

CUB SCOUT LEADER'S Fall Recruitment Guide



Join Scouting Events 2025



<https://ncacscouting.org>



Welcome to the 2025 Join Scouting Campaign!

Guidebook - The agenda and script in this Guidebook provide a road map by which to conduct your Join Scouting Events.

Join Scouting Events will take place in schools throughout the Council where youth will be given the opportunity to join Scouting. At this meeting, the main purpose is to have parents 1.) complete the registration for their youth and 2.) pay appropriate fees.

Organizational Meetings should be conducted no later than one week after the Join Scouting Event. At this meeting dens will form and Den/Pack leadership will be identified. Before conducting Pack Organizational Meetings, existing Pack leaders should access their applications to identify potential good leaders, examine how many new youths have joined the Pack, and determine how many new leaders will be needed.

Thank you for your efforts. You are having a significant, positive impact on the lives of the young people of the Greater DMV and their families.

Good Luck and Good Scouting!!!

- Mimi Braniff, Vice President of Membership

Leading the Join Scouting Campaign

There are many ways to recruit youth and adults into the Scouting program. The New Member Coordinator works toward developing and implementing the Join Scouting Campaign for your unit.

(<https://scoutingwire.org/marketing-and-membership-hub/councils/new-member-coordinator/>)

There are four key events that are essential to your success.

1. **Coordinated joining events**, 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 Join Scouting Campaign. Experience has shown that being creative in running each of the steps can give a huge boost in our recruitment and retention. Experience has also shown that changing or omitting one of these steps results in less effective recruitment. So, stay on the course and grow Scouting for your Pack!



INDEX

Page		Page	
4	Timeline	12	Station 3 Sign
5	Set-Up for Sign-Up Night Chart	13	Information Station 4 - Check Out
6	Information Station 1 - Sign-In Here	14	Station 4 Sign
7	Station 1 Sign	15	Information Station 5 - Den Leaders / Questions & Answers
8	Information Station 2 - What We Do	16	Station 5 Sign
9	Talent Survey	17	Bring-A-Buddy Events
10	Station 2 Sign	17	Alternative Recruiting Venues
11	Information Station 3 - Registration Form	17	Additional Promotional Ideas
		18	Using Social Media as Recruitment Tool

SIGN-UP TIMELINE

By August 15th

- Following the Ideal Year of Scouting, have your Pack Information Sheet ready with Pack Calendar, Pack Fundraising Activities, Fee Schedule, Financial Support Information, Leaders List, Meeting Times / Dates.

Prior to Sign-Up Events

- Coordinate with District Leadership and District Executive to receive Joining Event materials.
- Your District Executive or a volunteer will start conducting Scout talks and flyer distribution in schools and alternate venues.
- Deliver event announcements to all local media sites, neighborhood associations, neighborhood online platforms, etc. Post banners, yard signs, posters, etc., early and for as long as possible.
- Re-confirm location for Join Scouting Event(s).
- With your District Executive, plan and submit the information for a Geofenced Facebook Boosted Event for your sign-up event.
- Distribute flyers to churches, other youth organizations, and sport leagues.
- Support your District Executive in scheduling Scout Talks (if needed).
- Plan the Joining Event and assign roles.
 - Recruit 5 Station Chiefs - Review “Station Chief Briefing” with each Station Chief.
- Gather Joining Event supplies (Youth and Adult Applications, *Scout Life* samples, pens, Unit QR Code postcards, and training calendars). Make sure several laptops and tablets will be available for online registration.

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.
- Play Traffic Cop - 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 or confirmation of registration if Scout signed up using Pack QR Code for online
- If paper applications were necessary, 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 Joining Event materials and make sure room is left better than you found it.

Contact District Executive immediately following Sign-Up Event (text or email is best)

- To report your success and to make arrangements for delivery of attendance rosters or any fees/paper applications.
- 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 one week of the first meeting. The first den meeting should be held within 14 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 overnigher or other new member events.
- Send thank you letter to superintendents, principals, and chartered organizations for their support.
- Review results and develop follow-up strategies with the Pack Committee.
- Recognize key volunteers who achieve their Join Scouting Campaign objectives.
- Encourage participation in the popcorn and camp card sales along with other best practices in the Ideal Year of Scouting.

