

Scouting AmericaTM

Anthony Wayne Area Council



Cub Scout Recruitment Guide

A Resource to Help Cub Scout Packs Recruit New Youth and Grow their Programs!



For more than 115 years, Scouting has been a cornerstone of youth development in our nation. Although our programs have adapted and adjusted over the years, the core of our program remains the same; volunteers and families coming together to help develop our Scouts into better citizens for our future communities.

Recently the Anthony Wayne Area Council has completed a number of focus group discussions with Scout parents from across the council. One question asked was “Why did you chose to have your child in Scouting?” For the most part, the answers were the same as if this question were asked 20, 40 or 60 years ago... developing life skills, looking for positive activities for kids, search for fun activities that the kids can do with other kids, getting kids active and off of the couches.

The discussions were held with Cub Scout parents out at our local Packs. Because that is where Scouting happens, at the unit level. And Cub Scouting is where most kids enter our programs.

The key for keeping Scouting growing into the future is keeping our Cub Scout Packs growing. That is where this recruitment guide comes in. Recruitment of new Scouts is a year-round process and needs the support of all levels of Scouting, Den Leaders and Cubmasters, Parents, District Committee Volunteers, Marketing Committee Volunteers, Commissioners, District Executive and many more.

This plan is designed to not only provide guidance with your annual fall recruitment effort, but also to help support year-round efforts in promoting Scouting and recruiting new Scouts.

Recruitment Plan

Historical data, national research and feedback from our parent focus groups all tell us that the key to recruiting new Scouts is an in-school presentation or promotion to get the kids excited, followed by local registration event. Once the kids are excited, the parents will follow.

When is the best time to host a recruitment event?

There are essentially two keys times that are the most effective for a school talk linked with a recruitment event. Of course, if these don't fit, **do one anytime you can!**

1. Spring Recruitment – usually based in May, right before school lets out. Many families are looking for summertime activities for their kids, and Scouting can be the answer. The timing is also effective as June is the start of the new program year for our Cub Scouts. This time of year is only effective for recruiting if your Pack is active during the summer. You need to have events at least once a month to invite the new members to. If you recruit them in May, and they don't do anything until September, they won't come back!
2. Fall Recruitment – this is our traditional top recruiting time of year. The most effective impact is if your recruitment event occurs in August or September depending on when school starts in your community. Ideally, the plan is to recruit during the second to fourth weeks of the school year. Of course, this is dependent on the readiness of the pack to start their programs and well as the availability of access with the local schools.

Recruitment Event Planning Process

The first step in setting up your recruit event is to establish a date and location for the event. Give careful consideration to the location. While your home meeting place may be easier for you, holding it at the local elementary school is going to be more comfortable for the new Scouts and their parents. Once that is done, you can work through the steps up to and after the event:

- 90 Days: District Executive meets with the school district leadership to secure approval to speak with students in the elementary school
 - 60 Days: Unit leadership checks their BeAScout.org pin to make sure the correct contact and unit information is listed. This is vital as many parents use this to find your pack and even complete online registration. The council can now create a QR code taking families directly to your pack BeAScout pin. This QR code can be printed on your recruitment flyers
 - 21 Days: Confirm recruitment event date, time and location with the District Executive, District Executive confirms access to the elementary schools for student presentations
 - 21 Days: Pack coordinates with the elementary school for notice of recruitment event to go out in the school newsletter, parent square or other electronic methods used by the school
 - 14 Days: Pack develops a Pack Information page to hand out to prospective new families. This should include; meeting location, dates and times, calendar events for the next 3-4 months (including some outdoor adventures), pack and den leader contact information (use grades rather than den names)
 - 7 Days: District Executive coordinates with the marketing team to pre-schedule targeted social media marketing of the recruitment event
 - 5 Days: District Executive will coordinate printing of recruitment flyers for distribution
 - 5 Days: If allowed, Pack puts promotional yard signs in front of the school visible to where busses unload and/or where parents drop off is held
 - 3 Days: In school presentation to students done by District Executive, District Volunteers and Unit volunteers where possible **(this is a vital step, if this cannot occur you will need to adjust the date of your recruitment event)**
 - 3 Days: Social media posts about your recruitment event begin in your targeted community
 - 3 Days: Current pack families “share” the social media posts with their own social groups to expand the impact of the marketing efforts
- Recruitment Event:*** ***This should not be during a regular Pack meeting. This is a special quick event designed to promote Scouting, answer questions and register the families for the pack.*** Often units will do this one week before their Pack meeting, at the same time and on the same night of the week.
- +1 Day: Unit Key 3 needs to check the online registration system and approve any membership where families used the online system

