

**SCOUT**



**ME IN**

# RECRUITMENT PLAYBOOK

Bay Area Council  
Boy Scouts of America

## Fall Recruitment Plan Overview

- 4-5 weeks out** Unit picks a date for their “Recruitment Night” in coordination with the school(s) they serve. Secure volunteers for the ‘Recruitment Night’. Plan to attend Orientation/Meet the Teacher Nights and represent Scouting.
- 2-3 weeks out** Marketing ramps up: social media, posters on walls on school(s) and in public places, i.e. libraries, ‘blurb’ on school(s) website.
- 1 week out** Flyers sent home with students. Yard signs at school(s) with day/time. Message on school(s) marquee. Increased social media presence.
- Week of** Announcements at school(s). ‘Scout Talks’ at school(s) (preferably the day before recruitment night) OR a video (contact Kelly for custom video). ‘School Call’/’Remind’ to all families.
- The Big Night** Arrive early with all necessary materials. Leave it better than you found it. Take yard signs as you leave. Make sure all paper applications, monies and excess materials are turned in to the Scout Service Center as quickly as possible.
- Before Meeting** Every new family gets a welcome call making sure they know when and where the first meeting is.
- First Meeting** Detailed plan with plenty of help. Parent Orientation (set expectations).

# Sign-Up Night Unit Playbook

“Sign-up” nights have been a keystone for Scout recruiting for years, and for good reason: They work! 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. What’s more, families often sign up right there on the spot. It’s a win-win situation. Hopefully, we can do face-to-face recruiting in 2021. One thing is FOR SURE ... most new Cub Scouts don’t just join “off the street” ... they are led and encouraged to join. We must lead and encourage families to join ... and make it easy.

## The Concept

Your unit will hold a “sign-up” event in your community. Preferably at the school or your Packs’ meeting place. At this sign-up event, you will provide basic information about what Scouting offers youth and families in the area. The important thing is to get the family’s attention and let them see what Scouting is all about. This playbook will act as your guide for planning, promoting, and carrying out a successful sign-up event for your unit.



## FIRST THINGS FIRST

**Don’t overthink this! Families are coming to your Joining Night to join Scouting. It is important to have a quick, “in-and-out” registration event.**

- **Make every family feel welcome.**
- **Make joining easy.**
- **Make joining accessible to all eligible kids.**
- **Make joining that night the priority.**

**Follow the best practices in this plan to have a successful fall recruitment!**

## Planning the Event

The key to a successful sign-up event is thorough planning. You will need to work closely with the school(s), organize volunteers, and be prepared with any necessary materials such as informational fliers promoting your unit. The Bay Area Council will provide pre-printed flyers with current graphics, posters, and yard signs with stands (and postcards if you desire). Instructions for requesting these materials included in this Playbook. Planning should begin at least eight weeks in advance of the event. Below is a suggested outline for planning your event.

**Step 1. Get Help** - Many hands make light work, so if you haven't done so already, assigning a New Member Coordinator is a great first step to a successful recruiting season.

**Step 2. Set Goals** - Work with your District Membership team to discuss Scout sign-up plans and set goals for your unit. How many youth and families do you want to sign up for Scouting? How will you do that?

**Step 3. Get Knowledge** - Read this Playbook! Talk to your professional staff, your Unit Commissioner or another Pack in your area (\*\*Some units will have to work together since they serve the same schools\*\*). Visit [BeAScout.org](http://BeAScout.org) to find units in your area.

**Step 4. Reserve Your Spot** - Sign-up events typically take place during the back-to-school recruiting season. Make a list of all of the local places you can promote your event. Think about the PTA Facebook group, Nextdoor, neighborhood Facebook groups, Moms groups. Also encourage your scouts to share the event and personally invite people who they think would enjoy scouting.

**Step 5. Choose Your "Play"** - There are two ways to hold a recruitment event: 1) Coordinated (with other units), or 2) Individual Unit Event. A Coordinated event allows several units to work together on a single event. Benefits include a unified marketing/promotion plan, more people involved means you can reach a larger sphere of prospective families. Individual Unit Events follow the same plan, but only involves adults from that unit. More details to follow in this Playbook.

