



2015

# SCHOOL NIGHT GUIDEBOOK



BOY SCOUTS OF AMERICA®  
HEART OF AMERICA COUNCIL

**Prepared. For Life.®**

# Table of Contents

Prepare to receive new youth.....3

Timeline.....4

Annual Program Planning and Budgeting (Ideal Year of Scouting – IYOS).....7

Principal Visits.....10

Marketing Your Pack.....11

“After School Night” Recruitment Event Suggestions.....16

How to Conduct a Boy Talk.....17

Summertime Pack Award.....18

Volunteer Recruiting.....19

Training.....20

Pack Leadership and Membership Inventory.....21

School Night for Scouting Agenda.....22

School Night for Scouting Script.....24

“The Yardstick Story” .....30

Family Talent Survey.....31

Parent Orientation Meeting Agenda.....33

Parent Orientation Meeting Script.....35

Den Organization and Leader Recruitment Script.....37

Sample Email to Parents.....39

My Best Friend is a Scout.....41

Common Defects on Adult Leader Applications.....44

## Packs Need to “*Be Prepared*” for New Cub Scouts

Packs with an excellent track record of recruiting and retaining members have one thing in common – they are prepared to receive boys into their program. What does this mean? A pack is prepared to receive boys when the leaders have:

- ✓ Created a program **calendar** for the next year with input from youth and families.
- ✓ Created a reasonable **unit budget** and are good at explaining how much Scouting costs and how the parents can help pay for the program.
- ✓ Prepared a **well-planned Sign-Up meeting** that sells the benefits of Scouting.
- ✓ Evaluate your pack’s succession plan to determine the leadership positions that need to be filled and have a **game plan for recruiting parents** to fill those vacancies.
- ✓ Identify current pack leadership that will serve as immediate **new-leader mentor(s)**. Mentoring helps provide support to new leaders to include, but is not limited to: den organization, meeting location and time arrangements, training, resources, information regarding district and council events, as well as encouragement and advice.
- ✓ Developed a plan to contact each of the families after the Sign-Up meeting to remind them about the **Parent Orientation** meeting. When the new parents attend the orientation meeting, the pack program can be explained in more detail in terminology that is easily understood by the parents.
- ✓ **Scheduled den and pack meetings to start right away.** Boys that don’t attend the first few meetings are contacted to make sure they knew when and where the meetings are held.
- ✓ Invited families to **participate in a fun outdoor activity**. The District Cub Family Camps can meet this objective.
- ✓ Identified any problems that may make members leave and find solutions as quickly as possible.

# Timeline

## April

- Brainstorming workshop with youth for 2015-2016 annual program plan. Plan to have a year-round program. (pg. 7-9)
- Recruit Unit Coordinator for pack
- 28<sup>th</sup> District Membership Chair, School Night Chair, District Chair, and District Commissioner School Night Kickoff
- Meet with school principal to: (pg. 10)
  - Update on pack membership, activities, and values of Scouting program (North KC Data, Tuft University Study, STEM, etc.).
  - Talk about service project(s) your pack can do for the school during next school year. 1-2 per year.
  - Select possible dates for school night after school open house in August / early September. Preferably the 3<sup>rd</sup>, 4<sup>th</sup>, or 5<sup>th</sup> week of school.
  - Commitment to allow flyers to be handed out and boy talk to be conducted.
  - Ask about parents they would recommend to leadership roles (especially K parents for new Tiger Den Leaders)
- ID possible K parents who will make good Tiger Cub Den Leaders next fall. Assign a mentor leader for all new den leaders to contact and help new leaders plan and conduct 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> meetings.

## Responsibility

Unit Leadership  
Unit Commissioner

Pack Committee  
Chair

Council School  
Night Chair & VP  
Membership

Unit Coordinator

District Executive

Pack Committee  
Chair, District  
Executive

## May

- Committee meeting – whittle down program ideas from brainstorming session taking out those not feasible, start adding possible cost to events and activities. (Pg 7-9)
- Pack meeting – Boys given 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice stickers for possible program ideas OR give 2 or 3 choices / month and have youth vote for favorite. ( pg. 7-9)
- \_\_\_\_\_Unit Coordinator School Night Training  
(1<sup>st</sup> opportunity).