- +2 Days: Send a “Thank You” note to the school principal thanking them for the use of their building and allowing us to offer Scouting to their students.
- +3 Days: Pack should contact all families that attended and remind them of the first Pack/Den meetings
- +5 Days: Unit Key 3 needs to check the online registration system and approve any membership where families used the online system
- +7 Days: Hold the first regularly scheduled pack or den meeting with all new and returning members of the Pack. Be sure this meeting is full of hands-on activities and adventures.
- +7 Days: Pack needs to be prepared that some families that came to the recruitment event will bring applications and payments to this meeting. Assure that you have a person not running program dedicated to take care of helping them
- +8 Days: Unit Key 3 needs to check the online registration system and approve any membership where families used the online system
- +10 Days: Phone and email follow up with all families that attended the recruitment but did not register or attend the first meeting
- +30-45 Days: Pack should host an outdoor adventure-based program to help engage the new and returning Scouts in the excitement of Scouting.

What Happens During the Recruitment Event?

1. Welcome –
 - a. Yard signs out front direction families to the right door
 - b. Have a leader or older Scouts at the door to welcome and give directions if needed. Make it easy for the families to find you!
2. Sign in Table
 - a. capture names, grades, phone number and email address of everyone that comes in. That way you can follow up later if needed.
 - b. The council will provide sign-in forms so that the unit can keep and copy and the district can have a copy.
 - c. Have each family complete an entrance survey card – just to tool to help the council learn how families are hearing about Scouting
3. Information Table
 - a. Hand out hard copy applications as well as QR code for online applications
 - b. Hand out Pack Information sheet with calendar
4. New member activities
 - a. The pack should coordinate an opportunity for new potential members to have an activity to participate in while parents meet with Pack leadership (kick-ball, Lego Derby, etc.)
 - b. This activity could be coordinated by a couple of active pack leaders/parents or even better by a few outstanding Scouts BSA members from your partnered Troop
 - c. Be sure to always maintain the two-deep leadership required by our Youth Protection Policies

5. Parent Meeting

- a. This should be a **short** informational presentation and needs to include
 - i. Purpose of Cub Scouting (Friends, Fun, Social and Life Skills, Outdoors, values and character-based program, describe the Scout Oath and Law)
 - ii. Brief explanation of the Cub Scout structure (grade-based dens, pack structure, basic Scouting terminology)
 - iii. Brief description of Den Meetings (Adventures) and monthly Pack Meeting (awards)
 - iv. Introduction of key leaders and their roles (who is their Den Leader?)
 - v. Highlight the pack information flyer with dates and locations of the meetings as well as upcoming exciting event or activity
 - vi. Cost and how to sign up. Be sure to include:
 1. Online Registration and payment
 2. Hard copy application
 3. Even if they want to "Pay Next Week" try to get the application filled out and turned in that night
 - vii. Check for any general questions
 - viii. Remind the families that you would love to have them join your Pack

6. Closing

- a. Make sure everyone knows that you and key leaders are available for questions and help.
- b. Make sure everyone knows where to drop off applications and pay
- c. At the end of the event, be sure to turn in all applications and registration fees to the District Executive of District Volunteer that is there to help you

Other Great Tools to Help Get Even More Kids into Scouting!

Lego Derby

- The council has 3 sets of car bases and legos as well as 3 tracks if you need them.
- Set up at a community event, festival, school event
- While the kids build and race cars, Pack leaders can talk with parents about Cub Scouting
- Be sure to have copies of your Pack Information sheet and calendar to hand out
- Door prize with a drawing is a great way to encourage families to give their names and contact information so that you can follow up later about joining Scouting

Back to School Night

Most of our local elementary schools have a Back-to-School night around a week before school starts. A Pack table during this event is a great opportunity to promote Scouting

- Your display should be colorful, include pictures and/or videos of your pack activities
- Be sure to have copies of your Pack Information sheet and calendar to hand out
- Be in uniform

- Having a couple of engaging Webelos or AOL Scouts there to talk with kids and hand out flyers is helpful. It shows the leadership and life skills we are teaching and helps engage younger students with older students from the school
- Gather names and contact information so that you can invite them back in a couple weeks to the recruitment event.

