Guide to Recruiting and Family Sign-Ups

Six Key Recruiting Steps for Pack Leaders and New Member Coordinators

(nobody does everything here, so pick the ideas that will work for your Pack and your team – the more you do, the better your results)

June 2020: In this update of the 2019 Plan, we are still learning about what August, September and the 2020-2021 program year will look like – we asked the “Magic 8 Ball” crystal ball predictor and it says: “Reply Hazy Try Again Later”. So:

**Plan A** for Packs assumes active in person Den adventures and Pack activities like hikes, campouts and field trips, with parent leaders as part of those groups.

**Plan B** assumes family-led activities, with limited or no in person group activities. Den and Pack leaders will lead parents to help them do family activities and to facilitate virtual Den and Pack communication about those family activities.

Many Packs will want to have a Pack Program of **Plan A/B**, with options both for in person group activities and family led Adventures.

For more on that, see “What Does Cub Scouting Look Like in this Program Year?”

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**A One Page Summary of this Guide to Cub Scout Family Recruiting** (click links if you want more information)

**Six Key Recruiting Steps**

1) **See Make a Calendar of Fun Activities (Plan B: Make Your Program Menu)**
   - Describe what families will “do” (the activities families will want) – not just “when you meet”.
   - Pitch fun in person activities families like and be ready with a Plan B program of family-led activities.

2) **Let People Know – Promote Your Program!** with flyers, newsletters, BeAScout, websites, social media.
   - Where and how to share – not just by Pack leaders but peer to peer and parent to parent.

3) **Recruit Leaders and Helpers** – because without leaders, there is no Cub Scouting, and Parents Can Lead!
   - Create ways for parents to help and lead (large and small jobs) – use an “Every Parent Leads” policy.
   - Under a Plan B parent-led program option, parents will be leaders – share resources so they succeed.

4) **School and Community Presence** – be true to your School with “Adopt a School”!
   - It’s a “Win/Win” if your Pack does school and community service projects and you let everyone know – and use school and community communication channels to elevate your Pack profile.

5) **Family Sign-Up Events** – not just School Night Sign-Up, but any fun pack event can be a “joining” event
   - Personalize Pack Sign Up Nights. Pack Leaders need to work with District Professionals to promote your Pack (your dues, your program, your schedule), not just a “generic” Cub Scout program.

6) **More Fun Events and Program** – program and activities keep kids and families engaged, wanting more.

See the ideas is this **Timeline of How to Apply the Six Key Recruiting Steps**

- from Planning to Promotion to forming a New Member Coordinator Team
- to help with Flyers and Social Media and BeAScout to School Open House / Meet & Greet / Registration Day Action right when school starts
- to Sign-Up Event options, both in person (group presentation or “station to station”) and virtual, plus follow up and parent orientation tips.

For more ideas, read on ... and pick the ideas that will work for your Pack and your team
Six Key Recruiting Steps

1. Make a Calendar of Fun Activities (Plan B: Make Your Program Menu)  
   Develop your Pack’s fun activity plan for the upcoming year (make a menu of program that families can do too):
   a) Focus the list on **fun family events**, not meetings – families join to “do things” and “go places” (Plan B: include activities to do “as a family”)
      ▪ Include some summer events (day camp, twilight camp and summer camp options including STEM Summer Camp)
      ▪ How about a spring Pack Graduation Ceremony event? Present their “new Handbooks” ... do “easy” events like Council Campouts (Fall, Spring and Summer Campouts), Day Camp, District events
      ▪ Secure regular gathering locations for Pack and Den activities both outdoor (for use weather permitting) and indoor
   b) Ask current families “**what else would you like to do?**”
      ▪ Just do it ... **it just takes one person to make an Activity Calendar**
      ▪ Fun Activities and meaningful Pack Programs will attract families
c) **Plan B**: Physical distancing rules (whether from government or school or church) and ongoing family concerns mean it is worth sharing a “menu” of Cub Scouting that families can do **as family-led activities**

- Continued recommended separation through physical distancing does not mean that youth and families can’t do Scouting
  - Youth need what Cub Scouting delivers – especially at home through their parent leaders
  - Many families will benefit from the “social” connection of Scouting even if distancing
  - We can make “Stronger Families Through Scouting” by giving parents tools to lead
- Even when *governmental* rules and recommendations about physical distancing are withdrawn, some schools and churches may discourage group gatherings like den meetings and pack activities


d) And even when schools and churches give a green light to den meetings and pack activities, some families will still be reluctant to go “all in” on too many group activities

- Or on too many activities outside of a tight “pod” of a few families they’ve known.

- It will be valuable to have a “Plan B” menu of family fun that families can do on their own or in their own “pods” and then share with the other families in the den or pack.
- Pack and Den Leaders can lead parents to lead their own Scouts in Adventures at home – parents are leaders already!
- Leaders can share Cub Adventure resources from the Cub Scouting at Home page from the Atlanta Area Council at [www.atlantabsa.org/cubscoutingathome](http://www.atlantabsa.org/cubscoutingathome).

For more ideas, see [www.atlantabsa.org/cubcalendarplanning](http://www.atlantabsa.org/cubcalendarplanning).
2. **Let People Know – Promote Your Program!** Let Families and Groups Know your Program.

a) **How Can You Promote Your Program?** (Many Media Methods): Use what you, your school, church and neighborhood families use and will read or watch:

- Pack Fun Activity List Flyers … *Send out your Calendar of Fun Activities (Plan B: Send out your Program Menu)*
- Family Sign-Up Event Flyers – list both School Sign Up Night and upcoming Fun Events (Plan B: including “at home” virtual fun)
- Stories for School, Chartered Org and Community newsletter / email / website / newspaper
- *Pictures are worth 1,000 words. Video can be worth 10,000 words! Share good ones to show what you do.*
- Parent-to-parent letters / emails / Facebook postings / Instagram / tweets … *and conversation*
- Yard signs (for Pack Contacts, for School Sign Up 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 … families will want to know how your Pack and Dens operate, from dues to leader contact information to your calendar of events and more.
- Peer to Peer Card invitations for Scouts to share with others.

b) **Where to Share your Program Plan and Pack Information?**

Start with current and former Pack Families and Friends

- At School: posters, flyers, website, eBlasts, carpool, PTA meetings, Open House, Marquee Sign.
- At Church, Neighborhood Organizations, Parks, Rec Centers, Restaurants … places where parents go.
- Facebook (personal pages of parents, plus groups and events), 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 in the real world and the online world.
- Don’t forget to update your [www.beascout.org](http://www.beascout.org) Pin. See [www.atlantabsa.org/updateBeAScoutpin](http://www.atlantabsa.org/updateBeAScoutpin) for how.

c) **Who Should Share your Program Plan and Pack Information?** Hint: Not just the Cubmaster and Den Leaders … anyone in the Pack can do this.

