New Birth of Freedom Council
Boy Scouts of America

Spring Recruiting Campaign
Spring into the Outdoors

New Birth of Freedom Council, BSA
1 Baden Powell Lane
Mechanicsburg, PA 17050
www.newbirthoffreedom.org
Overview

Recruiting is a year-round responsibility of all of our adults and youth in the New Birth of Freedom Council. Spring can be a great time to recruit as the promise of summer camp adventures are only weeks away. Prospective Scouts and families are thinking about nice weather, the outdoors, and activities that are at the core of the Scouting camping experiences.

Spring recruitment also comes with a bit of a risk. As the school year winds down, typically, so do the activities of the pack. It is critical that packs that are serious about spring recruitment plan to be active over the summer. A great blueprint for how active a pack should be is the National Summertime Pack Award. Packs can use these events to keep their current Scouts active but can also use them as great opportunities to invite new families to come in and check out the local Scouting program.

This guide has been developed to help units plan successful spring recruitment efforts. In addition to this guide there are resources available on the New Birth of Freedom Council website at www.newbirthoffreedom.org.

What is Spring Recruitment?

Spring Recruitment is simply the process of inviting and registering new Scouts and their families in the Scouting program. Spring Recruitment is for kindergarten-age youth going into 1st grade through 4th grade youth going into 5th grade.

Spring Recruitment is NOT for youth going into kindergarten. Lion recruitment should be fall only (starting in August). There are no summer opportunities for Lions and Lions should register as close to the start time of the program for their den, which is the fall. If inquiries are made, packs should collect information and invite those families to recruitment opportunities starting in August.

It is also recommended that packs don’t do spring recruitment for youth entering the 6th grade. If there are inquiries, packs should have the contact information for the local troop(s) to provide to the prospective Scout and his/her family.
**Spring Recruitment nights needs the 3 E’s**
- **Engage youth in Scouting**—Promote your event and make it fun. Get Scouts excited!
- **Enroll new members in your Pack**—Be ready to answer parent questions and complete registrations and collect fees.
- **Establish connections with new families**—Keep them informed and welcomed. Your whole program will gain new, helpful people and resources.

**START EARLY TO MAKE A PLAN FOR THE 3 E’S**

**ENGAGE**
Promote your recruitment night and your summer Pack activities
- Set a date soon. This gives you more time to get the word out. Families are busy.
- Use multiple methods to promote. (See specific ideas below)
- Don’t stop with one recruitment night. Promote summer camp, day camp, and your summertime pack activities to new families to visit and join your Pack.

Welcome new families to your event and make it fun.
- Focus on fun for the youth.
- Be well prepared for the evening. That will let you relax and enjoy the night.
- Have volunteers to greet families.
- Get contact information for all your new families.

**ENROLL**
Have printed information and key Pack/Den leaders to answer parent questions
- Calendar and basic information are critical.
- Contact information and general Pack information is important too.
- Know how much your dues are.

Have the materials needed to enroll Scouts. Complete applications that night.
- Applications, new Scout packets, pens, change…Know how checks are to be written.
- Have information about how to sign up for summer camp and day camp

**ESTABLISH CONNECTIONS**
Provide parents with multiple contact people to help them as new Scout families
- Pre-fill or help them fill out the “My Scouting Adventure Plan” in the New Scout Packet.

Get new parents into your Pack communication network
- Weekly email or printed newsletter
- Phone tree/Text messaging notification
- Facebook Group/Website

---

<table>
<thead>
<tr>
<th>Membership Tip</th>
<th>Want to go almost paperless?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Did you know your unit can have Scouts register online? <strong>Activate your unit to accept online applications and you can register Scouts in your unit without having to have them fill out a paper application form!</strong></td>
</tr>
</tbody>
</table>
Welcome the new families
- A letter or email from the Cubmaster and/or the Committee Chairperson
- Have the New Member Coordinator Welcome them (see position in this document)
- Have a regular activity soon after your recruitment night.

Make a point to learn about your new families.
- Use the Parent Talent Survey provided in the New Scout Packet and/or simply talk to them
- Have a Pack Organization Night soon after your recruitment.

Follow-up with families still deciding about joining Scouting.
- Have a specific plan of who will contact families.
- Make sure follow-up people have all the materials and supplies they need.
- Complete follow-up within 2 weeks of your recruitment night.

