



JOIN SCOUT NIGHT LEADER GUIDE 2019



Family Scouting



Cub Scout Packs can be:

- *Boys only*
- *Girls only*
- Open to both *Boys and Girls*

The planning and tactics for Join Scout Night are the same regardless of your Pack's membership focus. However, if your Pack is boys only, it would be a good idea to be aware of nearby Packs for girls to that you can help direct inquiries.

By now your Pack should have already decided, along with your leadership and charter organization, if you will be a Cub Scout Pack for *Boys only* or *Boys and Girls*. Be sure to update this appropriately with your BeAScout.org Pin.

Prepare your talking points for any questions you may receive at your Join Scout Night.

- Go to danbeard.org/familyscouting for talking points, infographics and latest updates.
- If you are a *Boy Only* Pack, identify other Packs in your area that you can direct interested girls to. Your District Executive should be able to help with this.



Plan Overview



GOALS:

- Plan and conduct a new member registration event for every Cub Scout Pack/school/community in Dan Beard Council from September 3 - 13.
- Develop council-level marketing resources to flood the market with this one consistent message: "Join Scouting from September 3 – 13."
- Expanded promotion of additional opportunities to join through follow-up opportunities in September and a council-wide "Bring a Friend" campaign in October.

CAMPAIGN THEME: Scout Me In

PACK CAMPAIGN INCENTIVE: Full Color Table-top Display with easel

REASON FOR THIS APPROACH:

- To provide consistent and proven tactics to continue Cub Scout membership growth.
- To simplify signup 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.

A promotional graphic for Cub Scouts. On the left, a blue vertical banner contains the text "BOYS & GIRLS GRADES K-5" in white, "JOIN CUB SCOUTS!" in large yellow letters, "SIGN-UP: SEPT. 3-13" in white, and "GoCubScouts.com" in yellow. At the bottom of the banner is the Dan Beard Council logo and name. On the right, a photograph shows a family of four (a man, a woman, and two children) sitting on a wooden dock by a lake, fishing. A yellow diamond logo with a blue wolf head is overlaid on the photo.

Timeline



- **July 18 - August 1** – A series of five council-wide kickoffs will be held throughout the council to train and prepare unit and district volunteers for the upcoming Join Scout Night season.
- **July & August** – Units update BeAScout.org PINs and activate Online Registration.
- **August 1 - September 13** – 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 13, they will qualify to win special prizes!
- **August** – Dan Beard Council will carry out a series of social media campaigns, print, and local media promotion to advertise “Join Scout Nights” and use the GoCubScouts.com website so that all Packs and specific meeting details will be shared.
- **August** – Unit and district leadership participate in school open houses and meet the teacher events as an additional way to promote Scouting.
- **September 3 - 13 - JOIN SCOUT NIGHTS**
 - Units distribute introductory materials. Facilitate registration (*either collect applications and fees or direct parents to register and pay registration fees online - unit leadership then “Accepts” new youth applications immediately at sign-up night if possible*).
 - Districts will hold two application collection nights for Packs to turn in applications and \$ if not collected by district staff/volunteers at JSN or completed online. These dates will be announced in August.
- **September 3** – “Scout Share Day” and “Wear your Uniform Day” where we ask all volunteers and Scout families throughout Dan Beard Council to mention Scouting in their social media status with **#ScoutSHARE** and proudly wear their uniform.
- **Throughout September:**
 - New Parent Orientation – To keep “sign-up night” simple, a Family Orientation needs to be done at a separate date/time.
 - Use the remainder of September for organized follow-up opportunities to register (*Sorry we missed you...*)
 - Promote upcoming activities like Peterloon (*in place of Cub-O-Ree*), Spook-O-Ree and Cincinnati Reds Scout Overnight. Deliver the promise of Scouting (*outdoors, camping, bows and arrows, adventure, etc.*).
- **Throughout October:**
 - Theme for the month will be “Bring a Friend” month focused on getting Cub Scouts to bring their pals 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 our unit volunteers with quality recruitment materials, as well as a game plan to reach each community and individual youth of Scouting age. District field 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



Prepare your Plan!



