

# #ADVENTUREON



## **NCAC Cub Scouts Membership Playbook**



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## *Information Covered*

### **CAMPAIGN SET UP:**

*Scouting Matters- Tuft Study  
Sources of Membership  
Membership Cycle*

### **ACTION PLAN:**

*Cub Scouts BSA Join Scout Nights*

### **SUPPORT MATERIALS:**

*Printed resources  
Digital assets  
Geofencing and Social Media*

## **Welcome!**

Thank you for helping lead the National Capital Area Council, Boy Scouts of America to grow our membership base and support our communities.

Together, we will find ways to provide a positive Scouting experience to tens of thousands of youth members across Southern Maryland, Northern Virginia and the District of Columbia.

This guide will help you make a compelling case for potential families to join a local Scouting program and enjoy all the benefits Scouting can provide their child through these critical developmental years.

Remember: your knowledge, enthusiasm, and commitment to Scouting is important when supporting membership development. You are recruiting families that will positively affect our communities for years to come.

Thank you again!

Mimi Braniff, Vice President of Membership  
Keenan Pallone, Staff Advisor of Membership  
National Capital Area Council Executive Board



## DOES SCOUTING WORK?

We all know Scouting's goal is to prepare young people for life, but does it work? Scouting was put to the test over the course of three years, when a research team from Tufts University worked with the Boy Scouts of America's Cradle of Liberty Council to measure the character attributes of both Scouts and non-Scouts — all with a goal of better understanding the character development of youth as it was happening. The project, which was funded by the John Templeton Foundation and led by Dr. Richard M. Lerner, surveyed nearly 1,800 Cub Scouts and nearly 400 non-Scouts under age 12 using both interviews and survey data. **In the beginning, there were no significant differences in character attributes between the two groups. By the end, however, the differences were striking in several areas:**



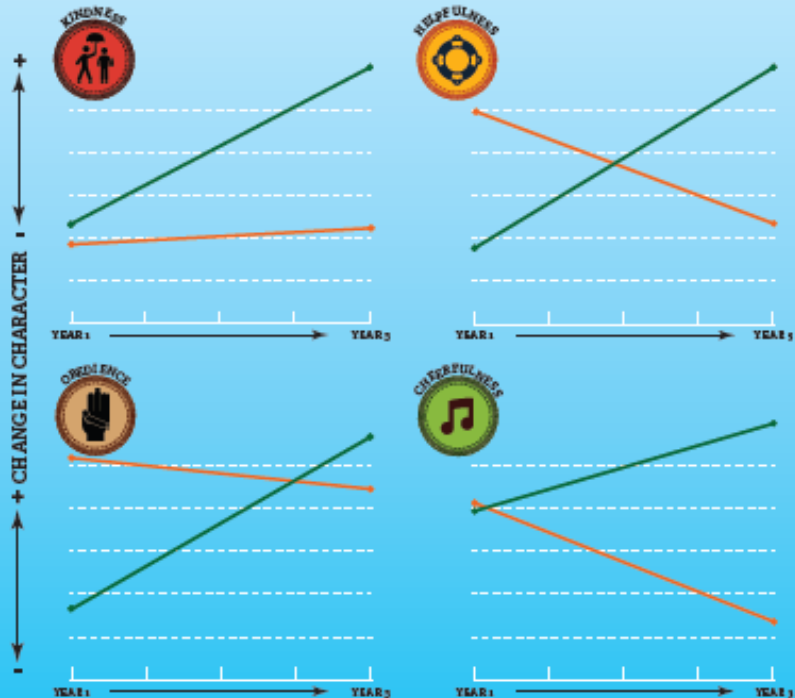
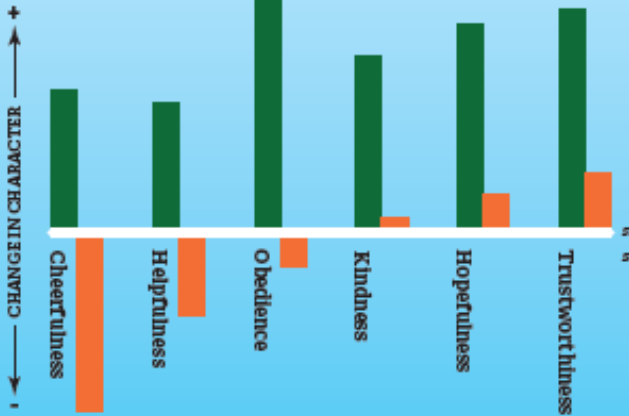
**2,000+**  
Scouts and non-Scouts aged 6-12 from across the Philadelphia area were measured in 6 key areas:



