

JOIN SCOUT NIGHT LEADER GUIDE 2017



START BUILDING YOURS
TODAY.





Plan Overview

GOALS:

- Plan and conduct a new member registration event for every Pack/School/Community in the Dan Beard Council during: August 28-Sept 8.
- Develop council-level marketing resources to flood the market with this one consistent message: “Join Scouting during August 28-September 8”.
- Expanded promotion of additional opportunities to join after the “Join Scouts Week” through follow-up opportunities in September and a council-wide “bring a buddy” campaign in October.

CAMPAIGN THEME: Build an Adventure.

PACK CAMPAIGN INCENTIVE: Full Color Cub Scout Banner

REASON FOR THIS APPROACH:

- To provide additional and new tactics to continue Cub Scout membership growth.
- To simplify joining night for new families, provide multiple joining opportunities, to maximize our presence in communities and schools, and to leverage our existing members as recruiters.
- To support multiple joining activities in each community throughout fall.
- To continue to integrate parent-to-parent testimony and social media into campaign.

TIMELINE:

- **July 24-Aug 3** – A series of four council-wide kickoffs will be held throughout the council to train and prepare unit and district volunteers for the upcoming campaign.
- **August 1- September 8** – Conduct “What I did this summer...” social media campaign aimed at parents using social media to share their summertime scouting adventures immediately prior to our campaign. When parents share the adventures they had with their Scout on Facebook, Twitter or Instagram using **#ScoutSHARE** from August 1–September 8, they will qualify to win special prizes including Kroger gift cards, movie gift cards, gas gift cards and more!

- **August** – The council will do a series of social media campaigns, print promotion, and local media promotion to promote “Join Scout Week” and use of GoCubScouts.com website so that all packs and specific meeting details can be promoted.
- **August** – Unit and district leadership participate in school open houses and meet the teacher events as an additional way to promote scouting.
- **Aug 28-Sept 8 - JOIN SCOUT WEEKS**
 - Units distribute introductory materials. Collect applications and fees.
 - Districts will hold two application collection nights to collect applications and distribute incentive items. These dates will be announced in early August.
- **September 1** – “Scout Share Day” and “Wear your Uniform Day” where we ask all volunteers and Scout families throughout the council to mention scouting in their social media status with **#ScoutSHARE** and proudly wear their uniform.
- **September 9** – Dick’s Sporting Goods recruiting events. This is an effort to give families another location to join if they miss their scheduled join night. These locations will be staffed with District Volunteers and Council Staff.
- **Throughout September:**
 - New Parent Orientation – To keep “sign up night” simple, a family orientation needs to be done at a separate time.
 - Use the remainder of September for organized follow up (Sorry we missed you...)
 - Promote upcoming activities like “Spook-O-Ree” and “Cub-O-Ree” and “Reds game”
- **Throughout October:**
 - Theme for the month will be “bring a buddy” month focusing on getting Cub Scouts to bring a friend to join Scouting.
 - Parents will be encouraged to share their adventures on social media.

Opportunity to Join

The goal of the Dan Beard Council is for every eligible youth to have an opportunity to join Scouting. This goal will be realized by supporting each unit and volunteer leader with quality recruiting materials, and a plan for recruitment. District Executive staff will support the volunteers in their efforts to reach all families. The hard work of our talented volunteers cannot be overstated, you as leaders hold the key to ensure that each youth can become a Scout.



Timeline

Summer –
Start of
School Year

Promotion

- Yard signs, newspapers, billboards, marquees, bulletins, posters, ads, PSAs (*focus on chartered partners!*)
- School talks & fliers

Summer

Planning

- Identify unit needs & develop a plan to address
- Secure unit coordinator
- Secure sign-up location
- Grass roots social media promotion of unit activities.

Approx. 1
Week after
Sign-Up

Parent
Orientation

- Establish expectations
- Provide program overview
- Review financial commitment and collect unit dues

September
– October

Follow-Up

- Identify youth not registered
- Continue recruiting
- Encourage new recruits to attend first outdoor activity

August 28-
Sept 8

Sign-Up

- “Sports style” sign-up nights throughout the council, preferably in schools or other highly-visible locations
- Provide families with next steps
- Applications & fees submitted at turn-in locations



Prepared. For Life.®

LAUNCH YOUR ADVENTURE

Prepare your Plan!

