



NEW BIRTH OF FREEDOM COUNCIL
BOY SCOUTS OF AMERICA

All Hands on Deck



2022 Pack All Hands on Deck Recruitment Manual for Fall Roundup

Roundup – Join Scouting Night

WHY A RECRUITMENT NIGHT FOR SCOUTING? TO HELP EVERY PACK GROW!

- Recruitment nights sometimes known as Roundup nights or Join Scouting Nights are special events hosted by Packs to share Scouting with new families and enroll new Scouts and adults.
- If your pack is small, this is a great time to add more families. This will make it easier to do all the things on your calendar.
- If your Pack is just right, fall is the time to add younger youth and begin engaging and training new adults. They will become your future leaders.
- If you have a large Pack, fall is a good time to add new families and get them started helping with special Den or Pack-wide events. Many hands make light work.



Why ‘All Hands on Deck?’

- Like so many things, COVID-19 took a toll on Scouting programs in our local communities. With several years of COVID concerns and families hesitant to get fully engaged, we need everyone to come together to help share the work about Scouting opportunities and make sure all families know about all the FUN that Scouting Programs offer.

How Does it Work?

All hands on deck has 4 key parts:

Part 1: Engage Parents

Part 2: Incentivize/Motivate the Cubs

Part 3: Get your message out

Part 4: Play for success

OUR STEPS TO RECRUITING SUCCESS

1. Engage Parents

- Parents may well be your best recruiters. Call a parents’ meeting ASAP, ideally tied to a fun summer activity for the Cubs.
- Ask parents to reach out to the parents of their Cubs’ friends. This may be the single best way to expand recruiting.
- Ask parents to share the unit’s social media posts on their own social media pages, with invitations to contact them for more information.

2. Incentivize/Motivate the Cubs

- We know the Recruiter patch doesn’t work. Find out what does, make it fun and exciting, and celebrate each success. Incentives could be anything from a mystery prize box to an individual or den competition, with a bigger overall prize to the Cub who recruits the most new members.
- Schedule ‘bring a friend’ events as opportunities for the Cubs to work their magic.
- Lots of flexibility here. Something entirely different may work even better.

3. Get your message out. Use multiple ways to let the community know the Pack is recruiting.

- Don't count only on the traditional leader visits at schools and flyers sent home with the students. Get creative! There are some great ideas on the council website.
- Signs, signs, everywhere signs. The more the better, and start now.
- Social media. Get aggressive, ask parents to share, and consider geofencing.
- Pack website. Make sure it's up to date, with lots of photos of fun activities.
- Weekly newspapers and community advertisers. Submit stories and photos of fun activities, along with an invitation to join and contact information.
- Flyers. Have a simple handout that can be given to parents and distributed around town.
- Bulletin boards. Minimarts, libraries, grocery stores and others maintain community bulletin boards. Tack up your promotional piece with contact information and website links.
- Township/borough e-News. Many communities publish regular electronic newsletters, and may welcome your notice of an upcoming event.
- Back to School Night. Be there and go big. Display Pinewood Derby cars, fishing poles, rockets, etc., hand out flyers to parents, and have something fun to give to potential Cubs.
- Chartered Organization. They have a stake in your success. Ask them to help get the word out.
- Community events. Be visible. Community events like festivals, parades and National Night Out are a great way to increase visibility and recruit new members.
- Engage your Unit Committee. Obvious, but often underutilized. Put them to work.
- Ask troops to help you recruit. You're their future. More than 90% of Scouts were Cubs.

4. Plan for success. Be ready to handle a successful recruiting campaign.

- Recruit new leaders NOW. That way they can be registered, clearances obtained, trained and ready to go on sign up night. Don't risk losing new Cubs because nothing happened after they registered because of the time it took to get new leaders up to speed.
- Put your program for the year together NOW. A great program, filled with fun activities, is a great recruiting tool. Share it with the parents of prospective Cubs.

What about COVID-19?

Though COVID-19 isn't completely gone, we hope that this fall it will have a minimal impact on schools getting back in session and packs restarting their programs. It is good to still consider some of the best practices in dealing with COVID in the fall:

- If anyone in your pack is exhibiting COVID symptoms or lives with anyone that has COVID, they should not attend pack or den meetings until they are better.
- Having hand sanitizer around is a great germ deterrent whether it is COVID or other illnesses. Having a couple of bottles at your recruitment night is an easy way to show new parents you are concerned for everyone's health.
- Be mindful of any changing government regulations and if there are any outbreaks that impact the school or schools that your unit recruits from. You may need to schedule a second or third recruitment night to make sure that families feel safe to come out to join.

