



RECRUITMENT EVENT OPTION 2: JOIN NIGHT MEETING

This meeting is the first impression new families will have of Cub Scouts – make it positive – be prepared, organized, fun and welcoming.

Parents will expect to have the following questions answered:

What will my son be doing? What is the value? ... How do I sign up? ... How much does it cost? ... What is the time commitment? ... What do I have to do?

Plan for Join meeting with the help of other leaders:

- Distribute responsibilities among the pack leaders – everyone has a part.
(Greeters, Activity persons (at least 2), presenter, application/fee collector, den leaders)

Before you leave home:

- Prepare the fun activity – or follow up with the person assigned
- Prepare for your presentation (secure equipment needed) – be familiar with the material

Have on hand the following materials:

- Sign in roster & Pens
- Youth & Adult membership applications
- Parent Information guide
- Boys' Life mini-magazines
- Pack information (key contacts, meeting dates & upcoming activities, cost to join/how to pay)
- Adult leader training information
- Sample resource books for display (youth program books, Cub Scout Leader Guide, etc.)
- Pocket calculator, change, both bills and coins
- Masking tape, signs, markers

Arrive & Set up (30 minutes prior to the meeting):

- Check with the other Join Night personnel and the unit leaders on their responsibilities.
- Set-up your presentation and materials.
- Set out your pre-opening game(s).
- Pack and/or Den Representatives put up any displays they have.
- Either you or another volunteer should be positioned by the door to distribute parent guides, applications, Boys' Life Magazine and welcome kits to the families at the Recruitment Night for Scouting. Have families sign the attendance roster when they arrive.
- Be sure youth and parents stay in assigned room, do not wander around the building.
- Have new Scouts and parents sit together by grade levels. Put signs on tables with grade level markers. Sign in can also be on each table by den.
- Hand out applications and let them begin filling them out.
- Begin promptly.



DURING YOUR RECRUITMENT

Typical Joining Meeting Agenda

Welcome Activity: Have a greeter welcome new families (make nametags), conduct a warm-up welcome game to keep people engaged

Flag Ceremony: Start the meeting with a Flag Ceremony. Ask one of the new scouts to help. After the flag ceremony do a silly cheer to thank the youth for helping. (2-3 minutes)

Introductions: Make sure to introduce yourself and any other adult volunteers that may be helping. (2-3 minutes) – keep it brief (no need for an entire Scouting history of every leader)

Have some fun with the Scouts: Do a silly skit, or sing a silly song with the new scouts and their parents. Remember to highlight the fun of Scouting. (2-3 minutes)

Presentation of Cub Scouting: Make a professional presentation that explains what Cub Scouting is and how it works (follow the parent information booklet as a guide or the suggested script). Emphasize the importance of volunteering. Illustrate the advantages of the Scouting program, and the fun that the scouts and their parents will have. (10 minutes)

Hand out a Pack calendar or newsletter so families can see the activities.

Form Dens: After the “Presentation of Cub Scouting” is concluded, have the new scouts go to another area of the room and work on an activity, or play games with the adult volunteers that have been assigned this task. This is a critically important task, as it allows the parents of the new scouts to organize into Dens without too many distractions. After the youth have been separated from their parents, encourage the parents at each age appropriate table to organize into Dens. Give them the following instructions (15-25 minutes):

- Fill out their son’s youth application
- Pick a Den Leader and Assistant Den Leader for their new Den. Make sure that all adults fill out an Adult Leader application. Be sure to provide the new leader and assistant leader with information on training and Roundtable.
- Agree on a meeting date and time for their first meeting
- Have the new Den Leader complete a den roster (this can be the sign in sheet)
- Give the completed applications and fees, along with a copy of the Den Roster to the Unit Recruitment Coordinator once the previous four instructions are completed.
- Collecting Applications and Fees: Make sure that all of the applications and fees are turned in, along with the Den Roster. This will allow the Membership Chairman of the Pack to easily incorporate the new Scouts and Dens into the existing Pack structure. Make sure that the new Scouts and new leader’s applications and fees are turned into the appropriate District or Council representative in a timely fashion.
- Adult applications will most likely have to be collected at the next meeting as the adults will need to take Youth Protection Training.



