



# Guide to Recruiting and Family Sign-Up Events

## Six Key Recruiting Steps for Pack Leaders and New Member Coordinators

(the more you do, the better your results):

### 1. Make a Calendar of Fun Activities. Develop your Pack's fun activity plan for the upcoming year:

- a) Focus the list on fun family events, not meetings (families join to “do things” and “go places”)
  - Include some summer events (at least day camp, twilight camp and summer camp options).
  - How about a spring Pack Graduation Ceremony event? Present their “new Handbooks” ...
  - Include “easy” events like Adventure Camping or Days at Camp, Day/Twilight Camp, District events
- b) Ask current families “what else would you like to do?” ... you’ll get good ideas, and might find helpers!
  - But just do it ... it just takes one person to make an Activity Calendar ... Activities will attract families



### 2. Let People Know – Promote Your Fun Activities! Let Families and Groups Know your Event Plan.



- a) Media Methods ... use what you and your school and church and neighborhood families use
  - Pack Fun Activity List Flyers ... *Send Out your Calendar of Fun Activities*
  - Family Sign-Up Event Flyers – list both the School Sign Up Night and upcoming Fun Events
  - Stories for School, Chartered Org and Community newsletter / email / website / newspaper
  - Parent-to-parent letters / emails / Facebook postings / Instagram / tweets ... and conversation
  - Yard signs (for School Night, and for Fun Events before and after): Write Large – Be Seen!
  - Posters: School, Chartered Organization and Community Locations (Park, Rec Center, Restaurants)
  - Pack information packets/brochures/handouts ... Peer to Peer Card invitations for Scouts to hand to others

#### b) Where to Share your Fun Event Plan and Pack Information?

Current/former Pack Families and Friends

- At School: posters, flyers, website, eBlasts, car pool, PTA meetings, Open House, Marquee Sign.
- At Church, Neighborhood Organizations, Parks, Rec Centers, Restaurants ... places where parents go.
- Facebook, twitter, Instagram, neighborhood email, NextDoor, websites ... friends, families, organizations.
- Parent to Parent emails, texts, FB Direct Messages, calls – empower parents to ask others to join.
- anywhere families are



[www.BeAScout.org](http://www.BeAScout.org)

**3. Recruit Leaders and Helpers.** You're recruiting families, not just youth. *You have to have leaders ...*

- a) Keep recruiting leaders for the new year, so that "every parent helps" in some way that they can:
  - contact good Den and Pack Leaders to renew – ask good former Den Leaders to be mentors
  - recruiting Den Leader and Assistant prospects / seeking other leaders and assistants
  - ask parents to take on small jobs (have a list for them), so that you turn parents into helpers, and helpers into leaders!
- b) Along with your Activity Calendar, have a List of Leaders and contact information:
  - Sure, key roles like Cubmaster, Den Leaders, Assistants, Chair, Committee
  - But *don't be shy about showing "open" positions and options* (like Co-Leaders and Assistants)
  - Be creative about "slicing and dicing" roles so that parents say "oh, I can do that!"
- c) Make Contact in the Spring – it's a great time for families to join:
  - They can join for summer events – an "end of year" Pack Picnic can be a "welcome" event too.
  - Once they start to participate, discern who might be den leaders or assistants.
- d) Seek help from a Scouts BSA Troop (especially the "graduates" of your Pack):
  - Can they provide an activity for new Cub Scouts at your Family Sign-Up Events?
  - Are there other opportunities for interaction, like Den Chiefs, or Troop events with Cubs invited?



**4. School and Community Presence.** Show your School and Community the Fun of Cub Scouting.



- a) Visit your principal and Chartered Organization executive officer (and other key staff) ... they help too!
  - Coordinate with your District Professionals ... they want to be in contact too.
  - Thank them, show them your activity plan and any "Adopt a School" plan ... how can you help them, and how can they help you?
  - Invite them to events of interest to them (Blue & Gold)

- b) Spring: have an "end of school year" Pack Picnic with "graduation" and welcome for new families:
  - "Graduate" Cubs to the next Rank / Welcome Lions and Tigers / Sign up for Summer Events!
- c) Have a strong presence at your school's Open House / Registration Day event to attract new families
  - Table with handouts and stickers and posters or displays or video or ... whatever you can do.
- d) "Adopt a School": Service Projects at School and Community – share the word that Scouting Serves!
  - The Council provides a gift to principals, sent in the summer (principals work year round).
  - District Executives schedule principal visits in spring/early summer – good to do joint visits.

