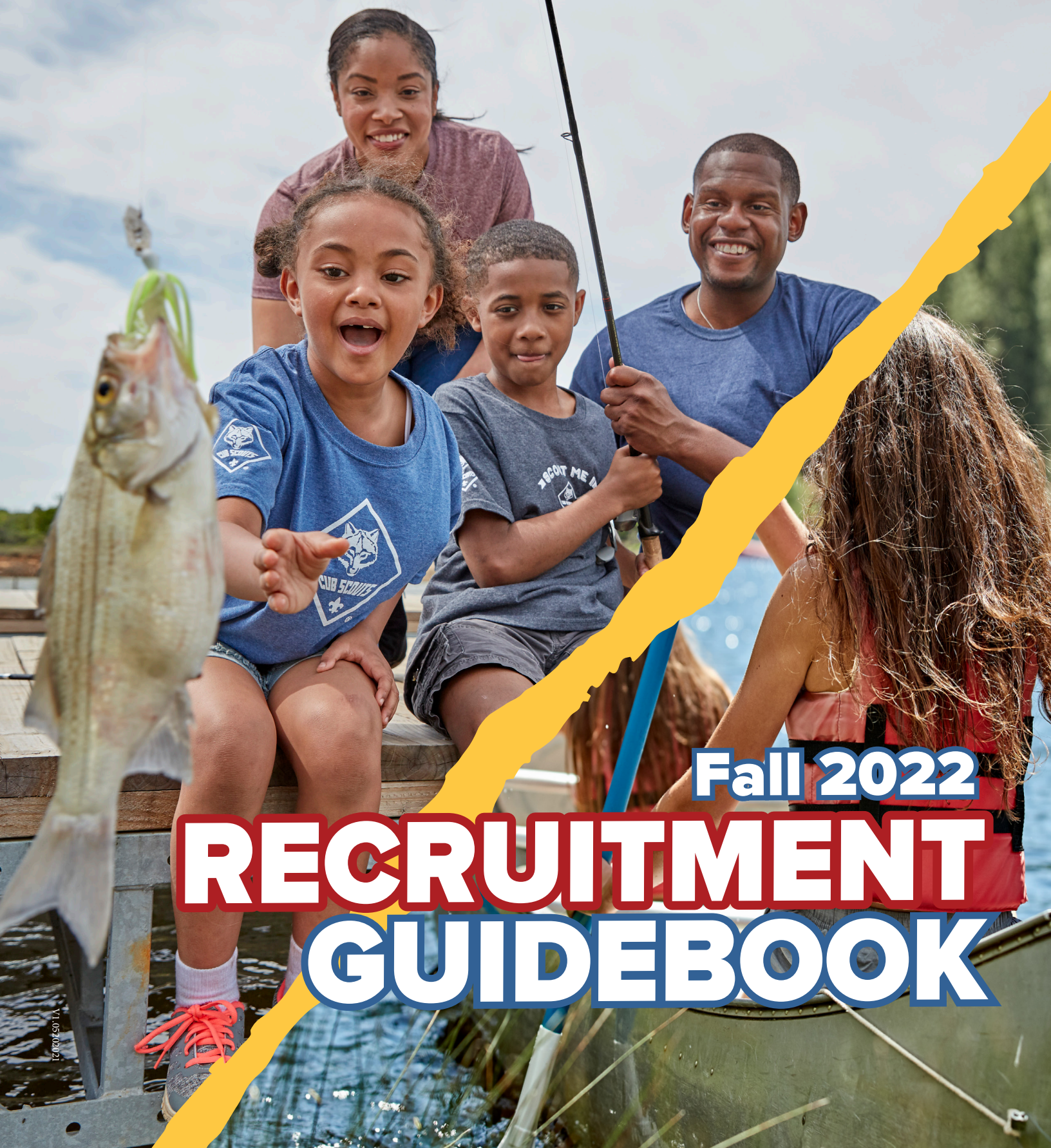




BOY SCOUTS OF AMERICA®  
SILICON VALLEY MONTEREY BAY COUNCIL

# HOOKED ON SCOUTING



Fall 2022

# RECRUITMENT GUIDEBOOK

# PURPOSE OF THIS GUIDEBOOK

Scouting is uniquely positioned to engage both kids and parents in healthy, fun adventures. Families are looking for opportunities to be outside together and Scouting is a great fit. To take advantage of this new market demand, our Scouting Units need to **BE PREPARED**. This Guidebook is intended to help your unit grow your membership. Each section will provide information on how to improve your recruiting efforts.

## 6 STEPS FOR A SUCCESSFUL RECRUITMENT

**01 Prepare** To successfully recruit new families, a well-planned and robust program is crucial. The work done ahead of the campaign/joining event will determine its outcome.

**02 Invite** Successful recruitment happens when families have been invited to come. Many families see our posters, yard signs and fliers but that does not equate to an actual invitation.

**03 Promote** Promote your recruitment events early and often. This requires that your recruitment's are scheduled with enough time to get the word out. Promotion of any recruitment should start 30 days before

**04 Enroll** Every joining event should be set up so that new families can and want to sign up. Most families come to recruitment events with the intention of signing up.

**05 Engage and Connect** New families are excited to start their Scouting adventure. Make sure they get connected with their unit or den and receive personal invites to meetings and activities.

**06 Deliver** Now it's time to **Deliver the Promise**. It is important that all the fun and adventure that new families were promised actually happens. If you do this Scouts will continue in the program year after year and parents will lean in and volunteer.

## NEED HELP? LOOKING FOR RESOURCES?

We've got you covered!  
Visit [www.svmhc.org/resources/recruitment/](http://www.svmhc.org/resources/recruitment/)  
to learn more and find all resources, guides and downloads for a successful joining event!

A great result starts with a well-thought plan.

The Membership Plan is designed to help your unit think strategically about your sign up event and promotion. Units who used this document last year to organize their recruitment efforts reported significant increases in performance and outcome.

## Setting Goals

Do you have any dens with low participation or gaps in age groups? Take a moment to think about your currently registered scouts. Which groups need the most support?