JULY - OCTOBER CHECKLIST:

- **July/August** – Attend a Join Scout Night Training session at one of the convenient locations across the council.
- **July/August** – Create a program calendar for the next year and determine Den/Pack leader vacancies. Recruit new Den Leaders during the summer where possible.
- **July/August** – Create your Pack budget. Parents want to see how much Scouting costs and the value it brings to their Scout/family. Briefly highlight how popcorn can help them pay for their experience. You can find examples of budgets on **GoCubScouts.com**.
- **July/August** – Update BeAScout.org PIN and **activate Online Registration**
- **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 within two weeks of the Pack’s Join Scout Night.
- **September 3 - 13** – Hold Pack recruitment event. Each Pack should hold their sign-up night between the September 3-13 to maximize awareness during our media campaign.
- **September 3** – **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!
- **Within two weeks of Join Scout Night** – hold Parent Orientation meeting for new families. Your existing leadership should review youth applications and Parent Talent Surveys between Join Scout Night and Parent Orientation to identify potential leaders or committee members.
- **September** – Follow up with families who didn’t join on your recruitment night. Invite them to attend the next meeting (*Den or Pack meeting*) and have them sign up.
- **October** – Promote the ‘Bring a Friend’ plan. Request stickers that will be distributed with Halloween.



SEPTEMBER 3 IS SCOUT SHARE DAY

Post on Social Media with #ScoutSHARE & encourage everyone in your Pack to wear their uniform to school and work!

Promote, Promote, Promote!



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

- **No school access:** No fliers or school talks
- **Partial school access:** Fliers/stickers only or only school talks
- **Full school access:** School talks and fliers/stickers are ok

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

Partial or NO School Access

- Community Events – Your Pack should be visible during community events!
 - County Fair, Parades, Farmers Markets, Church Festivals, 4-H Fairs, etc.
- Local Library – Find out if you can put up a poster or display at your 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. Your Pack could offer to help with the clean-up as a Good Turn.
- School – 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!
 - Participate in Adopt a School program (<https://adoptaschool.scouting.org/>). Your Pack has a formal relationship with the school and do regular service projects to benefit the school and the Scouts.
- 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 benefits of Cub Scouts and the kids 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!)

- School 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 fliers are given out to the students (or distributed by teachers as appropriate).
- Posters – Pack volunteers (or District Executives) will distribute to schools. Pack Leaders can get extra posters at Join Scout Night training sessions to display at their schools, churches and throughout the local community. Your District Executive will have a supply if 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 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*).

These opportunities at your local elementary schools are an excellent place to meet new families and promote Scouting! Strengthen your relationship with the school and the school administration by being a part of it.



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: Pack banner, Table-top display, uniform, pinewood derby cars, handbooks, camping equipment, photos or computer with photos/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. If using Online Registration, have them sign-in directly into the Invitation Manager as a 'New Lead', then follow-up by sending an invitation with link to register online.
 - Youth applications or be prepared for them to register online. If a parent is willing, get the application while they are there. Bring clip boards to make this super easy.

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 one 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.
- Hang large posters with ALL things the Pack (*and Committee*) does during the year (*Pinewood Derby, Blue and Gold, Popcorn, Summer Camp, website, Cub-O-Ree, etc.*). Require parents to sign-up to help with 3 things. Signing up doesn't make any person in charge of that thing, but it sets an expectation to help. For example, signing up for the Pinewood Derby might end up meaning a person will help set up chairs, but at least you have a list with lots of names to contribute.
- Be prepared to respond to questions you may receive regarding Youth Safety and National BSA Council Chapter 11 Reorganization bankruptcy. See materials available from A Fireside Chat: Our Commitment to Youth & Safety. For more information, visit danbeard.org/youthprotection.

