

# CUB SCOUT LEADER'S Fall Recruitment Guide



BOY SCOUTS OF AMERICA®  
SANTA FE TRAIL COUNCIL  
[www.sftcbsa.org](http://www.sftcbsa.org)

There are many ways to recruit youth and adults into the Scouting program. In your role as the Fall Roundup Chair for your unit there are four key events that are essential to your success.

1. A coordinated roundup event, which is by far the best way to recruit new youth members and adult volunteers into your unit.
2. A promotional booth at a parent-teacher night or other event where you can encourage families to attend your round up event.
3. A “Classroom Talk” at the local school, church or youth center where your District Executive or a volunteer will get face-to-face with kids to explain the program and let them know why they should join.
4. A Bring-A-Buddy event where your current members deliver invitations to non-members inviting them to one of your unit events.

In the enclosed guide we highlight each of the four steps and some of the best methods for handling each part of your Fall Roundup. Experience has shown that being creative in running each of the steps can give a huge boost in our fall recruitment and retention. Experience has also shown that changing or omitting one of these steps results in a less effective fall recruitment. So stay the course and have a great Fall Roundup!



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## SIGN-UP TIMELINE

### **By August 15th**

- Have your Pack Calendar, Fee Schedule, Leaders List, Meeting Times / Dates / Locations Prepared (Pack Information Sheet).

### **2 Weeks Prior to Sign-Up Night**

- Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night materials at roundtable.
- Your District Executive or a volunteer will start conducting scout talks and flyer distribution in schools and alternate venues.
- Deliver news releases to all local media. Post banners, yard signs, posters, etc., early and for as long as possible.
- Re-confirm locations for roundup event(s).
- With your District Executive, plan and execute promotional stories and press releases in local media.
- Distribute flyers to churches, other youth organizations, and sport leagues.
- Support your District Executive in scheduling Scout Talks (if needed).
- Plan a roundup event meeting and assign roles.
  - Recruit 5 Station Chiefs - Review "Station Chief Briefing" with each Station Chief.
- Gather roundup supplies (Youth and Adult Applications, *Boys' Life* samples, pens, and training calendars).

### **Sign-Up Night**

- Arrive 1 hour early and make sure Station Chiefs have their stations set up.

### **During Sign-Up - Coordinator**

- Act as Greeter and Floater During Sign-Up Night Window. Be available to answer quick questions.
- Be a guide - Assist families to go to next available station. If back-up occurs...use your best judgement.

### **After Sign-Up Night- Time Window**

- Get Cubmaster signature on all applications.
- Assist Station 4 Chief in separating "Local Council Copy" from Applications and Record dollar amount for fees and form of payment on each application (check #, etc.).
- Gather Sign-Up Night materials and make sure room is left better than you found it.

### **Contact District Executive or SUFS District Coordinator immediately following Sign-Up Night (text or email is best)**

- To report your success and to make arrangements for delivery of applications and fees.
- Make sure EVERY FAMILY receives a Welcome Phone Call from their Den Leader, Cubmaster, Committee Chair or you.

## Keys To Starting Your New Scouts Out Right

- All Scouts should receive a handbook within 1 week of the first meeting. First den meeting should be held within 7 days.
- A unit communications plan should be developed to share information with all unit parents.
- Continue recruitment efforts until recruitment goal is exceeded.
- Conduct a pack overnighter or other new member events.
- Send thank you letter to superintendents, principals, and chartered organizations for their support.
- Conduct a pack roundup committee meeting to review results and develop follow-up strategies.
- Recognize key volunteers who achieve their Cub Scout roundup campaign objectives.
- Encourage participation in the popcorn sale.