Connect to your District Membership Team for Recruiting Help
- Promotional materials and information about Scouting.
- Helpful folks to support your roundup night.
- Assistance with scout talks. (where able)

Membership Chairs
Krystal Landis Battlefield Membership Chair
Ray Landrum Conococheague Membership Chair
Joan Nissley Keystone Capital Membership Chair
Ed Harvey Heritage Trails Membership Chair 717-676-9385 or edmharvey@gmail.com
Hope Rupp Pioneer Membership Chair 717-503-8396 or l8tbuggin@gmail.com

Professional Staff
Christopher Lontz Battlefield Dist.  Christopher.lontz@scouting.org or 717-827-4569
Cory Kercher Conococheague Dist.  Cory.kercher@scouting.org or 717-827-4572
Michael Adelberg Heritage Trails Dist.  Michael.adelberg@scouting.org or 717-827-4571
Roger Chatell Keystone Capital Dist  Roger.chatell@scouting.org or 717-620-4515
Sal Franqui Pioneer Dist.  Sal.franqui@scouting.org or 717-620-4527

Other Resources
Council Webpage  www.newbirthoffreedom.org

National Council Membership Resources
http://www.scouting.org/scoutsource/Membership.aspx

National Council Marketing Resources
http://scoutingwire.org/marketing-and-membership-hub/
Spring Recruitment Timeline

March 2020
- Roundtable Training for Spring Recruitment – “Spring Launch Party”
- Units commit to participating in Spring Recruitment
- Contact schools and principals, set up new Scout talks and share information
  - Establish date, time and location of recruitment night
  - Confirm date with District Executive or District membership volunteer
  - Begin external publicity (press release, poster, yard signs, church bulletins).

Early April 2020
- Spring recruitment materials are available for units starting at Roundtable
- Units commit to participating in Spring Recruitment

April 15th-May 17th
- Scout talks and fliers are distributed to schools
- Spring recruitment events held
- Publish/share unit’s Summer Calendar

May 31st
- New Scouts sign up to attend Day Camp, Cub Scout Resident Camp, or Webelos Resident Camp

June 2020
- Packs hold a June pack activity

July 2020
- Packs hold a July pack activity
- Make plans for National Night Out

August 2020
- Packs hold an August pack activity
- Hold National Night Out Event/Recruitment

August - September 2020
- National Summertime Pack Awards are submitted and recognition purchased

FREE Advertising
Having your Scouts wear their uniform or pack shirt to school is a great way to get people talking about Scouting and for Scouts to talk about the program with other interested youth!
Inviting Youth and Families to Scouting

Scout Talks in Schools
Some schools allow Scouting professionals and/or unit leaders to come into their school to share information about how to join local Scouting units. These are a great way to get potential Scouts excited about the Scouting program and to let them know how to sign up. Typically, a flier is distributed at these talks with information about local recruiting opportunities. EVERY SCHOOL DISTRICT AND SOMETIMES SCHOOLS WITHIN A SCHOOL DISTRICT HAVE DIFFERENT POLICIES. If you are interested in having a Scout Talk or participating in one, talk with your District Executive to plan it out. In most cases permission needs to be secured weeks in advance of the presentation. It’s never too early to be looking at these dates.

Fliers
Some schools allow fliers to be handed out to students with information about Scouting. Some schools only allow electronic fliers, while others still allow paper fliers. A paper flier that is put in the hand of a student is by far the best way to get information about Scouting out. Fliers that sit in a lobby or are made available through an announcement are extremely limited in their effectiveness. Most schools require fliers to be approved by the superintendent. Some superintendents turn around approved fliers very quickly and others can take up to 2 weeks. If you are in a school district that allows fliers, please make sure your information is to your District Executive at least 2 weeks in advance in order to get the flier approved and distributed in enough time that people know about your recruitment night.

School carnivals and fairs
The spring is usually a time that schools hold year-end carnivals and fairs. The pack offering to help run a station and distribute fliers and information is a great way to show that your unit is active. It helps the school and it allows you to talk to youth and distribute information.

Community events & fairs
Though there are more community festivals in the summer months, there are typically community events in the spring that can be great opportunities for your pack to be visible and to invite families to join. Your District Executive can provide you with materials for these events including fliers, yard signs, posters, magazines for giveaways and more.