Having a theme and incentive for a sign-up event is a great way to capture the attention of parents and incentivize them to sign up on the spot. The [BSA Brand Center](#) has put together several resources to help you stand out in the crowd and get families excited about Scouting. These programs typically take form as a separate event to be held soon after the sign-up event.

**Step 6. Organize Volunteers** - Your pack sign-up coordinator (New Member Coordinator) should organize the sign-up event team for your unit. You will need people who can talk about scouting and have reliable internet access and people who can help manage questions during the recruiting meeting. It's best to use parents of current Cub Scouts who can talk from the heart about what Cub Scouting means to their family and their kids.

**Step 7. Have Fun** - Keep the event fun and exciting. This not only makes it better for the parents attending, but also will make it easier for you, the organizer. Speak from the heart, don't stress, and just enjoy the opportunity to introduce new parents to Cub Scouting.

## Volunteer Responsibilities

Key individuals, who play an important role in the success of your sign-up events are:

- **Recruitment Coordinator (district level...could be Membership Chair)** – Responsible for ensuring that the unit is prepared for the event, and for providing necessary resources and materials i.e. signs, posters, flyers.
- **Pack Recruitment Coordinator (New Member Coordinator)** – Responsible for the pack sign-up event and works with the school(s). The pack recruitment coordinator makes sure the pack is focused on registering new Cub Scouts and helps orchestrate the event.
- **Recruitment Night Volunteers** – Help greet and talk to you families as they arrive and ask questions about Scouting.

## Additional Volunteers Needed

Identify the leader/parent responsible for each task. Remember, many hands make light work

Tasks	Who will complete this task?	Date completed
Reserve location for your Joining Night—typically school gym or cafeteria.		
Secure date of your school’s open house. Contact school to request a table. This is to promote your Joining Night, not replace it.		
Submit the Flyer Request Form ( <a href="http://www.bacbsa.org/unit-resources">www.bacbsa.org/unit-resources</a> ) to request complimentary professionally produced flyers.		
Families can apply online this fall. Make sure your unit’s contact info and details are correct through your My.Scouting.org account.		
Update your pack’s BeAScout.org pin so future families can find you.		
Finalize your unit’s Yearly Program Calendar.		
Assign leaders and parents to run stations at the Joining Night.		

## Planning Timeline

*(Note: The dates may change depending on your schedule. It's important to start planning early.)*

### Step 1: Eight Weeks Prior to the Sign-Up Event

- Have your pack calendar, fee schedule, leaders' list and meeting times/dates/locations prepared.
- Provide information to your School Night Coordinator or District Membership Team.
- Be working on your Parent Orientation Guide.
- Update your BeAScout.org Pin with current information.
- Clean out or follow up on existing Leads in My.Scouting.org.

### Step 2. Three Weeks Prior to the Sign-Up Event

- Recruit volunteers who are outgoing, knowledgeable, organized, friendly, and responsible, and review their responsibilities for the event.

### Step 3. Sign-Up Event

- All volunteers arrive early and make sure they all know what to do and when.
- At the end of the event, families should be directed to sign up. You can send them a link to register through BeAScout.com. OR, better yet, have a computer with internet service and get them to sign up right then and there.
- Use a sign-in sheet to make sure you have contact information for every prospective family....some may not sign up and you'll need to contact them.

### Step 4. After the Sign-Up Event

- Assign volunteers to specific families they will contact.
- Set a deadline for reaching out to these families.

### Step 5. Following the Sign-Up Event

- **Make sure EVERY FAMILY receives a welcoming phone call from their den leader, Cubmaster, committee chair, or your New Member Coordinator.**
- Remind parents of new Scouts of any upcoming council wide activities.
- Shepherd them through the on-line application process (if necessary).
- Make sure every parent knows the details of the unit Parent Orientation Meeting.

