



SCHOOL NIGHT FOR SCOUTING

**CUB SCOUT RECRUITMENT
PROGRAM PLAYBOOK**

CENTRAL MINNESOTA COUNCIL, BSA

BEASCOUT.ORG

BSACMC.ORG

OVERVIEW

PURPOSE

- To provide a consistent message and act as a conduit for Pack leadership to promote growth and excitement in Scouting.

PLAN OVERVIEW

- Plan a registration event at **every elementary school** in September, preferably on: **Thurs., Sept. 19, 2019.**
- Develop council-level marketing resources to flood the market with one consistent message: "Go to your local elementary school on to join Scouting!"
- Units capitalize on School Open House Nights for promotion and to sign up families early, especially with schools that don't allow any additional access.
- **School Night for Scouting website: BeAScout.org**
- Recruitment is supported with an incentive item and a program element (den, pack, and council events for all Cub Scouts). Utilizing multimedia resources (facebook, social media ect.)
- All **marketing materials are available** for viewing or download at **bsacmc.org**.

PACK RESPONSIBILITIES

Before School Night for Scouting:

- Attend training events.
- Promote your Pack throughout the summer at community events.
- Attend School Open House/Meet the Teacher Night to **promote and register new Scouts.**

During School Night for Scouting:

- Staff every elementary school to register new Scouts.
- Provide new families **Pack calendar, contact information, and the next meeting date.**
- Turn in applications/report per district turn-in plan. All units report new member numbers to district on October 1, 2019.

After School Night for Scouting:

- Host orientation meeting for new parents.



GENERAL TIMELINE

MAY - SEPTEMBER

- District Executive will **complete a meeting** with every Pack and principal to prepare for SNFS.
- Any additional training for SNFS held by the district at Roundtable.
- Units set their membership and recruitment goals with their District Executive.

JUNE - SEPTEMBER

- **Promotion of SNFS** in every community by the units: yard signs, newspapers, community billboards, marquees, community centers, apartment complexes, bulletins and posters in religious institutions, ads in community education publications, etc. **Focus on Charter Partners!**
- **Grass roots promotions** are encouraged, recommended, and yield the best results.

AUGUST

- **Attend District Roundtable** and secure additional SNFS information and materials.
- Have a presence at your school Open House/Meet the Teacher **to promote and register new Scouts. Maybe use an incentive from the unit as a drawing** to gather interested contacts (must be in attendance to win) **see sample sign-up sheets.**
- Place yard signs and posters in “high traffic” areas throughout the community.
- Secure all district-level volunteers to assist Packs at **every elementary school.**
- Districts share unit report and turn in plans.
- **Create an annual Pack calendar** including meetings, activities, events, and fundraisers.

SEPTEMBER

- **Confirm with your additional leaders** those who will be helping you at SNFS.
- Contact the school and make sure you have space for SNFS.
- **Conduct fall recruiting events at every local elementary school.**
- Pack conducts New Parent Orientation meeting the next week and distributes Pack calendars.
- New members and families attend **New Cub Scout and Parent Day** at Sartell Council Office on Saturday, September 28, from 9 AM to 1 PM. **Free for all new Scout families!**

OCTOBER

- **Packs recognize new members** with induction ceremonies.
- Assess recruiting efforts, re-flyer schools, schedule and redo recruitment rallies as needed.
- **Follow-up with unregistered youth** and those interested but not in attendance at sign up night.
- Have **all new den leaders trained** (youth protection and position specific). Turn in new adult applications with the training certificates attached and keep a copy for unit records.

NOVEMBER

- Continue “Follow-up Recruiting” campaign to fill dens.



MEMBERSHIP

POSITION CONCEPT

- As a registered member of your unit committee, lead and promote youth recruitment programs in your Pack to achieve annual membership growth.

REPORTS TO

- Unit Committee Chair

RESPONSIBILITIES

- **Attend August and September District Roundtable training sessions.**
- Develop your membership goal with your District Executive, and make plans to achieve it by December 31, 2019.
- Plan, organize, promote, and execute recruitment throughout the year. This includes Pack representation at school open houses, ensuring coverage for SNFS.
- Monitor youth retention and develop strategies to improve retention.
- Review recruiting support info, materials, and plans online at bsacmc.org and BeAScout.org.
- Recruit other adult leaders/parents and/or youth leaders in the unit to support youth recruiting programs and events. This could include the local Troop.
- Coordinate with the unit committee to ensure there is a reasonable amount in the annual budget to support your personal recruiting efforts.
- Ensure correct registration fees and Pack support fees are collected: \$49 registration fee and an additional \$16 for the Boys' Life subscription, so new youth are registered and receive Boys' Life for 16 months (through December, 2020).
- Ensure that all new registration forms are signed and brought to the district turn-in site with fees. Coordinate with your DE.

