

Fall Youth Recruitment 2016

Your Pack's Guide to
Successful Fall Recruiting



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Important Terms to Know

Fall Recruitment Night - This is a one night joining event each pack conducts for new Cub Scouts and their families. We recommend that all packs have their recruitment night between Sept 12 and Sept 23.

Note: The Fall Recruitment Night is not to be held the same night as the September Pack Meeting or the Back to School Night. It works best as a separate joining event for new families.

Student Registration Day – Most schools have a day 1-2 weeks prior to the first day of classes where parents are invited to come during the day and register their child for school sponsored extra-curricular activities etc. Make sure to secure a table to promote Scouting. Have a blank attendance roster on hand to collect contact information

Back to School Night or Meet the Teacher Night - This is the night for parents to visit the school and meet their child's teacher. Many schools will allow youth-serving organizations to attend this event and set up a display or information booth. This is a great additional promotional opportunity for your pack.

Boy Talks - Boy Talks are in-school presentations to boys promoting Cub Scouts and the Fall Recruitment Night. Boy Talks are vital to a successful Fall Recruitment Night.

Before the Recruitment Night

Late July / Early August

- 0 Attend the District Fall Recruitment Training.
- 0 Finalize details for the Pack's fall recruitment to include setting the date for the Fall Recruitment Night and promotion plan.
- 0 Contact principal to secure dates for Boy Talks and Recruitment Nights, the dates should be between September 12th and 23rd. Also schedule flyer distribution for a week prior to your Recruitment Night.
- 0 Arrange to have a sign-up table at your school's Student Registration Day and Back to School Night. This is in addition to the Fall Recruitment Night.
- 0 Turn in the Fall Recruitment Flyer Order Form to your District Executive.

Late August

- 0 Deliver posters to school, confirm dates for flyer distribution and Boy Talks.
- 0 Place yard signs in high traffic areas throughout town and in front of the school.
- 0 Begin social media blitz to promote Fall Recruitment Night.
Utilize Facebook, Twitter, Pinterest, etc.
- 0 Carry out additional promotion efforts to insure families receive at least seven invitations

0 Attend the school's Student Registration Day and Back to School Night.

September

0 Deliver flyers to school for distribution to boys one week prior to the Fall Recruitment Night.

0 Conduct Boy Talks the day before your Fall Recruitment Night.

0 Send direct mail invites to parents of Cub Scout age boys (use school directory).

0 Make reminder calls to families that expressed interest at the Student Registration Day or Back to School Night.

0 Confirm the school (or other location) will be unlocked and ready to go for the Fall Recruitment Night.

0 Conduct the Fall Recruitment Night

0 Turn in all applications with one pack check made out to Bay-Lakes Council the night of your Recruitment Night to the district representative/mentor present.

0 Immediate follow-up email or phone call within 24 hours of the Fall Recruitment Night to each new family. Thank them for joining the pack.

0 Conduct a Parent Orientation meeting within a week after the Fall Recruitment Night.

0 Be sure each new adult leader completes Youth Protection Training (available online at www.MyScouting.org)

0 Turn in new applications for adult leaders.

0 Orientation for New Leaders! Be sure each new adult volunteer is assigned a coach.

October

0 Continue to follow up with interested families.

0 Be sure all leaders have completed Leader Specific Training for their position. (Available online at www.MyScouting.org)

0 Pack Committee Meeting - Be sure new leaders and parents are invited to attend.

0 Do you need more Cub Scouts? Re-flyer the school.

0 Be prepared at the October pack meeting to enroll new boys into the pack and assign them to the appropriate den.

Promotion

Seven Points of Contact - Promotion is the Key!

