Cub Scout and Springtime Recruitment Initiative











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Cub Scout and Springtime Recruitment Initiative Goals

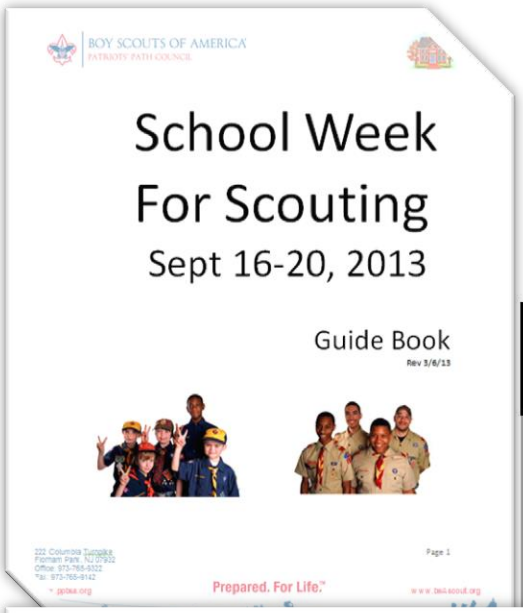
- Solicit a variety of Cub Scouters from each district to serve on council-wide initiative
- Research national, regional, and local best practices on Cub Scout and springtime recruitment strategies
- Reformulate the council “Adventures in Cub Scouting” Parent/Guardian Orientation Guidebook
- Develop a set of Spring Recruitment suggested step-by-step timelines
- Obtain critical feedback from the field
- Widely distribute and market the new materials

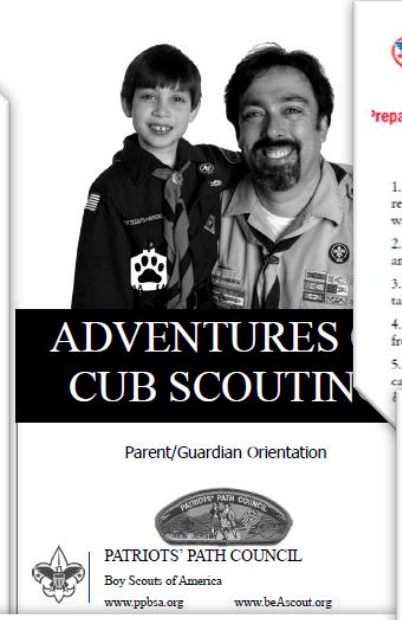
CSR Initiative Members

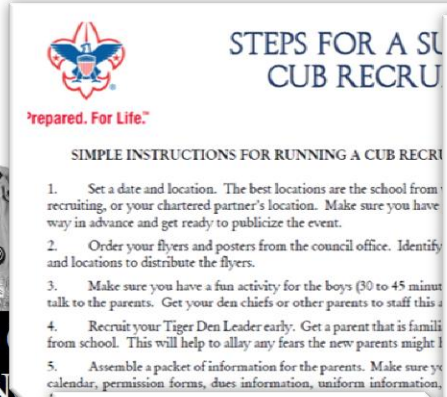
- **Black River** – Gregory Bubniak** & Dan Muraszko**
- **Fishawack** – John Cristadoro, Heather Mackenzie, & David Mladenovic
- **Munsee** – Peter Glaser
- **Raritan Valley** – Joe Savini
- **Sussex** – Jim Coffaro, Don Fowler, & Kellie Ortiz
- **Watchung** – Jim Adler, Robert Meicke, Shawn Jacot, Jim Robinson, & Tom Nelson
- **Council** – Geoff Zoeller, Art Lobdell, & Grant VanEck