**FREE Promotion**
Consider creating a Facebook Event to promote your unit’s summertime pack events as well as your recruitment night. Steps to set up an event are in this packet.
Social media

Using Facebook and Twitter and other social media platforms can be a great way to share with others about your sign-up night. Creating a Facebook Event is something that the parents in your unit can easily share and something that can be published on community Facebook groups. More information on how to set up a Facebook Event is included in this guide.

Scout-to-Scout invitations

Scouts themselves can be the best recruiters for the Scouting program. Using simple handouts such as fliers, a business card, or a post card, Scouts can share information about your unit and opportunities to join.

Signing Up for Summer Camp Programs or Day Camp

Camping, whether a resident camp or a day camp, is a promise that Scouting makes to every new family. For families that join in the spring this is something that we can deliver on right away!

EVERY NEW SCOUT WHO JOINS AFTER THE EARLY REGISTRATION DATE QUALIFIES FOR THE EARLY REGISTRATION FEE TO ATTEND CAMP.

We want every Scout to have the opportunity to go to camp and don’t want their joining date to be an obstacle. Scouts who register for camp after the early registration can simply follow the registration process in Tentaroo. Once the registration is entered, pay only the early fee and then notify Camping Services that the reservation has been made. Camping Services will manually adjust each of those reservation to the early registration date.

Day Camp Opportunities - https://newbirthoffreedom.org/programs/cub-scout-day-camps/ This link lists all of the current 2020 Day Camp Opportunities as well as links for families to register. Programs are designed for 1st through 3rd graders (Tigers through Bears). These reservations can also be made through the pack.

Cub Scout Resident Camp Opportunities - https://newbirthoffreedom.org/camping-2/camp-tuckahoe/cub-and-webelos-summer-camp/ This link lists all of the current sessions for 2020 Cub Scout Resident Camp. Programs are for 1st through 3rd graders (Tigers through Bears). These reservations should be made through the pack.

Webelos Resident Camp Opportunities - https://newbirthoffreedom.org/camping-2/camp-tuckahoe/cub-and-webelos-summer-camp/ This link lists all of the current sessions for 2020 Webelos Resident Camp. Programs are for 4th through 5th graders (Webelos and Arrow of Light). These reservations should be made through the pack.
National Summertime Pack Award – Summer Program Planning

Overview
Cub Scout Packs stay active during the summer by planning and conducting one activity per month in June, July, and August.

Who Can Earn This Award?
This is an individual recognition for Scouts. The pack can qualify for the certificate and streamer (provided by the council) by planning and conducting three pack activities—one each in June, July, and August.

Dens with an average attendance of at least half their members at the three summer pack events are eligible for a colorful den participation ribbon (available for purchase).

Scouts who participate in all three pack events are eligible to receive the National Summertime Pack Award pin (available for purchase by the pack), which they can wear on the right pocket flap of their uniform.

Planning Summertime Events
The Summertime Activities Tracking Sheet is a great way to frame out your activities for the summer. Activities don’t need to be complicated, but should be well-coordinated, well-communicated, and FUN!

Here is a list of some ideas. There is a whole list of ideas at: https://cubscoutideas.com/6276/75-pack-activities-for-summertime-pack-award/

<table>
<thead>
<tr>
<th>Pack Camp Out</th>
<th>Pack Hike</th>
<th>Bike Ride</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball Game</td>
<td>Campfire in a park</td>
<td>Visit a Cave</td>
</tr>
<tr>
<td>Go to a Zoo</td>
<td>Go to a sporting event</td>
<td>Go Bowling</td>
</tr>
<tr>
<td>Star-gazing party</td>
<td>Kickball Tournament</td>
<td>Visit a police or fire department</td>
</tr>
</tbody>
</table>

How to Get the Award
Return completed form to council office for the certificate and streamer and make a copy if you choose to purchase the pins through the Scout Shop. Form is in the appendix of this guide.
What is Needed for a Successful Recruitment Night
Leaders and Volunteers
- Set up and clean-up crew - Can overlap with other roles. Arrive early so you can be set up 15 minutes ahead of event start time.
- Den Leaders or designee plus two other leaders to run the meeting.
- Greeters 1-2 to help with sign in and as needed.
- 2 - 4 youth activities leaders. Maybe a Scout Troop could support your Pack in this role.
- 1 - 2 adults to collect applications and money - Can overlap with greeters.

Room choices
- Consider acoustics and available seating when selecting the room.
- Libraries or classrooms can often be more functional than the cafeteria or the gym.
- Have a separate room for Scouts and their frequently loud activities.

