**Voyageurs Area Council**

**2024 Cub Scout Fall Recruitment Plan**





Dear Cub Scout Leader,

This guidebook will assist you and your pack with recruiting new families. This is one of many tools available to help you engage your community in an exciting conversation about Scouting, both with new and former families of the Scouting program. The more ideas used in your community, the more successful your results will be!

Please continue to invite families to join Scouts and encourage your friends and neighbors to join local units so more youth can benefit from this incredible program. You and your family have experienced many of the things Scouting has to offer, and it all started with an invitation. Now it’s time for you to make that same invitation to someone else. Whether it be through a friendly conversation or a post on social media, your efforts make a difference.

Thank you for all you do to support Scouting.



Our 2024 Cub Scout Fall Recruitment Plan is designed to enroll past and new Cub Scouts in packs and enlist parent participation in the program.

Our 2024 Cub Scout Fall Recruitment Plan builds on best practices and adds new marketing strategies that will help your Pack welcome many new members this fall!

Our 2024 Cub Scout Fall Recruitment Plan is a partnership between your unit and the district to help maximize your opportunity to grow your pack and be creative!

**UNIT PREPARATION**

1. Pack calendar, budget, fundraising plan & leadership roster in place.
2. Update your Pack website, Facebook page (public-facing), and BeAScout pin.
3. Determine leadership positions that need to be filled.
4. Set a new Cub Scout recruitment goal.
5. Schedule a Fall Recruitment event for new Cub Scouts to join your Pack (promotion is backdated from this night!).
6. Schedule to attend your school’s Meet the Teacher

Night (this is part of your promotion plan!).

1. Schedule a “Back to the Pack” event for your current Cub Scout families.
2. Enlist help of all families to help recruit new members.
3. Engage your school, community, youth sports leagues, day cares, chartered organization, and anyone else to help you spread word about joining Cub Scouts.
4. Share your unit plans with your District Membership Team.

**Use the checklist on the last page to prepare for Fall Recruitment!**

**MARKETING STRATEGIES YOUR UNIT CAN COMPLETE!**

* + Scouts wear your Scout uniform or Cub Scout Pack t-shirt.
		- At school
		- At community events
		- At public parks or other public places
	+ Parents/leaders wear your Scout uniform or Cub Scout Pack t-shirt.
		- At Meet the Teacher Night
		- Visiting your child at school during lunch
		- At community events
	+ **Call former families and invite them to rejoin your Pack.**
	+ **Set-up a table or booth at your school’s Meet the Teacher Night.**
	+ **Meet with your school principal. Offer your Pack to help with an ongoing project at the school. Ask how you can get in front of families to talk about Scouting (email blasts, newsletters, video announcements, social media, digital flyers, etc.).**
	+ **Ask to insert joining information in your school newsletter.**
	+ **Get a school contact list and directly invite each family to join Scouting.**
	+ Include a Scouting activity in birthday parties.
	+ Ask to put joining information in your weekly church newsletter.
	+ Ask a local grocery store to put a poster to join Cub Scouts.
	+ Ask local pizza shops to include your unit’s contact information on their pizza boxes.
	+ **Put up yard signs in high-traffic areas (Voyageurs Area Council can help with this!).**
	+ Have Pack Information Sheets at local ice cream shops.
	+ Post Pack contact information at local coffee shops.
	+ **Have joining information available (QR codes, Pack Information Sheet) at your popcorn sale or other unit fundraisers.**
	+ Ask to display information about Scouting at your child’s doctor’s and dentist’s offices.
	+ Recruit leaders/parents to hold banners/posters at school during student drop-off/pick-up.
	+ Write messages about joining Scouting on your car.
	+ **Share service project stories with your local school district and community newspapers. Always include information to join Scouting.**
	+ Organize or participate in “Join Cub Scouts” parades in your neighborhood.
	+ Create your own “Proud Parent of Pack xxx” or “Proud Pack xxx Family” yard sign.
	+ Host a Scout Carnival.
	+ Offer “Cub Scout Childcare” for school events.
	+ **Set-up an activity or display at neighborhood events and community festivals.**
	+ Host a fun event to attract families.
	+ Build a display board of all your Pack activities.
	+ Share your Pack events and opportunities to join through social media.
	+ Increase your social media awareness through boosted post advertising.
	+ **Encourage each Scout to invite one friend not in Cub Scouts to join Scouting.**

What other techniques have you used successfully? What other ideas would you like to try?

