

2019 Membership Guide



Leaders!

This handy guide can help you plan your fall recruitment with ease.

Look inside for helpful hints on planning, promoting, and holding your recruitment event.

2019 MEMBERSHIP CALENDAR

❖ **August 2019- Plan your Fall Recruitment/Rally Night**

❖ **September 1-October 31, 2019 Fall Rally Night**

❖ **October 2019-Roster Checks**

❖ **October 30, 2019-Fall Recruitment Applications Due**

❖ **November 15-December 31- Recharter**



BOY SCOUTS OF AMERICA®
GAMEHAVEN COUNCIL

RECRUITMENT GAME PLAN

PLANNING THE EVENT

The key to a successful sign-up event is thorough planning. You will need to work closely with the school or community center you are using, organize volunteers, and be prepared with any necessary materials such as information fliers, sign-up forms, and even treats. Planning should begin at least eight weeks in advance of the event. Below is a suggested outline for planning your event

RECRUITMENT NIGHT TEAM RESPONSIBILITIES

Many hands make light work, so if you haven't done so already, assigning a unit membership chair and pack sign-up Coordinator is a great first step to a successful recruiting season.

There are key individuals who play an important role in the success of your sign-up events, and they are:

- **Pack sign-up coordinator** – responsible for the pack sign-up event
- **Station chiefs** responsible for the five stations of the event

Responsibilities: The pack sign-up night coordinator makes sure the pack is focused on registering new Cub Scouts and helps orchestrate the event. Here is an overview. **Note:** The dates may change depending on your schedule. It's important to start planning early.

PROMOTING THE EVENT

Here are some suggestions – but these are just thought-starters. Don't limit yourself. The more ways you reach parents, the more success you'll have.

Families today are overwhelmed with advertising and marketing messages. To ensure families get the message that it's time to sign up, use various methods of communication throughout this playbook and be sure to have a plan.

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In-School Promotion

If you have full access to promoting your event at the schools, 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 youth 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

Youth Talks

Youth talks can make a huge difference when signing up new Cub Scouts! Schools that provide access to youth talks are the way to go. *A Youth Talk is simply visiting each classroom or lunchroom during the lunch period and getting the boys & girls excited about Scouting.*

The Youth Talk is where excitement is created. The district's Cub Scout sign-up training will help give you the skills to put on an effective Youth talk together. These talks work best by going class-to-class and giving a five-minute promotion on the fun that Scouting has to offer.

Helpful hint: Consult with your District Executive if you should need assistance with your "youth talks". These energetic in-school presentations will dramatically increase the success of your recruitment!

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 Youth talks at after-school programs or churches in the community
- Church and community websites, calendars, and bulletins
- Press releases
- Posters and yard signs in the community (businesses, churches, etc.)
- Community fairs, parades, and other events

HOLDING THE EVENT

Sign-Up Night Stations

- **Station 1: Welcome/Sign In**
 - This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.
 - Greet every family that comes to your station and ask them to sign in. Provide them with the "Welcome to Cub Scouts" brochure
 - Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
 - Materials:
 - Station 1 sign and "Welcome" sign
 - "Welcome to Cub Scouts" brochure (Parent information guide)
 - Sign-in sheets, pen
- **Information Station 2: What Cub Scouts Do**
 - This is where you will share the excitement of Cub Scouting and your pack activities. Introduce the leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.
 - Materials
 - Station 2 sign
 - Pack calendar and event fliers
 - Handout with meeting times and locations
 - Listing of pack and den leaders with contact email and phone numbers.
 - Scout shop guide to the Uniform – (on Gamehaven website)
 - Boys' Life mini mags