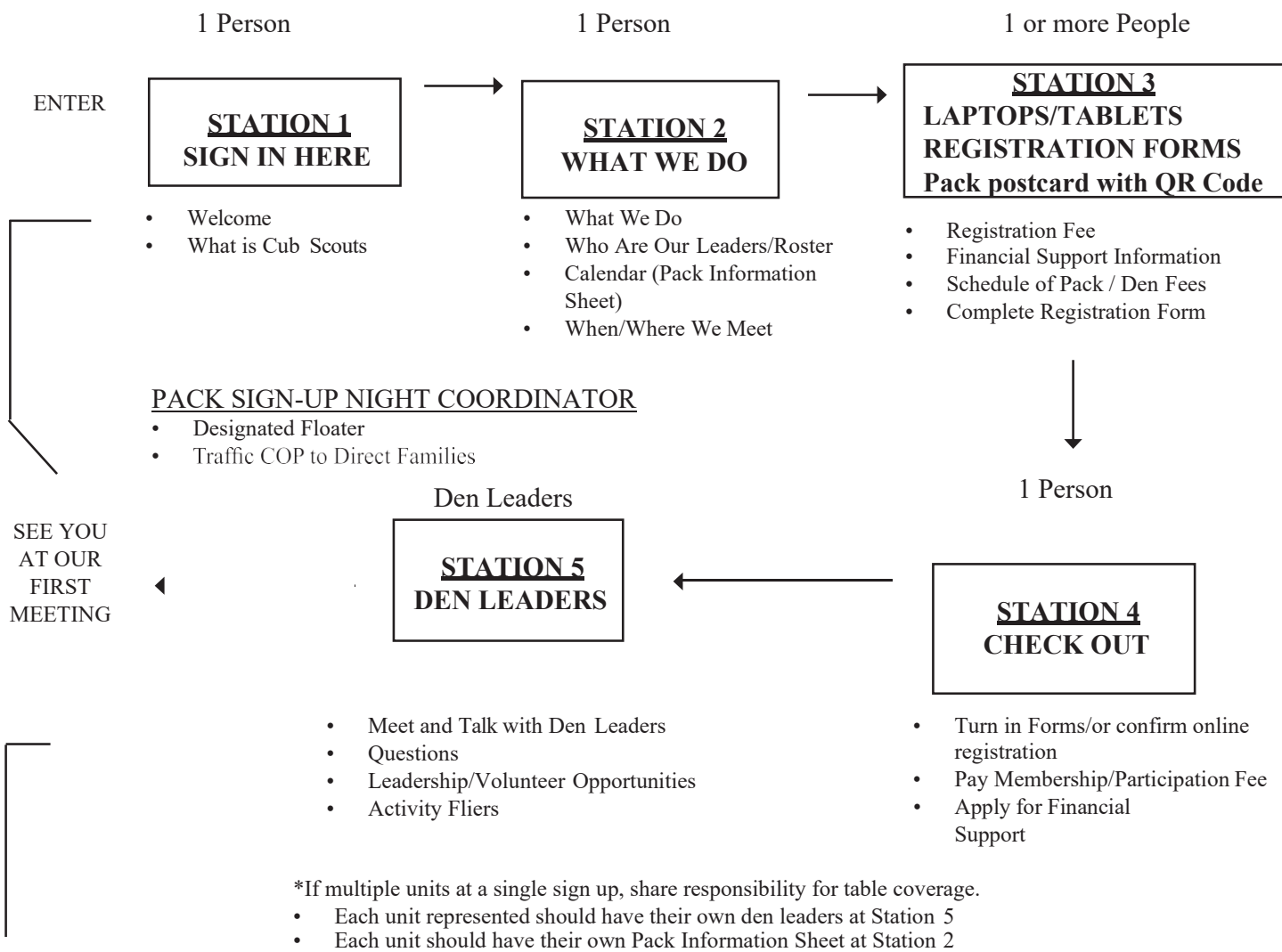
JOINING EVENTS

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

- **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 the health forms can be handed out in an 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.

Setup for Sign-Up Night



INFORMATION STATION 1

Sign In Here...

Station Chief Briefing: (Recommended - Committee Member, Committee Chair, or Chartered Organization Representative 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 to visit to complete the sign-up process and that it will take 20-30 minutes
- Direct them to Station 2
- Handout What is Cub Scouts? - 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?

#ADVENTUREON!

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” (Calendar, When/where meet)
- 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
- Provide the Parent Talent Survey and ask them to complete and sign.
- Direct them to Station 3

What You Want To Have:

☐ Station Sign (Reverse of this
☐ page) “Pack Information Sheet”
with

☐ Pack Calendar/Meeting times

☐ When Available - have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts.

☐ Parent Talent Survey

CUB SCOUT FAMILY TALENT SURVEY

Each parent or adult family member should fill out a separate sheet and turn it in at this meeting.

Welcome to our Cub Scout family!! Scouting is for parents as well as boys and girls. We have a wonderful group of families who have indicated a willingness to help, according to their abilities. We invite you to add your talents and interests so that the best possible program can be developed for your child and their friends.

Den leaders are always busy with den activities. Our Pack leaders know you have some talent that will help create the best experience for our kids. Please complete this form and share with us areas where you can/will help make our Pack stronger. Although your help may not be on a full-time basis, your cooperation and help are appreciated.