## Promoting the Event

Families today are overwhelmed with advertising and marketing messages. To ensure families get the message that it's time to sign up, use various methods of communication throughout this playbook and be sure to have a plan. The majority of your success will come from unit marketing. The more ways you reach parents, the more success you'll have.

Tasks	Who will complete this task?	Date completed
Post yard sign at school or across street		
Display poster in school hallway		
Post recruitment date on school marquee		
Post recruitment date on school marquee		
Have a table at school open house		
Ask school to post flyer to social media and website		
Deliver approved full-sheet flyers to school		
Request to utilize school phone and email blasts		
Visit schools and give student presentation		
Post to community online groups, Facebook pages		
Announce on city and business marquees		
Deliver extra flyers/posters to places kids and families frequent (e.g. libraries, trampoline parks)		
Get your charter organization involved and post to their social media, website, newsletter, or bulletin		
Hang flyers on community announcement boards		
Attend community parades, expos, and festivals		
Contact local media with a Scouting story		
Ask parents who are on Facebook, LinkedIn, Twitter, Instagram, Snapchat, NextDoor, etc. to update their status to talk about your pack's website and the Joining Night, or simply have them go to <a href="http://www.BeAScout.org">www.BeAScout.org</a> for more details.		
Promote at places parents shop for back-to-school supplies		
Ask current parents to send an email invitation to their friends that have Scout-age youth. People like to join organizations where they know other people.		

*Working with your District Commissioners and other Units can help lead to your success.*

*Visit [BeAScout.org](http://BeAScout.org) to find units near you.*

## Holding the Event

**This model can be used for both a Coordinated Event and an Individual Unit Event**

You've done the work to get families to your event. Now what? The families that attend today will have the chance to learn about Scouting from you. There is no need to cover every little detail. The key to making this successful is pre-planning. The following is an outline of how to execute this type of event. This model features four key areas that give parents information about Cub Scouting, gets them signed up, and provides everything they need to know, including when the first meeting is, who the leaders are, and more.

### Recruitment Event Areas To Cover

- Welcome
- What We Do
- Den Leader Q&A
- Sign-up



Below is an outline of what should be covered for each Area.

**Station 1. Welcome** - This is the first impression for potential Cub Scouts and their parents. Whatever method you use, be sure to get their contact information. Get their information (Parent & Child's name, phone number, email, gender and grade).

**Station Materials:**

- Pictures
- Fun Scouting Memorabilia
- Visual slide show of Scout camps and activities if possible

**Station 2. What Do Scouts Do** - This is where you will share the excitement of Cub Scouting and your pack activities. Give basic information (Pack vs. Den, typical month of Scouting, etc.). Leave plenty of time and be prepared to answer any questions. *(Note: Utilize 1-2 Volunteers who are really passionate about Scouting. They should be true believers in the program and know the benefits to youth and their families.)*

***Say the following in your own words, but keep the main points in the same order...***

Cub Scouting is an awesome program for boys, girls ... AND FAMILIES! All the fun activities have a common thread of character development. These activities teach and encourage good citizenship, good judgment, healthy living, responsibility, and an overall sense of duty to oneself to make this world a better place for everyone through action, example and faith.

Each child is placed in a Den by grade level. Dens usually meet once a week. They might do an activity involving nature, play a new game, learn how to make a fun, healthy snack, or take a field trip. You see ... the more new things a Scout tries, the more awards they can earn. Scouts get awards at the Pack Meeting which is held once a month when all of the dens (grades) get together. It's a fun atmosphere where Scouts get to show off what they've been doing and get recognized for their efforts. Once per month there will be some sort of activity/outing on the weekend. It might be a local festival, community service project, day hike, "fun day", or camping. Scouts camp between 3-5 times per year.

DON'T WORRY! You don't have to be an expert camper ... we'll help with some camping basics and can even provide some training for those interested. AND DON'T FORGET ... the family gets to do everything the Scout gets to do (as appropriate). If your Scout is shooting BB guns then so is mom/dad, brother /sister, granny/pawpaw, aunt/uncle ... EVERYONE (time permitting). A nice by-product of Scouting is that it tends to strengthen the family bonds ... doing fun stuff and learning good stuff ... TOGETHER!