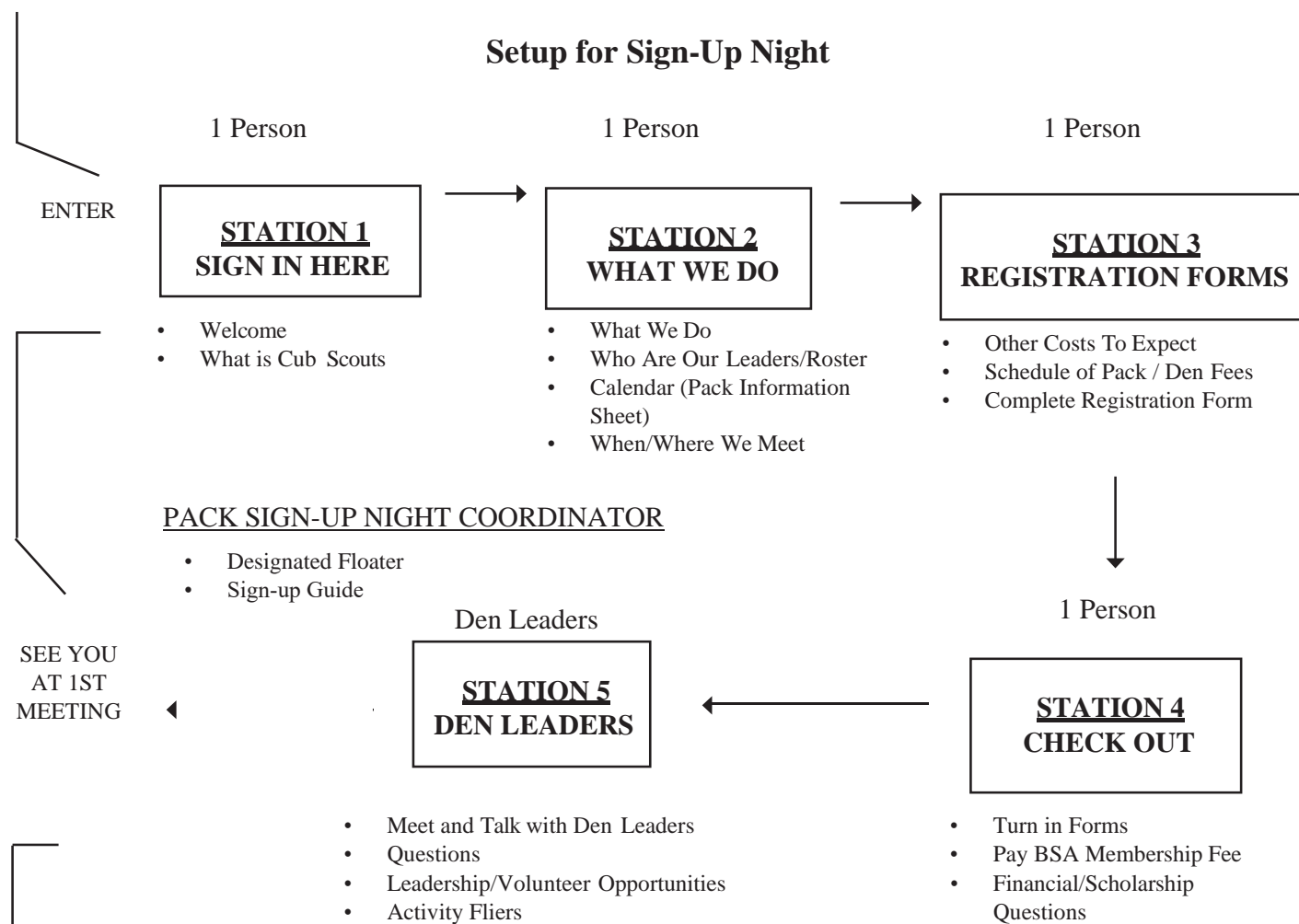
# SIGN-UP NIGHT

One very significant change is the movement from wearing Scout uniforms to a **Pack or event T-shirt**. This is intended to make parents feel more comfortable and relaxed as well as volunteers.

The new Sign-Up For Scouting Sign-Up Night process is designed to do the following:

- Faster - A family should complete the process in 20-30 minutes.
- Less pressure - Elimination of group presentation
- No Uniform - Creates a more welcoming, less foreign environment for new families.
- Organized - Purpose driven stations with clear, concise objectives. To the point.
- Informative - Important information given in easy steps.
- Easier - Easier for parents to get what they need to be done.
- Less initial paperwork - not bombarded. Things such as Talent Survey, Photo Release, and Health Forms can be handed out in the envelope but should go home to be filled out and not discussed on site.

Below, you will find an example floor plan for the sign-up event. Signage and descriptions for each station follow in this manual. Use the signs included as your signs at the tables as well as to recruit the table chiefs.



- \*If multiple units at a single sign up, share responsibility for table coverage.
- Each unit represented should have their own den leaders at Station 5
  - Each unit should have their own 1-sheet at Station 2

# INFORMATION STATION 1

## Sign In Here...

Station Chief Briefing: (Recommended - Committee Member, CC or COR)

So, you are the Station Chief for Information Station 1. That means that you are outgoing, smile at everyone and are friendly. Here are your tasks:

- Make sure the Station 1 sign is visible
- Have Sign-Up Night sign-in sheets and pens displayed
- Greet every family
- Ask each family to sign in
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Direct them to Station 2
- Handout Parent Orientation Guide
- Folder or Envelope with forms to be completed at home

What You Want to Have:

- Station Sign (Reverse of this page)
- Welcome Sign
- "Parent Orientation Guide"
- Sign-In Sheets
- Folder / Envelope



# STATION 1



# SIGN IN HERE

- SIGN IN
- WHAT IS CUB SCOUTS?



