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

COVID-19 may have had a huge impact on our day-to-day lives and how we deliver the Scouting program, but it did not change the fact that Scouting strives every day to be the best youth program for all youth from Kindergarten to age 18. 2021 will come with its share of challenges but it will also come with great opportunity! Last fall, due largely to the ongoing pandemic, many kindergarten, 1st, 2nd, and 3rd graders delayed entry into our programs. We believe that those families are anxiously waiting for life to return to normal and will be looking for programs just like ours!

Your unit may never have held a Spring Recruitment Event. That is OKAY! This year, we are asking you to try. What better way to show all that camp has to offer than to get Scouts recruited in the Spring and then to a resident camp or day/twilight camp experience right away!

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.
- Make sure to follow any COVID-19 protocols and guidelines.

**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

### Want to go almost paperless?

**Did you know your unit can have Scouts register online? 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!**
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
Bridget Koller Heritage Trails Membership Chair

**Professional Staff**

<table>
<thead>
<tr>
<th>Name</th>
<th>District</th>
<th>Email</th>
<th>Phone</th>
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</thead>
<tbody>
<tr>
<td>Christopher Lontz</td>
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<td>717-827-4569</td>
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<td>Conococheague Dist.</td>
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**Other Resources**

Council Webpage [www.newbirthoffreedom.org](http://www.newbirthoffreedom.org)

**National Council Membership Resources**

[http://www.scouting.org/scoutsource/Membership.aspx](http://www.scouting.org/scoutsource/Membership.aspx)

**National Council Marketing Resources**

Spring Recruitment Timeline

**March 2021**
- Roundtable Training for Spring Recruitment – “BeAScout Pins”
- Units commit to participating in Spring Recruitment
- Unit prepares summer calendar
- 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).

**April 2021**
- Spring recruitment materials are available for units
- Units commit to participating in Spring Recruitment
- Unit finalizes summer calendar
- Peer-to-peer Recruitment Campaign Launches
- Continue to contact schools and principals to set up new Scout talks

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

**May 2021**
- New Scouts sign up to attend Day Camp, Twilight Camp, Cub Scout Resident Camp, or Webelos Resident Camp
- Hooked on Scouting Events are held

**June 2021**
- Packs hold 2 June pack activities as part of Active Summer Pack Commitment

**July 2021**
- Packs hold 2 July pack activities as part of Active Summer Pack Commitment
- Make plans for National Night Out

**August 2021**
- Packs hold 2 August pack activities as part of Active Summer Pack Commitment
- Hold National Night Out Event/Recruitment

**August - September 2021**
- National Summertime Pack Awards are submitted, and recognition purchased

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**Membership Tip**

*FREE Advertising*

Having your Scouts wear their uniform or pack shirt to school (even if it is virtual) 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.

<table>
<thead>
<tr>
<th>Membership Tip</th>
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<tbody>
<tr>
<td><strong>FREE Promotion</strong> 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.</td>
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</table>
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/twilight 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.

Adventure Camp Opportunities - [https://newbirthoffreedom.org/programs/cub-scout-day-camps/](https://newbirthoffreedom.org/programs/cub-scout-day-camps/) This link lists all of the current 2021 Day/Twilight 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/](https://newbirthoffreedom.org/camping-2/camp-tuckahoe/cub-and-webelos-summer-camp/) This link lists all of the current sessions for 2021 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/](https://newbirthoffreedom.org/camping-2/camp-tuckahoe/cub-and-webelos-summer-camp/) This link lists all of the current sessions for 2021 Webelos Resident Camp. Programs are for 4th through 5th graders (Webelos and Arrow of Light). These reservations should be made through the pack.
**Active Summer Pack Challenge**

Your Pack has been challenged! (the challenge is open to all Scouting units, but specifically geared towards packs). With a year of COVID-19 restricting what Scouts are able to do, we are challenging your pack to take advantage of the great outdoors and warm weather to have active pack programming!

The challenge is simple, plan at least two Scouting events in each of the summer months (June, July, and August), have FUN, be SAFE, and complete your National Summertime Pack Award (more information on this below). Attending Cub or Webelos Resident Camp or Day or Twilight Adventure Camp can count as one of the activities.