TIME CONSIDERATIONS

- Attend regular Pack and committee meetings as prescribed by the Unit Committee Chair.
- Plan and attend Pack recruitment events.
- Staff recruitment events and planning as needed.

Ensure that all new Scout families feel invited and welcomed into the Pack.



Recruitment

RECRUITMENT GOAL

- Achieve the goal of _____ new Cubs (January 1, 2019– December 31, 2019)

BEST PRACTICES IN RECRUITING

- Pack Membership Coordinator ensures the Pack has a presence and registers new youth at the fall Open House/Meet the Teacher Night to promote their Pack and recruit new members.
- The Pack Membership Coordinator ensures that the Pack conducts a “School Night for Scouting” rally to recruit new members.
- The Pack continues to invite new Scouts to every event throughout the year.
- Pack Membership Coordinator conducts at least one summer time activity/event to promote and recruit new members (this could be at the town festival, parade, corn maze, etc.).
- Leverage personal relationships to improve school access and secure “School Talks.”
- Pack helps the school with a school carnival, parent night, etc.
- Pack commits to the Adopt-A-School program and partners with their local school.
- Secure a school directory to use to personally invite families to join Scouting.
- Conduct a “Bring a Friend” campaign with your Pack
- Work with your school to post your Pack calendar and recruitment opportunities on the school website, Facebook page, and other social media.
- Other local best practice: _____

THE RECOGNITION FOR REACHING YOUR UNIT RECRUITMENT GOAL WILL BE A FREE PINEWOOD DERBY CARS FOR ALL ACTIVE CUB SCOUTS



COUNCIL RECRUITMENT MATERIALS

FLYERS

- Full sheet flyers will be delivered to elementary schools by District Executives to be distributed at the start of the school year. Fill out a flyer order form and give to your DE at August Roundtable. Or, coordinate with your DE on when you will need flyers delivered. Please allow up to 5 days to make sure that you receive the flyers in time for your event.

POSTERS

- Posters will be filled in with Pack contact info and placed on school bulletin boards and hallways, as well as key businesses in your community where parents and kids are likely to see them.

WRISTBANDS

- Tyvek wristbands will be handed out and placed on students that would like to attend School Student Talks by the District Executives.

YARD SIGNS

- In addition to every registered Cub Scout family placing a sign in their yard, units should place yard signs at the school and in heavy traffic areas around the community.

PARENT GUIDE BOOKLETS

- Booklets covering basic breakdowns, structure, events, and promotions for new Scout families.

BOYS' LIFE MINI-MAGAZINES

- A mini-version of the Boys' Life magazine.

INVITATIONS FOR FRIENDS AND CLASSMATES

- Available by request through your District Executive. Primarily for youth in schools that do not allow Student Talks or Open Houses, or for Packs that had weak turnouts for School Night for Scouting.

COMMUNITY EDUCATION CATALOG ADVERTISEMENTS

- You can request an ad through your DE. Please allow up to 2 weeks before school deadline.

SOCIAL MEDIA

- Council Facebook page, council website, MailChimp, ect.



PACK PROMOTIONS

LOCAL NEWSPAPER

- Packs should work with local newspapers to get pictures, stories, and SNFS information printed.

SCHOOL NEWSLETTERS/COMMUNITY EDUCATION CATALOG ADS

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

SCHOOL OPEN HOUSES AND MEET THE TEACHER EVENTS

- Packs should have a table at these events. Best success is achieved with large, hands-on displays (water bottle rockets, pinewood derby track, games, etc.). Parents should be able to register their youth at these events. Ask them if they would like to register early, they can do it right there. Include annual Pack calendar with meeting dates, activities, events, and fundraisers. Using a "register for drawing, must be present to win on September 19" is a great addition. Find a nice prize that is appealing to all youth and parents and have it on display.

UNIFORM DAY

- Scouts should be encouraged to wear their uniform or Pack t-shirt to school on September 19.

PEER TO PEER RECRUITING

- Cub Scouts create an invitation postcard at a special den meeting prior to the joining night and hand deliver to their friends/classmates the week before and the day of the recruiting event.