**5. Family Sign-Up Events.** Not Just a School Night Sign-Up, have Fun Pack Events too.

- a) Work with District Executive as they schedule School Sign-Up Night shortly after School Starts.
  - A District Professional will lead a school "buzz-up" a day or so before ... a Pack leader may assist.
  - Be sure the District Professional knows your Calendar of Fun Activities and sells what you do.
- b) What to Say to Families? See + tailor our Family Sign-Up Event script.
  - On Sign Up Night, share Bobcat Adventure Plans as a tool for an upcoming meeting or activity. The plan is designed for shared leadership, so Den Leaders, Co-Leaders and Assistants can rise up.







- c) Schedule a Pack Fun Event as soon as possible after School Sign-Up Night ... time for Pack Family Fun. Some call it a “Second Chance” (to sign up) Event.
  - Do something easy and fun: a “Back to the Pack” Picnic? Fishing Derby? Pool Party? Bike Rodeo? Cub Olympics? Ice Cream Social? Campfire Cookout? Raingutter Regatta?
  - Have more than one ... maybe one or more before Sign Up Night to confirm plans and leaders!
  - Maybe a fun event at the chartered organization (if not the school), or a local park or rec center

- d) After Sign Up Night, you’ll need a “Parent Orientation Session” – that first Pack Fun Event might be it.
  - “Parent Orientation Sessions” work best alongside a fun event for Scouts, where you have the Scouts engaged while the parents can get the information needed about how the Pack operates.
  - Be sure you have enough people to spare to supervise the fun activity for the Scouts – former Pack members and leaders are useful, like those now in a Scouts BSA Troop.
  - The “Parent Orientation Session” should cover and supplement any “This is our Pack” handout, and review information about how parents participate, as leaders and helpers.
  - We have further scripts for “the talk” with families about how “*some of us have to be leaders*” attached at <https://www.southfultonscouting.com/node/3403>.



- 6. **More Fun Events.** Expand and extend your Calendar of Fun Activities ... that’s what makes families join!
  - a) More Fun ... Pack and Den Events should be fun for families too ... those are ideal recruiting events
    - Hold “bring-a-friend” days or nights and award the “Recruiter” patch
    - Promote wear your uniform days at school (e.g., on Meeting Days, before events)
  - b) Any Fun Event is an opportunity to invite new families to join.

## Timeline to Apply the Six Key Recruiting Steps:

### Planning Phase for Recruiting (April to 2 weeks before school begins)

- The goal is NOT just to sign up new youth. ***The goal is to sign up new families!*** Cub Scouting is a family program. That shouldn't scare parents -- Scouting makes stronger connections between youth and adults, making parenting easier! Without parental involvement – leaders! – there is no Scouting program.
- ***Successful recruiting needs a fun Pack activity calendar in place.*** Families don’t join Cub Scouts to go to meetings – *they join to do fun things* – whether hiking or fishing or Frisbees or bowling or biking or bb guns or golf or gross things or s’mores or camping or fun places or kites or critters or puppets or puddles or whatever kids and/or families like to do. **Step 1 is “Make a Calendar of Fun Activities”.**
  - Follow the mantra of “**If you build it, they will come**”: “**If you build it (a calendar of fun activities), they (kids and families) will come (and join your Pack)**”. Families like activities, not meetings.