Pack Committee  
Chair

Cubmaster, Pack  
Committee Chair

District School  
Night Chair

**June**

- Finalize annual program plan and budget for 2015-2016 program year. (pg. 7-9)
- Create marketing plan for unit. Use at least seven (7) methods to promote school night for Scouting. (pg. 11-15).
- Discuss follow-up recruitment after initial school nights. Ensure that youth have two (2) chances to join in fall. (pg. 16)
- Pack attends Cub Scout Day Camp (Activity #1 Summertime Pack Award) (pg. 18)
- Confirm leadership that is returning in fall and what holes need to be filled. Prospect and select best candidates for those positions and recruit. (pg. 21)
- Speak to troops at camp about helping packs with recruitment efforts. Focus on troops who typically receive Webelos Scouts that cross over from your pack.
- \_\_\_\_\_ Unit Coordinator School Night Training (2<sup>nd</sup> opportunity)

**Responsibility**

Pack Committee

Unit Coordinator,  
Unit Commissioner,  
DEUnit Coordinator,  
Unit Commissioner,  
DE

Pack Committee

Pack Committee  
Chair and Charter  
Organization Rep.Commissioner and  
Professional StaffDistrict School  
Night Chair**July**

- Pack has activity # 2 for Summertime Pack Award. (pg. 18)
- Attend Bear and Webelos Camp at Naish
- Speak to troops at camp about helping with recruitment efforts

Pack Committee

Pack Committee

Commissioner and  
Professional Staff**August**

- Communicate annual program plan and budget to existing parents and youth. (pg. 7-9)
- Pack has activity # 3 for Summertime Pack Award. (pg. 18)
- Have flyers promoting school night ready to hand out 1<sup>st</sup> day of school + hang posters in hallways to promote school night. Put up yard signs. Secure School Rosters and call parents and invite to join Cub Scouting at School Night
- Attend your schools "back to school" night and promote school night for Scouting

Cubmaster and  
Pack Committee  
Chair

Pack Committee

District Executive  
Pack Coordinator

Pack Coordinator

**August...Continued**

- Coordinate with your district professional to conduct Boy Talks and hand out 2<sup>nd</sup> set of flyers 24-48 hours prior to school night. (pg. 17)
- Conduct School Night (pg. 22-32)
- Ensure proper “on-boarding” of new parents and families into Scouting
  - Welcome all new youth and parents with a phone call within 24 hours of school night. Thank them for joining and promise it will be a great year of fun and adventure
  - Follow up with all families that attended but did not join within 24 hours to find out why and offer solutions.
  - Give new families a copy of annual program plan, budget, and pack newsletter.
  - Hold parents meeting to get them involved in unit programming and have them commit to helping with 2 or 3 activities throughout the year.
- 1<sup>st</sup> den meeting happens within 1 week of school night.

**September**

- Pack meeting. Welcome and recognize new families. Kickoff 2015 popcorn sale. Have a good fun pack meeting, not a business meeting for the parents. Promote Cub Family Campout.
- Follow up with parents/families that joined at school night but did not attend 1<sup>st</sup> pack meeting.
- 2<sup>nd</sup> recruitment night/event held inviting new youth to join Scouting. (pg. 16)

**October**

- New Cub Scouts and their parents attend district Cub Family Campout.
- New Cub Scouts Awarded Bobcat Badge at pack meeting.
- Share school night and recruiting results with principal.

**November**

- Conduct unit membership inventories to ensure all active youth are registered and get a reading on retention in each unit.

**Responsibility**

District Executive  
Pack Coordinator

School Night  
Coordinator

Pack Committee,  
Cubmaster, Unit  
Commissioner

Den Leader,  
Cubmaster

Cubmaster, Unit  
Popcorn Kernal

Den Leader /  
Cubmaster

Pack Coordinator

Pack Committee

Cubmaster, Den  
Leaders

DE, Pack  
Coordinator

Professional and  
Commissioner Staff

## Planning Your Pack's Annual Program Budget

What is the “*Ideal Year of Scouting*” plan? It's developing an annual program plan, creating a budget to go along with that plan, and then forming a fund-raising plan through one fund-raiser to reach your program goals. The result is a well-managed, well-financed unit that you spend your time doing Scouting, not raising money.

If you like raising money every month, planning your program as you go, limiting your activities based on unit's income, or not involving youth members in the planning process, then this format is not for you!

**Those leaders who want a meaningful, exciting, and comprehensive youth program that achieves the objectives of the Scouting program will find this format the *ideal* way to go.** It's simpler and more fun than not planning for poor planning.

Steps in planning your *Ideal Year of Scouting* include:

1. Plan your complete annual program.
2. Develop a budget that includes enough income to achieve the program.
3. Identify fundraising goal that will be needed per youth member to reach your income goal.
4. Get commitments from parents and youth.

In planning your annual program plan, it is important not to get stuck on what you have “always” done, but what you would “like to do”. Steps in annual program planning include:

1. **Brainstorming** – Brainstorm ideas of things you would like to do as a pack. Be sure to coach a wide range of activities: field trips, activities, service projects, places to go and see, etc. At this point, every idea goes on the board. No evaluation happens at this point. If someone throws out going to Alaska, put it on the board.
2. **Evaluation** – Pack committee evaluates each suggestion and goes back to pack with “approved” list. Have youth vote for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice of ideas on the list. The activities that got the most votes or the most positive reception; look at putting into your annual program plan.
3. Put together a draft annual program calendar. Assign potential activities for further research (cost, times, availability, etc.)
4. Finalize annual program plan, put together a budget to fund that program plan.
5. Recruit new youth and adult members during a school night in the month of August.