- Pack and Den Leaders might create content and share it with others.
- But they should encourage parents to share too in order to drum up interest. *Parent to Parent Promotion – Peer to Peer* – is key to success.
- New families will pay more attention to their friends and peers: if a peer says “this is a great program”, that may be much more meaningful than a message from an unknown leader or authority figure.

For more ideas, see [www.atlantabsa.org/promotingthepack](http://www.atlantabsa.org/promotingthepack).
3. **Recruit Leaders and Helpers.** You’re recruiting families, not just youth. *You have to have leaders to have a Cub Scout Pack and Dens.*

a) Keep recruiting leaders, so that “every parent helps” and “every parent leads” something:
   - Contact good Den and Pack Leaders to renew
   - Ask good former Den Leaders to be mentors
   - Identify and recruit prospects who could be Den Leaders and Assistants
   - Consider team roles, like Den Co-Leaders who share the leadership
   - Most everyone is willing to “help”, so get them to agree to be “assistants” – with enough, a leader will be willing to step up
   - Commission every parent as a leader of their Scout(s) – let them know that they are leaders!
   - Create and share a list of all the “helper” jobs that the Pack and Dens will need to operate and put on fun activities.
   - Ask parents to take on those helper jobs, so that you (1) turn parents into helpers, and (2) turn helpers into leaders!

b) Share a List of Leaders and contact information for them:
   - Show Cubmaster, Den Leaders, Assistants, Chair, Committee
   - 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) In any **Plan B** family-led program, every parent is a leader of their own Scouts. Confirm to parents that:
   - They can do Scouting at Home even if there are in-person activities.
   - The Pack can provide resources to be that, like those at [www.atlantabsa.org/cubscoutingathome](http://www.atlantabsa.org/cubscoutingathome).
   - There will be opportunity to connect with others in the Den and Pack and share what all have done.

e) 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?
   - Encourage “crossover” Leaders who become Scouts BSA leaders to remain active as mentors and resources for your Pack, under a free “multiple” adult leader registration with your Pack.

For more ideas, see [www.atlantabsa.org/RecruitingLeaders](http://www.atlantabsa.org/RecruitingLeaders).
4. **School and Community Presence.** Show your School and Community the Fun of Cub Scouting and the value and importance of Scouting – now more than ever.

   a) Visit – and thank – your principal and Chartered Organization executive officer (and other key staff … they help too!)
      - Coordinate with your District Professionals … they will be in contact with principals too.
      - Thank them, show them your activity plan and program menu 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)

      ▪ 2020 Update: Especially when dealing with School Personnel, *A Scout is Patient!*
         - Pack and Den leaders must struggle with how to do a few Scout in person events each month.
         - Have empathy for School Staff struggling with the details of re-opening schools safely.

   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 – it’s good to do joint visits.
      - Every Cub Scout rank has at least one Adventure with a service project component, so your Pack might do these as service projects to help the school

   For more ideas, see [www.atlantabsa.org/recruitingpresence](http://www.atlantabsa.org/recruitingpresence).

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

   a) Work with District Executive to schedule School Sign-Up Night shortly after School Starts.
      - Professionals and volunteers will lead a school “buzz-up” a day or so before where possible.
      - Be sure the District Professional knows your Calendar of Fun Activities and sells what your Pack does.

   b) What to Say to Families? See + tailor our [Family Sign-Up Event script](#) attached to this Guide.
      - That script could be used for any of these types of Sign Up Events:
         - “Station to station” in person School Sign Up Nights.
         - “Group presentation” in person School Sign Up Nights.
         - “Zoom” or other online School Sign Up Nights.
         - Follow up Fun Signup Events done by the Pack.

      - 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.
**But what will Sign Up Night look like?** Answer: we don’t know, so stay tuned, as it will depend on State, School and similar considerations about group gatherings at schools. Sign Up Night options may include:

1. Just like before, large groups of parents and kids at School, signing up new Youth and Adult Leaders
2. Like before, but with physical distancing in discussions and applications online with [www.beascout.org](http://www.beascout.org)
3. Virtual Sign Up Night on Zoom or other connection to present the Pack to Parents and outline the Program Menu, and take applications online with [www.beascout.org](http://www.beascout.org) for Youth and Adults
4. No Sign-Up Night (if Pack parents connect with other parents to get signups – Packs have the power)

Whatever it looks like, there will need to be more recruiting of Parents as leaders.

c) Schedule a Pack Fun Event soon after School Sign-Up Night … time for Pack Family Fun. Some call it a “Second Chance” (to sign up) Event.
   - 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” – maybe at that first Pack Fun Event.
   - “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 “we need to be leaders” attached at [https://www.southfultonscouting.com/node/3403](https://www.southfultonscouting.com/node/3403).

For more ideas, see [www.atlantabsa.org/signupeventstips](http://www.atlantabsa.org/signupeventstips).

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**6. More Fun Events and Program.** Expand and extend your Calendar of Fun Activities (your Pack Program) … 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.

For more ideas, see [www.atlantabsa.org/program-planning](http://www.atlantabsa.org/program-planning) and use your other resources.
What Does Cub Scouting Look Like in this Program Year (2020-2021)?

Let’s Reflect on What Cub Scouting Looks Like Now. Before diving into a Recruiting Process for Cub Scouting, it's worth reconsidering what we’re asking families to join -- what we’re asking them to do. Will we have in person group activities again (and when) or will we want to promote Pack programs of family-led activities. Given the uncertainty, Packs may want to have Program Plans for both situations:

“Plan A” for Packs and Dens assumes active in person Den adventures (or meetings) and Pack activities like hikes, campouts and field trips, with parent leaders as part of those groups.

