



BOY SCOUTS OF AMERICA®
Capitol Area Council

Cub Scout Fall Recruitment Plan



Your Task

- Get other parents and volunteers to help grow Scouting this fall.
- Follow the plan in the packet.
- Have fun... You're changing the lives of kids!



In This Guide

- Preparing for the Sign-up Night
- Promoting the Sign-up Night
- Conducting the Sign-up Night
- Following-up After the Sign-up Night

Preparing for the Sign-up Night

Identify the leader/parent responsible for each task. Remember, many hands make light work!


✓	Tasks	Who will complete this task?	Date Completed
	Attend Fall Recruitment Training at your District’s August Roundtable.		
	Secure fall recruitment date for your school district or community from District Executive. Your unit should go on the assigned date.		
	Reserve location for your Sign-up Night, preferable at your school.		
	Secure date of your school’s Open House. Contact school to request a table. <i>This is to promote the sign-up night, not replace it.</i>		
	Submit the Sign-up Night Info to your District Executive to request FREE professionally produced flyers.		
	Read about Facebook’s Geofencing Program in this guide. Set up the event on Facebook and Geofence it.		
	Families can apply online. Make sure your unit’s contact info and details are correct through your My.Scouting.org account.		
	Finalize your unit’s 2023—2024 Program Calendar.		
	Assign leaders and parents to run stations at the Sign-up Night.		
	Select additional marketing tactics to promote your Sign-up Night.		



Promoting the Sign-up Night

Promotion is much more than flyers and school presentations. It requires many points of contact.



✓	Tasks	Who will complete this task?	Date Completed
	Post yard sign at school or across street		
	Display poster in school hallway		
	Post Sign-Up date on school marquee		
	Have a table at school Open House		
	Ask school to post flyer to social media and website		
	Deliver approved flyers to school		
	Request to utilize school phone and email blasts		
	Visit schools and give student presentation		
	All current leaders and parents share Sign-up night invitation on their social media. Get great scout photos here: 		
	Post to community online groups, Facebook pages, next door, etc.		
	Announce on city or bank marquees		
	Deliver extra flyers/posters to places kids and families frequent (e.g. libraries, trampoline parks)		
	Get your Charter Organization involved and post to their social media, website, newsletter, or bulletin		
	Hang flyers on community announcement boards		
	Attend community parades, expos, and festivals		
	Contact local media with a Scouting story		

Conducting the Sign-up Night

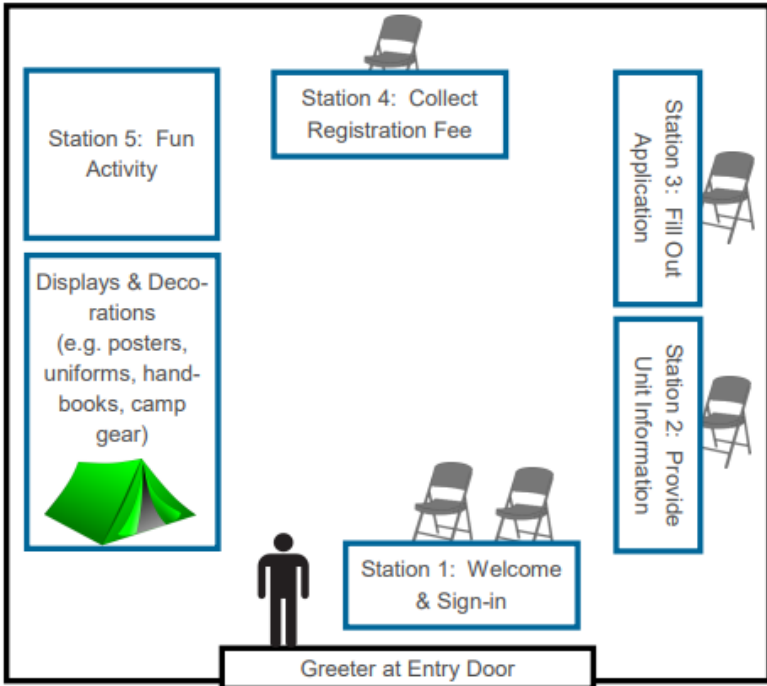
The Sign-up Night should be arranged so families proceed in assembly-line fashion through five stations. ***Please avoid a presentation style event so parents may come and go as needed.***