Meetings on: November 11th, December 9th, December 30th

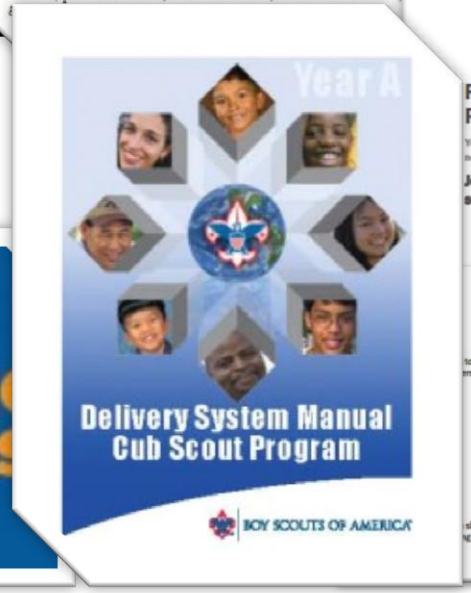
Research on Cub Scout Parent Orientation and Springtime Recruitment













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Four Parts to this Presentation

- **Part I** - Overview of Spring Recruitment Methods
- **Part II** - **DRAFT** Patriots' Path Spring Recruitment Timelines
- **Part III** - **DRAFT** *Adventures in Cub Scouting* Guidebook
- **Part IV** - Beginnings of Parent Orientation PowerPoint (a work in progress)

Part I:

Overview of Spring Recruitment Methods



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Always stress that…

- Cub Scouting is a fun and educational experience with values
- Positive place for boys
- With safe, wholesome activities

& that Cub Scouting focuses on …

- Building character
- Improving physical fitness
- Teaching practical skills
- Develop spirit of community service

Purpose of Recruitment is to …

- **ENROLL** boys in Cub Scouting
- **ENLIST** parental participation in Cub Scouting
- **STRENGTHEN/ORGANIZE** Cub Scout Packs to provide quality Scouting programs

Spring Recruitment Event Goal

- Set-up a night where all interested youth are presented info on scouting and the pack
- **Get all youth to join Scouting that night**
  - **They fill out an application and pay that night**
- They meet their new unit and are given info on the next Pack meeting and location (and on summertime activities)
- Parents undergo a solid Orientation Program
- **Packs are prepared to offer and families are prepared to participate in June through August activities**

Ideas on Spring Recruitment PR

Critical Steps

- Engaging Kindergarten families **NOW**
- Flyers
- Boy Talks
- PTA Events & School/Community Open Houses
- End of year church/sports culminations & banquets
- School Newsletter/Principal Email/school marque
- Yard signs
- ***Friend to Friend Invites***

FOCUS: Engage Kindergarten Families

You already know who next year's Tiger Families are. Start making connections now!

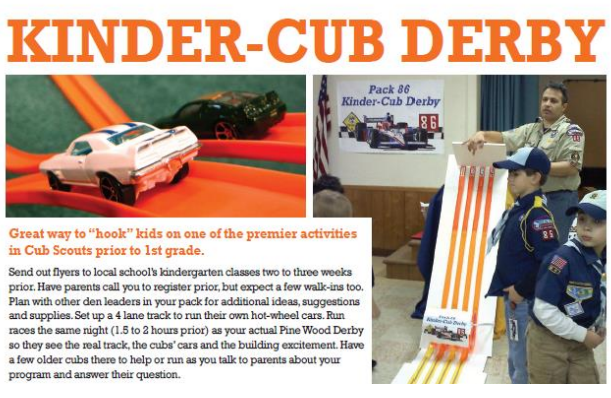
Some ideas might include:

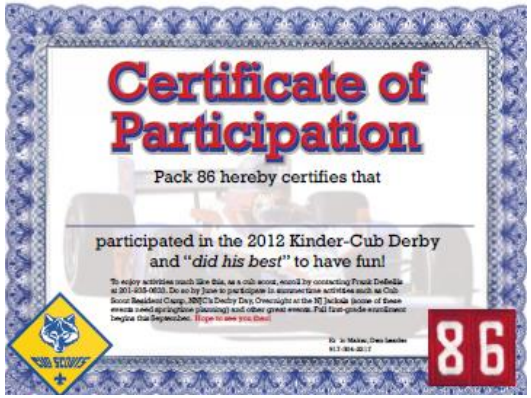
- *Tiger/Kindergarten Kickball Tournament*