- Under Plan A, the bulk of Advancement and other activity would occur at Den meetings and Pack outings, led by registered leaders. Some of the program would be done at home by families.
- Even as governmental entities allow group activities (likely under certain conditions that need significant attention and vigilant adherence), Packs and Dens may elect to follow a more protective path -- and likely some Chartered Organizations and meeting places will not have the same appetite for safety risk as some governmental entities.
- Even under Plan A, group in person activities are going to be different unless and until Covid-19 is completely eradicated to a point that no new risk presents itself.

“Plan B” assumes that group activities are limited, either by regulation (by governmental entities or by institutions like schools and churches) or by reluctance (by families worried about risk), and that Dens and Packs who want to do Scouting will want a “Plan B” program of Family-Led Activities.

- Under Plan B, few or no group in-person activities will be held because most of the Cub Scout program can be done through family activities and virtual Den and Pack connectivity and communication.
- Under Plan B, a key role of a Den or Pack Leader changes from “lead the Scouts in program activity” to “guide the Parents so they can lead their Scouts in program activity”.

More on Plan A and Plan B Pack Program is below.

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<th>Plan “A”: An in-person program for a Cub Scout Pack has looked like this over the past several years - and will again someday (hopefully soon):</th>
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<td><strong>Den Adventures (meetings):</strong> Commonly twice a month (but some Dens meet more, and some meet less), led by a Den Leader, with at least one other registered leader present. These meetings cover most advancement elements. Parents usually invited to help lead – some help, some don’t.</td>
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<td><strong>Family Activities:</strong> Usually just a few advancement items done “at home” when assigned by a Den Leader (like chores and Family Faith Adventures).</td>
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| **Pack Activities:** Usually monthly, often an activity like a campout or hike or field trip or Pinewood Derby or bike rodeo or fishing outing or other activity. Sometimes a classic Pack “meeting”.

In this Guide, we call this “Plan A” for your Pack. |

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<th>Plan “B”: With a Family-Led plan, the program menu for “what Cub Scouts do” and “what Den and Pack Leaders do” may look more like this:</th>
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<tr>
<td><strong>Family Activities:</strong> Family-led and on the family’s schedule, led by a parent with guidance from a Den or Pack Leader – almost all advancement elements done at home by Parent and Scout or with the full family. Parents essential as leaders of their Scouts – Den + Pack leaders lead the parents to be leaders of their Scouts.</td>
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<td><strong>Den Coordination (Some Virtual Meetings):</strong> Den Leader primary role becomes guiding parents about how to do Cub Scout activities at home; secondary role is “checking in”, with parents and Scouts, either in group calls or Zooms. Maybe some “virtual” meetings (likely shorter than “in person” meetings).</td>
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<tr>
<td><strong>Pack Activities:</strong> Maybe monthly or less often since group outings are limited and larger “virtual” events are difficult. Some events can be “virtual” - campouts on the same night, hikes on the same day, or Pinewood Derby over video feed. Here’s a possible Flyer list.</td>
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In these pages, we’re calling that “Plan B” for your Pack.
Packs and Dens may switch between Plan A and Plan B if conditions change. Physical distancing concerns will likely still be common when the Program Year and School Year starts (so you may start on Plan B).

- Maybe things will get better in the fall, and you can be in person again (and switch to Plan A).
- But maybe in flu season next winter you may switch back to Plan B.
- Hopefully by Spring 2021 you switch back to Plan A, and there will be a full summer schedule of in person activities like summer resident camps and day camps.

Plan "A/B": Some Families May Not Want To Do Plan "A" This Year - At All. Even when things get better in the eyes of many, when governmental, Chartered Organization and other leadership authorize a return to in person group activities, and a Pack or Den agrees to switch to a Plan A program, some families may still be concerned, and may want to continue Scouting remotely.

- We hope that Packs and Dens will provide them the opportunity to do family-led activities.
- That’s the purpose of our Adventure by Adventure resource pages – those tips will help Dens do Adventures both at home and in person. See at www.atlantabsa.org/cubscoutingathome.
- To serve all families, Packs may want to have a Plan “A/B” Program (here’s a possible Flyer list):
  o In-person group events might be smaller, with more physical distance between participants.
  o Packs and Dens could share with all families resources about the activity – both so that in person parents can help lead, and to replicate the activity at home (as much as possible).
  o This might include broadcast (e.g., Facebook Live) of the in-person group events, plus sharing photos and videos of Scouts and families in action – both from the in-person group event and from home.

How To Decide Whether Your Pack Will Be On Plan “A” or On “Virtual” and Physically Distant Plan “B”? Or How Can We Make a Calendar of Activities or Program Menu if Don’t Know How Safe It Is? Maybe Pitch Both Plans? See this “back side” of a Flyer activity list as a way to describe a Plan A/B Program.

Other Plan A and Plan B Thoughts:

Even under Plan A, some Packs and Dens find it difficult to get parents engaged as leaders:

- Once Den Leader and Cubmaster roles are filled, many parents find that the pressure is off because someone else stepped up and took on the roles – Leaders may not feel it so urgent to recruit more.
- And some Den and Pack leaders are comfortable just doing it themselves without much help.

Under Plan B, the role of Den and Pack leaders may well change from primarily:

“Lead the Scout Activities” (and tell Parents what you did)

 to

“Guide the Parents in How to Lead Their Scout’s Activities” (and hear the stories about what they did)

This may be a great benefit of a Plan B family-led program. This can be better for Scouts, Parents and Leaders.

- Getting parents more involved in leading their children will build stronger families through Scouting.
- And when things return to pre-COVID 19 normal, there will be more parents experienced in leading their own Scouts who should be able to step up into more robust live leader roles.

Even when conditions get better, there may be families not comfortable with group activities – so leaders should remain ready to help guide parents to lead their Scouts in advancement and other activities.
A Timeline View on How to Apply the Six Key Recruiting Steps:

(Timing Note: Time is a flexible concept in 2020 ... we’re off to a late start this year)

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 / Program Plan.** 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” (Plan B: Make Your Program Menu).**
  - 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!
  - (Plan B: Your Calendar of Fun Activities may need to have Plan B family led options like this, so even if families can’t gather together for those group activities, there is a Plan B of Program for families to do.)

