



Recruiting Methods for Cub Scouting

Top Ten List

1. Pack Information Sheet

- ⊙ This is your chance to brag about your pack and have a quick handout ready to distribute.
- ⊙ Each pack should develop and distribute a Pack Information Sheet that includes items regarding your pack. Details should include meeting times and locations, a pack calendar, list of leaders' contact information and other exciting information about your program.
- ⊙ Copies of this sheet should be provided to your sponsoring organization, families in the pack and other neighborhood organizations so that they can distribute it to interested families.

2. Organizational Visits/Scheduling

- ⊙ Before school starts you should schedule a face to-face meeting with your chartered organization.

This important meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your recruitment process.

- ⊙ Be sure to bring pertinent information regarding the Cub Scout program, a "yearbook" of activities and be prepared to explain the benefits of the program to the organization.
- ⊙ Bring a can of popcorn or other gift to the principal or office assistant to show your appreciation.

3. Flyers

- ⊙ Flyers are provided by the Council office. Work with your District Executive to order them well in advance of your Join Night.
- ⊙ Information included on this sheet is the date, time and location of the Join Night as well as contact information.
- ⊙ Join Nights should be planned within the first few weeks of school and these flyers should be provided to the school and sent home with all of the boys. It helps the school if you offer to pre-count groups of flyers for the classes.
- ⊙ Attach a small sheet with directions to each stack of flyers to both aid and thank the classroom teacher for distributing the flyers.

4. Wear Your Uniform

- ⊙ This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- ⊙ Ask all Scouts to wear their uniform on the day of the Join Night, pack and den meetings and other school events including Back to School Night
- ⊙ Leaders should also wear their uniforms to school events.
- ⊙ Offer a reward at that night's meeting for any boy that wears his uniform.
- ⊙ Design a pack t-shirt for scouts to wear to school on a regular basis.

5. School Visits

- ⊙ School (classroom, lunchroom, school bus) visits are a highly effective way to get kids excited about the program.
- ⊙ This is a great opportunity to share information about your pack and its activities and personally invite them to the Join Night.
- ⊙ Be sure to bring visual aids, stickers and display boards. This visit can be done up to three days before the Join Night.
- ⊙ Tell the boys to bring their parents to the Join Night to learn about the fun in Cub Scouting!
- ⊙ Be sure to send a thank you note to the school after your visit.

6. Internet

- ⊙ Distribution lists should be created and updated for all prospective scout families.
- ⊙ This tool is your in-road to the next generation of parents.
- ⊙ The subject line must be eye catching to have the reader open the e-mail.
- ⊙ E-mail blasts should have e-mails in the Bcc section.
- ⊙ Use this tool to promote your sign up night, pack meeting, opportunity to join.
- ⊙ Frequency and the message will be key to your responses.

7. Lawn Signs

- ⊙ Post these signs at the school and other high traffic areas prior to Join Night.
- ⊙ Use the council provided signs or create your own.
- ⊙ Include the Cub Scout logo, date, time and location for your Join Night.

8. Picture Board

- ⊙ Sometimes pictures speak louder than words, include contact information on boards as well.
- ⊙ Creating these boards may be a great den activity.
- ⊙ Your pack should create a board full of pictures of your yearly events.
- ⊙ These boards should be displayed at Back to School Night, recruitment events, school activities and any other places where you will have contact with families.

9. Back to School Night

- ⊙ Your pack is part of the fiber of the school and its families.
- ⊙ Being present at Back to School Night and all other school activities is an important way to raise exposure of your program.
- ⊙ Set up a table with flyers, a sign-in sheet, stickers, picture board and other visuals and speak with all families at school events.
- ⊙ Take names of interested families so that you can personally call and remind them of your Join Night.

This night could be held during the schools fall & spring open houses.

10. Town Wide Scout Event

- Your town's Packs in collaboration with the Boy Scout and Girl Scout units would conduct an event that would draw the community together.
- The event could be a field day, bike rodeo, fire/police safety or scout skills gathering.
- Existing scouts would engage new recruits in activities while unit leaders could assist new parents with the joining process.
- Coordinate with your sponsor or town for the location of the event.
- Publicize the event with back pack flyers, news paper inserts, cable TV spots, sandwich boards and lawn signs.
- Have existing scouts invite two friends through the use of a handout invitation note.