**Station Materials**

- Pack calendar or "One Sheeter"
- Scout Shop Guide to the Uniform
- "Welcome to Scouting" brochure, upcoming event flyers
- Budget and Costs

### Station 3. Den Leads/Questions & Answers

**This is where the two types of events differ a little:**

- **Coordinated Event – families choose the Pack they will join and talk to those leaders.**

Leaders helping in this area make sure parents know when and where the first meeting is and answer any other questions parents may have. Introduce the leaders and talk about what makes your pack and den special. Hopefully, all your den leaders will be available for this break out. These need to be very knowledgeable volunteers.

- Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them
- Answer questions about the type of activities their child will be doing
- Give examples about the program and den or pack activities for that age group. (i.e. Oh, you will be a Tiger. We will do exciting things like going to the fire station and radio station, going on a hike and camping at Camp Karankawa)
- Tell them about any upcoming Scouting events.
- Be prepared to answer questions about Pack dues (if applicable) and payment plans and/or financial assistance.
- Discuss parental involvement expectations (i.e. Lion Coaches, Tiger Adult Partner, no drop offs).
- Discuss volunteer opportunities. If you need an assistant leader now is the time to feel out the parents.
- Discuss the Parent Orientation Meeting. Stress the importance of attending. Tell them everything they need to know about the Scouting year will be discussed.

#### **Station Materials:**

- Visual aids – things your den has done
- Copies of the handbooks for parents to look at
- Pack “one-sheeter” with meeting times and locations, and listing of pack and den leaders with contact email and phone numbers

### Station 4: Sign-up/Check Out

- This is where we encourage families to complete the application.
- Be sure to invite any prospective scouts who have not signed up using the invitation manager on BeAScout.org. Instructions can be found here: <https://www.scouting.org/resources/online-registration>

**Station Materials:** Paper applications, pens, money box with change, computer with internet, Flyer for next event with QR code to BeAScout.org

## After the Recruitment Event Is Over

**Step 1. Contact All Families** – Every family that joined MUST receive a welcoming phone call to ensure they know the details of the next meeting. Use your **Unit Sign Up Sheet** and implement a plan to contact each family that did not sign up to make sure they get signed 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 Cub Scouting for themselves.

**Step 2. Market Your Pack Meeting** - Go pick up all the signs and posters you put out for marketing/promotions. It's okay to replace them with more current signs with new information, but we need to make sure we don't just leave signs up forever. The result is, eventually, people will begin to overlook them as part of the usual landscape.

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. In addition to the phone call, you can also send a welcome email message with meeting dates, location, pack calendars, and any other important information. Have a fun activity for all your Cub Scouts at the very next meeting while your parents attend the Parent Orientation Meeting. Each unit should have a **Parent Orientation Guide**. (Download at [www.bacbsa.org/recruitment](http://www.bacbsa.org/recruitment).)



## **Additional Parent Talking Points** *(Use this at your first meeting with new parents. This is called the Parent Orientation Meeting)*

Much of the stuff in your 'Welcome Packet' is what needs to be covered at the orientation night verbally. There are a couple things you need to cover in addition to the stuff in the packet.