PARENT TO PARENT RECRUITING

- Parents help promote Scouting to their son's social circle through talking to their friend's parents and handing out flyers in their neighborhood, Sunday school class, sporting teams, etc. Materials will be widely provided by the council at our Facebook page (Central Minnesota Council) and our website (bsacmc.org) in support of social media and networks (videos, etc.).

NIGHT TO UNITE (formally National Night Out)

- Have a presence and plan a fun activity in your neighborhood.

SOCIAL MEDIA

- Have all members of your Pack utilize social networks such as Facebook to provide messages and info that will resonate with parents. Make sure that your recruitment info is included.



ASSIGNMENTS

Unit: _____ District: _____ Date: _____

The Unit agrees to:

- Attend a School Night for Scouting Training session.
- Have a table and register youth at your school Open House/Meet the Teacher Night.
- Conduct a School Night for Scouting rally in September.
- Conduct a New Parent Meeting approximately one week later.
- Conduct a local unit marketing campaign, including:
 - Placement of yard signs.
 - Newspaper articles with unit SNFS rally info.
 - SNFS rally info on community and business marquees.
 - Posters and flyers in neighborhoods and apartment complexes.
 - Posters and bulletins placed in places of worship.
 - Give your classmates/friends invitations from current Scouts and Scout Parents.
 - Annual Pack Calendar including meeting dates, activities, events, and fundraisers.

The District Executive agrees to:

- Meet with elementary school principals.
- **PTO/PTA Open House**
Date & Time: _____
- **First School Night**
Date & Time: _____
Location: _____
- **Second School Night**
Date & Time: _____
Location: _____
- **1st Flier Date:** _____
- **2nd Flier Date:** _____
- Determine School Access for:
 - Electronic Fliers[Y / N]
 - Student School talks.....[Y / N]
 - School e-mail list.....[Y / N]
 - Community Education....[Y / N]
 - A.M. Announcements[Y / N]
 - Video Announcements....[Y / N]
 - School Marque Sign[Y / N]
 - Yard Sign.....[Y / N]
 - Posters[Y / N]
- Confirm # Classrooms; Students:
 - K: #___ x 20 = _____
 - 1: #___ x 20 = _____
 - 2: #___ x 20 = _____
 - 3: #___ x 20 = _____
 - 4: #___ x 20 = _____
 - 5: #___ x 20 = _____
 - Total: #___ x 20 = _____
- Ensure that all units have a district support person assigned to them.
- Deliver fliers and posters to all elementary schools.
- Secure a district turn-in location for all units to turn-in applications and fees by October 1, 2019.
- Meet with the heads of places of worship to promote SNFS.

Central Minnesota Council, BSA agrees to:

- Conduct a state-wide SNFS marketing campaign.
- Provide SNFS support materials, including flyers, posters, yard signs, billboards, and newspaper info.
- Provide SNFS campaign training for unit leaders.
- Provide the system for an online youth application.
- Provide New Cub Scout and Parent Orientation Day event at Scout Office Sept. 28 from 9:00 AM until 1:00 PM.
- Provide a social media marketing campaign using Facebook and the council website bsacmc.org.



SCHOOL NIGHT TIMELINE

BETWEEN SEPTEMBER 1 AND SEPTEMBER 19

- Pick up supplies at Roundtable.
- Confirm with your additional leaders those who will be helping you at SNFS.
- Contact the school and make sure you have space for SNFS.

BEFORE YOU LEAVE HOME

- Wear your uniform.
- Prepare to do the work indoors or out, in case school doors are locked.
- **Be sure to bring:** Recruitment Packet for new Scouts (provided by the Council), Pack Info Sheets (Pack/leader info and Parent Orientation Night info), and Pack calendars.

DURING THE REGISTRATION WINDOW

- Collect youth applications and fees, and any additional Pack dues/fees.

IMMEDIATELY FOLLOWING THE REGISTRATION WINDOW

- Follow the district plan by bringing applications, fees, and rosters to the SNFS turn-in site.

NEW PARENT ORIENTATION MEETING

KEY ITEMS

- This meeting should not be conducted at the SNFS sign-up night or at a regular Pack meeting.
- Introduce a basic understanding of programming and events.
- SNFS packet contents can help guide this.
- Your summer camp dates and fees.
- Your Pack fundraising plan and budget.
- Key activities and committees for your parents to sign up for.
- Youth Protection Training – To be taken online by all parents and leaders at [My.Scouting.org](https://my.scouting.org).
- Adult leader training opportunities.
- Collect adult leader applications and YPT training certificates from all parents willing to serve as Cub Scout leaders.
- Have an activity for any youth who attend, so you will have the full attention of the parents.
- Should last no more than one hour, but plan to stay late to answer additional questions.