6. Hold a program kickoff to: 1. Communicate annual program plan to new and existing parents and youth, 2. Welcome new members into your pack, 3. Communicate your pack's budget, 4. Sign non-leader parents to help with 2 or 3 activities throughout the year. 5. Kickoff your annual fundraising event including per boy goals.
7. Conduct annual fundraising event.
8. Implement annual program plan.

### Basic Expenses

1. **Registration fees** – registration fees are paid to the National Council. These fees are only transmitted through our council and do not support the council at all! They pay for program research and development to improve the Scouting program. Units pay an annual charter fee of \$40. Registration fees are \$24 per year. This fee is pro-rated each month from when the youth joins until the month the unit re-charters (\$2.00 per month).
2. **Boys' Life Magazine** – *Boys' Life* magazine is the official publication of the BSA and is available to all members for \$12 per year (\$1 per month). Every youth should subscribe to *Boys' Life* because the quality reading and the articles related to your unit's monthly program. Research shows he will stay in Scouting longer and advance further if he reads *Boys' Life*.
3. **Advancement and Recognition** – Every youth member should advance in rank each year. They also earn other achievements such as belt loops, activity pins, and etc. \$25 per boy is a good budget number to begin with.
4. **Training expenses** – “*Every boy deserves a trained leader*”. Trained leaders are key to a quality and safe program. Each unit should consider paying for each leader to attend leader specific training. Some units pay a portion of their Cubmaster's Wood Badge fees.
5. **Program materials** – Each unit needs to provide a certain amount of program materials. Depending on the type of pack program, these could include craft tools and supplies, camping equipment, video's or books, ceremonial props, etc. Each den may also have a budget for their program.
6. **Camping experience** – The council offers day camp, cub-family camp, Bear Camp and Webelos Camp. Every youth should participate in at least one of these rich Scouting experiences annually.

7. Activities – Pack activity and field trips are all a valuable part of the Scouting program. Some examples include: Pinewood derby, rain gutter regatta, space derby, visit to a park, pack family camping outings, fishing derbies, etc.
8. Leader recognition – as leaders move up, move on, or do an outstanding job it is always good to say “Thank-you”.
9. Arrow of Light Crossover – Many units give a “parting gift” to a youth crossing over into Boy Scouts or special recognition for achieving Cub Scouting’s highest award, the Arrow of Light. Some ideas include a special decorated arrow or a Boy Scout handbook. It is best to coordinate with the troop your youth are moving up into.
10. Contingency/reserve fund – Just in case. What if the pinewood derby track breaks?
11. Other expenses – Refreshments, etc.

### Sources of income

“One fund-raiser per year” is the theme of the *Ideal Year of Scouting*. Rather than “nickel and dime” families every week, we suggest that the total cost for the complete year be figured up front. Ideally, all income would come from one fund-raiser (popcorn) conducted in the fall and not be collected from families.

### Some important points

**Paying your own way** – This is a fundamental principal of the Boy Scouts of America. It is one of the reasons no solicitations (request for contributions) are permitted by units. Young people in Scouting are taught early on that if they want something in life they need to earn it. It is among the reasons that adults who were Scouts are found to have higher incomes. *The unit’s entire budget must be provided for by the families through either fund-raising or other means such as dues or fees.*

**Individual youth accounts** – Units using this method have traditionally had stronger programs with less turn-over of youth. Individual Scout accounts, whereby the unit keeps track of how much a youth member has raised toward his “*Ideal Year of Scouting*” goal, are critical to the success of this program.

**Money Earning Application** – Except for the council-sponsored popcorn sale, all other fund-raising projects require the submission of the *Unit money earning application # 34427B*. This is to ensure

conformity with all Scouting standards on earning money. Leaders should be familiar with the 8 guides listed on the back of the application and the financial record books.

### Registration Fees vs. Participation Fees

It is important to note that it cost **\$24 per year** to join Scouting. Participation costs are determined by your pack’s budget. During school night, parents should be told about both registration cost and participation cost. They should pay registration fees and told that participation in unit fundraiser (popcorn sale) will help offset or completely take care of participation fees.

### Other helps

Additional information concerning unit budget plans, the treasurer’s job, camp savings, forms, and records can be found in the following publications: *Pack record book #33819D*; and the *Cub Scout leader book # 33221D*. Your unit can also use one of the commercial software programs developed for Scouting units, such as *Packmaster*. These tools are great for keeping track of individual youth accounts. They are usually advertised in the back of *Scouting* magazine.

There are also budget and program planners available at [www.hoac-bsa.org](http://www.hoac-bsa.org), along with sample materials for creating calendar and budget materials to share with families.