Room set up
- Start with signs, balloons, music to set a fun mood.
- Welcome station to greet people at the door and make sure they know where to go.
- Have Pack displays around the room to highlight your Pack events.
- Tables by grade - At each table have the following:
  - Den leaders or their designee
  - Sign-in sheets and name tags
  - Gathering Activity
  - Parent Information materials
  - Pens

Registration table
- Envelope for application and money collection
- Change
- Pens
- Room to write
- New Scout Packets

Recruitment Night Follow Up
Turn in your applications
- Make prior plans with your Treasurer to have a check ready for the Council for National fees to send with your applications.

Follow-up with families still deciding about Scouting.
- Review the sign-in sheets.
- Contact the families within 2 weeks.
- See what blocked them from signing up. (Try to identify ways to help.)

Welcome new Scouts and their families.
- Remind them of the next youth event.
- Spell out the details of what they need to bring or wear etc.
- Remind parents of your Pack Organization Night.
Checklist for your Recruitment Night

BEFORE YOU LEAVE HOME:
   Prepare your pre-opening activity.
   Wear your uniform.
   Review agenda and practice your presentation.
   Take a pocket calculator, 20-30 pens and/or pencils, change (both bills & coins) and masking tape.

WHEN YOU ARRIVE AT THE LOCATION
   Organize your materials and set up room properly.
   Check with other school team members (including Unit Leaders) on their part of the program.
   Post your Pack organizational chart.
   Assist Pack and Unit Leaders with their displays.
   Organize your pre-opening activity.
   Station yourself or other Recruitment Team members at the door to distribute materials and welcome families.
   Keep boys and parents in assigned room.
   Boys and parents should sit together by grade.

THE GENERAL PRESENTATION
   Present opening ceremony by Pack (optional).
   Introduce yourself and welcome everyone
   Introduce other recruitment night Team Members and Unit Leaders. Begin promptly.

RECRUITMENT SUPPLIES CHECKLIST
   Agenda, pack calendar.
   Table tents, displays, name tags.
   Attendance forms, pens, calculator.
   Extras (applications, magazines).
   Change for fees (dollars and coins if needed).
   Masking tape to hang decorations.
   Envelope for applications and money.
   New Scout packets.
   Youth Applications.

   CONGRATULATIONS ON AN AWESOME RECRUITMENT NIGHT!
# National Summertime Pack Award Application

Cub Scout Pack No. ____________ of Chartered Organization __________________________________________________________________________ Name

has qualified for this award by conducting a pack activity in the summer months of ____________.

<table>
<thead>
<tr>
<th>Year</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of pack activity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of dens participating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of dens qualifying (50 percent of the den’s Cub Scouts participating)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of the pack’s Tiger Scouts participating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of the pack’s Wolf Scouts participating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of the pack’s Bear Scouts participating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of the pack’s Webelos Scouts participating</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of parents/family members participating</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please send us the following National Summertime Pack Award items:

- One Pack Award Certificate, No. 33731
- One Pack Award Streamer, No. 17808
- Den participation ribbons, No. 616254
- Tiger pins, No. 14332
- Wolf pins, No. 14333
- Bear pins, No. 14334
- Webelos pins, No. 14335
SUMMERTIME ACTIVITIES TRACKING SHEET

JUNE

Leader(s) responsible ____________________________________________________________

Pack activity _________________________________________________________________

Location ___________________________________ Date __________ Time ____________

Number of dens that participated _______ Number of dens with at least 50 percent of members present _______

Number of Tiger Scouts participating ________ Number of Wolf Scouts participating ________

Number of Bear Scouts participating ________ Number of Webelos Scouts participating ________

Number of parents/family members participating _______

Comments ___________________________________________________________________

JULY

Leader(s) responsible ____________________________________________________________

Pack activity _________________________________________________________________

Location ___________________________________ Date __________ Time ____________

Number of dens that participated _______ Number of dens with at least 50 percent of members present _______

Number of Tiger Scouts participating ________ Number of Wolf Scouts participating ________

Number of Bear Scouts participating ________ Number of Webelos Scouts participating ________

Number of parents/family members participating _______

Comments ___________________________________________________________________

AUGUST

Leader(s) responsible ____________________________________________________________

Pack activity _________________________________________________________________

Location ___________________________________ Date __________ Time ____________

Number of dens that participated _______ Number of dens with at least 50 percent of members present _______