**BOY SCOUTS OF AMERICA**  
SILICON VALLEY MONTEREY BAY COUNCIL

**SCOUTS BSA MEMBERSHIP PLAN**

**SETTING YOUR GOALS**

A successful troop has a wide range of scouts of all ages. In order to ensure the longevity of your troop, take a moment to think about your age ranges. Which age group needs the most support?

	BOYS	GIRLS
REGISTERED WEBELOS IN NEARBY PACKS		
WEBELOS TRANSITION GOAL		
REGISTERED YOUTH IN 5 <sup>th</sup> GRADE		
NEW YOUTH GOAL FOR 5 <sup>th</sup> GRADE		
REGISTERED YOUTH IN 6 <sup>th</sup> -8 <sup>th</sup> GRADE		
NEW YOUTH GOAL FOR 6 <sup>th</sup> -8 <sup>th</sup> GRADE		
NEW YOUTH GOAL FOR 9 <sup>th</sup> -12 <sup>th</sup> GRADE		
NEW YOUTH GOAL FOR 1-12 <sup>th</sup> GRADE		
TOTAL REGISTERED YOUTH		
TOTAL NEW YOUTH GOAL		
FEEDER PACK 1		
FEEDER PACK 2		

**TROOP INFORMATION**

UNIT NUMBER \_\_\_\_\_

TARGETED SCHOOL(S) \_\_\_\_\_

Is BeAScout Pin up-to-date and active? YES NO

OPT-IN to Hooked on Scouting? (by 8-15-22) YES NO

**MEMBERSHIP COORDINATOR CONTACT INFO**  
Individual managing BeAScout Pin, leads, and contact person on flyers

NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

Registered as "Registration Inquiry" in myscouting? YES NO

Trained on Application & Invitation Manager? YES NO

**OUR COUNCIL PROVIDES:**

- Training materials and volunteer guidance.
- Customized flyers printed with your join information for distribution in schools and at community events.
- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Promotion on Peachjar (if applicable).
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.

**YOUR TROOP PROVIDES:**

- An inclusive and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Location for Join Nights.
- Unit Support and follow-through for Promotion Plan.

## Opt-In To HOOKED ON SCOUTING

Want to participate in this year's recruitment activity? **Fill out and return your membership plan to your District Executive by August 15 to participate!**

## Recruitment Checklist

Make sure you're prepared to welcome new families into your ranks!

## 12-Step Promotion Plan

Choose up to 12 action items to promote and recruit new families. Some actions are more effective than others; however, all will help you to grow your unit.



**BOY SCOUTS OF AMERICA**  
SILICON VALLEY MONTEREY BAY COUNCIL

**CUB SCOUT MEMBERSHIP PLAN**

**PACK INFORMATION**

UNIT NUMBER \_\_\_\_\_

TARGETED SCHOOL(S) \_\_\_\_\_

Is BeAScout Pin up-to-date and active? YES NO

OPT-IN to Hooked on Scouting? (by 8-15-22) YES NO

**MEMBERSHIP COORDINATOR CONTACT INFO**  
Individual managing BeAScout Pin, leads, and contact person on flyers

NAME \_\_\_\_\_

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- Training materials and volunteer guidance.
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- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Promotion on Peachjar (if applicable).
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.

**YOUR PACK PROVIDES:**

- An inclusive and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Location for Join Nights.
- Unit Support and follow-through for Promotion Plan.

**SETTING YOUR GOALS**

The ideal Den size is between 6-10 scouts. Take a moment to think about your currently registered scouts. Which dens need the most support?

	BOYS	GIRLS
REGISTERED LIONS		
NEW YOUTH GOAL LIONS		
REGISTERED TIGERS		
NEW YOUTH GOAL TIGERS		
REGISTERED WOLVES		
NEW YOUTH GOAL WOLVES		
REGISTERED BEARS		
NEW YOUTH GOAL BEARS		
REGISTERED WEBELOS		
NEW YOUTH GOAL WEBELOS		
TOTAL NEW YOUTH GOAL		

## RECRUITMENT OPPORTUNITIES

- SCHOOLS**
- Customized invitations to families, (utilize class rosters, ask teachers)
  - School flyer—in person or Peachjar; ask schools if you can send a flyer home in tomorrow's backpack.
  - Open House/ Back-to-School night booth—collect leads if your school permits.
  - School newsletter article (ask your principal or PTO).
  - Display case/bulletin board in your school.
  - Teacher email extended announcement—have parents ask their son/daughters to send an email home to their class—provide a draft email.
  - Attend/participate in your school's carnival or festival—gather leads.
  - Volunteer to host a booth or lead an activity or meet with principal/teachers.
  - Meet with the Principal, discuss the value of Scouting and build a partnership.
  - Hand out flyers and stickers in the pick-up/drop-off area at school (with permission).
  - Yard sign placed in the pick-up/drop-off area at school.
  - Hang a large banner on a school's fence.

- WORD OF MOUTH**
- Invite a friend campaign—utilize buddy/peer-to-peer cards and have a special invite to join night.
  - Parent to Parent campaign—encourage parents to contact one or more of their friends with kids and personally invite them to a join night.

- COMMUNITY**
- Set up a table/booth at a popular park/library during the weekend—hand out stickers and flyers.
  - Community message board—contact a church or business about adding your joining info on the sign in front of their location. Ask your chapter if you can post flyers on community boards in local library/community centers.
  - Promote at after-school community facilities.
  - Distribute flyers at youth sports practices/events (Little League or Soccer).
  - Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
  - Community event/festival participation—hand out flyers/stickers or have a booth and collect leads (farmers market, summer festivals, Truck or Tractor, parades, cultural fairs, etc.). Any event with elementary-age kids and families.
  - Place yard signs at family homes and businesses.
  - Place yard signs strategically on street corners in the community. Locations should be high traffic with clear visibility (away from residential stop signs, near neighborhood parks, long traffic lights). Think about where a sign would catch your eye on your daily drive.