YOUTH PROTECTION TRAINING

BSA REQUIRED TRAINING

All registered adult members of the BSA must be current in Youth Protection Training.

MY.Scouting.ORG

- 1) Go to My.Scouting.org and create an account.
- 2) Log-in and click on the Youth Protection Training logo on the right corner of the screen
Or, select "My Dashboard" from the "Home" navigation in the upper left corner.
- 3) You should see options to take Youth Protection training.
If not, select "YPT" from the menu at the top of the screen.
- 4) Upon completion, print a certificate of completion and keep with your records.
- 5) A copy of your certificate is required any time you submit a new membership application.
- 6) If you would like to learn more go to: <http://www.scouting.org/Training/YouthProtection.aspx>

ADULT LEADER TRAINING

EVERY YOUTH DESERVES TRAINED ADULT LEADERS

The Central Minnesota Council, BSA will be offering training opportunities for new and experienced adult leaders. These training sessions are an excellent introduction to Scouting for new adult leaders and a beneficial refresher course for experienced leaders. Go to www.bsacmc.org to register

CUB SCOUT LEADER TRAINING

September 25	Sartell
September 26	Brainerd
October 9	Sartell
October 10	Princeton/ Wadena
October 14	Brainerd
October 16	Elk River
October 24	Princeton/Little Falls
October 27	Sartell

YOUTH PROTECTION TRAINING

October 10	Wadena
October 27	Sartell
November 7	Princeton
November 20	Sartell
December 4	Sartell



BE INVITING TO ADULTS

RECRUITING MORE ADULTS

Every Pack could use more adult leaders. Here are some best practices for achieving this. There are also some things to avoid.

BEST PRACTICES

- Identify areas where you need help: Blue & Gold Banquet, Pinewood Derby, Community Service projects, etc. Not all helpers need to be registered volunteers.
- Identify areas which will need a registered leader - for now or for the future. Do you need members of the committee, Den Leaders, 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 support available.
- ASK! This may seem like a no-brainer, but if you don't ask someone to step up and help, they aren't usually going to volunteer.
- Make targeted asks. For example, 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 this position

WHICH POSITIONS DO YOU PLAN TO FILL?

_____	_____
_____	_____

LIST OF PARENTS WHO SHOULD BE INVITED TO BE LEADERS IN YOUR PACK:

_____	_____
_____	_____

AVOID THESE RECRUITING TACTICS

- Don't make a general announcement at a meeting that the Pack needs help and, if interested, contact the Cubmaster. For instance, "So I'm stepping down as Cubmaster and we really need a replacement. If anyone is interested, please come talk to me after the meeting."
- Don't place an ad on your website, Facebook page, or newsletter asking for help. You want the best candidate possible for the position in your Pack. Placing an ad opens up these positions of importance to anyone, which then diminishes the perceived importance.



MAKE IT FUN, FOR EVERYONE!

GAINING FAMILY INTEREST

Part of what makes a successful Scouting program is engaging families by asking them what activities they wish to see the Pack offer in order to provide an inclusive and fun program for the whole family. Use the supplied template below in order to find out what families are looking for in your program.

FAMILY INTEREST INFORMATION

Parents Names

Phone Numbers

Emails

Scout's Name _____ Grade _____

THINGS OUR FAMILY ENJOYS DOING:

THINGS OUR FAMILY WANTS TO TRY OR ARE INTERESTED IN:

CAMPS OUR PACK IS PLANNING TO ATTEND

Every Scout deserves the opportunity to go to camp. List some potential camps that you plan to go to:



ADOPT-A-SCHOOL PROGRAM

The BSA Adopt-A-School® program is an exciting and comprehensive undertaking that will connect Scout Packs across the country with schools in their communities. Participating Scout Units then work, within clearly defined guidelines, to partner with school administrations and offer the volunteer services that most effectively meet their school's needs.

With each unit offering their school a minimum one-year commitment, meaningful community relationships are built and significant changes will happen in the schools. Units may use their service hours to count toward Journey To Excellence progress.

This program will provide a lasting bond between individual Scouts and their immediate community, between Scouting and the community as a whole, and among the Scouts themselves. When Scouts provide service to a school they feel connected, they're able to bond Scout pride with school pride, thereby strengthening the commitment to both.