July - October Checklist:

- July/August – Attend a Join Scout Night Training rally at one of the convenient locations across the council.
- July/August – Create a program calendar for the next year and determine den leader vacancies. Recruit new den leaders during the summer where possible.
- July/August – Create your unit budget. Parents want to see how much Scouting costs and the value it brings to their son/family. Briefly highlight how popcorn can help them pay for their experience. You can find examples of budgets on GoCubScouts.com.
- July/August- Create a pack info sheet that includes contact information for current leadership and any important general information new parents will want to know.
- August – Schedule parent orientation and first Den meetings for the week of Sept 4 or 11.
- August 28-September 8 – Hold Pack recruiting night. Each pack should hold their join night between the 28th and 8th to maximize awareness during our media campaign.
- September 1 – SCOUT SHARE DAY and WEAR YOUR UNIFORM DAY be sure to post on social media (Facebook, Twitter, Instagram etc.) with **#ScoutShare**. Encourage everyone in your Pack to wear their uniform to school and work!
- September 9 –Dick’s Sporting Goods recruitment events. These events will be designed to give families another location to join if they miss their scheduled join night.
- Week of September 4 or 11 - Hold Parent Orientation meetings for new families. Your existing leadership should review youth applications between Join Scout Night and Parent Orientation to identify potential parents that may become leaders or committee members.
- September – Follow up with families who didn’t join on your recruitment night and plan another night to invite families you may have missed to a Pack meeting.
- October – Promote the Bring a Buddy plan (page 8). Request stickers for Halloween candy distribution (page8).

PROMOTE, PROMOTE, PROMOTE!

What access do you currently have at your local elementary school?

- No school access: no flyers or boy talks
- Partial school access: flyers/stickers only or only boy talks
- Full school access: Boy talks and flyers/stickers are ok



Depending on your school access it may be necessary to enlist multiple ways to recruit boys. Regardless, it is extremely helpful for all units to get the message to join Scouting out as many ways as possible.

Partial or NO School Access

- Community Events – Your Pack should be visible during special community events!
 - County Fair, Parades, Farmers Markets, Festivals, 4-H fairs
- Local Library – Find out if you can put up a display at your local library and participate in events.
- Local Churches
 - Vacation bible school may allow you to come in to speak to parents.
 - Church bulletins for a meeting announcement or even a ½ page flyer.
 - Local Church festivals. Possibly your Pack could offer to help with the clean-up as a Good Turn.
- Information Table – Be sure to ask to attend Back to School Nights, Meet the Teacher, Ice Cream Socials or School Registration events to promote your pack. Wear your uniform!
- Adopt a School (see www.scouting.org for more info). Your pack has a formal relationship with the school and do regular service projects to benefit the school and the boys enrolled in your Pack.
- Cub Scout Party – have a parent from your Pack pass out invitations to a Cub Scout themed party where parents get to learn more about the great benefits of Cub Scouts and the boys get to try some fun Cub Scout activities.

Full School Access (most of the Partial/No-School access items to the left are also key to your unit success!)

- Boy talks will be done by District Executives or volunteers where needed at each school. These are typically done during the lunch hour and some schools will allow us to go room to room or talk during an assembly. Stickers and flyers are given out to the boys during this time.
- Posters – District Executives will distribute to schools and Pack leaders can get extra posters at each of the four Join Scout Night training sessions to put up at their schools, churches and local community areas. Your District Executive will have a supply should you need more.
- Information Table – Be sure to ask to attend Back to School Nights, Meet the Teacher or School Registration events to promote your pack.

Yard Signs

For all circumstances– these will be available at each of the four Join Scout Night trainings and through your District Executive. There are two different signs:

- Signs for Join Scout Night recruitment info with room for date, time and location (yellow).
- One for your meeting location that should stay up throughout the year (be sure to ask permission first). Each Pack will receive ONE for their meeting location. (red)

AFTER RECRUITMENT

Parent Orientation

A well-planned parent orientation is key to setting expectations of families and their involvement.

- Create an agenda that won't last more than 1 hour. Allow time at the beginning and end for leaders and families to mingle, socialize and ask questions.
- Cover expectations of parents involved in your pack and highlight some simple things they can do to help throughout the year.
- Discuss how your pack is funded and how the popcorn sale will help them pay for the fun of Scouting.