- SOCIAL MEDIA/ONLINE PRESENCE**
- Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
  - Geofence your Join Night (paid social media promotion). Work with your DE on this.
  - Post the event on Nextdoor; utilize multiple families from different neighborhoods to increase your reach.
  - All-Hands Social Media Blitz—encourage parents/leaders to post info and testimonial in various locations: neighborhood Facebook pages, school/PTO Facebook page, or neighborhood social media pages.

## MEMBERSHIP PLAN

### JOIN EVENTS PLANNED

DATE	TIME	LOCATION
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

### NEW PARENT ORIENTATION(S)

DATE	TIME	LOCATION
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

### 12-POINT PROMOTION PLAN

Fill out the section below based off the list of recruitment efforts. Some actions are more effective than others; however, all will help you to grow your Pack.

# WHO IS RESPONSIBLE WHEN

#	WHO IS RESPONSIBLE	WHEN
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

A fillable PDF version of this document can be found at [www.svmc.org/resources/recruitment/](http://www.svmc.org/resources/recruitment/)  
Or, at the back of this book!

# NEW REGISTRATION FEE INCREASES

On August 1st, 2022, Registration Fees will increase. See below for more details.

## ► New Youth

Beginning Aug 1, registration for a new youth will be **\$87.00 per year** (up from \$84.00). This includes insurance.

*There is a One-Time \$25.00 Join Fee for all brand new Scouts.*

## ► Adults

New and returning adults registration will remain at **\$57.00**. This includes insurance.

## ► Unit Renewal (Recharter)

Units also need to register! The annual unit registration fee is increasing to **\$100** from \$75 and must be submitted, along with minimum charter requirements (5 registered adults & 5 registered youth) before annual charters expire in December.

## ► Scout Life Magazine Subscription

The Annual Subscription to Scout Life Magazine is increasing from \$12.00/year to **\$15.00/year**.



As we engage more prospective families in the electronic age, it is **ESSENTIAL** that we are sharing the correct and most up-to-date information about Scouting programs in the community.

**BEASCOUT.ORG** is a website where people who are curious about scouting can enter their zip code and find Packs, Troops or Crews nearest to them.

Families can request more information about joining and you can send them applications directly! This tool will also assist with providing up-to-date registration information so that they can attend your Joining Night or other recruiting events.

Unit Key 3's can update their information at [my.scouting.org](http://my.scouting.org) in "Organization Manager" under "Unit Pin."

Your unit may also choose to turn on the online application feature built into this tool to allow families to register online.

## How to Prepare for Online Registration

**1. Check your permissions:** It is critical to ensure you are granted the necessary permissions to work within the online registration system. If you are not a part of the unit Key 3, you will need to have one of the Key 3 members grant you access by listing you as **"Registration Inquiry"** in the Functional Roles section of **Organization Manager**, located in [My.Scouting](http://My.Scouting)

**2. Review Training Videos and How-To Documents:** Learn how to use the application manager, review an application, and process youth and adult applications by watching the online training videos. Also included online are how-to documents that provide application manager and invitation manager instructions.

**3. Update Your "Contact Us" Pin in BeAScout.org:** Unit leaders must update their pin in BeAScout.org. See online instructions.

**4. Share It:** Add the unique Unit URL address on all recruitment materials.

**Need Help?** A FAQ document can be found here <http://www.scouting.org/onlineregistration.aspx>.

**Tip: Print out the QR code in my.scouting.org and bringing it to your events to make online registration a breeze!**



# THE NEW MEMBER COORDINATOR

*Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The role of the **New Member Coordinator** is to ensure that both of these keys to success take place.*

- New Member Coordinators are appointed by and report to the Unit Committee Chair.
- The New Member Coordinators work with and are supported by the District Membership Committee as well as by unit leadership, the chartering organization, and commissioners.

## 3 Pillars of a New Member Coordinator

### SHARE THE BENEFITS OF SCOUTING

Promote Scouting benefits through social media and other avenues. Showcase Scouting through engagement in local community events and service.

### COORDINATE UNIT RECRUITMENT

Oversee unit recruitment efforts including joining events, and invite-a-friend initiatives. Work with the District Executive to create a custom Membership plan.

### GUIDE THE JOINING AND WELCOMING PROCESS FOR YOUTH AND THEIR FAMILIES.

Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging. Develop a unit welcome packet that answers frequently asked questions and provides resources and contact information.

## Responsibilities

Specific responsibilities for each New Member Coordinator should be determined by the unit's Committee depending on the needs of the unit. The tasks and opportunities listed should help to guide the planning for individual and shared responsibilities.

Serve as welcoming ambassadors for the unit.

Work with the unit committee in planning and implementing the Unit Membership Plan.

Participate in Fall Recruitment trainings and work with the district membership team.

Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center or your District Executive.

**Online training is available for the New Member Coordinator at [My.Scouting.Org](https://my.scouting.org)!**



## 6 Weeks Before Event

- Set recruitment goals
- Set date time and location.
- Fill out your Membership Plan and submit to District Executive/District Membership Chair
- Contact the school principal to discuss recruitment/ Back-to-School Night attendance
- Recruitment of New Member Coordinator
- Attend District Training for Recruitment/ Council Kick Off Week
- Update BeAScout.org Pin

## 4 Weeks Before Event

- Determine which style of recruitment event best suits your unit and begin recruiting your team (5-6 people for stations or as helpers)
- Event promotion efforts begin with social media, school distribution/peachjar
- Pick up printed materials from the council office
- Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night materials
- Work with District Executive to create a Facebook event for Geofencing

## 2 Weeks Before Event

- Have Your Unit Calendar, Fee Schedule, Leaders List, Meeting Times / Dates / Locations Prepared.
- Attend Community Events/Back-to-School nights to spread the word and promote your event
- Hand out Peer-to-Peer cards to already enrolled scouts/parents, encourage them to invite their friends and social networks.
- Designate unit leadership to hold a FUN activity for the youth at the Parent meeting following Sign Up Night.