This project establishes loyalty by building upon itself. At the end of the first year, when the Scouts have completed the four required projects, they gain a true sense of membership and accomplishment, which always enhances retention.

Although our priority remains to let your school's specific needs determine how you serve, here are a few potential project ideas to get you started:

- Grounds Beautification
- Building Improvements
- Giving Tree Coordination
- Teacher Appreciation
- Helpers During Festivals
- Book Drive Coordination
- Cleaning Up After Events
- Green Effort Coordination
- Literacy Program
- Food Drive Coordination



NOTES, TIPS, AND IDEAS

BE VISIBLE TO ALL

- One of the most common questions people ask is “Where is Scouting today?”. The key to showcasing Scouting, gaining support, and growing excitement about being a Scout is to be as visible as possible.

SCHOOL NIGHT FOR SCOUTING

- The sign-up process should be quick. Parents who bring their kids to sign up have already made up their minds to do so!
- Be prepared for the possibility of setting up your School Night for Scouting booth outdoors, in case school doors are locked.
- You only need enough volunteers to answer individual questions without making others wait.
- More information with regards to activities, camping, etc. will be done at the New Parent Orientation Meeting.
- After School Night for Scouting, review youth applications for adult information that you can use to determine possible leaders when you orientate new parents at their first meeting.
- Keep copy of the attendance roster. Follow up with all unregistered youth, and all youth who expressed interest in Scouting.

“BRING A FRIEND” ACTIVITIES

- Which activities should your Scouts invite their friends to? All of them! What a great way for other youth to get a firsthand look at Cub Scouting. This could be a hike or simple cookout with games.
- Set up a few activities from the different Cub Scout handbooks and have all youth participate. Registered Scouts will get credit in their handbook and mention to the other youth that, if they were a Cub Scout, they would also be earning badges during the activities.

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

BEASCOUT.ORG WEBSITE

- Utilize online registration. Make sure unit leader contact information is up to date. A great resource for recruitment and camp information, promotional materials, and Pack meeting ideas.





SCOUTBOOK

From the first knot tied, the Scouting experience is a journey unlike any other. Scoutbook helps maximize every moment—tracking advancement, milestone achievements, and fun along the way.

New Scoutbook features will make it easier to prepare for den meetings and ensure consistent program delivery. Scoutbook is streamlining content and advancement processes for den leaders, so they can focus on making Scouting come to life for Cub Scouts. Visit [Scoutbook.com](https://scoutbook.com) to check it out.

Scoutbook for Den Leaders

- **What:** New Scoutbook features for Cub Scouting.
 - **Why:** To simplify and streamline the meeting planning process and ensure consistent program delivery so you can make the most of your unit's time.
 - **How:** Den leaders will be able to access everything they need for den meetings from within Scoutbook taking the hard work of planning out of the equation. A pre-arranged set of den meetings are now available for all ranks so all a den leader has to do is set up the time and location of the den meeting and Scoutbook will provide the plan. Building on great advice from guides, handbooks and experienced leaders, the pre-developed set of meetings ensures that the den completes the requirements to earn their badge of rank. Parents can then see their Scout's progress through the Scouting app.
 - **Who:** Cub Scout den leaders who want to spend time delivering the program and not trying to figure out what to do for each meeting. Pack leaders will still use the existing Scoutbook experience for the administrative part of their job.
 - **When:** The new features are available now, just in time for fall. Future revisions will include meeting plans for elective adventures and the ability to build your own den meeting plans.
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Details & FAQ

Get the details on this exciting new tool and answers to frequently asked questions go to:

<https://help.scoutbook.com/article-categories/cubs/> You'll find more information on topics such as:

- How packs can start using the new Scoutbook features
- How to get Scoutbook credentials
- Resources for den leaders (including a new video series)
- Tracking Cub Scouts' progress
- Managing Scoutbook features for your den
- And MUCH more...

The Scoutbook team is already hard at work on the next wave of improvements to this release, meaning Scoutbook will just keep getting better and better— but we need your help! A feedback mechanism is available within the den leader experience and we welcome constructive feedback and great ideas from folks who share our passion for continuous improvement.



BOY SCOUTS
OF AMERICA®

CENTRAL MINNESOTA COUNCIL

1191 Scout Drive - Sartell, MN 56377
320-251-3930 local - 866-515-3930 toll-free
bsacmc.org - beascout.org