- Got Activities? **Step 2 is Let People Know – Promote Your Program!** 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** become a leader.
  - **Plan B pointer:** this year, especially if your Pack and Dens follow the Plan B of Parents leading their Scouts at home in most Adventures, a new skillset will be valuable in Den and Pack Leaders:
    - Rather than “lead the Scouts” at Den and Pack live in person events, the skill of “guide the parents” so that parents can lead their Scouts will be very valuable.
    - In this way, most Den Leaders will be “mentors” to parents first, and leaders of Scouts second.
    - Then when there are in person or virtual events, there will be more parents who can lead parts.
• **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 recruiting tasks** depending on interest and ability (and if you don’t do all of these, don’t worry – see this full list of possible leader and helper recruiting roles.

• **Develop Your Open House Team of New Member “Welcome” Coordinators.** Packs should have several leaders, parents and youth ready to share Pack information at any School Open House/Meet & Greet/Registration Day events and make “one on one” contacts to find out who wants to do Scouting.
  o Have enough leaders and parents on hand for effective one on one contact. And Leaders, consider this: *maybe don’t* wear your uniform!
  o 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!
  o 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.
  o People purchase based on peer reviews – Scouting too.
  o 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) and if these can occur at all as physical distancing concerns continue, but you can adapt the plan so that it works for your Pack and that event and the team you recruit.
  o **Make sure you adopt any Family Sign-Up Event script to your Pack … every Pack is different.**
  o Invite all leaders and parents of current Scouts to the Family Sign-Up Event to help.
  o Delegate responsibilities for greeting people at the Family Sign-Up Event, helping parents fill out applications, pay registration and Pack dues.
  o Maybe also have an activity for youth during any talks with their parents at the Family Sign-Up Event.
  o Make sure your Pack treasurer can attend your Family Sign-Up Event to take and record dues.
  o (Plan B: if Sign-Up Night is a virtual event, you’ll need to adapt your plan and script to be very tight and focused, so that families get the information they need before checking out.)
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 Program!).

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 Program!”

- 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, Program Menu and Sign-Up Event 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 Facebook “geofencing”.

- 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.
Cub Scout Family Recruiting Ideas

**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. If your school has this, Packs should have several leaders and youth ready to recruit at each one of these events. Planning Tips:

  o Every Open House is different, so when you meet with school staff, figure out what you can bring:
    - 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”.*  
  
 o 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 will 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!

 o 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!

  o Open House One on One Contacts – when you meet kids and families at Open House, 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.

  o Kid to kid recruiting is terrific. *Nothing works better.*

  o 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.

  o 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.

  o 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.

    o After Open House, revisit leadership inventories and needs. Some interested 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 school carnivals that will be great places for your Pack to have a presence – 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 unless these cannot be held due to physical distancing concerns:

  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?

(Plan B: if physical distancing concerns rule out holding these group events, or families are interested in Scouting but concerned about risks of group contact, have virtual contact options, including phone calls.

- It is possible to have a very successful sign-up season **without** a Sign-Up Night, if you use the ideas in Step 2 about “Let People Know – Promote Your Program!”)

- **School Sign-Up Night Notes.** For School Sign-Up Nights, develop and share the Plan with your leader team and New Member Coordinators (Plan B: these concepts apply as well to “virtual” sign-up events):

  o Decide whether your Sign-Up Night will be:

    1. **Maybe 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 (den leaders and enough people to “staff” signup stations) might lean towards a “station to station” signup.

    2. **Maybe a Group Presentation to everyone,** where families are seated on arrival at tables by “grades/ranks” (so that they have a chance to get to know other families at that grade/rank level).
      - A Pack without enough people to “staff” signup stations should do a group presentation – have several leaders present different topics.
    - Keep it Interesting, Keep it Brief, Make it Fun.

  o **A Script that could be adapted for either type of Sign Up Night** is posted in the Appendix to this Guide.

  o **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 Program, 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, and a Bobcat Adventure Plan – and a fun item 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.
  o 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 Professional.
  o 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.
  o 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”.
  o 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 program, 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.
  o 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.
  o 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:
  o These events are not scheduled with, or run by, the District Professional – it’s whatever your Pack wants.
  o 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” during the Fun Event (let the kids have fun activities led other Leaders or 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, have blanks with you … get them completed and signed whenever you get a new family interested, with 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. Find training classes coming up, share my.scouting.org and Council and District websites – search 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).
Appendix of Other Resources:

Recruiting Team – New Member Coordinators and More:

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 the Cubmaster, Den Leaders and Chair, so that those leaders are not the only “welcomers”. Parents who “like” Scouting can be ideal for this “welcome” role.
- In a large Pack with a big recruiting program, different New Member Coordinators might split up recruiting tasks depending on interest and ability – like the ones listed below (and if you don’t do all of these, don’t worry about it – we share the ideas so that maybe you’ll find someone who will take one of these jobs):
  - **“End of Year Pack Party Coordinator”**: OK, file away for 2021: 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.
  - **“Virtual Event Coordinator”**: Needed for Plan “B”, this would be a New Member Coordinator who has Zoom or other virtual connectivity chops and can make virtual events sparkle without fumbling around.
  - **“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 beascout.scouting.org (see www.atlantabsa.org/updateBeAScoutpin for how to update that and turn on the online application tool), 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, 4th 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, 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 prospects to be program leaders too – den leaders and assistants – and sharing those ideas with Cubmaster, Den Leaders and Committee Chair.
Plan A/B: 2020 Sample Pack Program Flyer Back Page with Pack Activities and Program Plan

Want to have Adventure? Join our Cub Scout Pack!

We’re Cub Scout Pack _____, chartered by ____________ -- Cub Scouting is for boys and girls in kindergarten through 5th grade who like adventure. You’ll be in the “Pack” … a Pack has “Dens” of 6 to 8 or Scouts each of the same age/grade to do fun things together.

Here’s what Cub Scouts in our Pack can do over the next year*:

**OK, OK:** You’re wondering “what if we need to do ‘social distancing’ still?” or “what if we’re not comfortable yet with group activities?” No problem – we can do Scouting with At Home Fun Family Adventures. We will share resources for parents to do Cub Scouting with their kids (and the whole family)!