- Yes, great Pack Committees already create a year-round plan, but some put this off (understandable ... we're all busy), so we note this first because having a fun, active, year-round, appealing Pack activity plan is the key to effective recruiting. Even if your plans are not firm (like if you don't have an activity leader yet for some future events), *go ahead and put your "dream" activities on the list – you'll be more successful if you do. If it's a good activity, someone will lead!*
- Got Activities? **Step 2 is Let People Know – Promote Your Fun Activities!** Share your Activity Calendar with your communities. Get your current Pack families and friends fired up about the new program year.
- As you do that, do **Leadership Inventory and Recruiting**. Successful Packs need leaders ... so renew and recruit as many Den and Pack Leaders as you can in advance, one by one ... it is a disaster to recruit lots of kids without leaders to lead them! And it isn't fair to the kids. **Step 3 is Recruit Leaders and Helpers.**
  - Pack Leaders should check to see how many Den Leaders are returning, ask the good ones to keep on, ask assistants to step up to bigger roles if possible, and ask qualified adults to serve as Den Leaders. Ask all to help recruit more leaders!
  - Ask qualified adults to serve as mentors for any new Den Leaders. Mentors would commit to support a new leader for a few den adventures and train new Leaders as the Den meets for the first time or two.
  - When families step up and do summer activities (like day/twilight camp or summer camp) with their sons, see how they liked it ... many times a family will get more involved after an event like that ... get to know who might be a leader.
- **Recruiting Team:** Engage **New Member Coordinators** (leads and helpers): knowledgeable volunteers who at the very least welcome new members, and ideally provide a recruiting program that helps you recruit leaders and helpers. New Member Coordinators will work closely with Cubmaster, Den Leaders and Chair, so that those leaders are not the only "welcomers". In a large recruiting program, different New Member Coordinators might split up the following tasks depending on interest and ability:
  - **"End of Year Pack Party Coordinator"**: Let recruiting start by retaining current members and with a big party ... have an end of year Pack Party or Picnic (or maybe just ice cream). At this "last event" of the school year, you can (1) graduate Scouts from one rank to the next (some Packs present the new handbooks or pass on neckerchiefs and slides from rank to rank), (2) recognize and thank all your leaders (you want them back), (3) have your Cub Scouts invite their friends, (4) invite Pre-K Families (next year's Lions) and Kindergarten families (next year's Tigers), and (5) promote summer fun activities like day/twilight camp and Cub Summer Camp.
  - **"Open House Organizer"**: Be sure that your Pack is front and center, loud and proud, at any Registration Day, Open House, Sign Up day, meet the teacher day, and fall school carnivals, or whatever your school does at the end of the summer, because (1) other after school events may be there signing up kids, and (2) many families will decide their after school program by that day (if not before). Check with your schools to see what you can bring and do. Bring Cubs in uniform or T shirts.
  - **"Sign-Up Event Coordinator"**: A New Member Coordinator who can organize logistics at Family Sign-Up Events, working with the District Professional, Cubmaster, Chair and Den Leaders. Script has ideas.
  - **"Plan Promoter"**: Maybe your website person or other communications leader ... first, ensure that Pack Leadership have announced a fun and appealing activity plan (*if not, remind them that this is "Step 1"*) ... then you need someone to promote the plan using tools available to your Pack, such as Pack Flyers (ideally with your photos, definitely with your contact information and all of your fun activities), Pack Calendar, photos, posters, videos, newsletters, etc., and get your fun activities listed in school and neighborhood and community outlets like school and community newsletters, eBlasts,

websites and more, plus community newspapers (they want “content”, like “what Pack 123 is doing”). This helps support **Step 4: “School and Community Presence”** as your Pack gets known.