Recruiting Parents to be Cub Scout Leaders

Join Scout Night is over, and you know you need a Tiger Den Leader etc. Before your Parent Orientation:

- Take some time to sit down with all available registered leaders to do some research on each parent. You will have the boy application and Family Talent Survey to help guide your discussions.
- Have Den Leaders make personal calls to all the new families to remind them of upcoming meetings and welcome them to the Pack. This will go a long way to building lasting relationships and lets new families know they are welcome!
- Be patient, you want the right leader not the right now leader. Get to know them.

Guide for recruiting new parents:

- Meet face to face with a parent. DO NOT share a general message to the whole Pack or Den "we need a Cubmaster, see me after the meeting if you are interested". This method does not work and will be counterproductive to finding the RIGHT leader.
- Tell the parent why they were selected. Highlight their skills, abilities, friendliness, job experience, civic service etc.
- Give them a short job description, time line and expectations of the position.
- Provide them with contact information for a mentor to approach with questions.
- Give them the next available training dates and information to create an account on my.scouting.org to take youth protection training.
- Provide the Pack calendar with upcoming events, activities, den meetings, leader meetings and Pack meetings.
- Provide them with a list of upcoming live trainings like Cub Leader Specific, BALOO, and University of Scouting. Leaders who attend a live training will feel more connected and know how to access additional resources.
- If they say YES, have them complete an Adult Application and take Youth Protection Training. The quicker you get their application and Youth Protection certificate into the office the quicker they get tied into e-mail communications, newsletters, Scouting magazine and other resources. Set them up for success, make this step a priority in your unit!

Lion Scouts



Lions is a BSA program that is being piloted in the Dan Beard Council for a second year. The program is for kindergarten-age boys. Lions is a family oriented program, but it does function as part of the pack and the boys will be recruited through our regular Join Scout Night and fall recruitment efforts. We had wonderful success in the Fall of 2016 with great retention of Lions through the year and look for continued success for the Packs involved in this great entry point for families in Scouting.

Be Prepared...

Join Scout Night was bigger last year because we had new families joining Lions and Tigers. This year we can still expect more families at recruitment nights as Lions continues to grow! A good idea would be to think about the number of Tigers that you had last year, and assume that you'll have a similar number of Lions. This will impact these items:

- Room size where your Join Scout Night is being held, # of applications and other pack information that you have available.
- Number of adult helpers that you have at Join Scout Night to assist with activities.

Leadership for the Lion den is meant to be a shared responsibility amongst all of the parents. However, the pack should designate someone as the "Lion Guide" who provides coaching and support for the Lion den. The pack should think about who this person will be prior to Join Scout Night.

Supplies

For Lions, there are two books which are sold together as a combo. The first is the Lion's Adventure Guide and the second is the Parent & Leader Guidebook. Many of the Lion achievements are stickers that go in the Adventure Guide; these stickers are included with the book combo. This is available for purchase in the Scout Shop.

Additionally, there is a Lion shirt which is the youth uniform. This is available for purchase in the Scout Shop.

Costs & Applications

The membership fees and the application process for Lions is the same as it is for other Cub Scouts. Please refer to that section of the guide for more details.

More Information

There is a lot more information about Lions available online at www.danbeard.org/lions. Please be sure to visit that page as we get ready for the fall to learn the latest news.

October Projects

Bring a Buddy Month

October is Bring a Buddy month in Scouts. We'd like to encourage all our Scouts, including those that just joined, to bring a friend to a meeting to share in the adventure. Scouts will love including their best friends in the fun. You can use the Council Bring a Buddy plan (explained below) available at the Scout Achievement Center to help your current Scouts invite a friend.

Trick OR Treat Stickers

Your District Executive has the ability to print sheets of stickers with your Pack information on them to put on Halloween Candy. Please submit your request to your District Executive by September 30 to be guaranteed stickers in time for Halloween. **We will need:** Date needed, Pack #, leader contact name, phone # and/or e-mail, meeting day of the week, meeting time and location.

Bring a Buddy

Scouting is even more enjoyable when Scouts can participate with their friends and families can participate together. More Scouting families means an even better experience for your Scout unit and makes for a stronger community.