# INFORMATION STATION 2

## WHAT WE DO...

Station Chief Briefing: (Recommended - Activities or Camping Chair, Committee Member)

So, you are the Station Chief for Information Station 2. That means that you are outgoing, and friendly, and that you know about the activities the pack has planned for the year. You are someone that has experience having fun in Cub Scouts! Here are your tasks:

- Make sure the Station 2 sign is visible
- Provide everyone with a Pack Calendar
- Provide each family with a copy of “Pack Information Sheet”
- Inform families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Direct them to Station 3

What You Want to Have:

- Station Sign (Reverse of this page)
- “Pack Information Sheet”
- Day of Awesomeness Flyer
- When Available - have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts.



# STATION 2



## WHAT WE DO

- **PACK INFO SHEET**
- **WHEN / WHERE WE MEET**





# INFORMATION STATION 3

## REGISTRATION FORMS...

Station Chief Briefing: (Recommended - Membership Chair / Committee Member)

So, you are the Station Chief for Information Station 3. That means that you are outgoing, and friendly, and that you want to see every boy join Cub Scouts! Here are your tasks:

- Make sure the Station 3 sign is visible
- Have BSA Youth Application Forms ready to be completed and pens
- Be prepared to answer questions about Pack Fee payment plans and/or financial assistance.
- Direct them to Station 4

### FEES

Due to the rise in cost of both registration and books, there is no package this year.

What You Want To Have:

Station Sign (Reverse of this page)

BSA Youth Applications

Pens

	Aug.	Sept.	Oct.
<b>Registration</b>	<b>\$60.50</b>	<b>\$55.00</b>	<b>\$49.50</b>
<b>Boy'sLife</b>	<b>\$11.00</b>	<b>\$10.00</b>	<b>\$9.00</b>
<b>National One-Time Joining Fee</b>	<b>\$25.00</b>		



# STATION 3



## REGISTRATION FORMS

- WHO ARE OUR LEADERS?
- WHAT ARE OTHER COSTS?
- REGISTRATION FORMS



SCOUT ME INK™

# INFORMATION STATION 4

## CHECK OUT...

Station Chief Briefing: (Recommended - Treasurer, Popcorn Kernel)

So, you are the Station Chief for Information Station 4. That means that you are friendly, and that you are detailed oriented and organized! Here are your tasks:

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade.
- Collect the proper amount for BSA Membership Fee (Boy's Life if added) and note the amount and form of payment on each form. (**Ask families to pay any pack fees later**).
- Be prepared to answer questions about pack fee payment plans and/or **financial assistance**.
- Direct them to Station 5

What You Want To Have:

- Station Sign
- Calculator
- Applications
- Money Box / Bag
- Sign-Up Night Envelope for applications and fees to be turned in.
- Paper / Pens

End of The Night

**Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up - these are to be collected, signed by the CUBMASTER, the local council copy separated and put in an Envelope along with the BSA Registration Fees collected.**



# STATION 4



# CHECK OUT

- **TURN IN FORM**
- **PAY BSA MEMBERSHIP FEE**



# **INFORMATION STATION 5**

## **DEN LEADERS / QUESTIONS & ANSWERS**

Station Chief Briefing: (Recommended - All Den Leaders, Cubmaster, etc.)

So, you are the Station Chief for Information Station 5. Your goal is to be there to answer the questions that are not addressed through the rest of the Sign-Up Night process and give families a chance to meet existing Den Leaders. Here are your tasks:

- Make an effort 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.
- Share cool experiences you have had with your child through the Scouting program.
- Assist the Pack Sign-Up Night Coordinator with room clean-up after the Sign-Up Night Time Window.
- This is the proper location for displays.
- Use as many tables as you need at this station.



# STATION 5



## *DEN LEAD*

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- MEET DEN LEADERS
- ASK QUESTIONS
- LEADERSHIP/VOLUNTEER OPPORTUNITIES

## ADDITIONAL PROMOTIONAL IDEAS (Please coordinate with your District Executive)

Promoting your unit and the Scouting program is essential to our future. The following is a list of promotional ideas that can help you be more effective in getting your message to youth and families in your community. (Be sure to include in all your promotional material an invitation to your roundup event, including date, time, place, a brief exciting description of pack activities, and include contact information for your Unit Leader).