**CUB SCOUT FALL RECRUITMENT EVENT**

**INDOOR EVENT**

Preparation

* Confirm location is scheduled
* Arrive early to set-up
* Review everyone’s roles
* Recruit help from Scouts BSA Troop

Families Arrive

* Everyone signs-in
* Families sit by grade level
* Each family receives a Parent Packet
* Consider having a short activity for new Cub Scouts

Presentation

* Start on-time
* Use Fall Recruitment PowerPoint (parents can follow PowerPoint with Parent Orientation Guide)
* Presentation should be done in less than 15 minutes

After Presentation

* Share Pack-specific information
* Answer questions
* Assist families in completing applications (families expect to register THAT NIGHT!) on paper or ONLINE
* Collect paper applications & registration fees; Accept online applications submitted

Families Leave

* THANK FAMILIES FOR JOINING SCOUTING!!!

Event Wrap-up

* Collect all applications and fees in Report Envelope
* Make sure unit has new member information
* Turn-in applications and fees that night to district leadership for membership entry

**OUTDOOR EVENT \***

Preparation

* Confirm location is scheduled
* Arrive early to set-up
* Review everyone’s roles
* Recruit help from Scouts BSA Troop

Families Arrive

* Everyone signs-in
* Families gather by grade level
* Each family receives a Parent Packet
* Consider having a short activity for new Cub Scouts

Presentation

* Start on-time
* Use Fall Recruitment Presentation Guide Notes (parents can follow PowerPoint with Parent Orientation Guide)
* Presentation should be done in less than 15 minutes (adapt for weather)

After Presentation

* Share Pack-specific information
* Answer questions
* Assist families in completing applications (families expect to register THAT NIGHT!) on paper or ONLINE
* Collect paper applications & registration fees; Accept online applications submitted

Families Leave

* THANK FAMILIES FOR JOINING SCOUTING!!!

Event Wrap-up

* Collect all applications and fees in Report Envelope
* Make sure unit has new member information
* Turn-in applications and fees that night to district leadership for membership entry

\* Have an indoor location as back-up in case of unfavorable weather!

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**TIPS FOR FALL RECRUITMENT SUCCESS**

Use Social Media

* Facebook
	+ Post a picture of Scouts and families having fun frequently and year-round.
	+ Geofence your events.
		- You can do it for as little as $1 a day.
		- Geofence around the areas where families are located.
	+ Post on relevant school or community groups.

Update Your Unit’s BeAScout.org Pin

* Managed by your Cubmaster, Committee Chair or Chartered Organization Representative through their my.scouting.org accounts.
	+ Update contact information, meeting location, unit description and more
	+ View and respond to leads
	+ Send invitations to join to leads and accept online applications

Unit Level Promotion

* It is better to show your own Pack members having fun; however, there are pictures and videos available to download in the BSA Brand Center.
* What makes your pack unique? Make that your selling point.
* Make your Pack visible accessible. Be in the school, community, etc.



National Resources

* Check back often for updated and new resources during recruitment season.
* Available 24 hours a day, seven days a week!