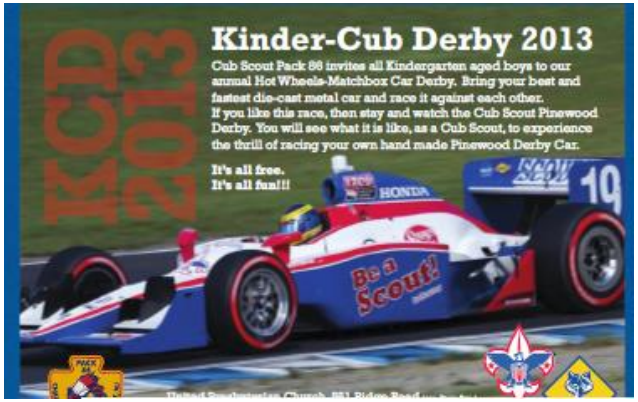




- *Kinder-Cub Derby Event*







- *Bring a Buddy Campfire and/or Marbles event*



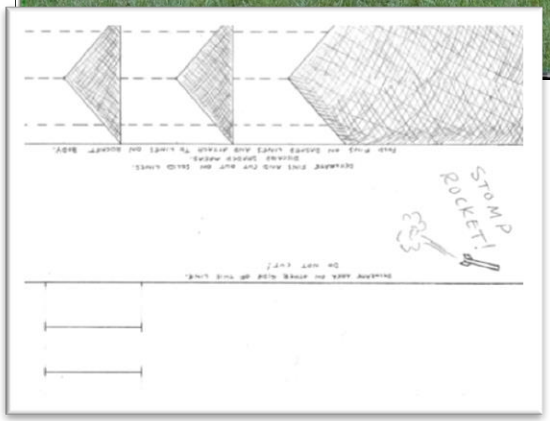


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Close-up on Stomp Rockets







Fun, safe, and meets all sorts of Cub Scout requirements. Ties in nicely with new BSA STEM/Nova program

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Boy Talks

- Important to get the boys excited about Scouting
- Goal – Get the flyer home to mom and dad with the boy excited to join. Mom and dad will be more likely to attend recruitment night



- Say the magic words – “BB Guns and Archery”

Other Promotional Ideas

- Front Yard Camping
- Yard signs
- Emails to friends
- Social Media
- Boys asking their friends to join
- …. Be creative



PROMOTE, PROMOTE, PROMOTE

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Promotional Materials

- Patriots' Path Council will provide promotional materials that include:
  - Flyers
  - Yard Signs
  - Banners
  - Postcards
  - Bookmarks
  - Boy's Life Mini Magazines







Spring Recruitment Night Checklist

That night, be sure to …

- Arrive early
- Arrange your materials
- Review expectations with Pack volunteers
- Set up welcoming table with handouts
- Set up room
- Begin promptly

Spring Recruitment Night Agenda

- Present info on …
  - Pack activities throughout year
  - Meeting Locations and times
  - Show photos of pack activities and examples of cub projects
- Have an activity for youth
  - Scout song or game
  - Have earn their first belt loop that night by playing marbles or some other activity
- Registration
  - Fill out application
  - Pay fees

Recruitment Night – Final Thoughts

- Make it fun and active for the boys
- Get some “alone” time with adults
- Highlight all the great things your unit has been doing (use pictures, demos, models, and current Scouts to do this)
- Don’t be afraid to “make the ask” and “close the deal” – both for new boys and new leaders.
- Make it fun!!