### **Overview of what to cover:**

- Welcome! (feel good, glad your hear, this is gonna be great, fun activities) about 2-3 minutes
- Housekeeping (bathrooms locations, rules while at the school i.e. scouts shouldn't be running around school outside of designated areas, help us 'police' the bathroom situation) about 3-5 minutes
- What parents can expect (from den leaders, pack committee, communications) about 3-5 minutes
- What does the Den/Pack expect of you (good attendance, active involvement w/ your child and others, help out when needed, "it takes a village".....all parents and volunteers are the village) about 5-6 minutes
- Expected behavior from youth (kind words, hands to yourself, follow directions, respectful, etc) about 1-2 minute
- How to deal with mis behavior (who do they tell, how many chances does someone get, etc) about 1-2 minute
- Pack Activities/camp outs (signing up/registration, what to expect when visiting camp for the first time, family camping, general 'what to bring' list) about 5-6 minutes
- Finances (uniform, re-charter, event costs, advancement costs and how Popcorn Sale helps to alleviate some of the costs, who to talk to about assistance) about 3-4 minutes
- Advancement (scout handbook, parental involvement, who signs off on stuff and how, awards presentation and schedule) about 3-4 minutes
- Volunteering (meet new people, make new friends, learn cool stuff, make a difference in the life of a youth, it doesn't happen without volunteers) about 3-4 minutes
- Scouting Family (unit, district, council) about 3-4 minutes
- Adjourn

I know this covers a lot of stuff, but it's necessary to get it out of the way at the first meeting. This will fill about 30-35 minutes of time so you'll need to arrange it so it doesn't put you past your end time. As I said last week, I'm happy to fill in as necessary, but most of this information should come from you guys since they'll see you regularly. (From Bay Area Council Field Director Kelly Meacham at [kelly.meacham@scouting.org](mailto:kelly.meacham@scouting.org))

## Simple Packing List (For Use at Each Station)

*(BAC will provide you with: youth and adult applications, Scout Life mini mags, pens, sign-in sheets, Scout Shop Uniform Guide, "Welcome to Scouting" brochure)*

- \_\_\_ Pictures/ Visual aids
- \_\_\_ Fun Scouting Memoribilla
- \_\_\_ Visual slide show iof Scout camps and activites if possible
- \_\_\_ Program Calendar
- \_\_\_ Scout Shop Guide to the Uniform
- \_\_\_ "Welcome to Scouting" brochure, upcoming event flyers
- \_\_\_ Unit Sign In Sheet
- \_\_\_ Budget and Costs
- \_\_\_ Copies of the handbooks for parents to look at
- \_\_\_ Pack "one-sheeter" (Include meeting time & location, pack and den leaders contacts, social media, etc.)
- \_\_\_ Paper applications
- \_\_\_ Pens
- \_\_\_ Money box with change
- \_\_\_ Flyer for next event with QR code to BeAScout.org
- \_\_\_ Computer with Internet

### **NOTES:**

# School Info/Flyer Distribution Sheet

## School Info Sheet (Use this when communicating with school(s))

**Pack:** \_\_\_\_\_ **School:** \_\_\_\_\_

Pack Coordinator: \_\_\_\_\_ Phone: \_\_\_\_\_

**Principal:** \_\_\_\_\_ **Gift:** \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Secretary:** \_\_\_\_\_ **Gift:** \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Contact for Recruitment (if different from Principal):** \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Recruitment Date:** \_\_\_\_\_ **Scout Talk Date:** \_\_\_\_\_ (**Type :** \_\_\_\_\_)

**PTA Date & Time:** \_\_\_\_\_

**Open House Date:** \_\_\_\_\_

**Take Home Day for Flyers:** \_\_\_\_\_

**Date Flyers Needed:** \_\_\_\_\_

**Yard Signs** \_\_\_\_\_ **School Call** \_\_\_\_\_

**Announcements** \_\_\_\_\_ **First Day Flyer Dlvr** \_\_\_\_\_

**Morning Show** \_\_\_\_\_ **Testing Blackouts** \_\_\_\_\_

**Date Posters Needed:** \_\_\_\_\_

**Deadline for Newsletter:** \_\_\_\_\_

**Marquee Lettering:** \_\_\_\_\_

**Number of Classes in Each Grade:**

K: \_\_\_\_\_ 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ 5<sup>th</sup>: \_\_\_\_\_

Class Total \_\_\_\_\_ X \_\_\_\_\_ (boys & girls) = (Total Flyers) \_\_\_\_\_

## Scout Service Center Marketing Materials

To request custom professional flyers, yard signs, posters, etc, or for more resources, including this guide, visit [www.bacbsa.org/recruitment](http://www.bacbsa.org/recruitment).



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