- **Arrival & Setup** Who will arrive 30 minutes early to make sure all supplies are laid out and the room is arranged?
Assigned to: _____
- **Station 1: Welcome & Sign-in** Make sure all guests are greeted with a smile and sign-in.
Assigned to: _____
- **Station 2: Provide Pack Information** Provide basic info about your pack, the next meeting details, and a copy of your 2023-2024 program calendar.
Assigned to: _____
- **Station 3: Fill Out Application** Parents should fill out the youth application on site. QR Codes with your pack's online application link should be available for those with mobile devices.
Assigned to: _____
- **Station 4: Collect Registration Fee** Collect the registration fee tonight. Any additional unit dues should be collected later, once Scouts have an opportunity to participate in fundraisers and/or raise their own funds. Paying your own way is an important part of Scouting. Don't avoid this for the sake of convenience.
Assigned to: _____
- **Station 5: Fun Activity** Have a craft, game, Pinewood Derby track, or photo booth at the very end. This ensures families visit all stations and do so quickly.
Assigned to: _____



Conducting the Sign-up Night

Arrange the room in stations similar to the example below. Post clear signage at the facility, entrance, and room. Make families feel welcome. ***Make joining that night—application and payment—the priority.*** Have fun!



THINGS TO AVOID

- Arriving or starting late
- Poorly lit parking lot
- Poor signage at doors
- Locked doors
- Uninviting rooms
- PowerPoint slideshows
- Overwhelming new families with information
- Kicking off Popcorn Fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply later

Conducting the Sign-up Night

The sign-up event is over, but the night is not. It's time to turn in everything to the Frank Fickett Scout Training and Service Center.

✓	Collect these items to take to the Scout office.	Who will complete the task
	Collect sign in sheet and all applications (even unpaid or incomplete). Check for missing info and signatures before everyone leaves.	
	Collect the registration fees. It is preferred the unit write one check for the full amount to CACBSA.	
	Text the district executive the number of families attending the sign-up event and how many new youth have joined.	
	Ensure the space is clean and tidy.	
	Take all of the sign-up event material, applications, and registration check to the Scout office within 2 business days. *message district executive to make arrangements if this needs to be picked up instead of dropped off.	

Following-up after the Sign-up Night

- Contact families that signed-in, but did not register that night. Invite them to your next meeting or unit event.
- Invite all new families to follow the pack on social media.
- Conduct a parent orientation within the next two weeks. This is your opportunity to talk about volunteer needs, training opportunities, fundraisers to offset cost, purchase uniforms and handbooks, etc.
- Match new Cub Scout parents with existing pack parents to help guide, mentor, and befriend the new families.
- Extend a personal invitation to all new families to the next pack event, camp out, social outing.
- Follow-up with any new Scouts that did not come to that meeting. Make sure they know how much you want them to be a part of your unit.

Helpful Resources



Geofencing

Geofencing allows you to promote an event through Facebook by creating a geographic virtual boundary around a specific location that triggers various actions, like newsfeed ads or notifications, when someone enters that area. To learn more use this QR code.



BSA Brand Center

National BSA has several professionally created resources specifically for Cub Scouts. Everything from fliers, parent onboarding resources, Pinewood Derby promotional material, and so much more. To start using these resources use this QR Code.



National Cub Scout Program Website

Landing page for all things Cub Scouts including where to find a pack, welcoming new families including a video with the top 5 questions new families ask, and leader resources.

For more information use this QR Code.

Smart Device Apps A number of web-based apps are available for both Apple and Android:



MyScouting
Boy Scouts of America
★★★★☆ 4.1 (201 reviews)
Free

Access personal My.Scouting information. Take YPT. Tool access for Commissioners.



Scouting
Tracking for Youth & Parents
Boy Scouts of America
★★★★☆ 4.1 (201 reviews)
Free

Allows youth members and their parents to view and track advancement within Cub Scouting, Scouts BSA and Venturing.



Scouting Magazine (BSA)
Boy Scouts of America
★★★★☆ 4.1 (201 reviews)
Free - Offers In-App Purchases

Timely information on program, gear, health & safety, outdoors and more. For adults in all BSA programs.