## 2 Days Before Event

- If available, hold Cub Talks at School
- If applicable, hand out stickers/flyers before or after school.
- Share on Nextdoor again.
- Contact anyone who expressed interest on BeAScout, sign up sheets at community events or back-to-school nights. Remind them about the sign up night.

## The Night Of Event

- Arrive early
- Make sure station hosts have their stations set up
- Secure attendance sheet and follow-up
- Contact district executive immediately following sign-up night to report your success and to make arrangements for pickup of application and fees

## After the Event

- Approve all online applications.
- Get paper applications/registration fees to your District Executive to be added to your unit's roster.
- Have a Parent Orientation meeting the week after your Sign-Up Night.
- Continue inviting families to your upcoming meetings via invite a friend cards and flyers.
- Repeat as necessary until you have as many new scouts as you want!

# BE INVITING - TO YOUTH

You've done a great job laying the framework! The next step is to be inviting. Most youth and adults are hesitant to just join without being asked. They need to feel welcomed and learn that Scouting is a safe place where they will have fun and make friends. Many families may be unaware or confused on how or where to join. Here are a few ways to be more inviting:

**PEER TO PEER RECRUITING** • Current Scouts create invitations at a den or patrol meeting prior to the event and hand deliver them to their friends and classmates the week before the recruiting event.

**PARENT TO PARENT RECRUITING** • Parents help promote Scouting to their child's social circle through talking to their friend's parents and handing out fliers in their neighborhood, religious education class, sport teams, etc. Materials will be widely provided by the council in support of social media and networks (videos, etc.).

**SCHOOL OPEN HOUSES AND MEET THE TEACHER** • Have a table at these events not just to showcase what Scouting has to offer, but also to allow families to register right then and there.

**"BRING A FRIEND" ACTIVITIES** • Which of your activities could your Scouts invite their friends to? **All of them!** What a great way for other youth members to get a firsthand look at Scouting! This could be a day hike or a simple cookout with games. • Set up a few sample activities from the different Cub Scout handbooks or Scouts BSA Ranks and let all youth try. Registered Cub Scouts will get credit in their handbook. Remember to mention to guests if they were a Scout, they would also be earning badges during these activities!

**PARTICIPATE IN ACTIVITIES WITH YOUR CHARTER PARTNER** • Support community service, Duty to God and doing a Good Turn Daily. Have a booth or a table set up and allow people to meet the leaders. Invite them to join your Pack or Troop.

**ADOPT A SCHOOL** • Support your local school with community service projects or have a booth at the school carnival. Make sure a part of your booth is to actively invite people to join!

**FALL RECRUITMENT EVENT** • Each unit should host a simple fall activity that new families can come to. Share your event plans and details with your district membership team so they can support and provide resources.

WHAT ACTIVITIES COULD WE DO TO INVITE OTHER FAMILIES TO TRY SCOUTING?



## PROMOTION - IN THE COMMUNITY

Help the whole community realize Scouting is going strong! The best way to get on parents' radar is to be visible. There are loads of ways to get your unit 'out there.' Here are some proven examples:

**SCHOOL OPEN HOUSES/MEET THE TEACHER EVENT** • Wherever possible, your unit should have a table at these events. Parents can register their kids online right there while unit representatives answer questions. Use these events to drive traffic to your Join Night.

**LOCAL NEWSPAPER** • Work with local newspapers to get pictures, stories and recruitment information printed.

**SCHOOL NEWSLETTERS** • Send a press release to your local school to be included in the school's newsletter. Highlight local youth and recognize adult leaders.

**UNIFORM DAY** • Scouts should be encouraged to wear their uniform or Class-B t-shirt to school on a chosen day early in the school year, and on meeting days.

**PARTICIPATE IN LOCAL FESTIVALS, PARADES OR COUNTY FAIRS** • Invite everyone to your next unit meeting • Have a booth where other youth can try their hand at Scout activities. Simple giveaways like pencils, stickers, temporary tattoos and flyers are available to help promote your unit.

**TABLE/BOOTH AT LOCAL PARK OR FARMERS' MARKET** • Anywhere families are is a great place to promote. Set up a table at your local park on a weekend, or any other community event where you know there will be families. Appear welcoming and inviting and they will naturally come to you!

**SOCIAL MEDIA** • Have all members of your unit utilize social networks such as Facebook and Nextdoor to provide messages and information that will resonate with parents. Templates and resources are available at [www.svmbc.org/resources/recruitment/](http://www.svmbc.org/resources/recruitment/)

**RECRUITMENT EVENT** • Each unit should host a simple fall activity that new families can attend. This should be a drop-in style event, not a camping trip or something that requires special planning. Share your event plans and details with your District Membership team so they can support.



**ASK YOURSELF: WHAT ACTIVITIES COULD WE DO TO BE VISIBLE TO FAMILIES WHO WOULD WANT TO TRY SCOUTING?**



- 1. GO BIG IF YOU CAN** - Going big will draw attention. If you can put on a big display it is only going to draw more kids & parents to you.
- 2. BOLD & COLORFUL** – Going bold & colorful will really draw attention to you table/event. Bring your own table cloth for an extra pop!
- 3. PRESENCE (Boys, Girls, Leaders in Uniform)** – Having Leaders & Scouts walking around your event will make them stand out. Celebrate the diversity of your unit.
- 4. INFORMATION PACKETS** – Talk about the FUN points of Scouting. Prospective scouts are really drawn in when you talk about activities they are interested in. Many times, there is a misconception of Scouting as some boring activity where you sit at someone's house and do. When you start to mention camping, archery, bb guns, rockets, pinewood derby, rock climbing... you will see their interest start to show.
- 5. ALWAYS TAKE NAMES & CONTACT INFORMATION** -Make sure to get the parents name & contact information. This can be done with a QR code to a digital sign up (BeAScout or GoogleForms) or you can download a sign-in sheet template from the SVMBC Resource Page.  
  
Make calls a few days prior to Sign Up Night to remind parents to sign up that night. After Sign Up Night, make follow up calls & have a second chance for parents to come & sign up at your unit's orientation night.
- 6. HAND OUTS-** Be prepared with giveaway items and information flyers. SVMBC will provide these to your unit free of charge. See your District Executive to learn what handouts are available.