Every Roundup night 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, collect fees and give out fishing poles that night.

Establish connections with new families—Keep them informed and welcomed. Your whole program will gain new, helpful people and resources. Recruiting a New Member Coordinator (see the information in the back of this guide) is a great way to help build connections with new families.

Steps for Success

START EARLY TO MAKE A PLAN FOR THE 3 E'S

ENGAGE

Promote your roundup event and your 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 roundup night. Promote some of your fun activities in early fall as chances for 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.

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

Welcome the new families

- A letter or email from the Cubmaster and/or the Committee Chairperson

Have a regular activity soon after your roundup night.

- Den or Pack activity.



- Make sure it is fun.
- Give new families all the details at the roundup—printed info is particularly good.

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 round up.

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 roundup 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

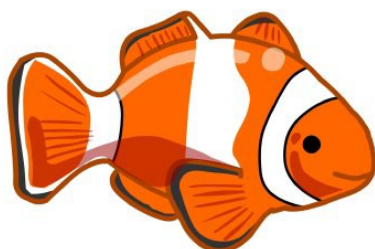
| | |
|----------------|-----------------------------------|
| Scot Chadwick | Council Membership Chair |
| Krystal Landis | Battlefield Membership Chair |
| Ray Landrum | Conococheague Membership Chair |
| Bridget Koller | Heritage Trails Membership Chair |
| | Pioneer Membership Chair |
| Morgan Cook | Keystone Capital Membership Chair |

Professional Staff

| | | | |
|-------------------|------------------------------------|--|--------------|
| Christopher Lontz | Battlefield District Executive | Christopher.lontz@scouting.org | 717 827-4569 |
| Cory Kercher | Conococheague District Executive | Cory.kercher@scouting.org | 717 827-4572 |
| Tyler Roman | Heritage Trails District Director | tyler.roman@scouting.org | 717 827-4571 |
| Roger Chatell | Keystone Capital District Director | Roger.chatell@scouting.org | 717 620-4515 |
| Sal Franqui | Pioneer District Director | Sal.franqui@scouting.org | 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/ |



Having a "Bring-a-Friend" event is a second great option for recruiting new Scouts!

Be Prepared

BEFORE THE ROUNDUP NIGHT – AKA PROMOTING YOUR RECRUITMENT NIGHT

In-School Promotion– You need to have your Roundup / Join Scouting Night date first!

If your unit has full access to promoting your event at school, you can employ any of the following best practices:

- Distribute sign-up event fliers the week before the sign-up event
- Posters and yard signs around school
- School rallies or scout talks at the school
- Back-to-school open house events, school carnivals, and conferences
- Electronic backpacks
- Invite current youth and parents to attend lunch at school in uniform
- Videos on in-school video networks
- School newsletter or website
- School marquee signs

New Scout talks

- The New Scout talks will excite boys and girls to join Cub Scouting and to make the connection. Explain that the recruitment flyer is the ticket to sign up!
- Opportunities to go directly to classes at a local school. Ask the principal for a few minutes to meet with all Cub Scout-age youth, going from classroom to classroom. If assembly-type rally is held, it is better to meet separately with Lions (Kindergarten), Tiger Cubs (1st Grade), Cub Scouts (2nd and 3rd), and Webelos (4th and 5th) TIP: Search for “Cub Scout talks” on YouTube for some examples.
- Membership team members can help with these. Get your District Executive, District Representative, Commissioner, Pack Leader and/or parent volunteer to help out.
- Hundreds of flyers go home in the fall - the prospective new Scouts need to know this one is special!

Scout-to-Scout invitations

- Make sure to have written information for friends to take home.
- Can use your flyers.
- Can use a business card or postcard size card.

Face-to-face opportunities

- Church socials and Sunday school events.
- School open houses and curriculum nights.
- Plan a display and have flyers for your roundup night.

Out-of-School Promotion

Here are several ideas for promoting the event outside of the schools. These tactics can be done either in tandem with your in-school promotions or on their own if you are not able to get full access to the schools.

- Ask current members to use social media to let their friends and family know about sign-up event nights
- Personalized invitations, emails, and personal phone calls to prospective parents
- Door hangers and door-to-door invitations
- Recruit-a-friend and other peer-to-peer recruiting initiatives
- Fliers and new Scout talks at after-school programs or churches in the community

- Church and community websites, calendars, and bulletins
- Press releases
- Billboards, posters, and yard signs in the community (businesses, churches, etc.)
- Community fairs, parades, and other events

Print and electronic media promotions—templates available at www.newbirthoffreedom.org

- Newspapers
- Church bulletins and newsletters
- School newsletters and calendars
- Friday homework folders
- Posters or Flyers on Display (windows, bulletin boards, etc.) at:
 - Schools
 - Churches
 - Charter Organizations
 - Local Businesses like Groceries & Laundromats
- Yard Signs (Current Pack families, schools and businesses can display.)