Part II:

DRAFT Patriots' Path Spring Recruitment Timelines

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Example Spring Recruitment Plan

January & February:

- **Units** hold at least one Kindergarten engagement activity (kinder-derby, stomp rocket, kickball, etc).
- **Units**, under new charter, should re-identify Spring Recruitment and SWFS Champion who will head up recruitment efforts for coming year (should be unit membership chairperson.)
- **Units** update BeaScout.org pin information with recharter (Dec).
- **Districts** provide brief, preliminary meeting at Roundtables on Spring Recruitment and encourages participation at Membership Summit trainings.
- **Council** holds Membership Summit and Spring Recruitment trainings.

Example Spring Recruitment Plan

March & April

- **Units** hold at least one Kindergarten engagement activity (kinder-derby, stomp rocket, kickball, etc).
- **Units** confirm superintendent's support and school/classroom access and ensure Spring Recruitment events are in the superintendent's district-wide calendar.
- **Units** meet with principal(s) and confirm details of usage for Spring Recruitment event(s).
- **Units** begin to recruit new Tiger Den Leaders - Get them trained.
- **Units** secure help (BOE members) as needed to assure school and classroom access.
- **Units** place order with council for fliers, posters, BL mini-magazines, road signs, etc.
- **Units** engage local media through articles, press releases, display ads, etc…
- **Districts** begin more in-depth Spring Recruitment training meetings in each district.
- **Council** provides units with flyers, road signs, etc.
- **Council** gives final, council-wide Spring Recruitment trainings.
- **NOTE: Units** should also refer to the Fall SWFS timelines to plan for fall 2nd chance recruitment.

Example Spring Recruitment Plan

May & June:

- **Units** hold at least one Kindergarten engagement activity (kinder-derby, stomp rocket, kickball, etc).
- **Units** hold an "Introduction to Scouting/Bring a Buddy" campfire/outdoor event.
- **Units** follow-up with local media through articles, press releases, display ads, etc…
- **Units** deploy road signs in strategic points where parents and students will see them.
- **Units** give Boy Talks. Deliver all materials the week prior and week of Spring Recruitment events.
- **Units** continue to recruit new Tiger Den Leaders - Get them trained.
- **Units** distribute reminder "business cards" 2-3 days before Spring Recruitment events.
- **Spring Recruitment Event(s)**: community-wide or school-by-school.
- **Units** host a 'mock' and/or initial den meeting for all new recruits (close to end of school year. Use incoming Webelos to run meeting?). (Tigers can be formally registered with BSA after June 1st.)
- **Council** provides SWFS and Springtime Recruitment trainings at the Tradeshow.

Example Spring Recruitment Plan

July & August:

- **Units** hold at least two pack events (one per month) to have activities for new families (hike, nature event, cookout, clean-up day, kinder-derby, stomp rocket, kickball, marbles, etc.)
- **Units** hold second-chance summer-time recruitment events (see above for activities)
- **Units** write thank-you notes to principals & school office personnel (include results for each school).
- **Units** ensure new leaders get trained and attend September Cub events.
- **Units** register all new scouts with the council by SEP 1st
- **Units** hold a "Welcome Back/Bring a Buddy" outdoor event before start of school.
- **Council** holds Cub/family camping event.
- **Council** collects data and informal feedback to better inform practices for next year.
- **Council** sets agenda and recruits presenters for Spring Recruitment training meetings.
- **NOTE: Units** should also refer to the Fall SWFS timelines to plan for fall 2nd chance recruitment.

Example Spring Recruitment Plan

September & October

- **Units** have table at school *Back to School Nights* promoting unit fall recruitment event.
- **Units**, following fall recruitment event, hold formal orientation for all new families.
- **Districts** reserve locations for district Spring Recruitment training meetings and advertise to units.
- **Districts** hold Cub/family camping event.
- **Council** "Train the Trainers" for Spring Recruitment trainings.
- **Council** revises SWFS and Spring Recruitment Plans for next year and sets Spring Recruitment dates.
- **NOTE: Units** should also refer to the Fall SWFS timelines to plan for fall 2nd chance recruitment.