- **Information Station 3: Registration**
 - This is the sign-up station where the station chief helps parents complete the actual application.
 - Have BSA Youth Application forms ready to be completed and have pens available or, if using a laptop go to my.scouting.org Membership Manager tool open to send online invite to families.
 - Have copies of "What Other Costs Are There?" and give these out.
 - Be prepared to answer questions about pack fee payment plans and/or financial assistance.
 - Materials:
 - Station 3 sign
 - BSA Youth Applications and pen
 - Pack leadership handout
 - "What Other Costs Are There?" handout
- **Information Station 4: Check Out**
 - Leaders at this station are responsible for final "check out," including payment.
 - Make sure the applications are properly completed.
 - Collect the proper fee amount for BSA membership fee and Boys' Life (if added).
 - Forms and payments should be collected, signed by the Cubmaster or Committee Chair, and put in the envelope.
 - Materials:
 - Station 4 sign
 - Calculator
 - Envelope for applications and fees
- **Information Station 5: Den Leaders / Questions & Answers**
 - Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.
 - Try to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.
 - Answer questions about the type of activities their child will be doing.
 - Materials:
 - Station 5 sign

After the Sign-Up Event Is Over

- Turn in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive within 24 hours of the event.
- Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.
- Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application at their home, or invite them to the first meeting, or your council's recruiting event so they can see Cub Scouting for themselves.

Pack Rally Night/Open House Ideas

This can be any sort of fun activity that would entice elementary-aged youth to come and look into the Scouting program. This can be simply inviting potential recruits to an already scheduled summer Pack activity, or it can be a separate event focused primarily on recruiting and held very near to **Rally Night**. **Ideas for an event include:**

- **Derby day**—take your derby track outdoors (school parking lot might be a good location) and have lots of cars for the youth to race. Everyone, fathers included, love to race those cars!
- **Cub Olympics**—an outdoor field day of games and fun; various activities. In the heat of summer, consider a “water themed” day, full of water activities. Sponge races, water balloons, a water obstacle course, water art, etc.
- **Water bottle rockets**—talk about a great idea! Kids love launching bottle rockets.
- **Fishing event**—do you have access to a good spot for “kid” fishing? Dads like this one, too. Be sure to bring extra poles and bait.
- **Swimming Party**—do you have a Pack Swim Party every year?
- **Bike rodeo**—Set up a championship course of fun! Have engraving, on-the-spot bike inspections, helmet sizing, etc. Local police and/or firemen will often visit these events, if requested.
- **Treasure hunt**—All kids love treasure hunts. Now they have a fancy name: geocaching! With parent volunteers, GPS systems, and a bit of Web research, there are LOTS of great spots to geocache. You can even hide your own “treasure” in advance. Have a picnic and break up into teams. This involves tromping through parks, sometimes over mud and streams! Scout fun ALL the way. Of course, you can do it the “old fashioned” way too, with treasure maps coffee-stained to look aged, and a few holes burned in strategic spots. Rip the map into pieces so they must find all the pieces (provide individual clues) to put together the jigsaw puzzle map, and then go find the treasure.
- **Ice cream social**—nothing sells better than ice cream during the hot summer months! Have some crafts and games, and ice cream treats!
- **S’mores and fun**—who can turn down a s’more? No one, of course, so expect a turnout. Have crafts and games. Shooting off water bottle rockets in a big field is also a great way to cool down on a hot summer day. Just be sure to have a water source, as once the kids get started with those rockets, it’s hard to keep up with the demand.
- **Leatherworking/woodworking**—Kids love to hit things with a hammer. If not enough activity for an event, these are great secondary activities for any other event.

Tips for Conducting a Successful Cub Scout Recruiting Activity

- **Schedule your activity early in the school year.** Parents and youth determine their school year activities shortly after the start of the school year. Be the first in line to invite new parents and youth to join the program. Contact your local school, church, park, etc. by the end of July to schedule the activity for the first week in September.
- **Determine volunteer leader needs and recruit new leaders prior to the recruiting night.** If leaders are already in place and trained your pack will get off to a smoother start in the fall. A good place to develop a prospect list for new volunteer leaders is by researching your child’s school directory from the previous year.
- **Be prepared to show new parents** your calendar of events, pack budget, and let them know how much popcorn they need sell for their pack to achieve the “Ideal Year of Scouting.”
- **Conduct a special event for your recruiting activity.** Show new parents and youth the fun associated with Cub Scouting. Activities could include a trip to the bowling alley, a swimming/pizza party, family day at a local park with games, etc.
- **Promote!** Fliers, school newsletters, posters, inserts for church bulletins, yard signs, door hangers, post cards, news releases, etc.
- **Develop a “bring a buddy plan”.** Develop an incentive program for youth who bring a friend to join Scouting.