### Budget Worksheet

To develop your unit budget, complete the attached worksheet (available electronically at [www.hoac-bsa.org](http://www.hoac-bsa.org)). Share it with the Scouts’ parents. Be sure to keep parents involved and informed. Program calendar and budget information needs to be communicated regularly to families; especially at the start of the program year.

**Additional Resources** are available on-line at:

**<http://www.scouting.org/sitecore/content/Home/CubScouts/Leaders/PackCommitteeResources/UnitProgramPlanningTools.aspx>**

This site includes calendar templates, newsletter templates, and power point training on how to conduct an annual program planning and budgeting conference within your pack.

Program Expenses		Annual Cost per Scout/Unit	Number of Scouts / Adults	Total Unit Cost
Registration Fees	# youth + # Adults	\$ 24.00		\$0.00
Charter Fee	Yearly flat fee	\$ 40.00		\$40.00
Boys' Life Subscription	1/household	\$ 12.00		\$0.00
Advancement	Ideally 100% of youth to earn belt loops, pins, activity badges, etc.	\$ 25.00		\$0.00
Recognition	1 or each youth (Thank you's, Veteran Awards, etc.)	\$ 10.00		\$0.00
Special Events	Blue and Gold			\$0.00
	Pinewood Derby			\$0.00
	Webelos Graduation			\$0.00
	Other			\$0.00
Special Activities	<u>Location</u>			
Field Trip A				\$0.00
Field Trip B				\$0.00
Field Trip C				\$0.00
Field Trip D				\$0.00
Camp				
Cub Scout Day Camp	Per youth			\$0.00
Bear Camp	Per youth			\$0.00
Webelos Camp	Per youth			\$0.00
Cub Family Camp	For Cub and Parent			\$0.00
Leader's fees				\$0.00
Program Materials	Ceremony supplies, den projects, camping items, etc.			\$0.00
Leader Basic Training				\$0.00
Reserve Fund	Registration Scholarships			\$0.00
Other Expenses	Contingency Funds			\$0.00
<b>Total Budgeted Program Expenses</b>				<b>\$40.00</b>
<b>Income</b>				
Annual Dues	(Monthly x's 9 to 12)			\$0.00
Surplus from prior year	(Beginning fund balance)			\$0.00
Other Income	(Parent payments, etc)			\$0.00
<b>Income subtotal</b>				<b>\$0.00</b>
<b>Fund-raising needed</b>				<b>(\$40.00)</b>

## Principal Visits

Building and maintaining a strong relationship with your pack's elementary school is important to have and effective Cub Scout recruitment effort. A meeting with the school principal will strengthen relationships and foster support for recruitment efforts. This meeting should happen in April/May and consist of key unit leadership and Scouting professional. Take no more than 2 or 3 people into the meeting as to not overwhelm him/her. This meeting should last no longer than 20 minutes. Sample working agenda for the principal visit would be as follows:

1. **Welcome and introductions –** **Pack Leader from School**  
Take a minute to introduce everyone to each other. Be sure to thank principal for taking time to meet with you. Find out if principal has any Scouting background either as youth or as an adult.
2. **Update principal on pack** **Pack Leader from School**
  - a. Share roster of pack so principal can see kids and parents that are involved in Scouting.
  - b. Share key program items that your pack.
    - i. Service projects
    - ii. Field trips and other learning opportunities
    - iii. Density served in school
3. **Service opportunities for School** **Pack Leader From School**  
State that in the next school year, your pack would like to conduct 1-2 service projects for the school. Take a couple minutes to brainstorm ideas come to agreement of what that service project should be. Some suggestions include: Help with book fair; Help clean up after school carnival or other events/activities; Pick up trash on playground before start of school or other grounds beautification projects; or Cub Scout help mentor another student in reading.
4. **Why Scouting is Important** **Scouting Professional**
  - a. North Kansas City Data
  - b. Tufts University Study
  - c. STEM
5. **Recruiting** **Pack Leader From School**
  - a. Ask when school open house is scheduled and secure permission to attend to promote school night.
  - b. Ask about possible dates to conduct school night after open house (usually the next week).
  - c. Ask about permission to hand out flyers, put up posters and conduct boy talks.
    - i. Classroom, assembly, lunchroom, recess, closed circuit TV, morning announcements, etc.
6. **Volunteer Recruitment**  
Ask about Kindergarten parents that may make good Tiger Cub Den Leaders.

## Marketing Plan for Your Pack

A strong marketing plan is important to promote your packs program year-round, not just at school night. This will keep your unit in front of prospective members.

### Top 10 List

The following methods are considered to be the “*Top 10*” most important ideas for recruiting. All packs should complete all of the following methods.