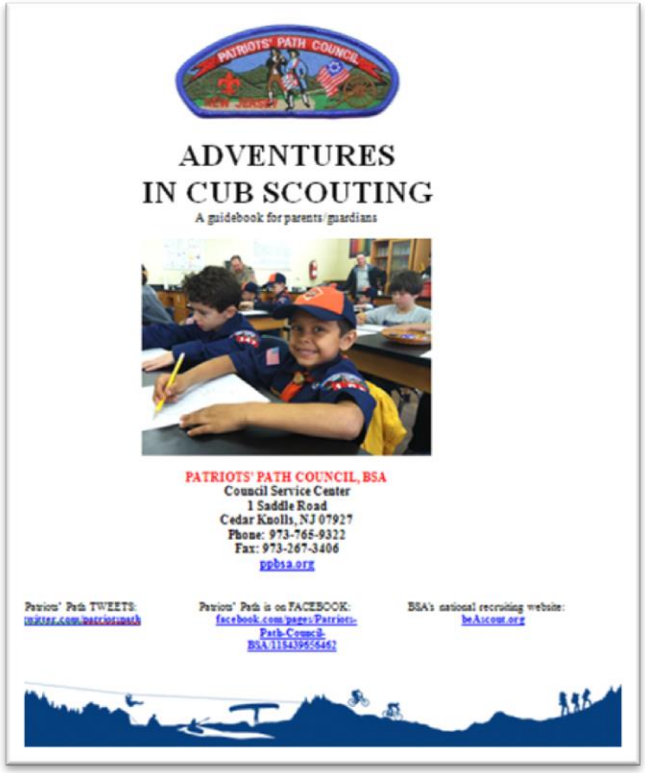
Example Spring Recruitment Plan

November & December

- **Units** update BeaScout.org pin information with recharter (Dec).
- **Units** get on the principals' meeting agenda (December/January).
- **Units** begin making connections with Kindergarten families - Invite to Kinder-Derby.
- **Districts** begin more in-depth Spring Recruitment training meeting in each district.
- **Council** sends superintendent letters for Spring Recruitment event approval and facilities usage.
- **Council** holds University of Scouting, trains leaders, and collects more information.
- **NOTE: Units** should also refer to the Fall SWFS timelines to plan for fall 2nd chance recruitment.

Part III:

DRAFT *Adventures in Cub Scouting* Guidebook



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WHAT IS CUB SCOUTING?

- Scout Oath
- Scout Law
- Cub Scout Motto
- Law of the Pack
- Outdoor Code
- MISSION OF BOY SCOUTS OF AMERICA
- OUR VISION