**MOST IMPORTANT: show how much FUN Scouting is to your potential parents, Scouts & siblings!**

SVMBC has many resources available for loan to make your info booth a success!  
Ask your DE for more information.



# 03 PROMOTIONAL MATERIALS

It is important to promote your recruitment events early and often. This requires that your recruitment's are scheduled with enough time to get the word out. **Promotion of any recruitment should start 30 days before the event.**

## Promotional Materials Available Year Round

Order through [SVMBC.org](http://SVMBC.org), your District Executive or pick up at the Scout Office.

**FLIERS/PEACHJAR** • Whether your school distributes physical flyers or digital ones through Peachjar, we have you covered. Before requesting materials, you will need to determine some key points of information:

- New Member Coordinator Contact Info (Name, Phone, Email)
- Sign Up Night Details (Date, Time, Location with address)
- Onboard Meeting Details (Date, Time, Location with address)
- Number of Flyers/Schools for Distribution

**Peachjar flyers require 30 DAYS Notice prior to posting and are limited to a MAXIMUM of 4 Schools per Unit.**

**GEOFENCING** • In the Fall season, the Council offers complementary Facebook Geofencing, which uses GPS to purposefully promote events such as Join Nights to people within a chosen radius from a set location. 3 Weeks Notice is required.

**POSTERS** • These are 11"x17" posters for school bulletin boards and hallways as well as key businesses in the community where they are likely to be seen by parents and kids.

**PENCILS** • Easy to hand out, these include the URL to [BEASCOUT.ORG](http://BEASCOUT.ORG)

**YARD SIGNS** • In addition to families in the unit putting a Join Scouting yard sign encouraging friends and passers-by to join, units should place yard signs at the school and in heavy traffic areas around the community.

**STICKERS/TEMPORARY TATTOOS** • Available by request through your District Executive, postcards can be customized with your Pack's information.

**LEMONADE STAND-STYLE RECRUITMENT BOOTHS** • SVMBC has 2 large eye-catching pop-up booths for use at events. (One for Scouts BSA and one for Cub Scouts) Talk to your District Executive about availability.

**CUSTOM MATERIALS** • If you would like custom or unique materials or have a need for a secondary language, contact your District Executive.

**PROMOTIONAL VIDEOS** • The BSA National office provides high-quality, high-energy 30-second videos that can be personalized at the end with your unit's sign-up information. These can be shared across social media platforms.



# HOLDING THE JOIN EVENT

## SIGN UP NIGHTS

Sign-up nights give parents and youth an opportunity to get to know Scouting at a personal level, face- to-face. Questions are answered, interest is built, and parents see how Scouting is for families like theirs, no matter what that family may look like.

*Remember: Families often attend a Sign Up night to SIGN UP! So always include the opportunity to register!*

## ACTIVITIES FOR YOUTH

Having an activity for the youth during the Sign-Up Night greatly increases the success for three reasons:

1. Allows the parents to focus on the information being presented.
2. Demonstrates the Scouting method to the new parents from the beginning.
3. Solidifies the involvement of the youth, and confirms the promise to them of the amount of fun they will have in Scouting.

The activities do not have to be complicated or elaborate – just entertaining enough to distract the youth for 30-40 minutes.

For example, a great activity for new Cub Scouts is working on their first rank advancement – the Bobcat Rank.

For new troop members, they can work on their Scout Rank. They may not complete all the requirements that night, but it will encourage them to attend the next meeting to finish their first rank.

Other activities include:

### Cub Scouts

- Stomp Rockets
- Scout Oath & Law Word Search
- Marshmallow Catapults

### Scouts BSA/Sea Scouts/Venturing

- Knot Tying competition
- Basic first aid
- Pioneering demonstration
- Flag Etiquette

**NEED HELP? Your District Membership Team would be glad to attend your events and support your volunteers.**



## THREE THINGS TO ENSURE HAPPEN AT THE SIGN-UP NIGHT

1. Applications/information recieved for each prospective scout, whether or not they are joining.
2. A Good organized experience for new families.
3. New families walk away with a calendar and they know when the next meeting is, with the contact information for unit leadership.

# The Multi Station Method

*(8-10 volunteers recommended for this method)*

By establishing “stations”, it allows for a more personal connection as each parent learns more about the unit. This method is for more of a “come and go” informational meeting about 15 minutes from start to finish, with the event lasting no more than an hour.

Have 4-5 tables spread out and have adults travel in groups of 3-5 to keep the process moving smoothly, so not everyone will arrive at once. The purpose is to get them the information and sign them up.

At the same time an activity should be available to all youth who attend so that the parents can focus on the information.

**Station 1: SIGN IN** Welcome Table with a sign in sheet. Youth will go to activity.

**Station 2: WHAT WE DO** Unit Specific Information is handed out about activities and contact information. Include applications with handouts. Be sure to have your pack calendar as fleshed out as possible!

**Station 3: COST** Fees & Fundraising is discussed.

**Station 4: REGISTRATION** Paperwork is completed and can be turned in before leaving. If your unit is doing online applications, be sure to print out large copies of the application QR code to streamline the process.

Once paperwork is completed, invite the adults to the **Onboarding Meeting** (within 1 week) to review and answer questions about the program.

**Station 5: LEADER Q&A:** • Make an effort to have as many Den Leaders on hand as you can to talk about their dens and give families a chance to get to know them.



# W.R.I.P. METHOD

(2-4 volunteers recommended for this method)

If you do not have the volunteers available for the Station Method (preferred), this method is simple and straight forward. The Sign-Up Night presentation should follow the W.R.I.P. guidelines.

The presentation should be brief, informative, and follow the outline below.

Please keep in mind that the entire presentation should be no more than 15 to 20 minutes.

**W - Why Scouts? (3 minutes)** Give a brief description of why Scouting is important. Keep in mind that most of these parents are already bought in if they are at the Sign-Up Night.