- **“Photographer or Photo-Gatherer”**: A great job for those “I’m not a leader” parents. Take “welcome” pictures at events. Encourage parents to share their photos so that you can have lots of pictures and video of your Scouts in action. As they say: A Picture equals 1,000 Words. You want photos for your Blue & Gold Banquet and end of the year Graduation Ceremony – but you need photos/video for recruiting new kids and families so that they can see the fun you have.
- **“Publisher”**: Someone to do the work of creating Flyers, other Handouts, Info Sheets/FAQs, Calendars, Cards, Stickers, or other material – the Publisher can either use your Pack resources for printing, or contact your District Professional to use the Volunteer Service Center printing/copy facilities. A “Publisher” can use Council provided materials and/or Pack created (homemade) flyers, handouts, signs, “join us” invite cards, and whatever else you want to use.
- **“On Line Presence Promoter”**: Someone computer savvy to update your contact and other information wherever you have it, including your PIN at <https://beascout.scouting.org/>, any District contact list, and any school, church or neighborhood contact list; if you have a website or Facebook page, work with your site administrator so that it shows how to join / who to contact / what you do ... so that it is appealing to potential new families who find it. See if you can get space on any school or Church website too ... *If you don’t ask, they can’t say “yes”*.
- **“PTA and Principal Pal”**: One or more New Member Coordinators needs to know the schools you draw from ... to know the Principal, Administration, Teachers, and Staff (*your maintenance staff is your friend!*), and the PTA/PTO, their programs, meetings and opportunities ... the goal is to get in front of them (and on their email lists / newsletter / websites). We use the idea of “Adopt a School” so that you also “give back” and get more connection and support from a school. **Step 4 is “School and Community Presence”**, so be sure someone is connecting here. Someone in this role is key to planning a great Open House / Meet the Teacher / Registration Day Plan (see below).
- **“K and Pre-K Liaison”**: Reach out and invite Pre-K and kindergarten families to end of year Pack events appealing to them (*psst: have Pack events that are appealing to them*), and invite them to do summer stuff like Day Camp / Twilight Camp, Adventure Camp, 4<sup>th</sup> of July Party, Pool Party, whatever you’re planning. Seek potential Den Leaders now ... why wait ‘til it’s too late?
- **“Application Analyst”**: Someone to review / correct / complete those Youth and Adult Applications so that they are processed when submitted and to monitor online submittals – and gently remind those who still need to turn in Applications.
- **“Supply Store”**: If your Pack provides items to dues paying members automatically, like Handbooks, T Shirts, custom patches, neckerchiefs, hats or the like, someone needs to take on the logistics of supply and delivery.
- **“Pen Pal”**: OK, maybe not a letter (though letters are nice), but someone to communicate to new members about joining and what new families need to know ... like “when’s the next event?” and “what do I need to buy?” and “how does this Pack run?” A Pen Pal can check in (“how’s it going”) and also reach out to families who didn’t sign up to see if they want to come to the next fun event. Maybe this person works with whoever writes up any Pack information packet/brochure/handout to be sure it provides what new families need to know.

New Member Coordinators will be looking for program leaders too – den leaders and assistants.

- **Develop Your Open House Team of New Member “Welcome” Coordinators.** Packs should have several leaders, parents and youth ready to share Pack information at School Open House/Meet & Greet/Registration Day events and make “one on one” contacts to find out who wants to do Scouting.
  - Have enough leaders and parents on hand for effective one on one contact. And Leaders, consider this: *maybe don’t wear your uniform!* Let parents see that you’re just a parent too ... otherwise they may think that “you khaki wearing people” lead the Scouts, and the rest of us just drop our kids off!
  - Some Packs have picked up 70 or more new families (and the leaders to support them) by these “one on one” contacts at Open House events.
  - People purchase based on peer reviews – Scouting too. Have enough for “one on one” “peer to peer” contact – *parents who like the program are your best salespeople and best New Member Coordinators.*
- **Develop Your School Sign-Up Night Team of New Member “Welcome” Coordinators.** Team needs will depend on your School Sign-Up Night plan (station to station, or single presentation to all), but you can adapt the plan so that it works for your Pack and that event and the team you recruit.
  - Make sure you **adapt any Family Sign-Up Event script to your Pack ...** every Pack is different.
  - **Inform your District Professional about your Pack and your Activities, so they sell YOUR Pack ...** all Scouting is local, every Pack is different – the Professionals should sell and support what **you** do, not a “generic” Pack. You did Step 1 (“Make a Calendar of Fun Activities”), so share that calendar.
  - Invite all leaders and parents of current Scouts to the Family Sign-Up Event to help. Delegate responsibilities for greeting people at the Family Sign-Up Event, helping parents fill out applications, pay registration and Pack dues, and maybe also have an activity for youth during any brief talk with their parents at the Family Sign-Up Event.
  - Make sure your Pack treasurer can attend your Family Sign-Up Event to take and record dues.

## **Pack Recruiting Promotion (year-round, but firm by 4 weeks before school)**

- **See the “Media Methods” section in Recruiting Step 2 (Let People Know – Promote Your Fun Activities!).** Having postings, posters, flyers, “tri-folds”, Scout “standees”, yard signs and other promotions about your Pack activities ready well in advance of school Open House events is critical for success.
  - For Sign Up Nights, your District Professional will take the lead and will bring **Sign-Up Event posters and flyers to the school.** A day or so before the Family Sign-Up Night, flyers can go home inviting the families to join at the Family Sign-Up Night.
  - But for general “Pack Promotion” before and after Sign Up Night, Pack volunteers need to lead, because you can get the word out and **“Let People Know – Promote Your Fun Activities!”**
  - Savvy Packs will run general “Pack Promotion” before and after Sign Up Night to Let People Know, and that will only help support the Sign Up Night promotion.
- **Need printing?** Ask your District Professional for help – Volunteer Service Center can do this for you. Just let them know what you want and what goes on it.
- **Advertise through all possible avenues** – no method works all the time, but each succeeds sometimes. Put your Pack fun activities and Sign-Up Event info in School Newsletters and e-newsletters, on websites, Facebook, neighborhood and church lists, etc. Publicize your Pack and those key dates at local churches with posters and flyers and their electronic media. Circulate it before Open House: families may come looking for you at Open House, or be aware of Cub Scouting. You might use “geofencing” on Facebook.
- **Got Fun Flyers?** (with your key fun activities) Fun **Flyers can be distributed:**