Popcorn Sale

- Be sure all Scouts selling popcorn have a copy of the Pack Information sheet.
- Often families will talk about Scouting when they see our Scouts selling, this is a great opportunity to invite them to come to a meeting.
- All popcorn items this year have images of Scouts and Scouting logos on the packaging. This will help remind the customers that their purchase also supports Scouting.

Social Media

- The pack should post regularly onto social media and encourage your pack families to “share” the posts.
- Think about having your Scouting and/or Parents create videos of your pack activities. With permission posting this to online social media platforms can be a great way to share the exciting things your pack is doing.

Parades

- If your Pack participates in parades or other community events be sure to plan to hand out recruitment supplies (flyers, BeAScout.org cards, candy with Scouting info stickers)

Trunk or Treat

- Some packs have had great success attending local Trunk or Treat events to hand out candy (along with Cub Scout promotions information)
- Some have pre-bagged candy with a business card size Pack information card others have printed stickers to put on the candy as it is handed out.

School Programs

- Offer your local elementary school (where your Scouts attend) to host a Veteran’s Day Ceremony
- A short flag ceremony with your Scouts in uniform can help to directly recruit new Scouts as well as provides a service back to your school.
- In turn this helps build a better relationship with the school administration if you need anything later.

Resources to help with your recruitment night:

Following are two documents that can help with the success of your new Scout recruitment efforts:

1. A step-by-step proposed layout for the tables (stations) during your recruitment night. This is a quick and easy way to move parents through the process of learning about Scouting, answering question and getting their youth registered. Then back for an exciting meeting next week! This is an “open house” format, the goal is to process families through in less than 15 minutes, not to hold a lengthy group presentation
2. A unit recruitment planning tool. This checklist is designed to help you make sure you have everything ready to go for your recruitment night! Fill it out and send it back to your District Executive so that they can be ready to provide all the support you will need!

Frequently Asked Questions

1. Will the online registration system collect our Pack fees in addition to the National and Council registration fees?

No, the online registration system will only collect registration fees set by the council and Scouting America. Any other pack levels fees will need to be collected separately.

2. How do we handle a family that is registering multiple youth online?

You can register multiple youth through the online registration system. However the system is set to charge every youth registrant the \$54 council fee. If a family has more than 2 youth registering, additional youth do not have to pay the council fee. In this situation, we recommend that the family utilize hard copy applications to register.

3. Is there financial assistance to help with registration fees for families in need?

Yes, the council does have a fund with limited resources to help with Scouting America registration fees. There are some restrictions; we ask that all families pay a portion of the fees if at all possible, the fund can only be used for Scouting America and council fees, not pack fees, the family and unit must complete a Request for Registration Funding form which can be found under the Resources tab on the council website (awac.org).

If a family is requesting assistance, please have them utilize a hard copy application to register. All requests are kept strictly confidential.



STATION 1

(1 Person)
Sign In Here
Welcome
What is Cub Scouts?

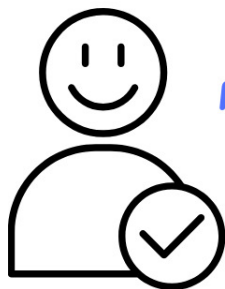


STATION 2

(1 Person)
What We Do
Calendar
When & Where We Meet
Activity Fliers



SETUP FOR SIGN UP NIGHT



PACK SIGN-UP NIGHT COORDINATOR

Designated Floater
Help Direct Families

STATION 3

(1 Person)
What About Stuff?
Scout Life Magazine
Membership Fees
Product Sales



STATION 5

Check Out
Turn in Youth Application
Pay BSA Membership Fee
Confirm Date, Time, &
Location of Next Meeting



STATION 4

(Den Leaders)
Meet & Talk w/Den Leaders
Volunteer Opportunities
Applications
Questions



PAUSE & SIT TO FILL OUT FORM

Hard Copy or Electronic



ANTHONY WAYNE AREA COUNCIL

PACK RECRUITMENT PLAN

We all have the means at our disposal to ensure the next generation of Scouts hears positive messages about Scouting and are invited to join in a meaningful way!