- Make lists or cards with the first names and phone numbers of youth in the area. Have Pack Leaders call the night before the roundup event to ask parents if they got the invitations and remind them of the meetings.
- Place yard signs in strategic high visibility locations.
- Post flyers and posters on bulletin boards throughout your area in key locations (schools, churches, community centers, grocery stores, malls, public libraries, pediatrician offices, etc.).
- Half-sheet bulletin inserts are great tools for delivering recruiting information through chartered organization mailings, church bulletins, community recreation centers, and as sporting event announcements.
- Ask schools to put joining information in student electronic mailboxes and on school websites. Automated messages can be programmed for youth in each grade.
- Use marquees in front of businesses and clubs to invite youth and their families to join. Promote the roundup event with all chartered organizations in your community (churches, schools, service clubs, and youth organizations).
- Set up a mock campsite in a high traffic area for youth and parents to show them that Cub Scouts go camping.
- Set up a pinewood derby track at a high-traffic area for youth and parents and run “mock” races.

## BRING-A-BUDDY EVENTS

Bring-A-Buddy events work well as a follow-up program for packs after the initial roundup event. Ask each member of your unit to invite a guest to your next meeting. Offer incentives for current Scouts who recruit another member to your unit (i.e. the recruiter patch or special gift). It is very important to make the event exciting.

*Examples of potential Bring-A-Buddy events include:*

**FISHING DERBY**  
**FIELD SPORTS**  
**TREASURE HUNT**

**POOL PARTY**  
**ICE CREAM PARTY**

**For additional information on conducting the Bring-A-Buddy Events listed above (and many more) visit:**  
[www.scouting.org/scoutsorce/Membership/Youth\\_Recruitment/Events.aspz](http://www.scouting.org/scoutsorce/Membership/Youth_Recruitment/Events.aspz)

## ALTERNATIVE RECRUITING VENUES

Today's youth have a myriad of programs and activities available to them from a variety of organizations throughout the community. Research shows that it takes 7-11 impressions before people take action. This research coupled with the decline in school access makes it essential that all Scouting units recruit and promote their programs through a number of different venues including:

- Church Youth Groups
- Sporting Events/Leagues
- Church Coffee Hours & Bulletins
- School Open Houses/Events/Book Fairs
- Summer/Winter Youth Program Flyers
- Recreation Centers
- Parades/Fairs/Festivals
- Library Displays
- Pizza Box Flyers
- Book Stores - Craft Stores

## USING SOCIAL MEDIA AS A RECRUITMENT TOOL

Today's generation of youth and their families are increasingly using Social Media and other forms of electronic communications as their primary means of interacting with their friends and family. These electronic resources can also provide Scouting with additional tools in our on-going recruiting efforts. What better way to get non-Scouts and their families excited about the Scouting program than by having their friends invite them to join Scouting through the primary way they already communicate? What follows is list of Social Media Resources and Electronic Communication Strategies that units can use to engage their own members and their families in a recruiting effort - let's call it the New Age Bring-A-Buddy Program!

### Social Media Resources Your Unit Should Consider Using:



**Unit Website** - Set up a website specific to your local unit that highlights all of the fun activities and events that your Scouts participate in. Put an updated schedule of events and pictures of your Scouts in action (be sure you have parental permission before posting pictures). Include details on when and where your unit meets, how to join, and who to contact for additional information. Don't forget to link to the Council website at [www.sftcbsa.org](http://www.sftcbsa.org).

**BeAScout.org** - This National BSA website allows interested parties to search for Scouting Units in their geographic area. Make sure your unit information is up to date on the website by contacting your District Executive for details on how to log on to the site.

**E-mail Blasts** - Ask your Unit Leaders and Scouting families to send out a personal invitation to everyone in their e-mail address book about your Scouting unit. Invite them to visit your unit website and Facebook page, and more importantly, to come see your unit in action at an upcoming event. Contact your District Executive for stock e-mail blasts that are available to be customized for your unit.

### Warning About the Use of Social Media

Please note that while Social Media and electronic communications are great resources there are some safety precautions that must be taken to ensure they are not used inappropriately and do not put our youth and adult members at risk. The Santa Fe Trail Council does not encourage any minor to utilize Social Media without the direct knowledge and oversight of their parent or guardian. Additionally, any messages sent out by youth promoting the Scouting program, an individual unit, or trying to encourage their friends to join Scouting should be reviewed by a member of the unit's leadership to be sure the messages, photos and language are Scouting appropriate. Finally, units should use their own discretion and follow their local unit policy concerning the use of electronic devices during their activities.

**For more details on Social Media Guidelines and Internet Safety visit:**  
[www.scouting.org/scoutsource/marketing/resources/socialmedia.apsx](http://www.scouting.org/scoutsource/marketing/resources/socialmedia.apsx)

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