



CUB SCOUTS

205: Building a Successful Cub Scout Recruiting Program



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(Thanks to Kat Ressler for some of this material!)



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Welcome and Overview

Welcome All - Please sign in by typing your name, pack number, and district in the chat box. Don't forget to hit mute if you are not speaking!

Thank you for joining us at The Program and Training Conference!





Zoom courtesies

- Put your name in your Zoom window
 - If not already there, right-click, select “Rename”
- Please turn on your camera if you have one
 - It’s really helpful for everyone to see everyone, even if we aren’t in the same room
- In general, mute yourself when you aren’t speaking
 - And unmute when you are 😊
- Feel free to ask questions or comment during the class, but if it can wait a bit, use the chat box
 - At the end of the class, you can save any information, questions, etc. that have been written in the chat





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Introductions

Introduce ourselves - name, primary position, and something you hope to learn here.



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Successful Recruiting Rules

- #1 - Never Stop Recruiting
- (Actually, just the one rule)
- Every activity and event is a recruiting event
 - Cubs, leaders, and parents should be encouraged and shown by example to be open to more members
- Cub recruiting is also parent/volunteer recruiting
 - You need them too!



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The Key 3

- Program
 - Visibility
 - Events
- These are not distinct things - they blend together



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Program Creates Membership

- This is a time tested, proven principle
- When Cubs are having fun...
 - They come back for more
 - They bring their friends
 - They attract attention and people find the pack
- How good is your Pack's program? Can it be improved?



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Program: Keeping Cub Scouts Engaged

- Set expectations early
- Enable the Patrol method as often as possible
- Play games (Scouting is a Game with a Purpose!)
- Be prompt with recognition
- Be genuine
- Allow for creativity and energy
- Train your leaders





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Make Sure People Can Find You!

- Keep Your Unit Pin Updated
- Keep your unit meeting information and websites current
- Be sure to post if you are not meeting/have a way to cancel





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How did your pack recruit this year?

- Special events?
- Flyers?
- Open meetings?
- Special outings?
- What else?





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Steps for a Successful Event

- EVENT
 - Venue and date are confirmed
 - Event is publicized on unit website/social media
 - Family/Scout participation is confirmed
 - Families are encouraged to bring friends
 - Friend participation is confirmed





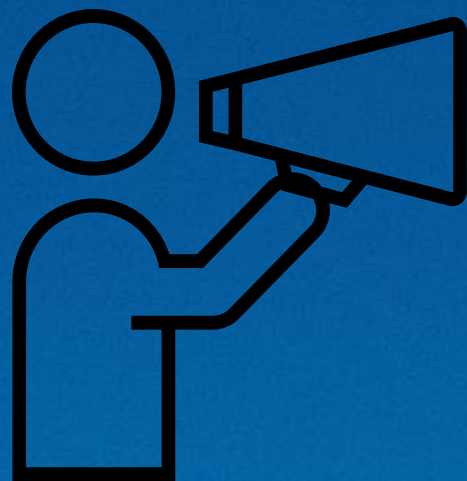
What to Showcase?

- How Scouting Works
- Pack Events; Pack Calendar
- Dues & Fees; Fundraising
- Registration
- Payment
- Advancement
- Paper Packets; Online Information
- Craft/Activity - make sure kids are engaged while you talk to parents
- Leave Time for Q & A





Advertising



- Be where families are. Be visible
- Pizza box flyers with QR code
- Flyers/posters at take-out restaurants, grocery stores
- Yard signs (council will provide!)
- Peachjar or other flyer system
- Family Fun Fest
- Guerilla Marketing:
- Door flyers; twirly sign on street corner; geofencing; school supplies.
- Use social media: Facebook; Next Door





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Onboarding Families

- Keep the kids you recruit and get their siblings
- Make sure that, and make it possible for, the parents to have fun, too.
- Parent orientation meeting: for all parents - not just new ones
- Orientation Booklet
- Pack Calendar
- Communication: email, text, phone call, Facebook page, Scoutbook
- On-going support: someone to answer questions, explain program, make families feel welcome
- Dedicated Phone Tree or contacts - call current families and see what needs they may have





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Thoughts on... Welcoming Committee

- Must to be familiar with pack families so they recognize new faces
- Help new families know where to go, what to do
 - Also have signs directing people to gathering activities, seats, etc.
- More than a Big Chain greeter: be more personal, take more time.
 - Get to know new families, how they're doing, answer questions, clear up confusion
 - Help connect them to other families (same rank, interests, neighborhood, etc.)
 - Foster integration and friendships
- Stand near the room entrance, but **do NOT block the door**
 - You want to be able to have short conversations with parents and not keep other families from entering.
- Need a committee so there are enough Scouters to interact with all the new families
 - One or more scouters may get into extended conversations with new parents, so you need a team to cover everyone.





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Fun Ideas to Welcome Families

- Get families involved as soon as their child joins - the more of a connection you make, the more they will want to invest back
- Highlight and Welcome families via your newsletter - make them feel special - they are!

Ideas

- Candy exchange (have separate baggies filled with candy and collect asap), hand out for the holiday
- Welcome Gift
 - Free flashlights, pencils, a mini care package (for existing and new families), yard signs welcoming the Scout, etc.





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When Do We Onboard Families?

Needs to be an ongoing,
year long effort - not
just once



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Discussion & Questions ?



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Web Resources

- Membership and Recruiting Resources: <https://seattlebsa.org/membership/>
- Blog: <https://blog.scoutingmagazine.org/category/cub-scouting/>
- BSA Virtual Recruiting Playbook for Fall Recruiting:
https://41zfam1pstr03my3b22ztkze-wpengine.netdna-ssl.com/wp-content/uploads/2020/08/Virtual-Recruitment-Playbook-August-2020-final.pdf?utm_source=scoutingwire&utm_campaign=swvolunteer922020&utm_medium=email&utm_content=
- BSA Recruiting webinars: <https://scoutingwire.org/marketing-and-membership-hub/marketing-webinars/>
- Geofencing, Social Media.
- Outdoor Recruiting Event video (10 min.): <https://vimeo.com/450279270>
- BSA Marketing Materials: <https://scoutingwire.org/marketing-and-membership-hub/> Includes recruiting videos.
- Logos, photos, etc. you can use: <https://scouting.webdamdb.com/bp/#/assets>