\*Hopeful Return Expectations

## CHANGE IN CHARACTER

during the course of the 3-year study:



### KEY FINDINGS:

- The more time kids spend in Scouting, the better the outcomes in character development
- Those who attend meetings regularly report higher outcomes virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace positive social values than non-Scouts
- Scouts who are more engaged in the program report higher outcomes in nearly every category

With fun and discovery at every turn, Scouting makes the most of right now. But what's more, it builds positive character and provides young people a foundation they can stand on to embrace opportunity, overcome obstacles, and make new discoveries.

**SCOUTING WORKS.**

**Learn More**

[scoutingwire.org/how-scouting-promotes-positive-character-development](http://scoutingwire.org/how-scouting-promotes-positive-character-development)

[www.tuftscampstudy.com](http://www.tuftscampstudy.com)

# 5 Sources of Membership

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1. *Growth from new units (Supported by District Membership Committee and Executive Staff)*

2. *Growth from youth recruitment / additional enrollments (Supported by District Membership Committee and Unit Leadership)*

3. *Growth from program transition (Webelos-to-Scout) Supported by the District Membership Committee and Unit Leadership)*

4. *Growth from keeping units active and chartered (Supported by members of the District commissioner staff)*

5. *Growth from increasing tenure/more youth reregistered at unit charter renewal (Supported by members of the commissioner staff)*

# Membership Cycle

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## **March**

- *Webelos to Scout Transitions begin taking place- make sure Webelos Den Leaders are encouraging the transition and Scout BSA units provide a welcoming atmosphere for new Scouts.*
- *Schedule Spring joining events to welcome back lost families from renewals or add new families.*
- *Reach out to all youth who have dropped off roster from fall and invite to summer programs*

## **April**

- *Conduct spring in-school talks and school night/ join Scouting recruitments*
- *Review community calendar for fairs or expos that are youth facing for a recruitment booth*

## **May**

- *Conduct spring recruitment membership inventories*
- *Recruit fall recruitment chair in your unit*
- *Review digital assets provided by NCAC at [www.ncacbsa.org/membership-committee](http://www.ncacbsa.org/membership-committee)*
- *Check local school calendars for fall open house and back to school nights.*
- *Set your JSN date.*

## **June**

- *Attend Fall Recruitment training hosted by NCAC*
- *Meet with Elementary School principal to discuss fall promotional plans and what is acceptable according to School District policy and building permissions.*
- *Secure locations for billboards, banners, yard signs, and other promotional materials*
- *Update unit pins on BeAScout.org*

## **July**

- *Confirm dates and times of flier distribution and rallies with schools*
- *Start the publicity/marketing campaign. Focus on seven "hits" or contacts*

# Membership Cycle

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## **August/ September**

- *Attend your district fall recruitment kickoff and training*
- *Post banners, yard signs, and marketing throughout your communities*
- *Conduct in-school talks, attend school open houses, conduct sign up event, and schedule a follow up popup event*
- *Submit all physical applications to the District Executive*
- *Watch Application/Invitation manager for new applications and leads for your pack weekly*
- *Ensure that all new leaders receive appropriate training, including youth protection training, and recognize them at the next roundtable*

## **October**

- *Send welcome letter to all new parents and follow up with those families who expressed interest but haven't signed up yet.*
- *Continue to monitor application manager for new online applications and leads*
- *Continue to ensure training is provided to and recorded for all new leaders*
- *Utilize Halloween parties or Trunk or Treats to market your Scouting program*
- *Conduct membership inventories to ensure all members are registered and participating in dens*

## **November**

- *Continue to organize new families into Dens*
- *Begin recruiting new families into leadership roles with unit committee*
- *Continue following up on online applications and leads through BeAScout.com*

# Cub Scouts Action Plan

## ***The Concept:***

Your unit will hold a “sign-up” night at a prominent location in the community, such as a school, church, or community center. At this sign-up night, you will provide basic information about what Scouting offers youth and families in the area. This could be done through a formal presentation, an information table, a film about Scouting, or even through games and contests. The important thing is to get the family’s attention and let them see what Scouting is all about.

This playbook will act as your guide for planning, promoting, and carrying out a sign-up event in your area

## ***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.

### 1 Get Help

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.

### 2 Set Goals

Work with your chartered organization to discuss sign-up plans and set goals for your unit. How many youth and families do you want to sign up for Scouting? How will you do that?

