

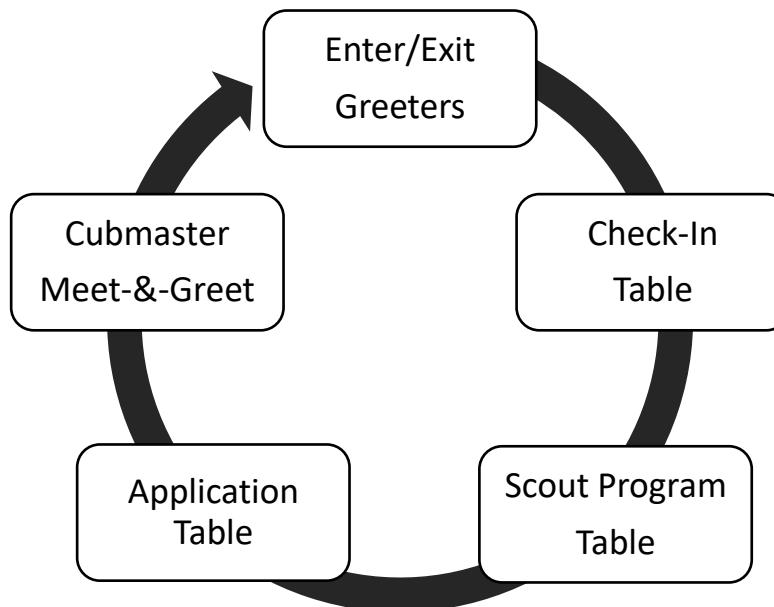
## Shawnee Trails District 2019 School Night for Scouting School Info Sheet

**Purpose:** Help each Pack enroll prospective Cub Scouts into existing Packs; to enlist parent participation in the program; and to organize new units as needed to provide programming for boys and girls who want to join.

**Plan:** To promote Scouting in your community by providing Council-wide media publicity, recruitment materials, posters, fliers/invitations, inviting all youth to a **School Night for Scouting** near them.

- Packs attend the District **School Night for Scouting Kick-Off** and receive a sample **School Night for Scouting** packet and their initial fliers, posters, and yard signs to use at Back to School/Meet the Teacher nights. Units may order other promotional materials (fliers, posters, buddy cards, yard signs) for other events that tie into recruitment. Units should provide their requests for additional materials at least 2-weeks out of their planned event. Units will be notified when their materials are ready for pick up/delivery.
- Packs attend their school's Back to School/Meet the Teacher night. These generally entail a table where Packs hand out a flier promoting the **School Night for Scouting**. Packs should applications on hand for any families that want to join their Pack that evening.
- Each Pack holds a **School Night for Scouting**. Parents will visit tables in a sports-style sign-up and fill out applications for their son and/or daughter. All items will be collected by a District volunteer and return them to the District Executive at the end of the night.
- After the **School Night for Scouting** is held, all parents and volunteers will be invited and encouraged to attend a Parent Orientation conducted by the Pack within 7-10 days of their **School Night for Scouting** to discuss volunteer opportunities and training information. Cub Scout Leader Training course information to become a trained volunteer in Cub Scouts is always available online and will be presented in-person on September 10<sup>th</sup>.
- Second-chance recruitment opportunities should be held at each Pack to offer another opportunity for families to join Scouting.
- Youth will then attend their first Den Meeting, excited and ready to reap all that Scouting offers.
- New Cub Scouts and parents will attend a **Cub Scout Family Campout** in late September or early October.

### School Night for Scouting Station Set-Up



**\*\*\*Talking points for each table are on the back of this sheet.**

## School Night Station Talking Points

### **Greeters: Warm and friendly individual. Good role for Committee Member or Den Leader.**

- Welcomes prospective parents to the pack recruitment night
- Directs them to the check-in table
- Thanks everyone for attending
- Answers general questions
- Direct specific questions to Cubmaster Meet-and-Greet

### **Check-In Table: Warm and friendly individual. Should be the “Face of the Pack”. Good role for the Committee Chair or Pack Secretary.**

- Welcomes parents to the pack recruitment night
- Has parents fill out contact information form via QR Code or paper
- Gives brief explanation of the process and direct parents to Scout Program Table
- Answers general questions
- Direct specific questions to Cubmaster Meet-and-Greet

### **Scout Program Table: Knowledgeable individual about the Pack. Good role for New Member Coordinator/Membership Chair.**

- Provide welcome packet to parents
  - Briefly share what is in the packet with samples on table
- Provide welcome letter to parents
  - Briefly review what is in the letter
    - Key Contacts
    - Den & Pack Meetings
    - Activities
    - Website or other communication tools
    - Pack calendar
    - Pack leadership roster—point out open Pack positions and explain more info to come at parent info night
- Invite new parents to Pack Information Night
- Answers general questions
- Direct specific questions to Cubmaster Meet-and-Greet

### **Application Table: Knowledgeable about Scouting and Unit. Good role for Treasurer, Committee Member, or Unit Commissioner.**

- Assist and review each application with parent and invite the parent to register too
- Collect prorated amount for registration and Boy’s Life Magazine (\$16.50 for registration, \$6.00 for Boy’s Life=\$22.50 total)
- Avoid discussing Den/Pack dues now—to be discussed during Parent Information Night—this station is to focus on getting youth registered
- Answer general questions
- Direct specific questions to Cubmaster Meet-and-Greet

### **Cubmaster Meet-and-Greet: Cubmaster and Den Leaders**

- Welcome new parents and Scouts, if present, and introduce them to their respective Den Leaders
- Answer questions parents may have and talk up the fun and activities they will be doing
- Hand out invite to Parent Information Night meeting
- Follow up with a personal phone call reminding parent of the Parent Information Night meeting a few days prior