The Anthony Wayne Area Council wants to make sure that every unit works with our Membership Team to develop a Fall Recruitment Plan that fits their needs and ensures success of their unit's recruiting efforts.

The template on the following pages is a guide for your Unit planning...

We realize this is a lot to think about...

Please fill in the line items **highlighted in yellow and in red text**, and send it back to your District Executive. There are also many other ideas and resources here that you can use to improve your recruitment results. We hope you will use as many as possible!

Spread the workload to other parents and leaders in your unit...

Let others help you so you can implement as many of these ideas as possible but not work yourself to death.

We want this to be an exciting journey for you...

And for your new Scout families!

**Together we can grow Scouting in your Pack or Troop and
all across northeast Indiana!**



**Keep this copy
for your Unit**

Unit # _____ Gender(s) served _____

Unit Leader: _____

Phone # _____ Email: _____

Charter Partner: _____

Meeting Location (If different than above):

Meeting day(s): _____ Meeting Time(s): _____

Have you assigned a Membership Chair?

- Who is that person for your unit? _____
- Their email address: _____
- Their phone # _____
- This person would be available to answer phone calls from prospective new families and actively invite them to attend a recruitment event or next meeting. This does not need to be your Cubmaster or Committee Chair but should be someone who is friendly and also knowledgeable about your unit.

What Schools are near your unit meeting location that you plan to recruit from?

Don't forget Parochial, Montessori, and Private schools.

1. _____

2. _____

3. _____

4. _____

5. _____

_ What plans do you have to be at the above schools for registration dates?

➤ _____

➤ _____

➤ _____

➤ _____

➤ _____

_ What plans do you have to be present at Back-to-School nights with an activity and recruitment table?

➤ _____

➤ _____

➤ _____

➤ _____

➤ _____

Have you planned your recruitment/Join Scouting night(s)? *This should be held at*

your elementary schools whenever possible because families are familiar and comfortable in those settings. In most instances Tuesdays – Thursdays after dinner are the nights with the best turnout.

- Location(s)? _____
- Date(s): _____
- Time(s): _____

For your recruitment night, what would you like the Council to supply? *List the # of*

each item needed, if applicable:

- “What is Scouting” Brochures _____
- QR Code business cards (links to BeAScout.org) _____
- Welcome to Scouting – Scoutshop Uniform Guide _____
- Bookmarks _____
- Copies of your unit calendar for 2025-2026 _____
- Copies of your unit leadership contact list _____
- Check one for school recruitment flyers:
 - ___ Have the Council create a flyer (list # needed: _____)
 - ___ We will create our own but would like Council to print them (# needed: _____)

Check here if your BeAScout pin is updated with current contact information.

Contact your Commissioner or District Executive if you need assistance with this.

__ Have you developed a Social Media campaign? *List the website address/name for the following if applicable:*

- Public Facebook events and posts: _____
- Instagram: _____
- Twitter: _____
- NextDoor app: _____
- Other: _____

__ What would be an incentive plan to encourage your Scouts to wear their Field uniforms to school in the days leading up to your recruitment night?

- _____

__ Can your unit host a poster campaign where you ask area businesses to post a Scout Poster with your recruitment night listed in their windows for a week leading up to your event? What businesses might you approach for assistance? Council has plenty of posters that you can personalize with your recruitment night details. Let us know how many you would need:

- _____

__ **Do you have parents that live near busy intersections or school bus stops that may be able to post yard signs in their yards?** How many yard signs would your unit adopt and where would you post them? Council has plenty of yard signs that you can personalize with your recruitment night details.



__ **What plans do you have regarding advertising in newsletters in your area?** Many times, you can get small articles printed in area newsletters at no charge to you. These might be for churches, neighborhood associations, etc.



__ **How can you use the Power of 3?** Nationally, 20% of individuals who are personally invited to join a Scouting unit will join that unit! The Power of 3 states that if each of your current Scouts and leaders invites 3 people to join your unit, your unit will grow by 20%!



How can your unit use incentives so that you benefit from the Power of 3?



Will your unit use buddy cards to help recruit Peer to Peer?