Fall Recruitment Scheduling Best Practices

* Tuesday, Wednesday, or Thursday
* During the second or third full week of school
* Begin between 6:00 – 7:00 p.m. (no earlier, no later)
* Dates to avoid: Mondays, Fridays, weekends, Tuesday after Labor Day, Thursday night Vikings/Packers games, major community events

Fall Recruitment Presentation Best Practices

* **Assume people attend to register their child(ren) in your Cub Scout Pack!**
* Do NOT “collect applications and registration at the pack meeting next week!” Do it now!
* Track EVERYONE who attends.
* Do NOT combine your Fall Recruitment with a Pack Meeting or other Pack function.
* Keep the Fall Recruitment experience short. Respect new family’s time!
* Keep the Fall Recruitment experience focused on the new families.
* As a leader, you can represent Scouting well by wearing a field uniform or Scouting activity polo shirt or Pack t-shirt at your Cub Scout Fall Recruitment presentation.
* Do NOT use Scout jargon!
* Turn-in new Cub Scout and adult leader applications as soon as possible.

Interested & Newly Registered Cub Scouts and Families

* Always have sign-in sheets (physical or digital) at promotional events and Fall Recruitment events to collect information. Follow-up within 48 hours to make invites or follow-up with those that did not register that night.
* Use online applications as much as possible. No paperwork to deal with and members sync to your Pack’s roster and Scoutbook account within 24 hours!
* Paper applications and fees should be turned in the day after a Fall Recruitment event. Families expect to be members as soon as they submit their information, not when the paperwork can be turned in!

Follow-up with EVERY lead that shows in your Pack. Online leads, families that express interest at Meet the Teacher Night or a community parade, and the family that may leave your Fall Recruitment without turning in an application ALL need to be contacted to make sure they have the chance to register for Scouting!

**HAVE FUN AND BE POSITIVE**!

**FOLLOW-UP RECRUITMENT, PARENT ORIENTATION & FIRST 30 DAYS**

Follow-up Recruitment

Always be prepared to hold a follow-up recruitment.

There will be a family that wants to be in Scouting that can’t attend your Fall Recruitment because of a family commitment or soccer game.

Your follow-up recruitment could be part of something you already have planned like a Pack Meeting, Cookout, or Outing.

Finally, make sure your follow-up recruitment takes place within 2-3 weeks of the Fall Recruitment event. Having your follow-up

recruitment in early to mid-October ensures those new families are registered to participate in activities available from the council!

Parent Orientation

The Fall Recruitment presentation briefly covers many of the details about which parents may have questions. The Parent Orientation Meeting should be for parents only and goes into depth on your Pack programs and getting started in Scouting.

* Follow the Parent Orientation Guide
* Review Pack program, leadership, costs, etc.
* Enlist parent commitment to support their child’s Scouting journey
* Set expectations for parent involvement in Pack’s success
* Answer parent’s questions about uniform, handbook, fundraising, advancement, and special programs including council events and summer camp
* Be up-front about costs and fundraising to help families cover Scouting expenses

The First 30 Days

* Attend first Den Meeting within one week of registering! If a parent can attend, regardless of rank, that’s a plus!
* Families attend their first Pack Meeting within the first month of registering!
* New parents attend Parent Orientation Meeting.
* New Cub Scout earn the Bobcat Badge.
* New Cub Scouts begin their first Cub Scout Adventure.
* Families can participate in Pack fundraiser to help with Scouting costs.
* Family attends a district or council event.

**PACK FALL RECRUITMENT PREPARATION CHECKLIST**

 2024-25 Pack Calendar complete

 2024-25 Pack Budget complete

 2024-25 Pack Fundraising Plan complete

 Our Pack is signed-up for the Annual Popcorn Sale & plans to attend the Kick-off

 Our Pack is signed-up for the Annual Unit Sale & plans to attend the Kick-off

 Our Pack is conducting this fundraiser:

 2024-25 Pack Leadership Roster complete

We need to fill the following key roles:

 2024-25 Pack Information Sheet complete

 Pack Website is updated

 Pack Facebook page is updated

 Pack BeAScout Pin is updated

**PACK ’s 2024 RECRUITMENT GOAL IS:**

**MY PACK’S FALL RECRUITMENT NIGHT:**

**DATE: TIME: LOCATION:**

**MY PACK’S MEET THE TEACHER NIGHT:**

**DATE: TIME: LOCATION:**

**MY PACK’S BACK TO THE PACK EVENT:**

**DATE: TIME: LOCATION:**