Recruiting Parents to be Cub Scout Leaders



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

- Take some time to sit down with all available registered leaders to do some research on each new parent. You will have the Scout's application (paper copy or Online 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 task description, timeline 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 Scouting University. 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 to the Scout Achievement Center, the quicker they get tied into email communications, e-newsletters, *Scouting* magazine and other resources. Set them up for success. Make this step a priority in your Pack!

October Projects



Bring a Friend Month

October is Bring a Friend month in Scouts. We 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 'Bring a Friend' plan (*explained below*) available at the Scout Achievement Center to help your current Scouts invite a friend.

Trick or Treat Stickers

Your District Executive can print sheets of stickers with your Pack information on them to hand out with Halloween Candy. Please submit your request to your District Executive by October 15 to be guaranteed stickers in time for Halloween.

You Need to Provide: Date needed, Pack #, leader contact name, phone # and/or e-mail, meeting day of the week, meeting time and location.

Bring A Friend Month



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 Cub Scout Pack and makes for a stronger community.

- 1.) Your recruitment materials bag will contain 15 sheets or 60 "Bring A Friend" invitation cards. Ideally, each Scout in your Pack will invite 2 additional friends to join his Cub Scout Pack. For larger Packs, you will need to request additional "Bring a Friend" cards.
- 2.) Please encourage each one of your Scouts to invite 2 close friends to join.



Our #ScoutSHARE Contest encourages Scouts to post their Scouting adventures from August - September. Continue to encourage others though the month of October to keep telling their Scouting story by sharing these adventures on Facebook, Twitter, or Instagram. Be sure they type **#ScoutSHARE** at the end of each post, as this hashtag can be used throughout the year.

#ScoutSHARE Day & Wear Your Uniform Day



Want to Trend on social media? That's what we are aiming for on **Tuesday, September 3. #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 3, 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 3 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 13 will also qualify you to win special prizes. Prize drawings take place the weeks of August 5, 12, 19 and 26, and September 9. Bonus prizes will be drawn on #ScoutSHARE Day Tuesday, September 3.



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: danbeard.org/scoutshare

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
- Halloween Stickers
- Table-top Display
- New Family orientation mailing
- Website
- Recruitment envelope
- Print and social media templates for units
- Parent Pack (*mailed in August*)
- School Talk stickers
- Bring a Friend Cards
- Parent Orientation Guide
- *Boys' Life* mini magazines

Table-top Display



Every Pack will receive a full color table-top display to be used during recruitment events and wherever is appropriate for your group.

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

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.
- Promote your Join Scout Night during **school announcements or daily video news!**
- Ask your parents to become **active spokesmen** for your Pack. Have them tell friends and neighbors, families from other groups they are involved (*church, school, sports, etc.*) about your Cub Scout Pack.
- 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 3** and reward the Scouts for wearing their uniform to school on a regular basis (*every Friday or the day of their Den meeting*). It's great to do all year but specifically in conjunction with Bring a Friend recruitment effort in October.
- Get a copy of your **school directory** to make calls to parents or mail invitations directly to prospective new Scouts.
- 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.

Join Scout Night!



It is important to note, before we begin this section, there are two options for parents to register their prospective Scout.

1. Complete BSA Youth Application and pay registration and submit to DBC.
2. Complete Online Application (*same exact info collected with paper form*) and make credit card payment.

The added online option can simplify the sign-up process for Packs who choose to use it, but it is NOT to function in place of attending the Join Scout Night. You will see below, that getting in-person time with Pack leaders along with receiving key Pack information/resources makes a good first impression. Either way, the Application (*paper or online*) should be completed and submitted at the event.

Held during Join Scout Nights, September 3 - 13, recruit new Scouts 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! Have them complete the online training for this available at **my.scouting.org** in the Training Center.
- Recruit Scouts BSA Troop (*Scouts and leaders*) to help at your signup (*opening/pledge and game/activity for the kids while parents complete paperwork*).
- Have parents sign in to get basic information. Attendance sheets are provided to every unit.
- Distribute handouts:
 - BSA Youth Application form OR if you've activated online registration, Dan Beard Council intends to create a link easier to be typed into a smart phone (*ie. gocubscouts.com/pack3333*)
 - Parent Orientation Guide
 - Pack calendar
 - Pack Newsletter (*with basic information and contact list*)
 - Family Talent Survey (*to be collected*)
 - *Boys' Life* mini 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, etc.*)
- 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.
- Make sure to "Accept" all online applications right away.