__ **What day care centers are in your area where you might be able to pass out fliers?**



__ Can your unit benefit from walking the neighborhood(s) near your meeting place and doing a door-to-door campaign with door hangers? How many would you like printed for you?

➤ _____

__ Is someone in your unit able to help with visits to the school during the school day to do brief presentations (Scout talks) in the classrooms or lunchroom? If so, whom and which schools?

➤ _____

➤ _____

➤ _____

➤ _____

➤ _____



**Submit this copy
to Justin by
June 30, 2025**

Unit # _____ Gender(s) served _____

Unit Leader: _____

Phone # _____ Email: _____

Charter Partner: _____

Meeting Location (If different than above):

Meeting day(s): _____ Meeting Time(s): _____

Have you assigned a Membership Chair?

- Who is that person for your unit? _____
- Their email address: _____
- Their phone # _____
- This person would be available to answer phone calls from prospective new families and actively invite them to attend a recruitment event or next meeting. This does not need to be your Cubmaster or Committee Chair but should be someone who is friendly and also knowledgeable about your unit.

What Schools are near your unit meeting location that you plan to recruit from?

Don't forget Parochial, Montessori, and Private schools.

1. _____

2. _____

3. _____

4. _____

5. _____

_ What plans do you have to be at the above schools for registration dates?

➤ _____

➤ _____

➤ _____

➤ _____

➤ _____

_ What plans do you have to be present at Back-to-School nights with an activity and recruitment table?

➤ _____

➤ _____

➤ _____

➤ _____

➤ _____

__ Have you planned your recruitment/Join Scouting night(s)? *This should be held at*

your elementary schools whenever possible because families are familiar and comfortable in those settings. In most instances Tuesdays – Thursdays after dinner are the nights with the best turnout.

- Location(s)? _____
- Date(s): _____
- Time(s): _____

__ For your recruitment night, what would you like the Council to supply? *List the # of*

each item needed, if applicable:

- “What is Scouting” Brochures _____
- QR Code business cards (links to BeAScout.org) _____
- Welcome to Scouting – Scoutshop Uniform Guide _____
- Bookmarks _____
- Copies of your unit calendar for 2025-2026 _____
- Copies of your unit leadership contact list _____
- Check one for school recruitment flyers:
 - __ Have the Council create a flyer (list # needed: _____)
 - __ We will create our own but would like Council to print them (# needed: _____)

__ Check here if your BeAScout pin is updated with current contact information.

Contact your Commissioner or District Executive if you need assistance with this.

__ Have you developed a Social Media campaign? *List the website address/name for the following if applicable:*

- Public Facebook events and posts: _____
- Instagram: _____
- Twitter: _____
- NextDoor app: _____
- Other: _____

__ What would be an incentive plan to encourage your Scouts to wear their Field uniforms to school in the days leading up to your recruitment night?

- _____

__ Can your unit host a poster campaign where you ask area businesses to post a Scout Poster with your recruitment night listed in their windows for a week leading up to your event? What businesses might you approach for assistance? Council has plenty of posters that you can personalize with your recruitment night details. Let us know how many you would need:

- _____

__ **Do you have parents that live near busy intersections or school bus stops that may be able to post yard signs in their yards?** How many yard signs would your unit adopt and where would you post them? Council has plenty of yard signs that you can personalize with your recruitment night details.



__ **What plans do you have regarding advertising in newsletters in your area?** Many times, you can get small articles printed in area newsletters at no charge to you. These might be for churches, neighborhood associations, etc.



__ **How can you use the Power of 3?** Nationally, 20% of individuals who are personally invited to join a Scouting unit will join that unit! The Power of 3 states that if each of your current Scouts and leaders invites 3 people to join your unit, your unit will grow by 20%!



How can your unit use incentives so that you benefit from the Power of 3?



Will your unit use buddy cards to help recruit Peer to Peer?

__ **What day care centers are in your area where you might be able to pass out fliers?**



__ Can your unit benefit from walking the neighborhood(s) near your meeting place and doing a door-to-door campaign with door hangers? How many would you like printed for you?

➤ _____

__ Is someone in your unit able to help with visits to the school during the school day to do brief presentations (Scout talks) in the classrooms or lunchroom? If so, whom and which schools?

➤ _____

➤ _____

➤ _____

➤ _____

➤ _____