dues, pack t-shirt, and remind family of the 1st upcoming event/activity)
- Come up with creative themes and FUN activities!



# Adult Recruiting Script

Hello, my name is \_\_\_\_\_ and I have the best job in the world. My job is to work with these leaders, your boys, and to go to their activities and events. I am here tonight to reinforce everything that you have been told already. We are all here—you, me, the leaders—because we want the very best for those boys in there.

**(Hold up a yard stick with markings at 9 inches and 18 inches)**

If your son is 9 years old today, you have very little time to make an impact on him before he turns 18. (Reference the distance between the 9-inch mark and the 18-inch mark.)

**As I look around the room tonight, I would guess that the average age of the boys would be about nine years old.**

**We know that as we all get older, the time tends to slip away and go by faster each year.**

**Think for a moment about how fast that nine years has gone by. We are always commenting on “how fast they grow up” and “where does the time go?”**

**Your son is nine years old today. Just think how quickly the next nine years will go by. Before you know it, he will be 18 and going off to college, moving away from home, or joining the military.**

**With that said, you have just nine quickly passing years to positively impact what type of young man your son will turn out to be.**

**By coming this evening, your son is simply asking that you spend an average of three hours a week helping him have a fun experience in Scouting. Is that too much for a nine-year-old to ask?**

Now, I want to talk a bit about what makes a pack work. A Cub Scout pack is run by adults. We start with a committee chair. This pack has a great committee chair, \_\_\_\_\_. The next person is called the Cubmaster. You have met the Cubmaster for this pack \_\_\_\_\_.

Now, everyone takes a deep breath and say Oh good...they have got one of those, they aren't going to ask me to do that.

Let us talk about what else goes into a pack. We need to have a den for each grade. You are currently sitting with a den. Look at the other parents sitting with you. Now, consider this. I have never heard a parent say, “I wish I hadn't gotten involved in Cub Scouting with my son or daughter.” But I hear many say, “I wish I would have spent more time with my kids when they were young”. Which parent are you?

We need to select a den leader, assistant den leader, and parent helpers for your son or daughter's sake. These decisions must come from your den. When you have reached this decision, let me know, and we will register your leaders and your Scouts. I am going to leave the room while you make these decisions.

## Unit Marketing Resources- Social Media

To ensure families get the message that it's time to sign up, [use various methods of communication](#) and be sure to have a plan. You should start to build the buzz at least six weeks out from your sign-up event(s). The council and district will help get the word out, but most of your success will come from unit marketing.

How much access you must promote Scouting in your schools will help you decide the best ways to market your sign-up event. Here are some suggestions – but these are just thought-starters. Do not limit yourself. The more ways you reach parents, the more success you will have.

## Advertise using Geofencing

Geofencing is a method of geographically targeting a specific audience using Facebook. Units with public, organizational Facebook pages can set up a Join Scouting Night event with a geofence that targets a specific audience (e.g., parents) around a specific location (e.g., within 3 miles of a school).

The cost is minimal (~\$1 per day, for about two weeks), and the "boosted" event information is shown to the audience who enters the geographical area in the real world while they are also on Facebook. It is easy. It is hyper-local, and it does not rely on someone else passing out fliers or other material. While this does not replace recruitment fliers, it is simply one additional tactic to strengthen recruitment efforts.



Scout talks can make a huge difference when signing up new Cub Scouts! Schools that provide access for Scout talks are the way to go. A youth talk is simply visiting each classroom and getting the youth excited about Scouting. The youth talk is where youth excitement is created. The district's Cub Scout sign-up training will help give you the skills to put on an effective youth talk. Scout talks work best by going class-to-class and giving a five-minute promotion on the fun that Scouting has to offer. If this scenario is not feasible then a school assembly will work; however, classroom talks are best. When speaking with the school, thank them for working with us in the development of youth and their community.

- Customized Scout talk videos for your units



## Social Media Recruitment

Your district or unit can leverage social technologies to improve recruiting. Social technologies are changing the way we collaborate and communicate with each other. Many traditional forms of marketing and advertising have been replaced by online word-of-mouth as consumers share their experiences online. In fact, according to Forrester, a premier technology research company, 75 percent of people in the U.S. use social media (Facebook, Twitter, Pinterest, etc.). That means for many families, the decision to join Scouting is going to start with online engagement.

**BSA Marketing and Membership Hub:** <https://scoutingwire.org/marketing-and-membership-hub/>

**BSA Brand Center:** <https://scouting.webdamdb.com/bp/-/folder/4360341/>

**Photo Frames:** Help promote Scouting on social media by adding a photo frame around your profile picture.

### Sample Headlines:

- Adventure is waiting.
- Cub Scouts - Start Your Adventure
- Build Your Adventure!
- Adventure is Waiting. Join Cub Scouts.
- Find Cub Scout Adventures Near You
- Cub Scouting is Learning Through Adventure
- Find Cub Scout Adventures • Rocket into Scouting!
- Rocket into Scouting. Join Cub Scouts Today!
- Find Cub Scouts Near You
- Your Child will Thank You!
- Build confidence with Cub Scouts.
- Scouting families are supportive families.
- Direction for Your Child. Peace of Mind for You
- Leadership, Character, Confidence.
- Learn More About Cub Scouts
- Interested in Cub Scouts?
- Considering Cub Scouts?
- Enjoy the great outdoors with the Cub Scouts.