- (1) by hand at school, or in car pool, or at PTA meetings, or at the School's front desk or the Church's information desk, or local community centers, or pools or parks or other places where families appear,
- (2) by email, including postings to neighborhood or school email lists, sending it to friends and neighbors,
- (3) by posting on key websites, such as school and church, neighborhood, etc., and
- (4) by sharing on social media, through Facebook pages, twitter, Instagram, etc.

- If you have photos (*you know you do, somewhere*), maybe make multiple versions of Fun Flyers to say "Welcome to our Pack / Here's What We're Doing" with different photos of your Scouts in action on different flyers. *Your Scouts will be eager to find their pictures and show their friends.*
- Yard signs can be effective. Write in BIG LETTERS whatever you're trying to share ... contact information as School starts, then the date and time of the upcoming Family Sign-Up Event. See if the schools your Pack serves will let you put them up in the school yard (and car pool line) and the event location.

## **Open House / Meet & Greet / Registration Day Action (July to Open House)**

- **Planning for Fall Recruiting Event One – Open House / Meet the Teacher / Registration Day Plan.** Open Houses are "open season" for all sorts of signups – don't miss this great opportunity to have a strong Pack presence at Open House / Registration Day / or other back to school events. Packs should have several leaders and youth ready to recruit at each one of these events. Planning Tips:
  - Every Open House is different, so when you meet with school staff, figure out what you can bring:
    - Flyers and Handbooks? Sure. Pack information packet/brochure/handout? Yep.
    - What about posters / foldouts / photos / videos? Projector and a screen? Pinewood Derby track?
    - Can you have a portable campfire pit and s'mores outside? *If you don't ask, they can't say "yes".*
  - This is a great reason for you to call and visit the Principal and key staff at the school(s) your draw from ... you want to strengthen relationships with principals and staff and thank them for helping support the Scouting program anyway. Your District Professional will have principal visits too and should invite Pack leaders on any visit – or you should invite yourself to join that visit!
  - Have enough leaders and parents and New Member Coordinators for one on one contact – families arrive randomly. Don't miss any! (Tip: have a stash of "Recruiter" patches and put Scouts to work!)
- **Open House / Meet the Teacher / Registration Day Action.** You've got your plan, materials and team. Smile. Have fun. Make friends. And collect applications!
  - Open House One on One Contacts – once you "lure" kids and families to your spot, One on One ("peer to peer") contacts are a successful way to sell Scouting, because every kid and family is different – ask them what they like to do, or what they want to do, and there will be something in Cub Scouting for them that you can sell. Some will be into the outdoors, so play up your camping! If they don't like the outdoors, talk about your fun field trips and derbies and less rugged stuff.
  - Kid to kid recruiting is terrific. *Nothing works better.*
  - Adult to adult recruiting is terrific too. You can quickly size up whether the adult has potential to be a leader, and can tailor your "one on one" talk accordingly to "prime the pump" for when you might ask to consider being a leader or co-leader or assistant.
  - Keep a list of names and grades, with phone numbers and parental emails, of anyone who is at all "interested" or "undecided" – invite them to School Sign Up Night (if they didn't submit an App and pay today) and other Fun Events. Add notes about leadership prospects or interests for follow up.

- Applications. If you use paper applications (you can also take them online at [www.beascout.org](http://www.beascout.org)), have blanks with you ... get them completed and signed whenever you get a new family interested.
- After Open House, revisit leadership inventories and needs ... some new families might play a Family Sign-Up Event role as New Member Coordinators, or more.
- **Repeat When Necessary**. Identify other school events like PTA meetings and fall school carnivals that will be great places for your Pack to have a presence ... every school is different – take advantage of your unique opportunities as you develop a positive **School and Community Presence**.