Best Methods for Promotion

- 0 Peer to peer recruiting:
 - Parent to Parent & Boy to Boy
- 0 Flyers distributed at school to boys in grades 1 through 5.
- 0 Boy Talks - Boy Talk day is a great day for all boys to wear their uniform to school.
- 0 Direct mail - personalized invitation to join pack. Reference school directory for contact list.
- 0 Telephone calls to prospective families, especially first graders.
- 0 Information booth at Student Registration Day or Open House - Gather contact information of those interested in joining Cub Scouts. Follow up with each contact! Note: Have your pack's annual calendar available to hand out to show them all the fun they are going to have!
- 0 Follow-up join night for those who missed the first one. The October Pack meeting works great for this.
- 0 Social media blitz: Facebook, Twitter, Pinterest, etc.

More Great Promotion Methods

- 0 Yard signs at high traffic areas and lawns of parents
- 0 News releases to local newspapers and cable stations (samples provided at www.baylakesbsa.org)
- 0 Current Cub Scouts wear their uniform to school the day of the Boy Talks and Recruitment Night
- 0 Door hangers and postcards in target communities
- 0 Develop pack information sheet and annual planned program to hand out to all new parents
- 0 Display cases and bulletin boards at schools, library, etc.
- 0 Public announcements at school and churches. Church bulletin inserts are great!
- 0 Community newsletters and website postings. (City, employer, school, religious institution, etc.)
- 0 Sunday School Boy Talks
- 0 Business window/counter displays and marquees
- 0 Pack special events (ex. fishing derby, hay ride, picnic)
- 0 Halloween candy wrappers or tag
- 0 Coordinate PSA or handout with local movie theater
- 0 Local grocery store drops a flyer into bags at checkout
- 0 Hand out flyers at local festivals, fairs, and parades

Boy Talks

(Conducted by a Pack Leader, District Volunteer or District Executive)

What is a Boy Talk?

The Boy Talk is a 2–3 minute presentation to 1st – 5th grade boys in their classroom, lunchroom, playground, or during an assembly. It helps get them excited about Cub Scouting and tells them how they can join. It is held during the school day.

Boy Talk Essentials

Take these things with you:

- Supply of customized flyers (order by using the Fall Recruitment Flyer Order Form)
 - Pinewood Derby Car or other cool props
 - Cub Scout Uniform (full of badges)
- * Conduct Boy Talk 1-3 days before, the Fall Recruitment Night ***

Introduce yourself to each classroom teacher and say you are there to talk to the boys about Scouts, but the girls are welcome to listen. (They may wish to join Girl Scouts)

The actual presentation to the boys should include:

- A brief description of the fun activities in Cub Scouts. Show the PW Derby Car, uniform, props.
- Showing the boys a copy of the flyer that went out the past week and ask if they remember it.
- Inviting the boys to come to the Fall Recruitment Night with parents.
- Giving a flyer/sticker and asking the boys to show the flyer to a parent as soon as they get home.
- Remind them of the “where and when” of the Fall Recruitment Night (ask boys to repeat it).

Stop at the office after all classes have been visited to express thanks and leave extra flyers with the school secretary.

Sample Boy Talks can be found at: <https://www.youtube.com/user/CPDvideos>

Fall Recruitment Night

The Fall Recruitment Night is a meeting where all new families are asked to come and complete their youth membership application. The meeting should last no more than 45 minutes. New parents should also be invited to come to a New Parent Orientation meeting within the next 7 days.

Key to Success: Be Prepared, review the script provided in the Pack Recruitment kit. Customize the script to meet the needs of the pack. Know who is presenting what material. Start and end on-time.

Key to Success: Contact new families within 24 hours of the sign-up night by phone or email to remind them about the upcoming Parent Orientation Meeting. Remind them of upcoming Den and Pack Meetings. Engaging new families right away is vital to keeping new boys in Cub Scouts.

Steps to Success...