**R – Review Materials. (5 minutes)** Review the materials in the Sign-Up Night packet. Allow the unit a few minutes to review unit-specific materials, their calendar and information sheet (these materials provided by unit).

**I – Invite a Friend. (3-5 minutes)** Preprint your unit's Onboard Meeting on a Invite a Friend card. Pass the customized card to each youth; have them write their best friend's name from school, church or other group who is not at the Sign-Up Night on the card and deliver the next day.

**P – Paperwork. (As long as necessary)** Assist parents in filling out their paperwork completely and efficiently. Reference the directions of completing applications online if the unit supports this option. This is a good opportunity to answer individual questions they may have and ensure they have all the information including dates and locations of upcoming event.

**Remember: Every show has rehearsals ahead of time. Practice makes perfect!**



## Submit paper applications to the council office and approve online applications

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 48 hours of the event. This is especially critical if you have Opted-In to **Hooked On Scouting**.

## Welcome Your New Families And Members

Don't wait! Call them the very next day! Be sure to invite all families to first-night unit 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 your troop or 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.

## Onboard Meeting for New Parents & Youth

Introducing New Parents to the structure of BSA programs creates a transparency allowing those same parents to become volunteers. This is best achieved at the Onboarding Meeting **held no more than one week after the Sign-Up Night**. This meeting is to show parents how Scouting gives youth what they want and offers what they, as parents, need from a program for their children. It introduces parents to other leaders within the unit as well as showing how they can help their youth succeed, and that it can be personally rewarding for them as well.

## 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 invite them to the first meeting or your council's recruiting event so they can see Scouting for themselves.



# ONBOARDING MEETING AGENDA

*The parent orientation is a vital step in the recruiting process and should take place after your unit's recruitment event. Parent orientations serve as the opportunity to provide an introduction into Scouting and your unit's program to new families.*

*Critically, this is your chance to recruit your unit's future leaders - **invest in the opportunity!***

## 6:00 Set Up

- **Set up tables and chairs as needed.**
- **Make sure all materials and equipment are on hand.**
  - Rosters from recruiting meeting.
  - 3-5 Parent Packets (for any new families).
  - Parent Talent Survey Sheets.
  - Unit Calendar & Contact Information.
  - Prepare activity with 2 volunteers ready to have fun with Scouts!

## 6:30 Start the Meeting

### Opening

- Have the youth participate in a fun activity with designated Pack Leadership.
- Have all the new parents meet for the parent orientation.
- Discuss the pack's plans for the future, mentioning some of the more exciting activities.
- Have parents fill out the Family Talent Survey

## 6:45 Parent Involvement

### Have families sit together (by age group)

- Introduce any people that were recruited since the first Sign Up Night.
- Share the Pack's Leadership Position opportunity list that you customize for your Pack before the meeting.

### Discuss parent involvement

- **Explain that the Scouting program is an all-volunteer organization.**
  - "Our Pack /Troop is successful because each family volunteers in some way during the year to help. Some people run the Den or Pack Meetings. Some people take a 'behind the scenes' role on the Committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc."
  - Have your Unit Trainer or an experienced leader talk about helping new leaders get started – Youth Protection, AB-506, Leader Specific Trainings, Roundtables, and monthly Leaders' Meetings.
  - Show how the Cub Scout Den Meeting plans and resource books are available online.
  - Discuss adult registration fees and uniforms.
  - Ask each family to sign up for one of the Unit's Leadership Positions listed on the customized sheet.

## 7:00 Finish Recruiting

### For dens that already have a Den Leader:

- The Den Leader discusses Den Meeting dates, times, and locations.
- Collect applications and fees for new registering adults.

*Try to register at least one adult in every family as a member of your unit committee, or as a unit volunteer. This will encourage parents to become involved in your unit - you can never have too much help! Remember, not all parents will be Cubmasters, Committee Chairs, ASMs or Den leaders... despite this, these parents can significantly impact your unit by helping to coordinate events, by serving as a resource to the unit committee, and by helping to chaperone events.*

## BEST PRACTICES

- Identify simple areas where you need help: Blue and Gold banquets, Pinewood Derby, Community Service projects, etc. Not all helpers need to be registered leaders.
- Identify areas which will need a registered leader- for now or for the future. Do you need members of the committee, Den Leaders, ASMs or a Cubmaster?
- Identify parents with interest, talents, and experience for these needs.
- Meet with them in person, invite them to be an adult leader, and provide them with an outline of what is expected. Provide them with info for training and available support. (Position descriptions are available online for most volunteer roles in the BSA)
- Explain YPT and AB506 requirements early on.
- Make targeted asks. If Jill is the best candidate for Cubmaster, have the current Cubmaster and another volunteer go ask Jill personally. This shows the importance of the role and lets Jill know that she is the best candidate for the position
- **ASK!** This may sound like a no-brainer, but if you don't ask someone to personally step up and help, they aren't going to volunteer. Ask individuals to help.

## STEER CLEAR

- Don't make a general announcement at a meeting that your unit needs help. For instance, "So I'm stepping down as Committee Chair and we really need a replacement. If anyone is interested, please come talk to me after the meeting." **This approach rarely works!** Your best candidates will not self-identify, and families may leave.
- Don't place a paragraph on your website, Facebook, or newsletter as an ad for help. You want the best candidate possible for the position in your unit. Placing an ad opens up these positions of importance to anyone, which then diminishes the perceived importance and sends the wrong message.



## WHAT IS HOOKED ON SCOUTING?

HOOKED ON SCOUTING is a program that has been proven to encourage scouts to join a local unit through the added incentive of a fishing pole and a fishing event.

*Since supplies are limited, units must OPT-IN to the Hooked on Scouting Program by filling out and submitting their Membership Plan by August 15th. (See Page 3 or the Recruitment Resource Webpage for more details!)*

## WHO GETS TO PARTICIPATE?

Any new scout who commits to joining scouting AT your joining event, from Aug 1 until Oct 7\* (or while supplies last) will receive a fishing pole and will be invited to participate in a fishing event held Oct 8-9th around the council. New families will be given instructions on how to register after their registration has been submitted and approved by the unit.