<table>
<thead>
<tr>
<th>In Person Fun Pack Adventures</th>
<th>Or -- At Home Fun Family Adventures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome back <strong>Bike Rodeo</strong>, Saturday, Aug. 15, with safety training and short treks for the whole family</td>
<td><strong>Your Own Bike Rodeo</strong>, weekend of Aug. 15-16 in your neighborhood (we’ll share “how to” tips)</td>
</tr>
<tr>
<td><strong>Scout Night with the Braves</strong> at Truist Park, Saturday, Sept. 12 – parade, then … go Braves!</td>
<td><strong>Scout Sports Day</strong> at or near your house, Saturday, Sept. 12 – take video to share!</td>
</tr>
<tr>
<td><strong>Streets Alive!</strong> … biking or hiking Peachtree Street on Sunday, September 29, from 2:00 p.m. - 6:00 p.m.</td>
<td><strong>Your Streets Alive!</strong> … biking or hiking Your Street the weekend of September 28-29</td>
</tr>
<tr>
<td><strong>Let’s do a Trailblazer Day</strong> at Bert Adams Scout Camp south of Covington, GA October 3</td>
<td><strong>Family Fun Adventure Day</strong> – a Cub Adventure (for a Loop or Pin), weekend of October 3-4</td>
</tr>
<tr>
<td><strong>Spooky Reel Weekend Campout</strong> at Woodruff Scout Camp, Blue Ridge, GA October 23 to 25</td>
<td><strong>Spooky Home Backyard Campout</strong> at Your Backyard or Campsite October 23 to 25</td>
</tr>
<tr>
<td><strong>Search your Wild Neighborhood</strong> – a Cub Adventure, weekend of Saturday, November 7-8</td>
<td><strong>Home Science Adventure Weekend</strong> (for a Loop or Pin – we’ll provide science tips), January 15-17, 2021</td>
</tr>
<tr>
<td><strong>“Give back” to the community with a Scouting for Food Drive</strong>, Saturday, February 6, 2021</td>
<td><strong>“Give back” to the community with a Neighborhood Family Service Project</strong>, Saturday, February 1, 2021</td>
</tr>
<tr>
<td><strong>Start Your Engines! Pack Pinewood Derby</strong>, on Saturday, February 27, 2021</td>
<td><strong>Start Your Engines! Virtual Pack Pinewood Derby Online Broadcast</strong>, on Saturday, February 27, 2021</td>
</tr>
<tr>
<td><strong>Arabia Mountain Bike and Hike</strong> Sat., March 20, 2021 at Arabia Mountain National Heritage Area</td>
<td><strong>Pick Your Destination Bike and Hike</strong> weekend of March 20-21, 2021 (we’ll share ideas of “where”)</td>
</tr>
<tr>
<td><strong>“Blue &amp; Gold Banquet”</strong> with Awards and Recognition, on Friday, April 16, 2021</td>
<td>Online “<strong>Blue &amp; Gold Banquet”</strong> with Awards and Recognition, on Friday, April 16, 2021</td>
</tr>
<tr>
<td><strong>Let’s have a Fishing Derby</strong> at Sweetwater Creek State Park May 15, 2021</td>
<td><strong>Let’s have a “Social Distancing” Fishing Derby</strong> at Sweetwater Creek State Park May 15, 2021</td>
</tr>
<tr>
<td><strong>End of School Pack Picnic Party</strong>, May 21, with “graduation” of Scouts into their next den rank!</td>
<td><strong>End of School Pack Online Broadcast</strong>, May 21, with “graduation” of Scouts into their next den rank!</td>
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</tbody>
</table>

And if all is returned to normal by next Summer:

Let’s do the **Cub Scout Twilight Camp**, probably in June

**Cub Adventure Camp at Bert Adams Scout Camp** near Covington, GA, with several 2 or 3 night sessions (details will emerge at [www.AtlantaBSA.org](http://www.AtlantaBSA.org), under “Camp”)

For more info, or to join, please contact _________ at ___________ or by email at _______@______ (or _______ at ___________ or by email at _______@______)

(* dates and activities are subject to change + need organizers; more may be added too!)

(“Give back” to the community with a Scouting for Food Drive, Saturday, February 6, 2021)

End of School Pack Picnic Party, May 21, with “graduation” of Scouts into their next den rank!
Want to have Adventure? Join our Cub Scout Pack!

We’re Cub Scout Pack _____, chartered by ______________ -- Cub Scouting is for boys and girls in kindergarten through 5th grade who like adventure. You’ll be in the “Pack” … a Pack has “Dens” of 6 to 8 or Scouts each of the same age/grade to do fun things together.

Here’s what Cub Scouts in our Pack can do over the next year*:

If you’re thinking “nobody can do Cub Scouts now – it’s not safe to have meetings!”, please think again! We can do Scouting with At Home Fun Family Adventures. Every Scout will get a Handbook of Adventures and we’ll provide every family lots of resources to bring those Adventures to life as family activities. And we’ll find ways to share and connect with our Cub Scout community.

<table>
<thead>
<tr>
<th>At Home Fun Family Adventure Schedule</th>
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</thead>
<tbody>
<tr>
<td><strong>Your Own Bike Hike</strong>, weekend of August 15-16 in your neighborhood or where you pick (we’ll share “how to” tips about bike safety and more)</td>
</tr>
<tr>
<td><strong>Scout Sports Day</strong> where you like – pick your favorite family sport that you can play or watch, Saturday, September 12 – take video and picture to share with your Den!</td>
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</tr>
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<td><strong>Start Your Engines!</strong> If we can’t all attend in person, we’ll have a Virtual Pack Pinewood Derby Online Broadcast, on Saturday, February 27, 2021</td>
</tr>
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<td><strong>Pick Your Destination Bike and Hike</strong> weekend of March 20-21, 2021 (we’ll share ideas of “where” and small groups might be able to attend together)</td>
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<td><strong>Let’s have a “Social Distancing” Fishing Derby</strong> at Sweetwater Creek State Park May 15, 2021</td>
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Cub Adventure Camp at Bert Adams Scout Camp near Covington, GA, with several 2 or 3 night sessions (details will emerge at www.AtlantaBSA.org, under “Camp”)

For more info, or to join, please contact _________ at ._________ or by email at ________@______ (or ________ at .______ or by email at ________@______) (* dates and activities are subject to change + need organizers; more may be added too!)
2020 Pack Family Sign-Up Event Plan and Script

Vision: The Sign-Up Event is to welcome new **families** ... and for new members to complete applications and pay to sign up.