Sample Joining Meeting Script

The following is a sample presentation that you can customize for your own use. The parents can follow along with the "Parent Information Guide". You may wish to create flipcharts or a power point presentation with some pictures of your Pack's activities.

1. Cub Scouting is an Educational and Fun Program

You know, when most people think of Cub Scouting, they picture a group of scouts meeting with their den leader, making crafts and hopefully learning useful new skills. Well, that picture is realistic, but actually it is only one way that is used to achieve Scouting's goals.

What are those goals? Cub Scouting is an educational program to help you develop your son's character, to teach him good citizenship and to help him to become physically, mentally, and morally fit. Scouting will also help your son to reach beyond himself and learn teamwork, cooperation, and respect for himself and others. Best of all, he'll be having so much fun that he may not even realize the educational process is taking place!

2. The Family

The first phase of the Scouting program takes place at home. Your son will need a program handbook, purchased from the local Scout Shop. First-grade or seven-year olds use the TIGER BOOK, Second-grade or eight-year olds use the WOLF BOOK, Third-grade or nine-year olds use the BEAR BOOK, and fourth & fifth-graders will need the WEBELOS BOOK. Each handbook is filled with challenging and fun activities and achievements to complete. Completed achievement awards are then presented at the next pack meeting.

3. The Den

The second phase of the Scouting program involves a weekly or semi-monthly meetings of a small group of Cub Scouts, usually 5-8 youth, and is called a DEN. Each den is led by a DEN LEADER, usually a father or mother of one of the Scouts. The den meetings are held at a time and location convenient for the den leader and youth. At den meetings, the Cub Scouts will learn to work together as they go on field trips, learn new songs and skits, master new skills, and build things – all of which are relevant to a monthly theme.

4. The Pack

One a month, all our dens gather together for a family night or Pack Meeting. The pack meetings are not just for Cub Scouts, but also for the whole family. At the pack meeting, Scouts and their parents are recognized for the achievements earned over the past month. This meeting is also gives each of the dens a chance to report on and show off what they did together during their own meetings.

5. Our Pack's Special Activities

So you see, Cub Scouting is really very simple. The object is to provide a well-rounded, fun and educational program for both Scouts and their family. Here are some of the special activities planned for this Scouting year. (At this point, list and describe pack, district, and council events. Be certain to stress that your program is fun, worthwhile, simple, and within reach of everyone's ability.)

6. The Cost of Cub Scouting

As with every organization, there are some costs involved. Here is what it will cost you to participate in Scouting for a year:

The national registration fee is \$36.00 per year (Adjusted for prorated fees for current year)

Boys' Life Magazine is a valuable Scouting publication specifically designed for Scouts and their families. It is mailed directly to your son each month. The subscription rate is \$12.00 each year.

The Silicon Valley Monterey Bay Council provides a secondary medical insurance policy for \$1.00 each year. This policy activates after your families primary insurance coverage if an injury sustained during Scouting activities.

(Include the following only if it applies to your own pack)



Our pack also charges a program fee to cover initial supplies, books, and other materials for our pack. That annual cost is \$ _____.

(Include this next section only if your pack does not pick up the cost of adult registration fees.)

In the case of fees for adult volunteer leaders, there is a registration fee of \$36.00 and \$1.00 for the supplemental accident insurance. This includes a subscription to Scouting Magazine.

Please keep in mind that in addition to the above costs, it will be necessary to furnish your son with a Cub Scout uniform. The uniform may be purchased at your local Scout Shop. During the early part of next calendar year, we will also be holding our annual Friends of Scouting campaign to support the year-round operations of the Silicon Valley Monterey Bay Council. At that time, you will be given the opportunity to make a tax-deductible gift to support local Scouting.

7. Cub Scouting is a Volunteer Organization

Now it's time to get our pack organized!