Best Practices for 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 decide and make sure they have all other materials they will need. Better yet, have them complete it online and accept that same night using a credit card!
- 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. Take time to review the completed Family Talent Surveys to identify your best prospects. Then, set up a meeting with them personally to ask them to volunteer. This might mean that another leader helps with a Den until the RIGHT person can be identified.

How to Update Your BeAScout.org Pin



Your unit is represented on the **BeAScout.org** and **GoCubScouts.com** web searches using what is called a "Pin." It's important to have all of your information up to date for parents who search online to join Scouting. Start by going to BeAScout.org, select Cub Scout Pack in the dropdown and put in your zip code. See what your Pin currently looks like and realize, this is what perspective parents see when doing online research in advance about your Pack.

1. The unit leader (*Cubmaster, Scoutmaster, crew advisor, along with the unit Committee Chair and the Chartered Organization Representative*) must update the BeAScout pin by logging into their my.Scouting Tools account.
2. From the top left menu, select Legacy Web Tools and then BeAScout.
3. Set your unit's pin status to Active.
4. Select Unit Mode in the Unit Pin Mode drop-down menu.
5. Enter your unit's current information and save!

There is a very detailed instruction manual online: [scouting.org/resources/online-registration](https://www.scouting.org/resources/online-registration)

How to Activate Online Registration

Prospective parents are able to search just for units that accept online registration, so once your BeAScout.org Pin is active, we highly recommend setting up your unit for online registration.

For more information, videos, detailed instructions, FAQs, etc.

Visit: [scouting.org/resources/online-registration](https://www.scouting.org/resources/online-registration)

Some important configuration items in your online **Organization Manager** for recruiting:

- Update your BeAScout PIN and make sure Unit PIN Mode is 'Unit'
- Change your Pin Status to Active
- Set your Apply Status to Active
- Dan Beard Council is accepting online applications for both YOUTH and ADULTS.

You may configure an optional:

- Unit Message Fee notice which describes dues for your Pack

You may configure an:

- Automated Welcome Message email from your Pack

Assign Registration Inquiries Functional Roles:

- Key 3 (*Unit Leader, Committee Chair and Charter Org Representative*)
- Other unit leaders can be granted access for 'Registration Inquiries' using Organization Security Manager ->Functional Position->Registration Inquiry

Online Recruiting Tools



There are two other tools in your My.Scouting.org system to help with your recruiting:

1. **Invitation Manager**
2. **Application Manager**

Invitation Manager:

- Generates URL and QR Codes specific to your unit's online registration link. These can be found in the top right corner of your Invitation Manager screen. If you've enabled online registration, DBC intends to create a short link like gocubscouts.com/pack3333 to make it easier for a parent to type it into their phone's web browser.
- Assign roles in your unit to manage leads and invitations.
- Digital tools for tracking leads and invitations and coordinating follow-up by your unit.

Applications Manager:

- Only a Unit's Key 3 can 'review and accept' applications.
- Click Applicant's name in 'My Actions' tab
- Click Accept or Review Applications (*other options are Reassign, Do Not Accept, or Return to Applicant*)
- Take Action on Lead – click name on applicant from 'My Actions' Tab

For more information, videos, detailed instructions, FAQs, etc. visit:
scouting.org/resources/online-registration



Resources



Websites:

Dan Beard Council website: danbeard.org

Dan Beard Council Recruitment and Related Resources website: GoCubScouts.com

Dan Beard Council Media Resource website: danbeard.org/mediacenter

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

National BSA website: scouting.org

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

For Cub Scout Specific:

Leader support: scouting.org/Home/CubScouts/Leaders

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 GoCubScouts.com to BeAScout.org. It is important for Packs to update their BeAScout.org pin with accurate contact information.





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