- This Sign-Up Event plan can work at both (1) the school “Sign-Up Night” that your District Executive or other District Professional will schedule, and (2) as part of a Pack “Welcome Back” fun event that has new families attending.
- **2020 Update:** Yes, this plan can also be used in a “virtual” Sign-Up Night setting over Zoom or your favorite online connectivity tool. We’ll flag some online aspects.
- The goal of this Sign-Up Event Plan is to **capture the imagination of families about the fun and adventure of Cub Scouting**, so that they join together to help lead their children in Cub Scout activities – both parents (as leaders) and kids.
- 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! And without parental involvement – leaders – there is no Scouting program.
- Every Pack is different, so **be sure to revise to reflect your Pack’s situation** and coordinate with your District Executive.
- This plan doesn’t require that your Pack have a full slate of committed Pack and Den Leaders (and backups for more dens) at the start of school, because ... not all Packs do. So while this works well with a fully staffed Pack, it also works fine for **a small Pack** (even a small one with “mixed” dens of Scouts of different ages) **or one that still needs to recruit key Leaders.**
- But a key difference that will affect how you pitch families is the extent of existing engaged Pack and Den Leadership. Packs with deep den leadership can get a fairly cursory pitch on the need for parents to step up to be leaders. But Packs with few den leaders – or not enough (if your turnout is big – will need a much stronger pitch for parents to step up.
- Suggestion for leaders: maybe wear regular clothes, not a uniform, so that parents see that “you’re just like them” and they too can be leaders. Otherwise they may think that “you khaki wearing people” lead Scouts, and we just drop our kids off!

**People you’d like to have for a Sign-Up Event**

- At School Sign-Up Nights, your **District Executive** or other District Professional will play a key lead role.
- **Cubmaster and Chair** (along with the District Executive, they have the key speaking roles)
- Any **Den Leaders** already recruited (to explain what it’s like to lead a den adventure, and answer any questions).
- Any Parent can be a **“New Member Coordinator”** to help and share “peer to peer” stories so new families join the Pack.
- **Same with families who have “crossed over” to Scouts BSA Troops** ... and some might help as “mentors” to new leaders.
- Other leaders, maybe from the Chartered Organization, or a nearby Troop, or District Volunteers, like Commissioners.
- **Online Note:** If you’re going to do a Zoom Sign-Up Night, and record it for other families to watch, don’t have any youth participants presenting (and keep to “speaker view” in Zoom). Also, don’t show names of youth participants.

**Script Outline.**

The script below has the following sections:

1) Welcome and Overview of Signup Night
2) Pack Activity Calendar Highlights
3) Dens, Handbooks & Advancement
4) Den Leadership
5) Uniforms
6) Costs
7) “Close the Sale” (Collect the Applications and Fees)

- The script ideas here can work for
  - a group presentation to everyone (maybe you’ll seat families with signs showing “grades/ranks”)
  - a “virtual sign-up night” over Zoom (which is like a group presentation to everyone)
  - a “station to station” signup event for fast family sign ups
- If you do “station to station”, you might use the individual topics below as your “stations” – make signs for each table.

- For group presentations, have more than just the District Executive and Cubmaster do the speaking parts – sharing speaking roles helps reinforce the idea of **shared leadership by parents**.
**Set up.** Arrange the room to make the event work for you and the families -- have the following items available:

- Set up a "Welcome" table and a "Check Out" table near the entrance/exit. At "Welcome", have a sign in sheet to collect names and grade levels of kids, and phone numbers and emails of parents. This is key to "follow up" invitations if they don't sign up tonight. Whoever is holding the list might note "leader prospects" as you meet them.
  - **Online Note:** Zoom and other online services don’t let you do all that, but families “register” for the Zoom Sign-Up Night, you will collect some name and email information, and that will give you a head start on a contact list.

- Hand out a calendar of Pack events (including those you “want” to do), and contact information for Pack and Den Leaders – don’t be shy about showing “open” positions, and be creative about “slicing and dicing” roles so that parents say “oh, I can do that!”. If you have one, a “This is our Pack” handout or packet with more detail about how your Pack operates.
  - **Online Note:** Post these online in a Pack website or Facebook page, and you can share it in advance and that night.

- DEs will bring Applications, Orientation Guides, Training Flyers, “Bobcat Adventure Plans”, and a fun item for kids.
  - **Online Note:** Applications through BeAScout are the way to go. See [www.atlantabsa.org/updateBeAScoutpin](http://www.atlantabsa.org/updateBeAScoutpin).

- Display Pictures of activities your Scouts have done. Projecting pictures and video showing your Scouts in action is powerful.
  - **Online Note:** This is actually easier to do over Zoom, alongside each speaker. PowerPoint project becomes simpler too.

- Great to Do: examples of the Handbooks, adventure plans from the Den Leader Guides, parent surveys if you want to use them. A stash of handbooks that they can buy (or receive if they pay Pack Dues) is a great starter.

**Presentation Set Up:** Set up groups of tables for each grade level (to let den families get to know each other). Make signs for table groups (and use “translations” like “Kindergarten = Lions!”, “Wolves = Second Grade”).

**Online Set Up:** This will depend on your tool, like Zoom.

- Have helpers monitor chat or Q&A to be sure group questions are answered and individual issues get follow up.

- Collect names of attending participants – they may come and go from the Zoom.

- You might use “break out” rooms for Den level discussions – be sure someone guides people to the right room.
Station to Station Set Up: Have tables for the topics listed below, with signs for the “table topics”.

As an alternative, if you have enough help, Den tables for Lions/K, Tigers/1st, Wolves/2nd, Bears/3rd, Webelos/4th and Arrow of Light/5th can be set up to handle:

- Dens, Handbooks & Advancement
- Den Leadership
  - Uniforms
  - Costs
  - and help families fill out the Applications.

This is excellent if you have a lot of parents there at each Rank/Grade level.

Welcome and Unit Information Presentations (or Stations)

- New Member Coordinators greet families, get them to “sign in”, deliver handouts, and guide to den tables or topic tables.
- Online Note: It can be good to have some parents unmuted to “chat up” the Pack as you let the room fill. Easy way to stay on topic is to show pictures of fun stuff your Pack did – makes it easy for parents to say “oh that was fun!”

Welcome

District Executive or Cubmaster (“CM”)

(2 min.)