1. Leaders can request "Bring a Buddy" post cards for their pack in September. Look for the link at www.GoCubScouts.com
2. Please encourage each one of your Scouts to invite a close friend to join Scouts with him.
3. Family Cards: Every registered Cub Scout family will receive a Power Packet mailed to them in August. Included is a letter with customizable invitation cards. Parents can give them to other families and friends with information about your unit.

What I Did this Summer

Scouts do so many amazing things, they go to amazing places, and they make incredible memories. Help tell the Scouting story by sharing these great adventures with us and with others. Simply take a moment to share a photo or something exciting you did this summer in Scouts on Facebook, Twitter, or Instagram. Be sure to type **#ScoutSHARE** at the end. Type it just as shown and you will share your story with us and others, plus you will qualify you for the social media prizes below.



BUILD RACECARS.

#ScoutSHARE Day and Wear Your Uniform Day

Want to Trend on social media? That's what we are aiming for on Friday, September 1. **#ScoutSHARE Day** is a unified effort for everyone in Dan Beard Council to share something about Scouting on Social Media on the same day. What an impact we can make together! So on September 1, please take a quick moment to share something about Scouting on Facebook, Twitter, or Instagram and be sure to type: **#ScoutSHARE** at the end of your message. Wear your uniform on September 1 and encourage your entire Pack to participate!

Social Media Incentives

The Council's individual voice of influence can only reach so far. But together, our sphere of influence is HUGE!!! That's why we need your help to share the Scouting story within your network. Share something fun you did. Share the values learned. Share the family moment inspired by Scouting.

Help to tell your Scouting story. Sharing the adventures you have with your Scout on Facebook, Twitter or Instagram using **#ScoutSHARE** from August 1–September 8 will also qualify you to win special prizes including Kroger gift cards, movie gift cards, gas gift cards and more! Weekly drawings will be on Monday, August 7, 14, 21 and 28 as well as September 4. There will also be multiple winners drawn on **#ScoutSHARE** day, Friday, September 1.

Winners have until the Friday of each weekly drawing to claim their prize. Prizes that go unclaimed by winners will be awarded to a new winner the following week. Dan Beard Council employees or their relatives are not eligible to win. For more information, please visit: www.danbeard.org/scoutshare

This year a new media guide will be provided to units during Join Scout Night trainings. You can also find this new helpful resource at www.danbeard.org/mediacenter

Supplies/Support

We want every unit to Be Prepared! Here is a list of the supplies and support provided to all Packs!

- Training for units
- Fliers
- Posters
- Bulletin inserts
- Yard Signs (2 kinds)
- Billboards
- Social Media promotion
- Attendance Sheets
- Leader Letter (mailed in July)
- Halloween Stickers
- NEW ITEM -Unit Banner
- New Family orientation mailing
- Website
- Recruitment envelope
- Print and social media templates for units
- Parent Pack (mailed in August)
- Boy Talk stickers
- Buddy Cards
- Parent Orientation Booklet
- Boys Life mini magazines

Pack Banner

Every Pack will receive a full color indoor/outdoor grommated banner to be used during recruitment, parades, events, festivals and outside your meeting location.



2017 Pack Recruitment/Promotion Banner

We are excited to provide an item that can be reused many times over to make your Pack visible to your community! So, get out there and show off your beautiful banner in your community!

Other Great Ideas

Here is another list of ways you can help promote Scouting in your community.

- Get into your **school newsletter!** Promote your Join Scouts Night and tell good stories about your Pack doing community service and earning awards the whole year.
- Ask your parents to become **active spokesmen** for your pack. Encourage them to use the parent to parent recruitment cards they receive in their parent mailing!
- Promote your pack on **social media**. When you have a Scouting event, ask parents to mention it on their Facebook, Twitter, and Instagram and share when the Pack posts to social media. Sharing gets the most attention! This will reach an audience who are not Scouts, and it will help other parents learn about the fun of Scouting.
- Promote a **Wear Your Uniform Day** on September 1 and reward the boys for wearing their uniform to school on a regular basis (every Friday or the day of their Den meeting). Great to do all year but specifically in conjunction with Bring a Buddy recruitment times in October!
- Get a copy of your **school directory** to make calls to parents to personally invite them.
- During **Halloween**, pass out candy with your Pack information attached to it! We can print out stickers for your Pack if you ask far enough in advance. See page 8.