#### 1. Pack Information Sheet

- This is your chance to brag about your pack and have a quick handout ready to distribute.
- Should include meeting times, locations, pack calendar, leaders and contact information, and other exciting information about your program.
- Should be provided to your charter organization, families in your pack, other neighborhood organizations, and local library.

#### 2. Organize Visits / Scheduling (See principal visits section of this booklet)

- In April/May of the previous school year, you should schedule a face-to-face meeting with your partner school (may or may not be charter partner). This gives you the chance to thank the organization for their support and outline your ideas and request for your recruitment process.

#### 3. Flyers

- Flyers are provided by the Heart of America Council. Work with your district professional to order them well in advance of your School Night.
- Should aim to have one set of flyers to go out the first week of school and a second to go out with the boy talk.
- Divide into groups of 20-25 so the school secretary can easily distribute into teachers mailboxes w/o counting themselves.

#### 4. Youth wear uniform to school

- Easy way to get exposure. Serves as a walking billboard and a conversation piece.
- Wear day of your school night, den meetings, pack meetings, and other pack activities.
- Leaders should also wear their uniforms to school events or just have lunch with their children (where permitted).
- Offer a reward at that night's meeting for any boy that wears his uniform.
- Design pack t-shirt for Scouts to wear to school on a regular basis.

#### 5. School Visits / Boy Talks

- Boy talks should be conducted 24-48 hours before school night. They can be done in classroom, lunchroom, during recess, school assembly, or on the buses.

#### 6. Stickers

- Use *Avery Label* and design stickers to remind boys of School Night.
- Stickers should include time and day for School Night
- Distribute at *Back to School* events and other school functions
- Customize with contact information

#### 7. Yard Signs

- Provided by the Heart of America Council. Place signs around school and other high traffic areas.
- Create your own as a den project.

#### 8. Picture Boards / Power Point Presentation

- A picture is worth a 1,000 words. Highlight your packs outdoor program on a picture boards.
- Create during a den meeting.
- Display at PTA/PTO meetings, school nights, school activities, and at local churches.

#### 9. School Open House / Back to School Nights

- Your pack should be part of the fiber of the school and its families
- Being present at your school's “Back to School Night” and all other activities is an important way to raise exposure of your program.
- Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.

- Have members of pack volunteer to help with Back to school night.
- Assistance could include setting up chairs, greeting families, or conducting a flag ceremony.
- Be sure to have all families and leaders in uniform.

**10. Update your units map pin at “Be A Scout.org.”**

1. You can include meeting times and key contacts.
2. Follow up with leads within 24 hours!

## **Pack Families**

The following methods and the remainder of this booklet are divided into ideas that can be done within your family, school and in the community. The more methods you can use to promote your pack, the better your recruitment results will be, so use as many as you can! The following ideas are methods that the pack leadership should ask all families to participate in.

**11. Information Business Cards**

- These cards can be created by the pack for parents to hand out to other families. Include details like date and location of pack meeting and pack leadership contact information.
- These cards can be printed on your home computer on card stock or using a business card template program.
- Have each leader carry and hand out cards at all school functions.

**12. My Best Friend is a Scout “Buddy Card”**

- This card is designed for the Scout to use to recruit his friends.
- They are fun in nature and may include a few of the exciting activities going on in the pack or a quote of the Scout’s favorite part of Scouting.
- These cards should also include meeting dates, locations, and contact information.

**13. Invitation letter – See draft email in this booklet.**

- This letter is a customized form the family can send to their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letter includes meeting and joining information as well as who to contact for more information.

**14. Personal Phone Calls / Email (Facebook or Text) Invitation – See draft script in this booklet**

- Ask each family to brainstorm other families that they could call or email to personally invite to be part of the pack.
- The pack should provide each family with the *Pack Information Sheet* and other items to help spread the word and excitement of Scouting.

**15. Promote at Church and Other Personal Affiliations**

- Families also have many other affiliations; such as church and sports. These other activities can be used to spread the word of Scouting.
- Make 1/2 sheet flyers to insert into church bulletins with all pertinent information.

**16. Halloween Candy**

- On Halloween, many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your pack.
- Use a sticker or label to provide a few activities about the pack and leader contact information.

## **School**

The following ideas are methods that the pack leadership or recruiting committee should do in the school. Special attention should be given to developing relationships with the school leadership and Parents’ Organizations. This will help with the success of these ideas and your recruitment efforts.

**17. PTA/PTO Presentation**

- Make a brief presentation to your school’s parent teacher organization. This should be done at the beginning of each school year.
- Share your recruitment plan and annual activities
- Share an update on your pack, including the number of families and upcoming activities.
- Offer your services at PTA/PTO sponsored events.

**18. Be Involved in School Activities**

- In addition to Back to School Nights, there are events such as carnivals and other activities that the pack should be involved in throughout the year.
- Conduct a service project for the school such as playground and flower garden clean-ups.
- The pack's participation will help the school see the pack as a positive resource and an extra supporter of the school.
- Be available for flag ceremonies throughout the year.