## WHAT KIND OF FISHING POLES ARE THEY?

There are a few different models in our inventory and we cannot guarantee a particular model or color.

## WHEN DO I GET THE FISHING POLES?

Fishing Poles will be given out at the Fishing Day Events. In order to ensure we have the right amount, pre-registration is required.

## FISHING DAYS EVENT DETAILS

**LOCATIONS WILL BE FINALIZED BY THE END OF JULY**

Events will be held Oct 8 and 9th around the council and will run from 9am until Noon. Families are welcome to come and go and stay as long or as little as they would like. Each event will have between 5 to 7 stations where new scouts and their families will learn the basics about fishing, conservation, identification, and get an opportunity to fish.

## CAN I GET EXTRA POLES FOR SCOUTS I HAVEN'T RECRUITED YET?

As a rule, we are not giving out poles in advance and all Scouts must join at your Joining Event to qualify for the promotion. If your unit has special circumstances, please contact your District Executive, or [Membership@SVMBC.org](mailto:Membership@SVMBC.org)

**\*FISH AND WILDLIFE REGULATIONS APPLY, PLEASE CHECK COUNTY REGULATIONS, MOST REQUIRE A LICENSE FOR ANY YOUTH OVER THE AGE OF 16**





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## CUB SCOUT MEMBERSHIP PLAN

### PACK INFORMATION

UNIT NUMBER

TARGETED  
SCHOOL(S)

Is BeAScout Pin up-to-date and active?

YES NO

☐ ☐

OPT-IN to Hooked on Scouting? (by 8-15-22)

YES NO

☐ ☐

### MEMBERSHIP COORDINATOR CONTACT INFO

Individual managing BeAScout Pin, leads, and contact person on flyers

NAME

PHONE

EMAIL

Registered as "Registration Inquiry" in my.scouting?

YES NO

☐ ☐

Trained on Application & Invitation Manager?

YES NO

☐ ☐

### OUR COUNCIL PROVIDES:

- Training materials and volunteer guidance.
- Customized flyers printed with your join information for distribution in schools and at community events.
- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Promotion on Peachjar (if applicable).
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.

### YOUR PACK PROVIDES:

- An inclusive and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Location for Join Nights.
- Unit Support and follow-through for Promotion Plan.

## SETTING YOUR GOALS

The ideal Den size is between 6-10 scouts.

Take a moment to think about your  
currently registered scouts.

Which dens need the most support?

	BOYS	GIRLS
REGISTERED LIONS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL LIONS	<input type="text"/>	<input type="text"/>
REGISTERED TIGERS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL TIGERS	<input type="text"/>	<input type="text"/>
REGISTERED WOLVES	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL WOLVES	<input type="text"/>	<input type="text"/>
REGISTERED BEARS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL BEARS	<input type="text"/>	<input type="text"/>
REGISTERED WEBELOS	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL WEBELOS	<input type="text"/>	<input type="text"/>
TOTAL NEW YOUTH GOAL	<input type="text"/>	<input type="text"/>

# RECRUITMENT OPPORTUNITIES

## SCHOOLS

- 1 Customized invitations to families. (utilize class rosters, ask teachers)
- 2 School flyer— in-person or Peachjar; ask schools if you can send a flyer home in homework packets.
- 3 Open House/ Back-to-School night booth—collect leads if your school permits.
- 4 School newsletter article (ask your principal or PTO).
- 5 Display case/bulletin board in your school.
- 6 Teacher email reminder/announcement—have parents ask their scouts' teachers to send an email home to their class—provide a draft email.
- 7 Attend/participate in your school's carnival or festival—gather leads. Volunteer to host a booth or lead an activity or assist with setup/breakdown.
- 8 Meet with the Principal, discuss the value of Scouting and build a partnership.
- 9 Hand out fliers and stickers in the pick-up/drop-off line at school (with permission).
- 10 Yard sign placed in the pickup/drop-off area at school.
- 11 Hang a large banner on a school's fence.

## WORD OF MOUTH

- 12 Invite-a-Friend campaign—utilize buddy/peer-to-peer cards and have a special invite to join night.
- 13 Parent-to-Parent campaign— encourage parents to contact one or more of their friends with kids and personally invite them to a join night.

## COMMUNITY

- 14 Set up a table/booth at a popular park/library during the weekend—hand out stickers and fliers.
- 15 Community marquee-board—contact a church or business about adding your joining info on the sign in front of their location. Ask your charter org!
- 16 Post flyers on community boards in local library/community centers.
- 17 Promote at after-school care/tutor facilities.
- 18 Distribute flyers at youth sport practices/events (Little League or Soccer).
- 19 Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
- 20 Community event/festival participation—hand out flyers/stickers or have a booth and collect leads (farmers market, summer festivals, Trunk or Treat, parades, cultural fairs, etc). Any event with elementary-age kids and families.
- 21 Place yard signs at family homes and businesses.
- 22 Place yard signs strategically on street corners in the community. Locations should be high traffic with clear visibility.(4-way residential stop signs, near neighborhood parks, long traffic lights. Think about where a sign would catch your eye on your daily drive.)

## SOCIAL MEDIA/ONLINE PRESENCE

- 23 Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
- 24 Geofence your Join Night (paid social media promotion). Work with your DE on this.
- 25 Post the event on Nextdoor; utilize multiple families from different neighborhoods to increase your reach.
- 26 All-Hands Social Media Blitz— encourage parents/leaders to post info and testimonial in various locations: neighborhood Facebook pages, school/parent Facebook groups, community buy/sell pages, official school/PTO social media pages, etc.

# MEMBERSHIP PLAN

## JOIN EVENTS PLANNED

	DATE	TIME	LOCATION
1	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/>

## NEW PARENT ORIENTATION(S)

	DATE	TIME	LOCATION
1	<input type="text"/>	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/>

## 12-POINT PROMOTION PLAN

Fill out the section below based off the list of recruitment efforts. Some actions are more effective than others; however, all will help you to grow your Pack.