MATERIALS

Planning materials – available on the website at www.newbirthoffreedom.org

- Sample agendas for the roundup night.
- New Scout talk/flyer information sheet.

Promotional materials – Available through your District Executives

- Flyers
- Posters
- Yard signs

New Scout Recruitment Kit – Your recruitment night folder

- Youth Application-Council Provided
- My Cub Scout Adventure Plan Information Sheet-Council Provided
- Cub Scout Parent Orientation Guide-Council Provided
- Parent Talent Survey – Council Provided
- Fall Product Sale Information—Council Provided
- Fall Camping Event Information—Council Provided
- Uniform Resources—Council Provided
- Pack Handbook/Info Page – Pack Provided
- Pack Calendar – Pack Provided

Materials to operate your roundup night

- Name tags and table tents
- Sign-up/attendance sheets, applications, envelopes (to collect money and applications), patches and incentives
- Pack/Scouting display table - Can include sample handbooks
- Gathering activity supplies
- Flags for opening

The Roundup Night

Leaders - Your District Membership Team would be glad to attend your events and support your 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

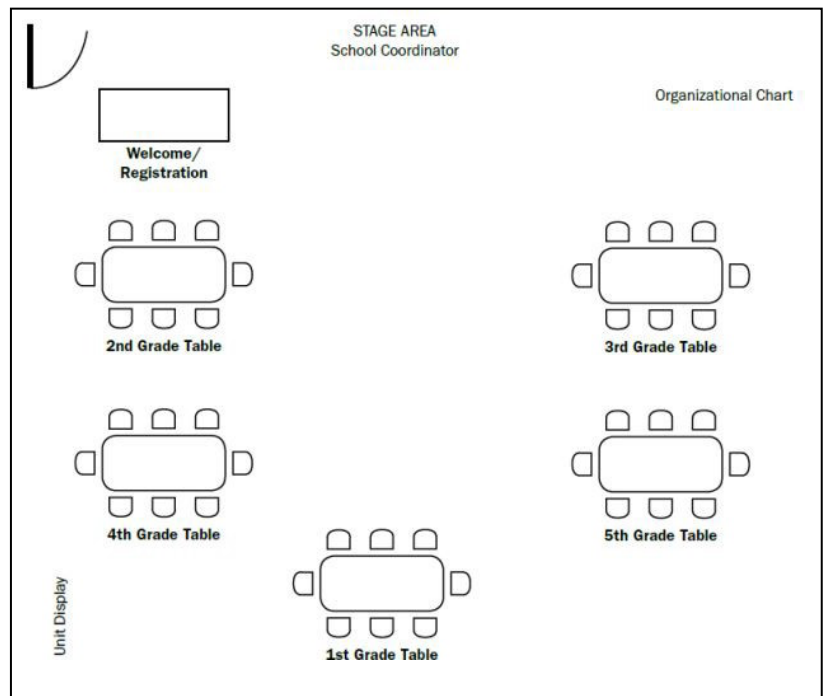
- Start with signs, balloons, music to set a fun mood.
- Welcome station to greet people at the door and make sure they know where to go.
- Have Pack displays around the room to highlight your Pack events.
- Tables by grade - At each table have the following:
 - Den leaders or their designee
 - Sign-in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

Registration table

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

Room Setup

Here is a simple example of how you might want to set up your room for your Recruitment Night. There are many effective ways, but this one seems to work well!



After

FOLLOW-UP

Turn in your applications that night to your District Executive, Commissioner, or representative from the District. If you were unable to have someone attend your meeting, within 24 hours turn in your completed applications to your District Executive or Commissioner.

- Use the collection envelope. Contact your District Executive to arrange pick-up if needed.
- 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 Orientation Night.

Timetable

COMPLETE ON OR BY:

| | |
|---------------------|--|
| August 2 | Unit has display/activity and participates in National Night Out |
| August 4 or 11 | 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 |
| September 12 | 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 |

Checklist

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 Roundup Team members at the door to distribute materials and welcome families.
- Keep scouts and parents in assigned room.
- Scouts 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.