**19. Gift Membership**

- Have a pack provide a free gift membership as a door prize to be given away at school night.
- Provide each member with a 50% off coupon to use to recruit a new boy to join the pack.

**20. Intercom Announcement**

- Use the school's public address system or intercom to make announcements regarding the pack and specifically the school night.
- Make announcements exciting and use as a reminder for all upcoming activities.

**21. Video Announcement**

- Have a morning announcement read by a member of your pack in full uniform.
- Do a presentation the morning of your school night.
- Show Cub Scout promotional video spot during announcements. (available at [www.scouting.org](http://www.scouting.org))

**22. Text Book Covers**

- Create and distribute a cover for text books that promotes Cub Scouting and your pack. Can be created on the computer. Have dens and families create their own.

**23. Display Case**

- Use the display case or bulletin board at school to display the excitement in your pack. Use pictures and other visuals to catch attention and motivate boys to attend and the School Night.

**24. Personal Letter of Invitation (See draft in this booklet)**

- Personally invite all families in the school by sending a personal letter for formal invitation. Use a school directory (if available) or work with families in pack to gather names and addresses.
- These should go out 7-10 days prior to school night.
- Follow up with phone calls.

**25. School Marquee**

- Use the school outdoor marquee to promote the school night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your school night

**26. Follow up School Night**

- Be sure to hold a follow-up recruiting event to give families another opportunity to join. Should have at least two opportunities to join after school night; one in September and one in October.

**27. School Lunch Tray Liners (See examples in booklet)**

- Provide information, games, picture, puzzles, and etc.

**28. Parent's have lunch with their son wearing Scout Uniform:** Have parents eat lunch with their son at school and hand out invitations to join Scouting to their son's friends.

## Community

The following ideas should be done in the community around your pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your pack.

**29. Local Newspaper**

- Community newspapers are always interested in neighborhood events and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar section.
- Invite local reporters to cover special pack events such as bike rodeo, Scouting for Food, etc.

**30. Display Boards at Community Events**

- Wear your uniform and set up a pack display at community events such as carnivals and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your pack.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your pack.

**31. Patriot Day Flag Ceremonies**

- A lot of organizations look for color guards throughout the year and especially on Veteran's Day, Memorial Day, and Patriot Day. Have Scouts in uniform present the colors.
- Make a list of events in your community and call organizers early to volunteer to participate.

**32. Pack Special Events in the Community**

- Hold a community event such as a "Kite Day", bike rodeo, or a carnival and invite all members of your community.
- Partner with a local police or fire station to gain exposure of the event and additional credibility.

**33. Volunteer for Community Events**

- Park clean-ups and July 4th celebrations for example.
- Community service is a cornerstone of the program and a great way to gain exposure for your pack.

**34. Church Bulletin Inserts**

- Work with churches in your area and create a small insert to be distributed to the congregation.
- If there are families in your pack that attend the church, have them coordinate distribution.

**35. Sports Fields / Recreation Centers**

- Sports are a major activity of many families. Work with local sports venues to hang banners, posters, and set up information tables and yard signs at the field or court.
- Target efforts as season is winding down as the "thing to do next"
- Host at activity at the recreation center.

**36. Parades**

- Build a float or march and participate in community parades.

**37. Community Marquees**

- Use marquees at churches, recreation centers, neighborhoods or business to promote school night.
- Be sure to thank the organization for their support.

**38. Pack Website and/or Facebook account**

- Post pictures of pack activities of youth having fun in Scouts. "Tag" schools Facebook page so fans of school's page also see your page. Encourage parents to do the same.
- Websites and Facebook are very popular forms of communication.
- Check with community organizations and your school to see if you can list your pack information on their website or link to your pack's website
- Include web address on promotional materials.

**39. Libraries**

- Ask to hang posters and distribute pack information sheet.
- Design bookmarks with pack activities and information for distribution.
- Have pack leaders read story time in uniform.

**40. Community Access Television**

- Most channels will run PSA's featuring guest on their shows or cover community events. (available at [www.scouting.org](http://www.scouting.org))
- As a pack/den project, film a 30-second spot of your pack's activities

**41. Church Sunday School Presentations**

- Make a presentation at local Sunday School classes.
- Participate in Scout Sunday by wearing your uniform to church.
- Promote youth earning religious awards.

**42. Business Window / Counter Displays**

- Visit local businesses and post offices to see if they will allow you to post or leave information regarding your pack and its activities.
- Identify family friendly business such as Dairy Queen, McDonalds, Toys' R Us, etc.