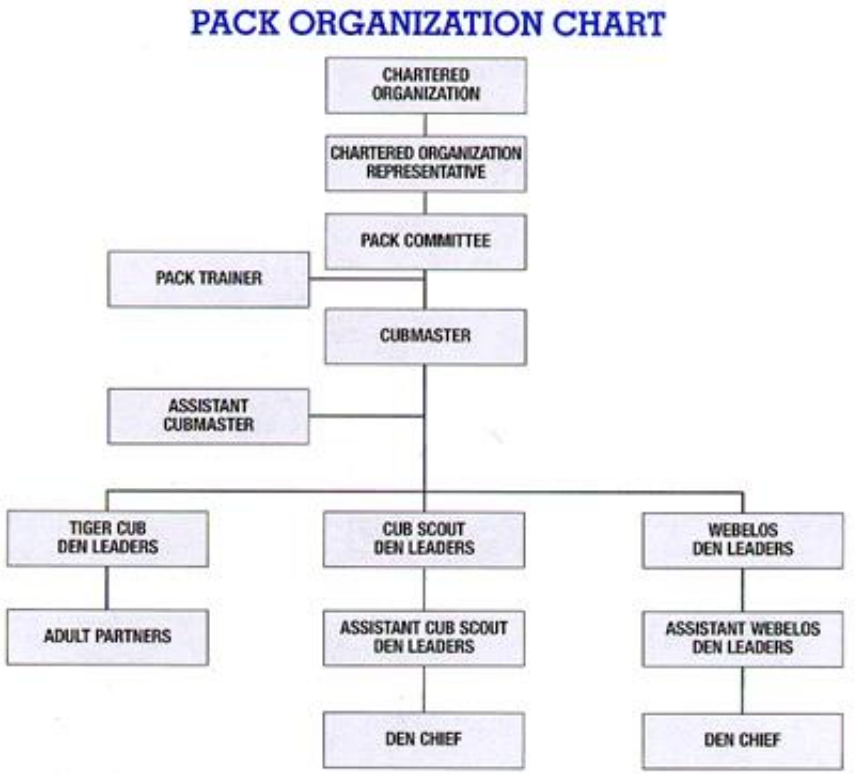
Your Son, Scouting, and You

Did You Know?

- For every 100 boys who join Scouting …
- Scouting Alumni Include …
- Did you know that men who were Scouts five or more years as boys are more likely to …

PACK ORGANIZATION

- Den
- Pack
- Cubmaster
- Pack Committee
- Chartered Organization



PACK ACTIVITIES & OUTDOOR PROGRAMS

- Pinewood Derby
- Blue & Gold Banquet
- Service to Others
- Field Trips & Activities
- Cub Scout Day Camp
- Webelos Resident Camp
- Cub Family Camping
- Pack and Den Camping





WHAT DO CUB SCOUTS DO?

The Advancement Plan



- **It all starts with … the BOBCAT**
- **TIGER CUBS – First Grade Boys**
- **WOLF CUBS – Second Grade Boys**
- **BEAR CUBS – Third Grade Boys**
- **WEBELOS – Fourth and Fifth Grade Boys**

… and so much more …

OTHER AWARDS PROGRAMS

- Academic and Sport Program (Belt Loops and Pins)
- Religious Emblems
- Outdoor Activity Award
- STEM-NOVA Awards
  - The Nova Awards
  - The Supernova Awards
- World Conservation Award
- Conservation Good Turn Award
- The cyberCHIP Award
- The Emergency Preparedness Award
- Fun With Family Awards
- Interpreter Strip
- Outdoor Ethics Awareness Award
- National Summertime Pack Award
- Recruiter Strip
- The SCOUTStrong Challenge















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SO WHAT'S NEXT? HOW DO I SIGN MY SON UP FOR SCOUTING?

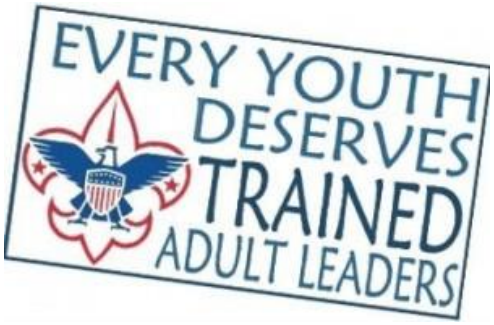
- Complete Registration
- Organize Dens
- Packs Needs Leaders & Volunteers
- Share Contact Information



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BECOME A SCOUTING LEADER OR VOLUNTEER

- **YOUR ROLE**
- **VOLUNTEER LEADERSHIP**
- **YOU ARE NOT ALONE**
  - Staff Support
  - Roundtables
  - Pack Leadership
- **TRAINING AVAILABLE**
- **YOUTH PROTECTION**
- **TRAINING OPPORTUNITIES**
  - ***Our Scouting leaders are WELL TRAINED!***







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THE FINANCIAL INVESTMENT IN YOUR SON