ROUND UP 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.
- Parent Guide, Gathering Activity, Parent Talent Survey, Uniform Inspection Sheet.
- Youth Applications.

**CONGRATULATIONS ON AN AWESOME
RECRUITMENT NIGHT!**

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 Scouts 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 scouts 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 scouts 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, 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 Scout Sign (Sign Ice Breaker Game) 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 6,000 members each year in 250 various programs.
 - c. General Presentation (Discussion Bullet Points)
 - 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 Lions, 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 Lion 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. Lions are unique because each Scout must have an adult partner that attends meetings and outings, so finding leadership is easy. Have the Lions give their best roar on the count of three.
- Move onto Tigers, our 1st graders. Like Lions, each Scout must have an adult partner that attends meetings and outings. Tigers go on adventures and work on advancements out of their Tiger Handbook. All of the 1st graders meet together and when they get together they roar!

- 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. 5th graders are known as Arrow of Light Scouts as they work to complete the highest rank in Cub Scouting. 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 yummiier snacks.
- Discuss joining fees of \$75/year for registration, \$25 as a one-time joining fee, plus \$15 for 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.

| | |
|---------------------------|---|
| Membership Tip | <p><i>Unit New Member Coordinator</i></p> <p><i>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.</i></p> |
|---------------------------|---|

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.
- 3. Guide the joining and welcoming process for youth and their families.**
 - 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.

Create Public Event

Event Name: Pack 123 Sign Up Night 22 / 64

Location: 123 Somewhere Place, PA

Description: Come out to join us to find out about all of the exciting things that Pack 123 does.

Category: Other

Frequency: Occurs Once

Starts: 2/20/2019 2:00PM EST

Ends: 2/20/2019 5:00PM EST

Create Public Event

You're creating a public event that is visible to anyone on or off Facebook. You won't be able to change it to private later.

Event Host
Select the Page or profile who will host this event New Birth of Freedom Co...

Required Info
This info is required to create for this event.

Now you can use video to help your event stand out

Event Photo or Video Change Photo/Video

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.

Membership Tip

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 Manger.
- **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.

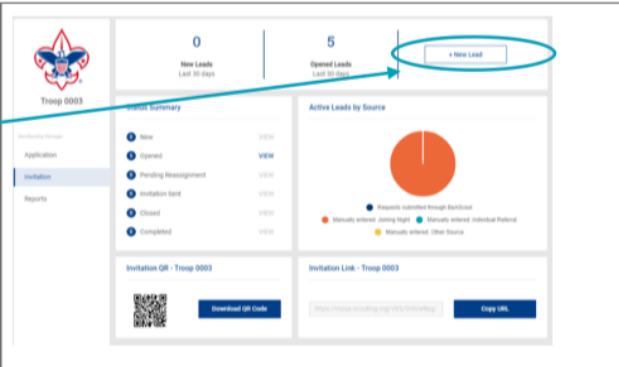
Using Invitation Manager (the almost paperless recruitment night)

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.



| Application | Count |
|----------------------|-------|
| Open | 1000 |
| Opened | 1000 |
| Pending Reassignment | 1000 |
| Invitation Sent | 1000 |
| Closed | 1000 |
| Completed | 1000 |

Invitation QR - Troop 0003

Invitation Link - Troop 0003

Step 2: Select the **Lead Source** from the dropdown list. This can be Joining Night, Individual Lead, or Other.

Step 3: Enter information in each required field.

Step 4: **Save.** If you are using this as your sign-in for a joining night you have the option of pressing save and add which will save and clear the form for the next entry.

Step 5: Send Application.

The screenshot shows a web form with the following sections and fields:

- Lead Source:** A dropdown menu with "Lead Source" selected.
- Parent / Guardian / Volunteer Information:** A section containing several input fields:
 - First Name: Text input field.
 - Last Name: Text input field.
 - Suffix: Dropdown menu with "Choose Suffix" selected.
 - Email Address: Text input field.
 - Phone Number: Text input field with a phone icon.
 - Country: Dropdown menu with "USA" selected.
 - Address Line 1: Text input field with a red asterisk indicating it is required.
 - Address Line 2: Text input field.
 - City: Text input field with a red asterisk indicating it is required.
 - State/Region: Dropdown menu with "Choose State/Region" selected.
 - ZIP Code: Text input field with a red asterisk indicating it is required.
- Action Buttons:** Three buttons at the bottom: "SAVE AND ADD ANOTHER", "SAVE", and "SEND APPLICATION".

Arrows from the text on the left point to these specific elements in the form.

An invitation will be sent to the requestor and you will be returned to invitation dashboard.

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.