### Sample Body Text

- When Youth Learn Through Adventure, They Learn for Life. Help Your Child Build Strength & Character Through Cub Scout Adventures. Learn More Today!
- Cub Scout Adventures Build Memories for the Whole Family. Click to Find New Adventures near you.
- Goodbye Video Games, Hello Adventure! Enjoy the Great Outdoors with Cub Scouts. Click to Find an Adventure near you.
- They are Growing Up Fast. Cub Scouting Can Help Them Grow Up Right. Help Your Child Be Their Best! Click for Info
- They are Growing Up Fast. Cub Scouting Can Help Them Grow Up Right. Don't miss the adventure! Sign Up Today.
- With Dozens of Activities from Camping to Pinewood Derby, Cub Scouts Have Fun and Learn Life Lessons Every Day. Find a Den Near You!
- From Hiking, Camping, Roasting Marshmallows, and More, Cub Scouting is a Fun Way to Learn About the Great Outdoors. Sign Up for Cub Scouts Today.
- Did You Know There Are 1.3 Million Cub Scouts Ages 5-10 in the U.S.? Cub Scouts Have Fun While Developing Character and Leadership Skills That Last A Lifetime. Join Today!

## Sample Link Description:

- Adventure is Waiting. Learn More!
  - Build Your Adventure Today!
  - Adventure Awaits. Join Today.
  - Explore Cub Scout Adventures.
  - Family. Fun.
  - Adventure.
  - Your Next Adventure Starts Now
- Find a Local Cub Scout Program.
  - Join the Cub Scout Ranks.
  - Find Cub Scouts Near You.
  - Click to Join Cub Scouts.
  - Learn More About Cub Scouts.
  - Learn About Cub Scout Ranks

**National Marketing Webinars-** <https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/>

## Photos and Videos



Here are some social media images that units and districts can utilize. Right-click on the photo and save to your desktop. Additional resources

[BSA Scout Talk Videos](#)

[BSA Short Videos for Social Media](#)

[BSA Rocket Photos](#)

[BSA Promotional Videos](#)

[BSA Social Media Assets](#)

[BSA Photos](#) (see the Cub Scouts, Facebook Profile Images, and Inspiration's folders)

# 100 Point Adult Participation Form

For over 100 years, parents have made Cub Scouting an enriching experience for their children. The Cub Scout program has strengthened families, provided adventure and diversity, created fellowship, and instilled ideals in young people. By volunteering for 100 points, you will help ensure that we can provide the best Cub Scout program for your child. Thank you for your support!

## POINTS & POSITION DESCRIPTION

100 \_\_\_ DEN LEADER OR ASSISTANT: Run weekly den meetings, complete online training, attend monthly committee meeting, and monthly pack meetings.

100 \_\_\_ TITLED COMMITTEE PERSON: Perform titled job, complete online training, attend monthly committee meeting, and monthly pack meeting.

\_\_\_ treasurer \_\_\_ secretary \_\_\_ advancement \_\_\_ outdoors \_\_\_ activities

80 \_\_\_ COMMITTEE MEMBER AT LARGE: Serve on at least one pack sub-committee, complete online training, attend monthly pack meetings, and at least four monthly committee meetings.

60 \_\_\_ DAY or ADVENTURE CAMP LEADER: June or July one week. Attend day camp training, register and supervise eight children through one week of activities during the day or evening.

40 \_\_\_ BLUE & GOLD BANQUET COMMITTEE: February. Annual pack celebration dinner.

40 \_\_\_ ROUNDTABLE: Attend monthly district roundtable and share information with the pack leadership and parents.

40 \_\_\_ PINEWOOD DERBY COMMITTEE: 1st quarter of the year.

40 \_\_\_ POPCORN SALES COMMITTEE: September through December.

20 \_\_\_ SOLES FOR SOULS COMMITTEE: Fall shoe collection drive.

20 \_\_\_ SCOUTING FOR FOOD COMMITTEE: Spring food collection drive.

20 \_\_\_ FOOD SERVICE: Serve food or concessions at dinners or events.

20 \_\_\_ BOOTH & EXHIBITS: Volunteer two hours in a booth at a back to school or open house activity.

20 \_\_\_ SPORTING EVENTS: Volunteer to organize and supervise a pack athletic competition.

20 \_\_\_ DRIVER: Provide transportation to selective non-meeting events during the year.

**TOTAL POINTS:** \_\_\_\_\_

**CHILD'S NAME:** \_\_\_\_\_

**PARENT SIGNATURE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_



# Recruitment Resources

## **Sign Up for Scouting Guidebook**

The first thing you will need is this booklet.

## **New Parent Guide**

This is a resource book for newly recruited families.

## **100 Point Adult Participation Form (this form is collected at the parent orientation night)**

Use this form to get families committed to helping your pack succeed. Coupled with a motivational speech or poem, this form can generate more parental involvement for your pack. (That is both registered and unregistered volunteer roles.)

## **[Parent Talent Survey](#)**

Find out the resources your parents offer the pack.

## **Support Material for Newly Recruited Leaders**

Create a My.Scouting account and get your leader training online. Go to MyScouting.org.

## **[Den Meeting Resources](#)**

First month's den meetings and more! These are resources for all your new den leaders that you will be recruiting. They can use this prior to you holding your new leader orientation. This will help you retain your new Scouts by getting the den up and running right away.

## **Yard Signs**

Yard signs promote joining Cub Scouts.

## **Recruit-A-Buddy Cards**

New Scouts can take these to school and pass them out to their friends, encouraging them to join the pack. Make sure to write the date, time, and location of your next pack meeting or fun event on them!

## **Den Roster**

Use this when organizing dens so that leaders have a roster of their members.

## **Leader Position Descriptions**

A simple listing of the pack leadership and their duties.

Adult & Youth Applications- If using paper MAKE sure they are the most updated ones with the new Criminal Background Check

Be sure to collect all applications and fees before people leave.