- **BSA and Local Dues**
- **Cub Scout Handbook**
- **Cub Scout Uniform**
- **BOYS' LIFE monthly magazine**
- **Friends of Scouting**





<u>NOTE</u>: In cases of financial difficulty…

UNIFORMS

- Shirt
- Cap
- Neckerchief
- Neckerchief slide
- Belt
- Pack T-shirt
- (Optional) Trousers or shorts
- (Optional) Socks



Two Scout Shop Locations to Serve You

Service Center Scout Shop		Wyatt Scout Shop
1 Saddle Road		1130 Route 22 West
Cedar Knolls, NJ 07927		Mountainside, NJ 07092
973-765-9322 x233		908-654-9191
mlcapen@bsamail.org		mlcapen@bsamail.org

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Part IV:

Beginnings of Parent/Guardian Orientation PowerPoint

(a work in progress)



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WELCOME!

Pack ### – Parent/Guardian Orientation

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So what then??

Inserting the Script



Good evening and welcome everyone.

I'd like to welcome you to _____ Parent Orientation Meeting.

I am _____, and I have been a Scout leader for _____. I am looking forward to spending some time with you this evening and sharing with you how you can get involved with your son in a great family program.

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Our Goals

- Discuss the Cub Scout Program
  - What is Cub Scouting
  - Your Son, Scouting, & You
  - Pack Organization
  - Pack Activities and Outdoor Programs
  - What do Cub Scouts do?
  - Other Awards Programs
- Discuss Parental Involvement
- Answer your questions about Scouting

WHAT IS CUB SCOUTING?

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- Cub Scout Motto
- Law of the Pack
- Outdoor Code
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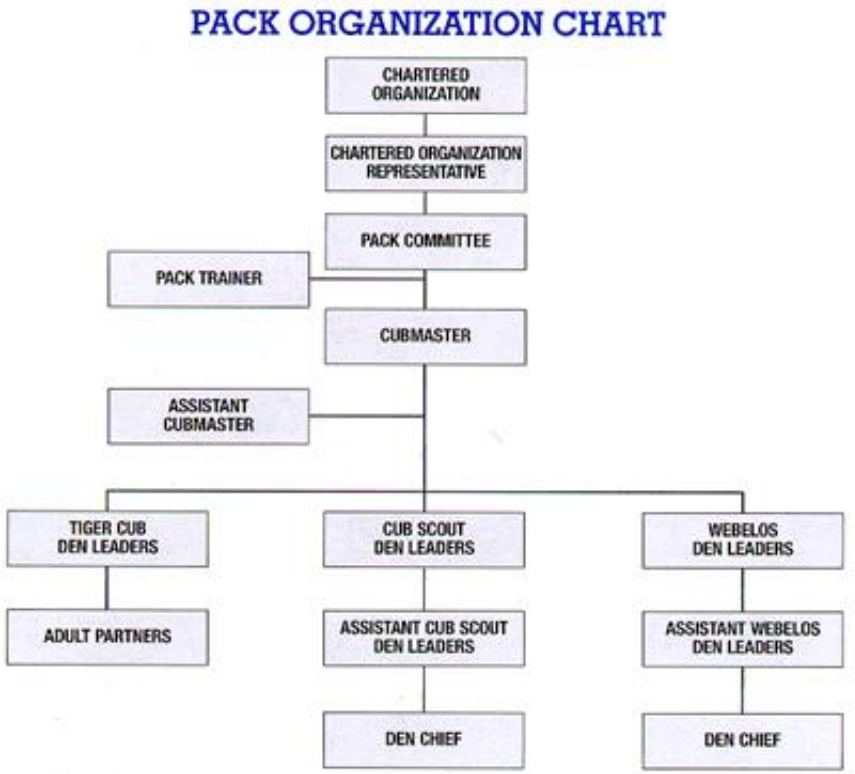
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Feedback on the draft Adventures in Cub Scouting guidebook and the Spring Recruitment Timelines



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