### 3 Get Trained

NCAC and several districts offer training for sign-up nights. Check with your District Executive or Membership Chair to see if there is training in your area.

### 4 Reserve Your Spot

Sign-up events typically take place during the back-to-school recruiting season. For that reason, holding the event at a school is usually the best option. Typically, the school’s scheduled back-to-school night is where you will be able to meet with the most families. Contact your local school principals or superintendents to discuss your Cub Scout sign-up event and get permission to attend.

### 5 Organize Volunteers

Your pack sign-up coordinator should organize the sign-up event team for your unit, usually five to six people to act as “station chiefs.” These are simple jobs that anyone can fill, but it’s best to use parents of current Cub Scouts who can talk from the heart about what Cub Scouting means to their family and their kids.

### 7 Have Fun

Have Fun! Keep the event fun and exciting. This not only makes it better for the parents attending, but also will make it easier for you, the organizer. Speak from the heart, don’t stress, and just enjoy the opportunity to introduce new parents to Cub Scouting

# Cub Scouts Action Plan

## *Promoting the event*

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. You should start to build the buzz at least six weeks out from your sign-up event(s). Your council or district will help get the word out, but the majority of your success will come from unit marketing.

How much access you have to promote Scouting in your schools will help you decide the best ways to market your sign-up 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.

**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 Scout talks at the school
- Back-to-school open house events, school carnivals, and conferences
- Invite current youth and parents to attend lunch at school in uniform
- Videos on in-school video networks
- School newsletter or website

Scout Talks can make a huge difference when signing up new Cub Scouts! Schools that provide access to Scout talks are the way to go. A Scout Talk is simply visiting each classroom and getting the children excited about Scouting. The Scout talk is where youth excitement is created. The district's Cub Scout sign-up training will help give you the skills to put on an effective Scout talk. Scout talks work best by going class-to-class and giving a five-minute promotion on the fun that Scouting has to offer. If this scenario is not feasible then a school assembly will work; however, classroom talks are best. When speaking with the school, thank them for working with us in the development of youth and their community.

### 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 Scout talks at after-school programs or churches in the community
- Church and community websites, calendars, and bulletins
- Billboards, posters, and yard signs in the community (businesses, churches, etc.)
- Community fairs, parades, and other events



# Cub Scouts Action Plan

## *Holding the Event:*

Many units and districts are now holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event.

This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

### Sign-Up Night Stations:

- Station 1: Welcome/Sign In
- Station 2: What We Do
- Station 3: Registration Form
- Station 4: Check Out (complete applications)
- Station 5: Den Leader Q&A

Below is an outline of what happens at each station. Note: Make sure that each station sign is clearly visible to help make sure things go smoothly!



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. 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



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. Have a pack calendar on hand along with any event flyers. Share with the family the schedule of Den and Pack meetings along with contact information for key leaders.



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. Another option would be a QR code to the online application or direct URL that folks can access from their phone or tablet. Be prepared to answer questions about pack fee payment plans and/or financial assistance.



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, and put in the envelope.



Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have. 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.

# Cub Scouts Action Plan

## *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 by their home, or invite them to the first meeting or your council's recruiting event so they can see Cub Scouting for themselves.

Continue to monitor your my.scouting.org applications and leads. This site has grown in popularity over the past several years and many units are utilizing the online application platform. However, interested families can also submit leads and request more information about your program. You can find these under the leads section on the website. Make sure there is a unit leader assigned to the membership function in your roster so they have the ability to follow up on these leads and help them register in your program.

## ***Popup Events***

These events are follow up opportunities from your JSN to promote Scouting activities and programs in your community. These events can be organized by Den, Pack, a collection of units or for the entire district.

Objective:

Events are outdoor and activity focused. Fishing at the local pond, building a birdhouse at the local pack, Scavenger hunt and hike through local trail system....etc. Have the event centered around families outside participating in an activity together.

Concept:

1. Promote your activity based event through your school or community. Promotion should be focused on the event and not to "come join Cub Scouts or Pack 123" like your JSN was.
2. Families arrive, are welcomed, and sign in
3. Kick off the event or activity- Start your hike or hand out craft kits.
4. Have den leaders work with the kids while another Cubmaster or Committee gathers parents to promote the Pack. Give each family a new parent guide (Cub Scouts), unit calendar, contact information for unit leaders.
5. Provide each family an application and/or instructions to apply online using their smartphones

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JOIN TODAY AT [BEASCOUT.ORG](https://www.beascout.org)



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