- “I’m _______ and I’d like to welcome you to the Pack ___ Cub Scout Sign-Up Night. As you see, we are [___ describe what you’re doing / who is leading / how they can jump in __]. Tonight you can:
  - Learn about Cub Scouting and get a calendar that shows our Pack activities for the year
  - Get to know our leaders so far and find out who else will help bring the fun
  - Sign-Up with us and fill out an application to join”

Note: The script here is more for a “group”. (2-3 min.)

A one on one welcome “station” at a “Signup and Applications” table would be very informal. Be sure to capture “applications and payments” when people depart!

- First, let me recognize some of our parent leaders and helpers here tonight: _______________. All of them are happy to talk with you and answer your questions about Cub Scouts.
  - Online Note: Refer to a “contact list” you post on your website and share by email or text.
- Cub Scouting is really pretty simple: If it’s fun for kids, fun for families, and safe – then it’s Cub Scouting. Scouting is called a “Game with a Purpose”… in Cub Scouting, our game is to have fun with families while raising our kids… so we’re here for the whole family as we raise our kids.
- When we do Scouting, we teach the lessons of the Scout Law: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent.
- [OPTIONAL (in person): “How many parents here tonight are Eagle Scouts? How many were Cubs or Boy Scouts as kids? Girl Scouts? Fantastic! You know your kids are in for a great adventure.” (Take notice of who was a Scout – these may be targets to recruit to be leaders!’) end Option]
- You’re here tonight, and we want to be sure we’ve got your contact information to stay in touch with you, and we hope that you will join up with us tonight with applications and payment.
- [OPTIONAL (in person): We also have a special fun item for kids who join tonight [add details about ___(slime?)___]
Let’s see what kind of a group we have here tonight … let’s see if this Pack can ‘make some noise’. In Scouting, when we gather, we do lots of cheers, so we’re going to start you out with the best one: The Neckerchief Cheer. Here’s how it goes: I’ve got this Scout Neckerchief, and I’m going to throw it into the air. Now, when I do, I want everyone to cheer and yell and clap as loud as you can – but you have to stop if it hits the floor or I catch it. Let’s try!”

“Great job! But now, let’s get quiet. We use the Cub Scout sign to get your attention.

The 2 fingers represent the ears of a wolf. Like a wolf, the pack gets still and silent in order to hear. And when our Pack leaders need the packs attention, they hold up the Cub Scout sign, just like the alert ears of the wolf, and the Pack should be still and silent in order to hear the leader. Let’s practice. Make some noise!” (Let the room get noisy, then hold up the sign until all is quiet. Try it again for fun!)

“To let you know what fun we can have with these kids and families and others who will be joining us, we’ve got some handouts with our calendar of fun events that we hope to do with you guys. Please make sure you hang onto this, and feel free to call me or any other leaders if you think of questions afterward.

- Online Note: Refer to materials you post on your website and share by email or text.
- You’ll see that our fun events and weekend activities are for the whole family ... not just the kids, but parents, brothers, sisters, aunts/uncles/grandparents ... [briefly pump up a few key fun activities for the year: like camping trips, pinewood derby, summer camp].

Now, these are just what’s planned so far – you guys will also have great ideas of more fun things we can all do together, because if there is something you like to do or want to do, let’s try to do it.

“Let’s cover the basics about how our Pack can be organized. We have activities and advancement that are age-appropriate, things that your child will do with others from the same grade, in groups we call Dens.

In Cub Scouting, kindergarteners and their adult partners form a Lion den, 1st graders and their adult partners form a Tiger den, 2nd graders are Wolves, 3rd Graders are Bears and 4th and 5th graders are Webelos (standing for We’ll Be Loyal Scouts) – and those 5th graders in an “Arrow of Light” den will aim to join a Scouts BSA Troop of older Scouts between January and May next year.

“The fun of Cub Scouts is that Scouts are encouraged to try lots of different things, and they earn recognition for completing adventures about those things. Science, hiking, camping, family life, government, sports, you name it ... Cub Scouting has a badge for it at some level.

Each Den level has a handbook of adventures [show the handbooks______]. Families should love these handbooks, because not only do they have fun “Adventures” for your kids, but they also have important information, skills and values you want your kids to learn and demonstrate.

- [Option One (buy on your own): You can get these from our Scout Shop at 1800 Circle 75 Parkway near I-75 and I-285 (others are in Griffin and Lawrenceville), or at ScoutShop.org.]
- [Option Two (Pack buys from dues): We want to be sure every Cub Scout starts with a handbook, so for everyone who registers and pays their share of Pack dues tonight, we’ll bring your handbooks to the next event [OR (if in stock): you can take one home tonight.]}

Timeline Presentation

(OPTIONAL: ... Do an inspirational message about how now is the time to invest in the kids ...)
- See the Yardstick Time Line Script at Organizing + Recruiting Leaders

Now, when Cub Scouts do handbook adventures in their Dens, each Den needs volunteer leaders and assistants from among the parents. Cub Scouting is a family program ... it needs parent participation. When you participate, you’ll have as much fun as they do, if not more. It’s great to know your child’s friends and family ... we’re all in this together as we raise children into adults.

- Online Note: If you’re doing an online Sign-Up Night you’re going to want to say something like this:

  “Now more than ever, Cub Scouting is a family-led program. And it’s a program that families need – even if you’re physically separated a lot of the time, kids have got to be raised, and Cub Scouting can help you do that. As Pack Leaders, our job will be to share ways you can do Cub Scouting with your kids, as a family, on your schedule – and we’ll find ways for each of us to share with each other what we’re all doing. And then hopefully soon will be more and more gathering together in person to do these Adventures.”
You can share what you know and do ... Do you help coach a sport? Or Play one or used to play? You would be a great helper when it’s time to learn and play a sport! ... Do you cook at home, or tailgate? You can help these Scouts learn that too. ... Have you taken care of cuts and scrapes? Teach these Scouts, so that they can help take care of themselves as they grow up. What are your Hobbies, what’s your Job, what’s your dream job, what did you used to do? Can you sing, tell jokes, tell stories? **You can share all of that with your child and the other Cub Scouts.**

Scouting isn’t “me” leading “your” Scouts ... it’s **“we”** leading **“our”** Scouts. In our Pack, we follow an “Every Parent Leads” policy ... each Parent leads in some way, as we can. We’ll each share the fun and rewards of leading activities – so I’m not the only leader, each parent and guardian is a leader too in the ways you can help.