JOIN SCOUT NIGHT!

Held during Join Scout Week, August 28-September 8, recruit new boys and give parents basic information they need. Parents should be able to complete their registration process in 20 minutes or less.

- Have a person at the door to greet and direct parents. Your NEW MEMBER COORDINATOR is perfect for this job!
- Sign in parents to get basic information. Attendance sheets are provided to every unit.
- Distribute handouts:
 - BSA Youth Application form
 - Parent Orientation Guide Booklet
 - Your Pack calendar
 - Your Pack Newsletter (with basic information and contact list)
 - Family Talent Survey (to be collected with the application)
 - Mini Boys' Life magazine
- Explain when and where the first meeting will be held (den meeting or pack meeting).
- Explain how much it costs to join and what they will need to purchase (book, uniform)
- Explain the pack conducts a popcorn sale to help families with some of the costs (but save all the details for the pack meeting).
- Collect completed applications, Family Talent Survey, membership fee and pack fees.

Please avoid these common mistakes during your Join Scout Night:

- ***COLLECT THE APPLICATIONS THAT NIGHT!*** Even if a parent doesn't have payment with them, do not allow them to take the application form with them! If they want to think about joining tell them you would be happy to hold the application until they make a decision and make sure they have all other materials they will need.
- Don't go into every detail about the Cub Scout program. Parents want to meet the leaders, find out the next meeting date, and how much it will cost. They want to sign up and go home. Additional Pack information should be shared at the Parent Orientation meeting.
- Don't ask parents to be a leader the first time you meet them or during the recruitment event. This doesn't work, and will scare off families. Most times you will not get the correct person for the job. Take some time to review the Family Talent Survey information to identify your best prospects. Then, set up a meeting with them personally to ask them to volunteer. This may mean that another leader helps with a Den until the RIGHT person can be identified.



Back to School/Open House/Meet the Teacher Night

These opportunities at your local elementary schools are an excellent opportunity to meet new families and promote Scouting! Use this opportunity to strengthen your relationship with the school and the school administration. Here are some tips to have a successful event.

- Approach your principal to ask permission to attend. This is an excellent time to offer your Pack to help with a community service project this year.
- Find out if there is a meeting format or round robin style.
 - If this meeting is a sit down meeting format ask if you can address parents for 2-3 minutes. No matter what, keep to that 2-3 minutes. Short and sweet.
 - Adult leaders should wear their pack t-shirt or be in uniform.
 - Introduce yourself and provide some highlights about your program (trips, community service, fun events, character building etc).
 - Give them the date, time and location of your recruitment event.
 - Tell them where your table will be during the evening and invite them to stop by to learn more.
 - If this opportunity is Round Robin style where parents roam, you will want to be in a high traffic area.
 - Adult leaders should wear their pack t-shirt or be in uniform.
 - Two or more leaders is ideal so one can pass out information while the others talk to parents.
 - Present an interesting display: NEW banner, uniform, cars, books, camping equipment, photos or computer video of activities.
 - Have an information sign-in sheet to capture name, e-mail and phone #. Some of these parents will or will not come to your Join Scout Night
 - Youth applications. If a parent is willing, get the application while they are there. Bring clip boards to make this super easy.



Websites:

www.danbeard.org – our council website

GoCubScouts.com – our council recruitment and related resources website

www.danbeard.org/mediacenter – our council media resource website

BeAScout.org – National BSA “map” of units where parents can find a unit near them

www.scouting.org - National BSA website

scoutingwire.org – sign up for weekly national newsletters and program updates. This site is full of wonderful volunteer and unit resources. It is the new “HUB” for all leaders to gain great information!

For Cub Scout Specific:

- Leader support:
 - <http://www.scouting.org/Home/CubScouts/Leaders>
- Forms:
 - <http://www.scouting.org/Home/CubScouts/Leaders/Forms>
- Newsletters/Calendars templates:
 - <http://www.scouting.org/home/cubscouts/leaders/newslettertemplate>

GoCubScouts.com and BeAScout.org

Marketing materials will direct parents to GoCubScouts.com. Interested families can learn more about Scouting and find information about recruitment in their neighborhood. We will also be linking our website to BeAScout.org. It is important for Packs to update their BeAScout.org pin with accurate contact information.