## **School Sign-Up Night and Fun Event(s) (July into September)**

- **Planning for Fall Recruiting Events Two and Three (and Four? And More?) – Family Sign-Up Event Plans: School Sign Up Night + one or more Fun Events**. You should have both types of Sign-Up Events:
  - (1) **School Sign-Up Nights**: Your District Professional will schedule “sign up night” with your School. The event is a Welcome, leading to “sign up” (collect the applications and fees), with brief overviews of Pack Activities, Dens, Handbooks & Advancement, Den Leadership, Uniforms and Costs.
  - (2) **Family Fun Event and “Second Chance” Sign Ups**: After School Sign-Up Night (and maybe before), have a fun event like a “Welcome Back to the Pack” picnic. Your Fun Event can be a Pool Party, Fishing Derby, Bike Rodeo, Cub Olympics, Ice Cream Social, Picnic Day, Climbing Gym, Six Flags/Water Park, Zoo Outing ... what do you and your families like to do?
- **School Sign-Up Night Notes**. For School Sign-Up Nights, develop and share the Plan with your leader team and New Member Coordinators:
  - Decide whether your Sign Up Night will be (1) a group presentation to everyone, where families are seated on arrival at tables by “grades/ranks” (so that they can get to know the others at that grade/rank level), or (2) a “station to station” event for fast family sign ups, where families can get information as needed, and/or drop the application, pay and go, whether they arrive early or late.
    - A Pack with deep adult leadership (both den leaders and enough people to “staff” sign up stations) might lean towards a “station to station” sign up.
    - A Pack without enough people to “staff” sign up stations should do a group presentation.
  - A Script that could be adapted for either type of Sign Up Night is posted at this “Sign Up Events” page, with other advice about Sign Up Nights: <https://www.southfultonscouting.com/node/3142>.
  - District Professionals will attend School Sign-Up Nights and are ready to “run” that Night if it is a “presentation” event ... where you want Pack people to be presenters, be sure you work that out in advance with the District Professional, so that there are no surprises.
    - Be sure you and your team and the District Professional know the script and who will talk about what. Promote **your** Pack activity plan, and how your Pack operates (e.g. Dues Collection), and share your Pack information packet or handout, with contact list and calendar.
    - Though already “signed up”, you can encourage Pack Families to attend to help with “one on one” recruiting of new families and leaders – they are “New Member Coordinators” when they do this. Let Pack Families know when, where, how to help, etc. – they can help hand out any Pack information packet/handout items.
    - The District Professional will bring “packets” with a Council Cub Orientation Guide, plus Applications, mini-Boys’ Life magazines, and a Bobcat Adventure Plan – and a fun item (slime!) for the kids. The District Professional will want to depart with signed applications (youth and adult) and payment of registration fees (and any Boys’ Life magazine fees), plus any sign-up sheet.