Unit’s that take the Active Pack challenge will be posted on our Active Summer Packs Wall of Fame and will get shoutouts of social media once you’ve made your commitment. We also invite units to share photos of the summer activities with us so that we can recognize your strides to completing the challenge all summer long!

Accept the challenge at [https://tinyurl.com/y3hc46xj](https://tinyurl.com/y3hc46xj).

**What does it mean to be an Active Pack?**

Being an active pack does not need to be complicated. The challenge IS NOT to just keep running regular Scouting meetings through the summer. The challenge DOES NOT mean that every activity has to have an advancement element.

An Active Pack is just what it sounds like, a pack that stays active throughout the summer. This could range from simple activities such as a kickball game in a park or a hike at a local favorite spot all the way to an outdoor pinewood derby or rain gutter regatta.

The goal is to keep Scouts and families engaged in the Scouting program through the summer and re-energize all of our Scouts, families, and volunteers as we start to emerge from the COVID-19 pandemic.

**Why an Active Summer Pack Challenge?**

In prior years, there are many packs that start to shut down in the late spring as other activities start up (i.e. baseball, soccer). This year, we recognize that many of those organizations may still be struggling to start and that many of our Scouts have had to participate in modified Scouting programs, many of them with a virtual element.

Committing to being an Active Pack during the summer does the following:

1. **Delivers on the promise of an outdoor Scouting Program** – whether a hike in the park or a session of Resident or Adventure Camp, Scouts join Scouting to be outside and have FUN. By having these adventures, packs can deliver on this outdoor promise especially after having so many restrictions for meeting inside.
2. **Helps to recharge the pack to get ready for the 2021-22 Scouting year** – we know it has been tough for all units not getting to do Scouting the way they want to. We know it has been hard on parents and unit leaders to keep Scouting fun and engaging. Getting the chance to be active, work together, and have fun in a safe way, we hope will help to reset our leaders and Scouting families for the adventures ahead. The 2021-22 Scouting year looks promising. We believe through this summer interaction packs will also be able to solidify their leadership so that the 2021-22 Scouting year is ready to go as soon as schools restart.

3. **Shows new families that your pack is active and a good fit** – in the fall, new families want to join packs that are going to deliver on the promises of the Scouting program. What better way to show them that you are committed to those promises than to be able to share all of the things that your Scouts were able to do safely over the summer months.

4. **Provides recognition for Scouts** – the National Summertime Pack award is a simple but fun award that recognizes units and Scouts for participating in Scouting activities over the summer. It is a great feeling for Scouts to be recognized right out of the gate of the new Scouting year!

**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/

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

**Hooked on Scouting – Spring Edition**

This year, to get the year kickoff right, we have worked with Bass Pro Shops to provide a Spring Version of our Hooked on Scouting campaign. Every Scout recruited from March 15 until May 15 will receive a fishing pole and will be invited to participate in a fishing event!

**How can my unit participate?**

Commit to using the Hooked on Scouting program this spring by completing this form at https://tinyurl.com/245azm32.

**Why ‘Hooked on Scouting’?**

- Hooked on Scouting is a program that has been proven in our council to encourage Scouts to join a local unit through the added incentive of a fishing pole and a fishing event.
- Boys and girls that join at the beginning of the Spring get the benefit of the summer Scouting experience. Also, will advancement changes, they have more time to complete rank requirements.
- Scouts and their families get to attend an exciting outdoor experience within their 1st month as a Cub Scout.
- This type of recruitment also increases the unit’s ability to recruit new leaders right away.

**How Does it Work?**

Step 1: Set up a Spring Recruitment Night for April, May or June
Step 2: Conduct a Spring Recruitment Night in April, May or June
Step 3: Distribute Fishing Poles to Scouts
Step 4: Distribute Tickets to our Fishing Events
Step 5: Follow up with anyone that didn’t commit
Step 6: Have a Great Summer!

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.

**What about COVID-19 Safety?**
There is no way to completely eliminate the risk for COVID-19, but there are ways to hold safe recruiting nights as the risks of contracting COVID-19 are largely mitigated. To make sure that your unit is taking all of the appropriate COVID-19 precautions, please refer to our COVID-19 resource page for the most up-to-date information.