- **[OPTION (if you have them):** “We are lucky to have some Den Leaders already for some of our dens. Let me introduce them: _________. They’ll need helpers and assistants, plus we still need some den leaders in some of our other levels.”
- As we get together for our fun events like ________ on _______, and when we go to _________ on _______, we’ll be discussing how to form Dens at each grade level to get the full Cub Scout Adventure experience.
- Now, if you’re worried about being a leader, know this: I’ve never heard a parent say, “I wish I hadn’t gotten involved in Cub Scouting with my child.” But I’ve heard many say, “I wish I would have spent more time with my kids when they were young.” **Which kind of parent are you?**
- In the meantime, to see how Den Adventures can be done, each family will receive a “Bobcat Adventure Plan”, and we ask families at each table to plan who will do which parts next time we meet – each of you can take part of that Adventure. **”**

- Dens need to be the right size to work for kids and leaders ... ideally 6 to 8 kids (not more than 10). Too few, and it’s not enough fun – too many, and it’s too much for leaders. So once a grade level goes over 10 kids, we likely need to split into two dens – but don’t worry, you can still plan the same activities, do joint openings and closings, play games together and do joint field trips.
- Girls can join our Pack too **[OPTION (if in a different Pack):** Girls can join Cub Scouts too, and Pack ____ is here too – they will have dens of girls and OPTION]. Ideally, we’ll have strong signups from boys and girls ... hopefully enough for good strong dens of 6 to 8 Scouts each at each rank level. So you know, dens of boys and dens of girls can do separate activities or they can do joint activities all the time: it’s up to the den families and leaders.

**[OPTION (if you will have “Den Break-Out Discussions” at den level tables** See the Den Formation Discussions Script at Organizing + Recruiting Leaders, and do the discussion, in a large group or den level groups, depending on your situation. **(You will probably have this chat at a post-signup night parent meeting or event)**)

### Uniforms

**District Executive, Cubmaster, or another Leader**

(2-3 min.)

**Stations Note: this info could be shared at a “Uniforms” table**

- “Let’s talk about uniforms. Kindergarten Lions can wear a T Shirt. First through 3rd Grade Scouts wear the Blue Cub Scout Shirt, and move into the Tan or khaki one in the 4th and 5th Grade. Buy them with room to grow – you can shop for them at the Scout Shop at 1800 Circle 75 Parkway in Northwest Atlanta (near I-75 and I-285) (others are in Griffin and Lawrenceville). The uniform helps your child wear the badges they earn and feel like a part of the Pack. You can also get neckerchief for your rank level. It isn’t necessary to get one before our next event, but kids would want to have them soon. If you need help with a uniform, let us know.”

- **[NOTE: Feel free to explain any local Pack practice, like if you have an “above the waist” uniform practice to “keep it simple” and thrifty, or similar policies that make Scouting more affordable. Share any Pack or District details about “uniform banks” as well.]**
Here is a sample presentation on how to present the cost … with common options:

- “In our Pack, we have Pack dues, which covers the cost to operate the Pack: awards and recognition, pinewood derby cars, rain gutter regatta, Blue and Gold Banquet, etc. Pack dues are currently $__ 100 / 125 / 150 / 175 ___ per year, part of which goes to pay the BSA annual fee of $66 per calendar year to be a registered Scout – so if you sign up for the first time tonight, you’ll pay for the rest of this calendar year, but we’ll collect for 2021 by about November – there is also a “New Member Joining Fee” of $25 as a one-time payment for new youth. The $66 annual fee also funds insurance to supplement your insurance in case of injury at a Scouting event.

- To get you signed up tonight
  - [Option One: School Sign-Up Night: To get you signed up tonight all we need to collect is: [August: $52.50 / September: $47 / October: $41.50]. This covers just your BSA registration fee for the remainder of this calendar year, now through December, plus the new member joining fee. We’ll collect for 2021 later, and collect other costs during the year.]
  - [Option Two (not Sign-Up Night): What we want to collect today is $__ 100 / 125 / 150 / 175 ___ in Pack Dues, but if you cannot cover the full cost now, the remaining fees can be paid between now and _____ . This covers BSA registration fee for the remainder of this year and for 2021, plus some key items that the Pack will provide early, like ____ (pick what you pay for) your child’s Handbook, Boys Life Magazine, Adventure Loops and Pins and Rank Badges your child can earn, a Pinewood Derby Car, some thrifty event supplies, adult leader registration fees, Pack T Shirt, Blue & Gold Award Banquet costs, and other necessary items _____ .]

- To help with these costs, there are opportunities for Scouts to participate in fund raisers like popcorn sales this fall or camp card sales in the spring to cover some or all of these fees. [NOTE: Explain how your Pack applies the revenues collected from fundraisers … ] There are also ways to access “ScoutReach” funds to help pay a portion of costs, if that is a barrier to joining.

- A great option is subscribing to Boys Life Magazine. It is $1.00 per issue plus tax, geared for youth, emphasizing activities, the outdoors, sports, plus lots of humor that only kids understand. It’s a great way to get youth in the habit of reading for fun, because this is their magazine, not yours.

Close the Sale!

- “We are ready for YOU to join US on a Cub Scouting adventure. All you have to do is turn in your registration – your completed and signed Youth Application and payment.

- Online Note (if you’ve set up Invitation Manager on BeAScout): Check the email address you registered with for an invitation to complete a Registration Online – follow the instructions, complete the Registration, and pay the BSA registration fees with a Credit Card. We’ll follow for Pack dues later.

- [Explain how to complete the application, and where to turn it in.] [OPTION: “we have helpers guide you through online signup at www.BeAScout.org if that is easier for you.”]

- We also have Adult Applications for those of you who know you need to lead – and you do need to lead – we all need to lead, whether as Den Leaders or Assistants or Co-Leaders or helpers on the Pack Committee. You’ll need to take Youth Protection Training, which is very valuable.

- Some of you are clearly ready to join and you can pay your registration and Pack dues tonight so you don’t have to worry about it. If you are uncertain, please attend some Pack and Den adventures and see for yourself what a great program Cub Scouting is.”

- “We look forward to seeing you when we go to ________ on ______, and when we go to ________ in September and to ________ in October!”

- “I will be here along with our Den leaders for a few minutes if you have any questions. Thanks and welcome to the Pack!”