- Copies of Applications and sign-up sheet will go to the Cubmaster or designee too.
- The Pack can collect dues, so long as it does not interfere with collection of registration fees.
- Have a “New Member Coordinator” team of greeters, with sign in sheets to be completed with names and grade levels of kids, and phone numbers and emails of parents, maybe a space for parents to write “How I Can Help” (feel free to put some ideas on the sheet for parents to pick from). Share that with Pack leaders and the District Executive.
- At the School Sign-Up Night, you should circulate flyers or calendars publicizing the next chance to join at the **Fun Event or “Second Chance” Event or Events** ... usually the next Pack Event or weekend family fun activity, like a “Welcome Back to the Pack” picnic or other fun event.
- See the Sign Up Event Script for more information about how to run a successful Sign Up Night.
- **Buzz Ups before School Sign-Up Nights.** To prepare for School Sign-Up Nights, District Professionals try to schedule “Buzz Ups” with local schools 1 or 2 days before the Sign-Up Event. *“Buzz Ups” are super-quick presentations on the fun of Cub Scouting* – sometimes done in assembly, sometimes done “class by class” ... every school is different.
  - A Buzz Up helps kids remember that the Family Sign-Up Event is coming, but also is key to getting them excited enough to come. Promote your fun activities, and ask kids who wants to: do archery, build pinewood derby cars, fix things with tools, hike and fish, shoot BB guns, etc. – highlight your fun activities. Give each kid an invitation to join. Customized stickers with the Sign-Up Night info for the kids to wear on their shirts are extremely effective. Some Councils use printed Tyvek wristbands.
  - Buzz Ups are done by District Professionals or their designees, but local Unit leader participation can make a “Buzz Up” more personal and effective – *as long as the Buzz-Up stays super-quick.*
  - Be sure to *inform your District Professional about **your** Pack and **your** Activities, so their Buzz Up script reflects **your Pack**, not a “generic” Pack.*
- **Fun Event and “Second Chance” Event Notes.** Like any Pack Event, develop and share the Plan with your leader team and New Member Coordinators and families:
  - This events are not scheduled with, or run by, the District Professional – it’s whatever your Pack wants to do. Bike, Swim, Fish, Bowl, Hike, Climb, Cook, Eat, Kite – use your resources and imagination to make your Family Fun Events successful, fun and engaging.
  - While you have parents’ attendance, get their attention to how they can help by having a “Parent Orientation Session” alongside that Fun Event (while the kids keep on with the fun activities led by some of your Leader team or other helpers).
  - If your School Family Sign-Up Night is not right after school starts, you might have Family Fun Events before the School Sign-Up Night – just as you might have Family Fun Events all summer!
  - Still Need Den Leaders? Hey, it’s common. Having simple fun events like fishing or hiking or swimming at a community (lifeguarded) pool can give you both (a) a solid Cub Scouting event for families to enjoy, and (b) a chance to scope out who might be good Den Leaders or co-leaders. Providing some simple “activity” materials for parents to lead at their Den levels – like a scavenger hunt, or Bobcat Adventure Plans – can let parents see they can do it and can be a leader.
    - Also, for when you need to have “the talk” with parents about how someone needs to be the den leaders, see the script posted at <https://www.southfultonscouting.com/node/3403>.
  - Can it be Fun? Or must it be super-serious? Hey: have fun. Yes, like any Scouting event, salute the ideals of Scouting with a group opening with the Scout Oath or Law, and a closing cheer and thanks for good Scouts and Leaders. Let everyone leave longing for the next event!

- Paper and Payments! If you use paper applications (you can also take them online at [www.beascout.org](http://www.beascout.org)), have blanks with you ... get them completed and signed whenever you get a new family interested. Collect completed applications from those who agree to join – and payment, at least for registration. For people who need to pay later, set a deadline or dues timetable.

## **Follow Up Phase (day after the School Sign-Up Night ... and beyond)**

- Quick: Communicate! From your sign in sheets, email the new families and the “maybe” families who didn’t sign up, and invite them to the next activities of the Pack and the Dens.
- Quick: Communicate, Part Two! As part of your on-boarding of new families, be sure that you communicate with new families (and all families) about upcoming events, and about how your Pack operates. And know that National is sending information to your new members in the first few days after sign-up, so you (probably) want to follow on to be sure your families know about your Pack. If your Pack does anything that is different than what is in those messages, you need to quickly let new families know. Common “local” adaptations might include messages like *“you don't need to buy a handbook, because we've already bought handbooks, paid for out of Pack Dues”* or your practice about uniform parts.
- Welcome! Some leader (ideally, a den leader if you’ve identified them and assigned families to the den, or a New Member Coordinator) should call each new Scout’s parents and thank them for coming, and to share info about the next activity, and discern possible leader roles.
- Follow Up. A New Member Coordinator or designee can call anyone who didn’t turn in an application or pay to remind of applications that need to get completed and fees paid.
- Dens. The Chair and/or Cubmaster should visit with each Den Leader and any mentor to be sure the new youth are fitting well into dens. If Dens exceed about 8 or so youth, consider recruiting a new leader and splitting the Dens. It’s easier on parents, youth and leaders this way, and retains more Scouts.
- Training. Get new leaders and prospects to attend training as soon as they can. Make sure they know about training classes coming up, and [my.scouting.org](http://my.scouting.org) and the Council and District websites, and good Roundtables – do an internet search of the words *cub leader training atlanta* you’ll get connected to training dates and resources. Make sure that each new adult leader completes an application and takes Youth Protection Training right away.
- Thanks. Thank the school principals and staff, and let them know how many families joined your Pack, and share with them your upcoming plans, including any “Adopt a School” service.
- After-Action Plans. Circle up with Pack Leaders and New Member Coordinators and ask: what did we learn and how would this work better next time (and as we recruit the rest of the program year).