**Keys to a Safe Sign-Up Event**
- **Hold Sign Up Events Outdoors** (local park, pavilion, parking lot)
- If events need to be held indoors be sure to follow current guidelines for the number of people that can be indoors
- Make sure there is plenty of room for Scouts and prospective Scouts to be socially distanced
- All attendees need to wear face coverings
- Have face coverings and hand sanitizer available for members of the unit as well as for prospective families
- Make sure to clean any surfaces before and after the recruiting event
- Plan games or crafts where there doesn’t need to be a lot of sharing of tools or supplies. If you need to share items, please have a way to wipe down items between usage of Scouts
- Have someone check temperatures of participants as they arrive and do a COVID screening asking if they have exhibited any symptoms or have been in contact with anyone with COVID
- If planning to have food or drink, it is best to have single serving packets or drinks that can be individually used and then disposed of
- Have a list of everyone that attended your recruitment event

**Alternate Recruitment Methods**

Virtual/Online
Everyone is a pro at videoconferencing now! Take advantage of this convenient way to provide a safe and streamlined Recruitment Event.

**Objective:** From their phones, computers, or tablets, families join an online meeting during which they will hear a presentation about your program and submit an online application to join.
• Conduct Recruitment Event online using free software like Zoom
• Agenda templates for event can be found by contacting your District Executive or Membership Chair
• Promote a single starting time at which families should join the meeting (e.g. 6:30 pm)
• Test the presentation beforehand to ensure everything works and to avoid technical difficulties
• Keep the presentation upbeat and under 10 minutes or you will lose their attention
• Share electronic versions of new parent guide (Cub Scouts), unit calendar, etc. in the chat
• Share link to online application in the chat, ask them to stay on the call until it is submitted
• With their online application, you will have contact information to follow-up with a welcome phone call
• To capture everyone's contact information, consider requiring preregistration or asking them to privately share it with you by chat or email during the meeting

Drive-in
While drive-in concerts are a novelty this year, everyone knows what a drive-in movie is. Your drive-in Recruitment Event can be the same!

Objective: Families arrive, stay in their cars, listen to a quick presentation, and leave after they apply on their smartphones or hand over a physical application on the way out.

Concept
• Conduct Recruitment Event in a large parking lot
• Promote a single starting time at which families should arrive (e.g. 6:30 pm)
• Cars enter and stop at welcome/check-in station
• Ask for name and contact information
• Give each car a packet with new parent guide (Cub Scouts), unit calendar, details of next meeting, youth application(s), and instructions to apply online (more convenient)

Safety
• Wear masks and provide hand sanitizer to leaders and parents helping at the event
• Ask driver to lower window the minimum distance to receive the packet
• Do not obstruct street traffic

_Drive-thru_

Another option would be to consider a plan that is similar to ordering food at a drive-thru restaurant.

**Objective:** Families pull-in, provide some quick contact information, collect a packet of unit materials, including application instructions, and drive away.

**Concept**

• Conduct Recruitment Event in a large parking lot or side-street
• Promote a window of time during which families can arrive (e.g. 6-7:30 pm) to limit traffic jams
• Cars enter and stop at welcome/check-in station
• Record their name and contact information
• Give each car a packet with new parent guide (Cub Scouts), unit calendar, details of next meeting, youth application(s), and instructions to apply online (more convenient)
• Call families the next day to answer questions and assist with submitting application if necessary

**Safety**

• Wear masks and provide hand sanitizer to leaders and parents helping at the event
• Ask driver to lower window the minimum distance to receive the packet
• Do not obstruct street traffic
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>
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Type of pack activity

Number of dens participating

Number of dens qualifying (50 percent of the den’s Cub Scouts participating)

Number of the pack’s Tiger Scouts participating

Number of the pack’s Wolf Scouts participating

Number of the pack’s Bear Scouts participating

Number of the pack’s Webelos Scouts participating

Number of parents/family members participating

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 horse play.
      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 you 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 Scouts 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.

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**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.
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.