Number of Tiger Scouts participating ________ Number of Wolf Scouts participating ________

Number of Bear Scouts participating ________ Number of Webelos Scouts participating ________

Number of parents/family members participating _______

Comments ___________________________________________________________________

Date needed __________ Cubmaster signature ___________________________

Pack committee chair signature ___________________________

Send to __________________________________________ Name __________________________ Street, city, state, zip code _______

TO ASSURE PROMPT RECOGNITION, SUBMIT APPLICATION TO LOCAL COUNCIL SERVICE CENTER AS SOON AS POSSIBLE AFTER YOUR AUGUST ACTIVITY.
Recruitment Night Outline and Script

1. Pre-Opening – 30 minutes before the opening
   a. Have the pack set up displays (picture boards, Pinewood Derby track, awards, crafts, etc.). Join Scouting posters on entrance doors with directions to the meeting room.
   b. Be prepared with pre-opening activities to keep boys and parents involved.
      i. Meeting can be killed quickly with uncontrolled running, shouting and horseplay.
      ii. Use the following suggestions to keep the crowd under control.
          1. Have parents and boys stay seated together.
          2. Sing songs.
          3. Have games (word searches).
   c. Have table tents and den flags to tell people where to sit (by grade). Make sure to have plenty of pens at each table so parents can fill out information.
   d. Utilize current adult leadership to keep boys and parents in assigned room and out of the halls and other areas.
   e. Have parents fill out the attendance roster as they arrive.
   f. Distribute Parent Orientation Guides, Pack Annual Calendar, Parent Talent Surveys, Boys’ Life Mini Mags, and any other pack information as people sign in (do NOT give out the adult or youth applications yet).

2. Opening & Welcome – 10 minutes
   a. Start on time!!!
   b. Opening Ceremony by current Cubs Scouts of the pack.
   c. Teach Cub Scout Sign (Sign Ice Breaker Game) Simply show the Cub Scout Sign and explain that these are the ears of Akela the wolf who is trying to hear what is going on. Have them make as much noise as possible and see how quickly they quiet when the sign is shown. Do this 3 times to work off some of their energy.
   d. An important ingredient in any pack meeting is having some fun, so lead with a song.

3. General Meeting – 10 minutes
   a. Briefly state purpose of meeting, tell about Scouting's opportunities in the neighborhood and inform how attendees may participate.
   b. Explain how Scouting "does business''.
      i. The BSA creates a partnership with an institution such as school, church, civic group or group of citizens, who provide a meeting location, help in selecting leadership and often assist with financial support.
      ii. The Boy Scouts of America provides program, literature and other materials, training for leadership, and major activities including provision of camping facilities.
      iii. All this is accomplished through the New Birth of Freedom Councils’ resources which presently serve more than 9,000 members each year in 300 various programs.
   c. General Presentation (Discussion Bullet Points)
      o Great emphasis should be placed on giving each parent the opportunity to join Scouting with his/her child.
Families with children of Scouting age are the major resource of Scouting's leadership.
Program leadership is volunteer driven
Full support and cooperation of every family is essential to a successful Scouting program.
Families can help do their share by serving as: pack leaders, assistant leaders, den leaders and committee members.
Providing resources such as transportation help for Cub Scout outings.
Scouting believes it has the finest program available for youth, but it is not in the babysitting business, so parents...we need your help.
Active parental support is needed and each of us has talent to share with others.
Please take time to be an informed parent and encourage your child in the Scouting advancement program.
Many hands make light work, volunteer and help with time, talent and funds to ensure better Scouting for your child and others in the neighborhood.

4. Pack Leadership – 5 minutes – Recruitment Coordinator & Cubmaster

**Recruitment Coordinator Script** – I always like to ask the question of parents, how many of you were involved in Scouting as a kid (either Boy Scouts or Girl Scouts)? It is always amazing to see our alumni, and I am sure that each of you has your own Scouting stories, which would be amusing to listen to. But I am also certain that each of you could identify those ways in which Scouting had a positive influence on developing your character. Personally, I have witnessed kids having great times in Scouting and not even realizing that their participation is teaching them life-long skills. Well enough reminiscing, I would like to introduce to you the Cubmaster of Pack (number and name). He/she will also introduce the rest of the current pack leadership that are present and share some of the great adventures planned this year.

