Commit to Character. Guarantee Growth. 2015 Membership Campaign

New Birth of Freedom Council, BSA
Why Recruit Cub Scouts?

• Everything we do is to encourage new boys and their families to join Cub Scouts.
• Our goal is to retain the new family for years to come.
• Nearly 90% of all BOY SCOUTS come from Cub Scouts.
• Today’s Tigers could be tomorrow’s Eagles.
Retention Begins at the Unit

• Starts with Program Planning (NOW!)
  – Pack **AND Den Calendars**- boys advance at the Den-level, so ensuring Den program and tracking advancement becomes vital.
  – **Budget**- all parents need to see Scouting as affordable through a fun and easy fundraising process the Unit already has established.
  – **Leadership Succession Planning**- Invite best leaders to help before the fall arrives.

• Help new families feel welcome and comfortable joining the unit through a great Program Plan.
Shifts for 2015

• “Commit to Character. Guarantee Growth.”
• Call it what it is: “Sign-Up Night!”
• Recommend **Troop** support of Pack Sign-Up Nights.
• Increase support by **returning parents/leaders**.
• 30-minute registration Sign Up Night.
• Increase use of **Parent Talent Survey**.
• 24-48 hour follow-up email or call.
• Hold **Parent Orientation Meeting within 2 weeks** of Sign Up Night, ideally prior to the first Pack meeting.
• Recruit new parents between Sign Up Night and Parent Orientation.
Keys to a Model Sign-Up Night

✓ **Strategic Pre-Planning & Marketing**
  ✓ GET THE WORD OUT!
  ✓ Bring Scouting to your local community and schools.
  ✓ Get new families engaged to promote and attend.

✓ **Organized, Inviting Sign-Up Night**
  ✓ Introduction to Cub Scouting; Applications and Survey.
  ✓ Use all Pack resources- leaders and program planning.

✓ **Effective and Deliberate Follow Up**
  ✓ Get new kids and parents activated ASAP- Leaders, Bobcat, Den Meetings, Popcorn.
  ✓ Follow up via phone/email within 48 hours.
  ✓ New Parent Orientation Meeting within 2 weeks.
MARKETING & PROMOTIONS:  
*It’s easier than you think!*

- Adopt-A-School service projects.
- Church bulletins and newsletters.
- School announcements and marquees.
- School Open House - table display and uniformed leaders with flyers.
- Personal Invites:
  - Scout Buddy Cards
  - Word of mouth, parent to parent
  - E-mail current parents to send to friends
  - Social media
Cub Scout Recruitment Summary Plan - Fall 2015

• Schedule with the school/distribute 1st Day Fliers.
• Market Scouting—get the word out!
• Boy Talks; order recruitment materials- Flyers, Yard Signs, New Family Welcome Envelope.
• Hold the Sign Up Night.
• Communicate with parents 24 to 48 hours after Sign-Up Night.
• Have Parent Orientation Meeting 7 to 10 days after Sign-Up.
• Complete “2nd Chance” opportunities to fulfill the membership growth commitment.
Unit Leadership Responsibilities

Primary Responsibility: Market Scouting in your community and engage local parents!

- Secure Sign-Up Night facility.
- Attend district kickoff (August Roundtable).
- Plan a well-organized recruitment using one of the formats.
- Develop leadership in adults by encouraging all leaders to complete training.
- Follow-up with all families to be sure everyone is active.
- Ensure Dens are meeting so boys can participate and advance.
Unit Commissioners
(& Local Troop Leaders)

Primary Responsibility:
Be a friend to the Pack.

• Help Pack to program plan and follow the Membership Recruitment plan.
• Assist with recruiting meetings after Sign-Up Night.
• Ensure applications are complete and collected.
• Encourage Pack Leaders to follow up with parents.
Sign-Up Night

(Group Meeting Setup)

1. Early Setup (30-45 min)
2. Brief Welcome (3-5 min)
3. Overview of Scouting (10 min)
4. Local Unit Presentation (5-min)
5. Promotion of Parent Involvement and Volunteerism - Parent Talent Survey (3-5 min)
6. Registration - collect Youth apps and fees ($15 thru Dec); Adult surveys and apps (5 min)
Sign-Up Night
(Station Setup)

Five Stations for New Family to Visit:

1. Welcome / Sign In
2. What Cub Scouts Do- Share the Excitement!
3. Registration- complete the application
4. Check Out- collect paperwork and fees
5. Leader Q&A- Answer any questions and make sure families know when the next meeting is.

*Still give yourself 30-45 min for Early Setup
Recruitment Materials

✓ Sign-Up Night Coordinator Packets

✓ New Family Welcome Envelopes
Contents include: Cub Scout Parent Info Guide, Boy’s Life mini-mag, youth application, adult application, Parent Talent Surveys, Scout Shop Flyer.

✓ Unit Needs to provide Program Plan
Should include: Unit Calendar, Leader Contact List, Unit Budget/Incentive Program
Immediately Following Sign-Up

✓ Ensure new youth applications have signatures for Council submission.
  • Complete new youth applications with registration fees must be turned in within 48 hours of the Sign-Up Night.
  • Incentive: New Cub Scout Family Fall Experience: $5 off coupon to Halloween Days!

✓ Welcome Email (sample messages).
✓ Follow-up with families NOT signed up, BUT attended Sign-Up Night.
✓ New Parent Orientation.
Parent Orientation Meeting

(7-10 days after Sign-Up Night – It is critical to maintain contact!)

• Be organized ahead of time to provide more program details.
• Have option for kids- Kickball, Bobcat intro, Boy Scout led games.
• Talk Unit’s Popcorn Sale. Incentive for parents to help their kids.
• Leadership needs – introduce new den leaders, others.
• Leadership – create “easy chunks” of work; encourage all parents to participate and complete training.
• Talk about new Cub Scout Adventure Program and tracking boy’s advancements at den-level.
• Complete any outstanding registrations and cover reminder announcements.
• Consider refreshments and fellowship following meeting.
Recap:

1. Pack Information Packet - Program Planning!
2. Market Scouting - includes Membership Commitment by other Scout Parents!
3. Sign-Up Night - Registration Event
4. 24-48 Hour Email or Phone Follow-up to New Families
5. Recruit Quality Adults between Sign-Up Night & New Parent Orientation Meeting
6. Hold Parent Orientation Meeting
7. Pack/Den Meetings, Leader Training, Popcorn

Fall focus tonight; but the principles can be applied to year-round recruitment measures, no matter what type of unit.

Questions?
Trained, dedicated leaders, delivering a well-planned, quality program, retain boys, and their families, in Scouting longer.

So take the promise today…
“Commit to Character. Guarantee Growth.”

Thank you for all you do for Scouting in the New Birth of Freedom Council!