#	WHO IS RESPONSIBLE	WHEN
1	<input type="text"/>	<input type="text"/>
2	<input type="text"/>	<input type="text"/>
3	<input type="text"/>	<input type="text"/>
4	<input type="text"/>	<input type="text"/>
5	<input type="text"/>	<input type="text"/>
6	<input type="text"/>	<input type="text"/>
7	<input type="text"/>	<input type="text"/>
8	<input type="text"/>	<input type="text"/>
9	<input type="text"/>	<input type="text"/>
10	<input type="text"/>	<input type="text"/>
11	<input type="text"/>	<input type="text"/>
12	<input type="text"/>	<input type="text"/>



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# SCOUTS BSA MEMBERSHIP PLAN

## TROOP INFORMATION

UNIT NUMBER

TARGETED  
SCHOOL(S)

Is BeAScout Pin up-to-date and active?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

OPT-IN to Hooked on Scouting? (by 8-15-22)

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

## MEMBERSHIP COORDINATOR CONTACT INFO

Individual managing BeAScout Pin, leads, and contact person on flyers

NAME

PHONE

EMAIL

Registered as "Registration Inquiry" in my.scouting?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

Trained on Application & Invitation Manager?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

## OUR COUNCIL PROVIDES:

- Training materials and volunteer guidance.
- Customized flyers printed with your join information for distribution in schools and at community events.
- Yard Signs, Peer-to-Peer Cards, Posters & Handouts for events.
- Promotion on Peachjar (if applicable).
- Geofencing of join event on Facebook.
- Staff/Volunteer to assist with your recruitment event.

## YOUR TROOP PROVIDES:

- An inclusive and welcoming program for new families.
- New Member Coordinator or Membership Chair to work with the district membership committee.
- Dates, Times, Location for Join Nights.
- Unit Support and follow-through for Promotion Plan.

## SETTING YOUR GOALS

A successful troop has a wide range of scouts of all ages. In order to ensure the longevity of your troop, take a moment to think about your age ranges. Which age group needs the most support?

	BOYS	GIRLS
REGISTERED WEBELOS IN NEARBY PACKS	<input type="text"/>	<input type="text"/>
WEBELOS TRANSITION GOAL	<input type="text"/>	<input type="text"/>
REGISTERED YOUTH IN 5 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 5 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
REGISTERED YOUTH IN 6-8 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 6-8 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 9-12 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
NEW YOUTH GOAL FOR 9-12 <sup>TH</sup> GRADE	<input type="text"/>	<input type="text"/>
TOTAL REGISTERED YOUTH	<input type="text"/>	<input type="text"/>
TOTAL NEW YOUTH GOAL	<input type="text"/>	<input type="text"/>
FEEDER PACK 1	<input type="text"/>	<input type="text"/>
FEEDER PACK 1	<input type="text"/>	<input type="text"/>

# RECRUITMENT OPPORTUNITIES

## SOCIAL MEDIA/ONLINE PRESENCE

- 1 Create a customized unit promotional video and distribute through social media, school communications, and place on your unit website/page.
- 2 Geofence your Join Night (paid social media promotion). Work with your DE on this.
- 3 Post the event on Nextdoor; utilize multiple families from different neighborhoods to increase your reach.
- 4 All-Hands Social Media Blitz— encourage parents/leaders to post info and testimonial in various locations: neighborhood Facebook pages, school/parent Facebook groups, community buy/sell pages, official school/PTO social media pages, etc.

## WEBELOS-TO-SCOUT TRANSITION

- 5 Participate in your district's We.S.T. Fair or organize a Troop Open House and promote to the packs in your area.
- 6 Establish a partnership with at least 2 packs in your area and support them with at least 3 of the following tasks:
  - o Help them plan their calendar of activities.
  - o Provide knowledgeable scouters to support 1 pack recruitment.
  - o Bridging scouts to your troop.
  - o Facilitate at least 2 Den Chiefs to the local packs in your area.

## COMMUNITY

- 7 Set up a table/booth at a popular park/library during the weekend—hand out stickers and fliers.
- 8 Community marquee-board—contact a church or business about adding your joining info on the sign in front of their location. Ask your charter org!
- 9 Post flyers on community boards in local library/community centers.
- 10 Bring flyers or information sheets with you while doing a service project in a public space.
- 11 Distribute flyers at youth sport practices/events.
- 12 Distribute flyers, posters and stickers to local businesses, restaurants/coffee shops.
- 13 Community event/festival participation—hand out flyers/stickers or have a booth and collect leads (farmers market, summer festivals, Trunk or Treat, parades, cultural fairs, etc). Offer to assist event organizers with setup/breakdown.
- 14 Place yard signs at family homes and businesses.
- 15 Place yard signs strategically on street corners in the community. Locations should be high traffic with clear visibility.(4-way residential stop signs, near neighborhood parks, long traffic lights. Think about where a sign would catch your eye on your daily drive.)

## WORD OF MOUTH

- 16 Invite-a-Friend campaign—utilize buddy/peer-to-peer cards and have a special invite to join night.
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## SCHOOLS

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- 20 School newsletter article (ask your principal or PTO).
- 21 Meet with the Principal, discuss the value of Scouting and build a partnership.
- 22 Yard sign placed in the pickup/drop-off area at school.
- 23 Hang a large banner on a school's fence.

# MEMBERSHIP PLAN

## JOIN EVENTS PLANNED

	DATE	TIME	LOCATION
1			
2			
3			

## NEW PARENT ORIENTATION(S)

	DATE	TIME	LOCATION
1			
2			

## 12-POINT PROMOTION PLAN

Fill out the section below based off the list of recruitment efforts. Some actions are more effective than others; however, all will help you to grow your Troop.

	#	WHO IS RESPONSIBLE	WHEN
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			



## NEED HELP?

The council membership committee and your District membership chair are eager to help! Reach out through your District Executive or email at [Membership@SVMBC.org](mailto:Membership@SVMBC.org)





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