As you are all aware, Cub Scouting is a volunteer organization which needs the help and support of all our parents. Each den needs a den leader. But there are several other positions that need to be filled as well. Together, we can make our pack work smoothly.

8. Den Leadership

In the meantime, let's also talk a bit about some other help that will be needed for each den. The den leader is the person in charge and is responsible for organizing the den activities. That person also keeps track of what the Scouts achieve at home.

Of course, it's easier and lots more fun with two or more in charge, so the den leader will also need one or more assistant den leaders.

There are also opportunities to serve on the pack committee. The committee makes administrative decisions on behalf of all the dens. The committee meets once a month.

9. Unlimited Resources

Of course, there is nothing more frightening than taking on a task that you know nothing about. But don't worry, we have nearly unlimited resources to get you started and keep you going in your new role as a Cub Scout leader.

Two important items are the Cub Scout Leader Guide and Den & Pack Meeting Resource Guide.

(Hold up these two books so that everyone can see them. Then make them available for viewing on your "Show & Tell" table after the presentation.)

These helpful books actually set up the meetings for you. They give you craft idea and instructions, games, skits, songs, and basically everything you are going to need to have a fun and successful meeting. It's really program planning at its best and easiest.

Also, there is training available and highly recommended for all leaders. Information on trainings can be found on our local council website and there are several sessions available. (If possible, get a few registration flyers for the next upcoming sessions to hand out). The training can also be taken online – but we recommend a live course. This is a basic training course and is a great way to learn about Cub Scouts and get exciting program ideas from other leaders in our council.

For even further support, there are monthly roundtable meetings which help by offering advice and helps for den and pack programs.



Now it is time to get our dens and pack organized. We will, of course, need a den leader for each den. So now, within your own groups, take a few minutes to talk among yourselves with the goal to select a den leader and also the necessary assistants. (Give the parents several minutes, but not too long, to make their choices.)

10. Our Volunteers Tonight Are...

Make a list of the new den leaders. If there are parents who have not volunteered, encourage them to consider a position on the pack committee and promise to contact them by phone. Provide information on the new leader orientation meeting and the next pack meeting. Then distribute membership applications and collect them after they have been completed. Ask for any questions and then thank them for attending.

Now that the Sign Up Night Event has been completed there are several important steps to follow up with to insure a great sign up experience.

AFTER YOUR EVENT

- 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 36 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.

SUMMARY

Be sure to remember before, during, and after, these components need to be followed to guarantee a successful Cub Scout Sign Up Night.

- Build a Team
- Attend Council Training for Cub Scout Recruitment
- Choose an activity playbook such as: Hooked on Scouting, Rocket into Fun, Science of Fun
- Set recruitment goals
- Get the word out. Set date time and location
- Join Sign Up Night (Use attendance sheets)
- Welcome new families



PRINCIPAL EMAIL TEMPLATE

Dear Principal (PRINCIPAL NAME),

My name is (PARENT NAME). I'm a parent in (DISTRICT NAME) School District and an active volunteer with the Boy Scouts of America. Our Cub Scout Pack (PACK #) would like to recruit at your spring social event on (DATE). We'd like to set up a table with information about our Cub Scout Pack at the event.

As you know, a vibrant scouting program teaches the ethics embodied in the Scout Oath and Law, Leadership skills, and an appreciation for Nature. Cub Scout Packs and Boy Scout Troops perform many service projects benefitting community schools, from trash pickups, to supervised facilities improvements, to Eagle Projects. We appreciate your support and want to help improve (SCHOOL NAME) school through ongoing service projects and other help that you might identify. We welcome your ideas and suggestions.

I've also attached a checklist that outlines many options for recruiting that may or may not be allowable at the school. We'd appreciate if you could fill it out and return it at your convenience.

Again, thank you very much for your support. We seek to form a strong bond between Scouting and the school.

Best Regards,

(PARENT NAME)

Parent (DISTRICT NAME) School District & Boy Scouts of America Volunteer