**Cubmaster Script** – Quickly introduce current leaders and review highlights of packs activity schedule.

5. Den Development – 10 minutes

- Now divide the room by grade-level and have families move to tables by grade, if they are not already segmented in such a fashion.
- Starting with the Tigers, explain that this program is really cool, because it is the first opportunity that these youth have had to join Scouting. The program is designed to be an introduction to Scouting and a chance to explore the community. Lions meet bi-weekly as a Den and work on activities and advancements out of their Tiger Handbook and have a lot of fun. Each Scout will need an appropriate uniform and prices for the shirt and handbook can be found in the New Parent Orientation Guide provided tonight. Tigers are unique because each Scout must have an adult partner that attends meetings and outings, so finding leadership is easy. Have the Tigers give their best roar on the count of three.
- Move onto the 2nd, and 3rd graders explaining the Wolf and Bear programs, each a little more challenging than its predecessor and also that much more fun. Each group meets
weekly as a den. All will need the appropriate book and shirt. Have them howl or growl and then proceed.

- 4th and 5th graders are super cool and known in Scouting as Webelos, which stands for “We’ll Be Loyal Scouts”. Webelos is designed to be a transition program from Cub Scouts into Scouts BSA. This is where the adventure really begins, as Scouts do more outdoor activities like camping, hiking, etc.

- Each den comes together once a month for what is called a pack meeting. This is basically a party to celebrate all of the advancements being earned at the den level and we play better games, sing crazier songs and eat yummier snacks.

- Discuss joining fees of $60/year, plus $12 for Boys’ Life/Scouts’ Life. Explain prorating of fees if applicable. Many of the additional costs of Scouting are funded through our annual fundraising efforts and cost families very little in out-of-pocket expenses.

- Each den requires a den leader and an assistant den leader, as we always have at least two leaders present at any Scouting event. We will talk more about these opportunities in just a moment, but you new Scouts have sat around long enough...

6. Recruit Adults – 15 minutes
(Remember, the Scout Talk Recruits the youth, it is now time to recruit the parents.)

Have several of the current leaders take the Scouts to play a game (either in a completely separate room or outside). They can even work on some of the requirements for the Bobcat badge. This is a great chance for your partnering Scouts BSA troop to help.

A. Set the stage (the object is to get them excited about the fun and the opportunities of being a leader and set their mind at ease concerning the time involvement and difficulty). Suggested phrases are:

- Many of you tonight will have the opportunity to be leaders
- Many people don’t volunteer because they are:
  - Not interested
  - Don’t have time
  - Don’t know how
- Counter these reasons with:
  - We know you are interested or you wouldn’t be here.
  - Out of 168 hours in the week, you can surely find a few hours to spend with your child and his or her friends.
  - We find time for what’s important to us.
  - We will show you what to do through proper training, Scouting would not have lasted 100 years if we allowed our leaders to not be successful.

B. Explain Jobs – As parents, you have a choice between, “Children or Books”
- **Den Leader:** (hold up Program Plans) This is a real opportunity to work with your child and his or her friends. If all you do is follow the program outlined in the Program Plans you will have a good meeting. A 1-hour meeting is broken down into manageable parts and tells you exactly what
to do each week. You meet at your convenience (including the time, location, and day of the week – this is one of the benefits of being the den leader).

- **Assistant Den Leader:** Helps at den meetings. Two-deep adult leadership is required at all meetings and outings.
- **Parent Committee Members:** The pack committee is the administrative body of the pack. They determine such things as fundraisers, policy, leadership, transportation, records and outings, as well as helping plan pack meetings.

C. Motivate (can use other motivating stories here as well)

“Picture your child for a moment – if he or she is 8, 9 or 10; they have already spent 1/2 of the time they are going to be at home with you – when he or she is 18, 19 or 20; they will be gone – off to college, getting a job and having their own place, or joining the military. Now is the time your son or daughter needs you.

Now, you, are the most important and influential person in your child’s life. In fact, the Boy Scouts of America commissioned a study to ask kids this age a series of questions. “If you had a problem, who would you turn to?”, “If you needed help or advice, who would you ask?” Results showed you to be the #1 response when kids were asked these questions at this age. Those same kids were followed up with and asked the same questions when they were teenagers. If you can think back to how much your parents knew when you were a teenager, you have probably already figured out that you will lose your #1 ranking in the survey. Friends became #1 and parents fell way down the list. The outcome of this study is that if you want to have an impact on your child’s development, now is the time to invest, you can’t wait. Now you are the world to them, I encourage you to make the most of it. Scouting is a great family program that will help you instill the values in your son or daughter that will help him or her develop into a person you will be proud of.

