



CUB SCOUTS

# Membership & Recruiting

July 6, 2020



BOY SCOUTS OF AMERICA®



# MEMBERSHIP HOUSEKEEPING

- **Annual Pack Information Sheets**
  - Accurate Contact information – Provide best numbers and email address
  - Identify the Contacts
  - Meeting Location – For Virtual meetings - Contact Info
  
- National Pike Flyer Request Form
  - Needed for Posting a soft copy through the School
  - Needed for Printing for the Schools
  
- PLEASE identify a Communications/Marketing/Outreach person(s). This is a key position this year!
  - Work with School Administration
  - Work with Community Churches
  - Post on Community social media
  - Send emails to community
  - Work with Community newsletters
  - Work with Dens to get school involvement
  - Get flyers posted in Doctors offices, car repair shops, store etc.







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# Planning Your Join Scouting Events

A Scout is Prepared! It is time to start preparing for your Pack's Join Scouting Recruiting Activities held in August, September or October 2020

A Join Scout Activity is a great opportunity to invite community members to see the Pack in action. It is a time for possible new scouts to interact with current scouts and parents to ask questions.

## Think About

**Date(s)** – When is your Pack/Den will invite community members

**Locations** – Plan more than one

**Contact** Information for the flyer (soft copy and printed)

**Distribution & Types** (tri-fold, yard signs, social media, printed etc.)

The Membership Team will be contacting the Packs in **JULY** 2020 to collect this information.

\*\*\*\*\*Mark Your Calendar \*\*\*\*\*

Cub Master, Committee Chairs, or

Membership Chair

August Training for Fall Recruitment

Details to follow



## Recruiting

- Plan several different events over August, September and October of 2020
- A large Join Scouting Night in September is a low probability event
- Plan on using online applications - assign a person to check daily
- Involve all members of your Pack in recruiting
- Be flexible and Creative

**Most of All Be Safe**







## Recruiting

- Update / Verify [www.beascout.org](http://www.beascout.org) information – Unit Pin & Comments
- Check your Family Scouting status
- Retention is member recruiting
- Recruit through schools – principals, guidance counselors, administrative assistances. Check to see if they have ideas for recruiting during these times.
- PTA – newsletters, social media postings, flyers hard copies & soft copies, great resource for getting the word out.
- Churches – Newsletters, community postings, websites, information tables, outings...
- Bring a Friend – make sure scouts know how they can invite other kids to a meeting/event and let the scout introduce their friend.
- Postal Mail – invitations, post cards to neighbors
- Yard signs – tape/Velcro/sheet protector for information changes





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# More Recruiting

- Invite Media to event
- Promote in local newspaper
- Promote on several social media platforms
- Post Information on mailboxes
- Contact Parks and see if they will post flyer on Informational boards
- Post flyers at workplaces
- Try to connect with businesses for display
- Create a “Welcome” packet to give or email new scouts
- Engage of current Scouts to become ambassadors of Scouting
- Have a Cub Scout Day where they wear the uniforms
- Do Good Turn Projects and include Pack event information (example food collection - post Pack event information for people to take or put Pack information in bags being dropped off)







## IDEAS FOR JOIN SCOUTING

- Do an internet meeting either Pack or Den (new members may not know what a Tiger is, but they will know what a first grader is)
- Make the activity part of a meeting - let the parents see what Scouting is all about.
- Create interesting rocks with join - have the Pack members create rocks with the pack contact information and place them in high traffic areas
- Do a Geocache with Pack information in the cache





## IDEAS FOR JOIN SCOUTING

- Have a Saturday Biking event in a parking lot (Church/School)
- S'mores campfire party – in person with a small group or online on a meeting platform. If in person, masks, distance markers (hoola hoops, caution tape etc)
- Build Rockets out of recyclables – have these built at home and in a meeting, have the scout & prospective scouts show them off! If you have an outside location, set up tables.
- Have a game night over a meeting platform ( bingo is a great game – you need to email a card to be printed. Now you have contact information)
- Make and Take – prepackage a small craft. For prospective Scouts they pickup the craft along with a “prospective scout packet”. Have an online meeting to create the craft. Or, if possible, in a small group (den) in a backyard.
- Please post your ideas in the chat or send them to me at [CAROLSCORNER.Scouting@gmail.com](mailto:CAROLSCORNER.Scouting@gmail.com)







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THANK YOU FOR ALL YOU DO  
FOR SCOUTING!!

QUESTIONS



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