My hobbies are: _____

I can play and/or teach these sports: _____

My job, business, or profession would be of interest to Cub Scouts: _____

My Scouting experience: Cub Scout ____ Scouts BSA ____ Explorer ____ Venturer ____ Sea Scout ____ Girl Scout ____

Rank attained _____ Adult leader _____

I can help in these areas:

General Activities

- | | |
|---|--|
| <input type="checkbox"/> Bookkeeping | <input type="checkbox"/> Leave No Trace |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Map/Compass |
| <input type="checkbox"/> Carpentry | <input type="checkbox"/> Nature/Plants/ |
| <input type="checkbox"/> Computer skills | <input type="checkbox"/> Animals |
| <input type="checkbox"/> Cooking | <input type="checkbox"/> Outdoor ethics |
| <input type="checkbox"/> Crafts/Drawing/Art | <input type="checkbox"/> Radio/Electricity |
| <input type="checkbox"/> Dramatics | <input type="checkbox"/> Sewing |
| <input type="checkbox"/> First Aid | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Games | <input type="checkbox"/> Weather |
| <input type="checkbox"/> Health/Nutrition | |
| <input type="checkbox"/> Hiking | |

Special Program Assistance

- ☐ I have an SUV or Van or Truck.
- ☐ I have a workshop.
- ☐ I have family camping gear.
- ☐ I can make contacts for special trips and activities.
- ☐ I have access to a cottage or camping property.
- ☐ I can help plan an event.
- ☐ I can help Webelos Scouts learn Scout skills.
- ☐ I can give other help:
- _____
- _____
- _____

Adult's Name _____ Scout's Name _____

Email address _____

Home/Cell phone _____ Business phone _____

Address: _____ City/State/Zip _____

Occupation: _____ Place of Employment: _____

I'm excited about the skill-building and values-driven Scouting experiences ahead for my family and look forward to helping my child advance and achieve through the Scouting program.

Signature: _____ Date _____



STATION 2



WHAT WE DO

- **PACKET INFO SHEET**
- **WHEN / WHERE WE MEET**
- **PARENT CONTACT SHEET**

#ADVENTUREON!

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 youth join Cub Scouts! Here are your tasks:

- Make sure the Station 3 sign is visible
- Have three ways to register ready:
 - Print copies of the QR code from BeAScout.org for your unit visible for registration by electronic device/cellphones
 - Have several laptops/tablets connected to wifi ready for registration online.
 - Have Youth Application Forms ready to be completed with pens
- Have NCAC Financial Support QR Code with explanation visible and easy to access.
- Provide printed information on additional Pack fees, Pack Fundraising Programs (Popcorn and Camp Cards) to pay the fees, Pack payment plans, and available Pack financial assistance.
- If the Pack is not participating in the Popcorn program, provide information on how Scouts can sell popcorn individually online with fact sheet and QR code.
- Direct them to Station 4

What You Want To Have:

☐ Station Sign (Reverse of this page)

Registration \$165
Scout Life (Optional) \$15.

☐ Laptops/tablets

☐ Youth Applications

☐ Pens

☐ QR Codes for Registration



STATION 3



REGISTRATION FORMS

- JOIN
- WHAT ARE OTHER COSTS?
- WAYS TO PAY FOR SCOUTING

#ADVENTUREON!

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 or Pack QR code registration is submitted successfully.
- Collect the proper amount for Scouting America Membership Fee and NCAC Participation Fee (Scout Life if added) and note the amount and form of payment on each form. (**Ask families to pay any pack fees at a later date but make sure they are aware of the fees from Station 3).**
- Be prepared to answer questions about pack fee payment plans and/or **financial support.**
- Distribute any giveaways for joining at the event.
- 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 Joining Night Coordinator with forms and payments. Collected, signed by the CUBMASTER, the local council copy separated and put in an Envelope along with the Registration Fees collected.



STATION 4



CHECK OUT

- **TURN IN FORM AND PAY MEMBERSHIP FEE -OR-**
- **CONFIRM REGISTRATION**

#ADVENTUREON!

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 Joining Event Coordinator with room clean-up after the event time ends.
- This is the proper location for displays.
- Use as many tables as you need at this station.



STATION 5



LEADERS

- WHO ARE OUR LEADERS?
- MEET DEN LEADERS
- ASK QUESTIONS

#ADVENTUREON!

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 scouts and parents to show them that Cub Scouts go camping.
- Set up a pinewood derby track at a high-traffic area for children 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	POOL PARTY
FIELD SPORTS	ICE CREAM PARTY
TREASURE HUNT	

For additional information on conducting the Bring-A-Buddy Events listed above (and many more) visit:
<https://www.scouting.org/recruitment/>

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:

- | | |
|---|---|
| <ul style="list-style-type: none">• Church Youth Groups• Sporting Events/Leagues• Church Coffee Hours & Bulletins• School Open Houses/Events/Book Fairs• Summer/Winter Youth Program Flyers | <ul style="list-style-type: none">• 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

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. Scouting America National Capital Area 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:

<https://www.scouting.org/programs/scouts-bsa/resources/recruitment-marketing/scouts-bsa-marketing-tools/>

Scouting America National Capital Area Council
9190 Rockville Pike
Bethesda, MD 20814



Phone: 301-530-9360

Fax: 301-564-9513

ncacscouting.org