Tonight I am going to give you a gift, the gift of impacting your child’s life dramatically, along with other kids in the neighborhood. The impact you will have on them, through Scouting, is proven to make them more successful in life and we all want that for our children.”

D. The Close

“Momentarily, I’m going to step out for a while and ask that you introduce yourselves and get to know each other. Talk about what might be a good night and time for your den to meet and determine the best person to serve as den leader, assistant den leader, and members of the parents committee for your den. Before I do, I’d like to leave with this poem.”
“A Child’s Eyes”

“I’d like to be a Cub Scout” …
(Said eyes that were clear and true)
“I’d like to learn, and play, and build,
Like Jen and Freddy do.”

“I know how to use a hammer;
I can drive a nail if I try…
I’m eight years old; I’m big and strong
And hardly every cry.”

The Scout took the application
And parent-participation sheet.
(Eyes were filled with sunshine
Atop dancing feet.)

Next day my friend was back again
A dejected face was had
“I guess I’ll skip the Cub Scouts.”
(Those eyes were now dark and sad)

“My Mom is awfully busy,
She has lots of friends, you see,
She’d never have time for a Den,
She hardly has time for me.”

“And Dad is always working…
He’s hardly ever there;
To give them any more to do
Just wouldn’t be quite fair.”

The Scout handed me back the papers
With the dignity of eight years,
And smiling bravely, left me.
(Those eyes now filled with tears.)

Do you see your own child’s eyes
As other people may?
Those looks when you’re “too busy”
Or “just haven’t time today”?

A child is such a special gift…
Why won’t you realize
It only takes a little time
To put sunshine in those eyes.

You say, “I’ll start tomorrow”
But tomorrow is far away.
Childhood is such a short time
So won’t you start today?

E. Leave Them.
Walk out of the room. Don’t stand around to answer their questions or you will end up trying to select their leaders. If they have questions, answer them briefly, then take all existing Scouting leaders and leave the area. In about 5-10 minutes check back to see what progress has been made.

Recognize those parents that have stepped up to help and encourage other groups to keep at it until they can resolve their need. Again, leave the room.

In the event a den can’t find the leadership, try this – “I realize you are having difficulty, perhaps all of you work, or have small children, or work shifts. I can’t solve your problem for you. For your child’s sake, please try one more time to solve your problem. Perhaps all of you will have to work as assistants – see what you can work out and I’ll check with you in a few minutes.”

1. Recognize Leaders. As leadership is secured, call for attention and introduce the leaders, assign them their den number and ask everyone to give them a hand.
2. Registration (get help from several current pack leaders!)
   Now it is time to pull out the applications to be completed, think of them as
   the contract to complete your sale.
   - Collect completed adult applications and registration fee. You will
     have to get clearances for each of the new leaders. You will then need
     to get the appropriate signatures on each.
   - Count money and applications. Give Cub Scout applications to the
     new den leader (do not hand out Cub applications before a den leader
     is selected). Ask the den leader to get all of them completed with the
     registration fee and Boys’ Life fee (if wanted by the family). Ask
     him/her to put den number in top left-hand corner of application. The
     Den Leader gives the top sheet of the application to the new Cub Scout
     to start working on the Bobcat requirements.
   - Make sure that all of the parents have the back of their Parents’
     Orientation Guide filled out with all the important names and numbers.
   - The new den leader needs to make sure that the den roster is filled out
     completely (including names and numbers).
   - Collect the above information from each den.

3. All den leaders, assistants, and committee members stay; other parents may
   go home. Training and meetings need to be discussed.

4. If the Cubmaster and/or committee chairman is needed, call all the adults
   together. Tell them that they are off to a great start and the pack should be a
   good one. Tell them that all they need now is a Cubmaster and/or committee
   chairman and for them to decide who is the best person for the job. Leave
   them to make the decision.

5. Turn in all applications and paperwork to the Council Service Center. If boys
   are found that signed the attendance roster and did NOT turn in an application,
   they must be called and asked why they did not sign up.

---

**Unit New Member Coordinator**

Consider recruiting a New Member Coordinator for your unit. There is a description of the position in this packet. This position helps to welcome new families and help them get oriented to the Cub Scout Pack.
The Unit’s
New Member Coordinators

[Note that a unit is encouraged to have co- or multiple holders of this position.]

