

## Fall Recruitment Calendar

August 2	Unit has display/activity and participates in National Night Out
August 4 or 12	Attend Roundtable Membership Kickoff/Pick Up Recruiting Materials if haven't done so already
August 8	Schedule Unit Sign Up Night(s), Confirm with District Membership Chair and District Executive Plans and support needed
August 22	Yard Signs placed around school and community, Posters in prominent community locations
August 24	Sign Up Night information on Digital Community Message Boards/Newsletters – Local social media messaging until September 12
August 29	Table at school's Back to School Night
September 1	In-school Scout Talks and Flier distribution where available
<b>September 12</b>	Unit Sign Up Night
September 19	Follow up with all Scouts and families that attended Sign Up Night
September 20	Turn in New Scout Applications to District Executive or Council Service Center
September 26	New Parent Orientation Meeting
October 3	Create or distribute invitations to Scouting families for Bring-a-Friend Event
October 10	Bring-a-Friend Recruitment information on Digital Community Message Boards/Newsletters – Local social media messaging until September 24
October 17	Potential second run of fliers in schools where permitted
October 24	Unit holds a Bring-a-Friend Recruitment as part of October Pack Meeting/Halloween Party
October 31	Pack families distribute Join Cub Scout cards/fliers as part of Trick-or-Treat or Trunk or Treat events

Other important activities:

By August 1 – Make sure you BeAScout Pin information is accurate so that families can find your unit

Weekly – Look for emails about families that want to sign up for your unit via BeAScout