1. Before You Leave Home:

- 0 Wear your uniform.
- 0 Review the agenda and script provided. Practice your presentation, keep it short!
- 0 Be sure you have all contents of your 2016 Fall Recruitment Kit plus these extras listed below:
 - 0 20-30 pens
 - 0 Pack & Den annual calendars and contact information of Pack leaders
 - 0 Change, for those that may pay in cash
 - 0 Tape to display signs and posters

- 0 Den & Pack program displays including pictures and projects from the previous year.
- 0 Items to display including; Tiger, Wolf, Bear & Webelos handbooks; Cub Scout uniform; Den Leader Guides and other Cub Scout leader books.

2. Set Up - Arrive at your location at least 30 minutes before the start time:

- 0 Organize your materials and set up the room. Tables should be organized so boys and parents are sitting together and separated by grade. Use table tents provided to designate tables. Be sure each table has plenty of pens.
- 0 Post your pack organizational chart.
- 0 Station a greeter at the entrance to ensure each parent signs in, and receives a welcome packet.

Packets for parents are provided; don't forget:

- Copy of calendar and pack leadership contact information

3. Conduct the Meeting

- 0 Begin promptly. Start and end on-time. This meeting should last no more than 45 minutes.
- 0 Follow the Fall Recruitment Night Agenda and Script found in the Recruitment kit.

4. After the Meeting

Be sure to turn in all youth applications, monies, attendance rosters and report envelope at your District Turn-in meeting headquarters or to your district mentor/representative. Follow-up with families will be a key to success. Keep families informed about what is going on.

Remember, the Fall Recruitment Night is not the September Pack Meeting; it is a joining event for new Cub Scouts and their families. The Pack Meeting for September should be a week or two after the Fall Recruitment Night.

After the Fall Recruitment Night

Parent Orientation Meeting

This meeting is to be scheduled no more than one week after the Fall Recruitment Night. The focus of this meeting is to ensure all new scouts are assigned to dens and to secure volunteer leadership from the new parents.

Pack Committee Meeting

Plan a Pack Committee Meeting shortly after the Parent Orientation meeting and invite all new leaders and parents to attend. Getting new leaders involved in helping to plan future pack activities will keep them engaged and quickly get them integrated into the pack.

The October Plan - It's Not Too Late to Join!

The October Pack Meeting is the perfect opportunity to invite boys and their families to join your pack that may have missed or been unaware of your Fall Recruitment Night.

Here are a few additional steps each pack needs to take in October to maximize the success of their Fall Recruitment:

1. Contact the school principal. Thank them for their support of your pack's successful Fall Recruitment Night. (This should be done right away, after the Fall Recruitment Night.)
2. Ask the principal to again allow you to distribute flyers to boys in grades 1-5. Emphasize the importance of reaching out to families that may have missed your Fall Recruitment Night. Deliver flyers to the school for distribution at least one week prior to your October pack meeting. The flyers can be ordered by submitting the Cub Scout Fall Recruitment Flyer Order Form to your District Executive.

Note: The first meeting you have with the principal in August is the best time to ask about distributing flyers in September and October. Explain that you would like to distribute flyers before the Fall Recruitment Night and also before your October pack meeting to catch those you missed in September.

3. Be ready at your October pack meeting to welcome new boys. Give new parents the information packet you used at your Fall Recruitment Night. Ask them to stay after the Pack meeting for about 15 minutes so they can complete the paperwork and meet their den leaders.

Online Training for New Volunteers

You do not have to be a registered member or have a member ID to take Youth Protection and other training courses online. To take training courses go to www.My.Scouting.org and create an account. From the MyScouting.org portal, click on "E-Learning" and take the courses listed below at your pace. All courses do not need to be taken at once.

Upon completion of each course, you may print a certificate to submit to the Pack Committee Chair for processing at the council office.

When your volunteer application is approved, you will receive a BSA membership card which includes your member ID number. After you receive your membership card, log back into MyScouting, click on "My Profile" and update the system by inputting your member ID number. This will link your training record in MyScouting.org to your BSA membership and you will no longer need to print certificates to submit to the local council.

If you have any questions please call 920-734-5705 or email us at webmaster@baylakesbsa.org.