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The role of the New Member Coordinators is to ensure that both of these keys to success take place.

Appointment and Support:

The New Member Coordinators are appointed by and report to the Unit Committee Chair.
The New Member Coordinators work with and are supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners.

Responsibilities:

In general, all New Member Coordinators:
Serve as welcoming ambassadors for the unit.
Work with the unit committee in developing and implementing the Unit Membership Plan.
Participate in New Member Coordinator training and collaborate with the district membership team.

Specific responsibilities for each New Member Coordinator should be determined by the unit’s New Member team depending on individual interests and the needs of the unit. The tasks and opportunities listed below should help to guide the planning for individual and shared responsibilities.

Each of the three action elements listed should be included in the Unit Membership Plan developed with the leadership of New Member Coordinators:

1. Share the benefits of Scouting.
   a. Develop and share your own Scouting story, showing the impact of Scouting on your family.
   b. Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
   c. Promote Scouting benefits through social media and other avenues of communication.
   d. Showcase Scouting through engagement in local community events and service.

2. Coordinate unit recruitment.
   a. Oversee unit recruitment efforts such as joining events, informational presentations, and peer-to-peer initiatives.
   b. Appeal to potential youth members and their families through well-designed and widely-distributed invitations shared through electronic media, handouts, and personal contacts.
   c. Ensure that the unit’s BeAScout pin is up-to-date and that prompt follow-through takes place.
   d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.

   a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
   b. Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
   c. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
   d. Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
   e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means.
Electronic Support for your Recruiting Event

To create a public Facebook event on your computer: (These are a great way to advertise joining opportunities in your community)

1. From your News Feed, click **Events** in the left menu.

2. Click **+ Create Event** on the left side.

3. Click **Create Public Event**. Anyone will be able to see your event and search for it, even if you aren't friends. Once you've created a public event, you won't be able to change it to private later.

4. Fill in the event name, location, date, time and description.

5. Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (example: Food festival).

6. Choose who can edit and post in your event and then click **Create**. You'll be taken to your event where you can **invite guests**, **upload photos**, **add a cover photo or video**, **share posts** and **edit event details**.

**Use Social Media to Help Your Unit Recruit**

Generating some quick Facebook messages or Tweets and sharing them with your parents and asking them to share with their friends is a great way to spread the word. Using Instagram to share stories is a great way to share the exciting things your pack does!
Updating Your Unit BeAScout Pin for Online Applications

Before your unit starts using the online registration system, there are some configuration decisions that the unit must make. The Chartered Organization Representative, or the Committee Chair or their designee has access to make changes through the Organization Manager tool in My.Scouting.

Configurations that your unit can make include:

- **Payment options** – credit and cash. You can determine whether applying parents can use a credit card to register or if they must do so using cash.
- **Unit Fee Message** – only the national registration fee and Boys’ Life subscription fee is collected through the online payment system. This configuration allows units to inform applicants that the unit has an activity fee, the amount of the fee, and a message about what the fee covers. This message will be sent on the invitation when sent through Invitation Manager.
- **Automated Welcome Email** – the system is configured to send out a welcome email from the BSA National Service Center with a message from the Chief Scout Executive when a youth or adult is accepted by the unit. This configuration sends an automated welcome message from the unit the day after the Chief’s welcome message is sent. There is a place for you to add the message that you would like to send to the new families.
- **Family Scouting** – this configuration will only be visible to Cub Scout Packs right now. This setting will allow you to select if the pack is “boy only”, “girl only”, or accepting “both boys and girls.” This information will show on your unit’s BeAScout pin so that families can use this information to select the pack that is right for their family’s needs.

Once configurations are made, be sure to click “Commit” at the bottom of the page.

Using Invitation Manager (the almost paperless recruitment night)

Access your unit’s “Invitation Manager” in my.scouting.org. The unit’s chartered organization representative, committee chair, unit leader (Cubmaster, Scoutmaster, Advisor, Skipper), institutional head/chartered organization executive officer, and new unit coordinator have access to invitation manager.

From the dashboard you are going to manually add New Leads that are gathered from email addresses provided by parents when they sign in at your recruitment night.
ADDING LEADS MANUALLY

Step 1: Select +New Lead.
Once families receive the invitation, they will be able to register electronically as long as the unit is configured for accepting Online Applications. Note: Once they have completed the application, the Committee Chair or Cubmaster will have to go into the Application Manager and accept the application.