## Your Pack's Marketing Plan

<p><b><u>Top 10 List</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 1. Pack Information Sheet</li> <li><input type="radio"/> 2. Organize Visits / Scheduling</li> <li><input type="radio"/> 3. Flyers</li> <li><input type="radio"/> 4. Youth wear uniform to school</li> <li><input type="radio"/> 5. School Visits / Boy Talks</li> <li><input type="radio"/> 6. Stickers</li> <li><input type="radio"/> 7. Yard Signs</li> <li><input type="radio"/> 8. Picture Boards / Power Point</li> <li><input type="radio"/> 9. School Open House</li> <li><input type="radio"/> 10. Update your Be a Scout.org map pin and regularly follow up with leads.</li> </ul> <p><b><u>Pack Families</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 11. Information Business Cards</li> <li><input type="radio"/> 12. My Best Friend / "Buddy Card"</li> <li><input type="radio"/> 13. Invitation Letter</li> <li><input type="radio"/> 14. Personal Phone Calls / Email Invitation</li> <li><input type="radio"/> 15. Promote at Church and Other</li> <li><input type="radio"/> 16. Halloween Candy</li> </ul> <p><b><u>School</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 17. PTA/PTO Presentation</li> <li><input type="radio"/> 18. Be Involved in School Activities</li> <li><input type="radio"/> 19. Gift Membership</li> <li><input type="radio"/> 20. Intercom Announcement</li> <li><input type="radio"/> 21. Video Announcement</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> 22. Text Book Covers</li> <li><input type="radio"/> 23. Display Case</li> <li><input type="radio"/> 24. Personal Letter of Invitation</li> <li><input type="radio"/> 25. School Marquee</li> <li><input type="radio"/> 26. Follow up School Night</li> <li><input type="radio"/> 27. School Lunch Tray Liners</li> <li><input type="radio"/> 28. Parents Lunch w/ son</li> </ul> <p><b><u>Community</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 29. Local Newspaper</li> <li><input type="radio"/> 30. Display Boards a Community Events</li> <li><input type="radio"/> 31. Patriot Day Flag Ceremonies</li> <li><input type="radio"/> 32. Pack Special Events in the Community</li> <li><input type="radio"/> 33. Volunteer for Community Events</li> <li><input type="radio"/> 34. Church Bulletin Inserts</li> <li><input type="radio"/> 35. Sports Fields / Recreation Centers</li> <li><input type="radio"/> 36. Parades</li> <li><input type="radio"/> 37. Community Marquees</li> <li><input type="radio"/> 38. Pack Website and/or Facebook account</li> <li><input type="radio"/> 39. Libraries</li> <li><input type="radio"/> 40. Community Access Television</li> <li><input type="radio"/> 41. Church Sunday School Presentations</li> <li><input type="radio"/> 42. Business Window / Counter Displays</li> </ul>
--	--

### **Together we can give every youth the chance to Join Scouting.**

Our Pack commits to using these selected methods of invitation to promote our Pack's Join Scouting Night and throughout the year as part of our membership plan.

Cubmaster / Unit Coordinator \_\_\_\_\_

Our Membership committee commits to supporting your Pack's membership plan by being a resource of material, manpower, and ideas.

District Executive / School Night Coordinator \_\_\_\_\_

Pack # \_\_\_\_\_ Normal Pack Meeting Location \_\_\_\_\_

Date: \_\_\_\_\_ Time \_\_\_\_\_

Website \_\_\_\_\_ Email: \_\_\_\_\_

## After School Night Recruitment Event Suggestions

Each pack should hold 2 recruitment events in the fall. The first of those recruitment events should be School Night for Scouting that takes place the 3<sup>rd</sup>, 4<sup>th</sup>, or 5<sup>th</sup> week of school (generally 1 week after the school's *Back to School Night* (open house). Follow up recruitment events or activities should happen year-round, but especially in the 1<sup>st</sup> months of School – late September and October. Some suggestions for these follow-up recruitment efforts include:

1. Send a follow-up set of flyers home inviting youth to join your September or October pack meeting. Peer to Peer recruiting – create invitations that your current Cub Scouts can hand to their non-Scouting friends at school to invite them to a special activity. It could be a costume party for Halloween, a pack picnic, a fishing derby, or Cub Family Campout. Event should be fun and exciting for new youth. At the event, invite them to join the pack.
2. “After Sports” recruiting. After a season ends (soccer, football, basketball, etc.) have Cub Scouts that play those sports invite their teammates to join Cub Scouting with them. Present the team mates with the appropriate belt-loop / pin that they already earned by playing those sports as “first award”.
3. Encourage Scouts to invite non-Scouting friends along to pack field trips and activities (trips to the Zoo, WWI Museum, Worlds of Fun, Royal Baseball Game, etc.)
4. Pizza or Skating Party – Encourage Scouts to “Invite a Friend” to join Scouting. Only Scouts that bring a friend get to participate.
5. Hand out invitations to join Cub Scouting at School holiday parties (Halloween, Christmas, or Valentine’s Day). This could be done by Scouts giving friends a bookmark, postcard, or printed invitation with the next meeting date on it.
6. Direct mail. Obtain a school roster from your schools. Processes vary per school district check with your local school for details on how to do this. Send a personal invitation in the mail and follow up with a phone call 2-3 days later with a personal invitation. If rosters are not available, look through school yearbook to gather names of boys, personalize invitations and have hand delivered by Cub Scouts next day at school.
7. Give information about joining Scouting to churches in your area. Ask to speak to boys during Sunday School, hand out flyers to parents with boys after church, put an announcement in church bulletin. This works best with charter partners of Scouting programs.
8. Hold a recruitment event. Additional information on each event can be found on the National website or by clicking the following link: [http://www.scouting.org/scoutsource/Membership/Youth\\_Recruitment/Events.aspx](http://www.scouting.org/scoutsource/Membership/Youth_Recruitment/Events.aspx)
  - a. Bike Rodeo
  - b. Chess Tournament
  - c. Craft Fair
  - d. Critter Race
  - e. Field Sports
  - f. Fishing Derby
  - g. Kite Derby
  - h. Olympic Day
  - i. S’mores Party
  - j. Rocket Academy
  - k. Treasure Hunt

## How to Conduct a Boy Talk

(Please coordinate your schools Boy Talk through your district's professional staff. The professional staff is available to take the lead and conduct your school's boy talk even if your pack's coordinator or other unit leadership is unable to assist.)

### 1. Preparation

- a. Contact the school well in advance to schedule the presentation. Confirm school night date, time, and contact point for the school night.
- b. Confirm the presentation with letter or phone call.
- c. Order flyers from council service center.
- d. Prepare flyers for distribution to teachers (stacks of 20)
- e. Practice your presentation.
- f. Secure any necessary props.

### 2. Gathering Time

- a. Dress in full uniform.
- b. Arrive 15 minutes early to ensure the school is ready for you and/or reassure them that you are ready.
- c. Avoid topics that are sensitive issues with schools (shooting BB Guns).

### 3. Types of Presentations

- a. All-boy Assembly for 1<sup>st</sup> 3<sup>rd</sup> Graders and 4<sup>th</sup> and 5<sup>th</sup> Graders (Separate groups). Keep it under 5 minutes each. Be sure you can be heard.
- b. Room to Room. This type of presentation requires a condensed 3-5 minute talk for each classroom.
- c. Lunch-time. Many schools will not let you take education time away from the boys, but if you ask to talk to boys at lunch you may get less resistance.
- d. Recess. Harder because kids are not in one place, but not impossible. Secret is to have a draw to you. For example, set up a model campsite, shoot off water bottle rockets, etc.

### 4. How to Make the Presentation

- a. At first be stern, disciplined, and well-mannered.
- b. Then gradually become cheerful, enthusiastic, and silly.
- c. Remember that you are talking to little children, not adults.
- d. Keep it short.
- e. Try to get the boys to participate in your presentation.

### 5. The Presentation

- a. Ask school moderator not to introduce you, as you will take care of that. Merely have them quiet the group down and introduce you as someone who has something important to say.
- b. Ask if anyone knows what type of uniform you are wearing. You should get a variety of responses: police officer, park ranger, soldier, Boy Scout.
- c. Introduce yourself and tell them you are indeed a Cub Scout leader and that you are there to talk to them about becoming a Cub Scout.
- d. Ask students to raise their hands as you rattle off a variety of fun activities that Cub Scouts get to do:
  - i. Who likes to go Camping?
  - ii. Who likes to learn about Nature; animals, birds, trees, go on nature hikes...?
  - iii. Who would like to learn how to shoot a bow and arrow?
  - iv. (Showing a finished and unfinished pinewood derby car) Who would like to build a car like this out of a block of wood like this and race it against your classmates?
  - v. Who likes to go on field trips to places like a police department, fire department, or zoo?
  - vi. Who likes to go fishing?
- e. "Those are all things you get to do in Cub Scouting? Who thinks that sounds like fun? I would like to invite you and your parents to a special meeting (time, date, location).
- f. Have some sort of memorable exit. A quick magic trick works well.
- g. Restate time, date, location and tell them your teacher will hand them a flyer and to take that home to show their parents.

### 6. Thank teacher, principal, and school secretary on the way out.

## Summertime Pack Award

The Summertime Pack Award is an award that can be earned by the pack, dens, and the individual. Packs earn the award by having by hosting an activity at least once/month over the summer (June, July, and August). Your pack attending day camp or cub camp counts as one of these activities! The form can be located online at: <http://www.scouting.org/filestore/pdf/33748.pdf>. Dens earn the summertime pack award by having at least 50% of the den participate in each activity, and a Cub Scout earns the award by attending all three activities. Having an active and fun summer program will help retain youth from year to year.

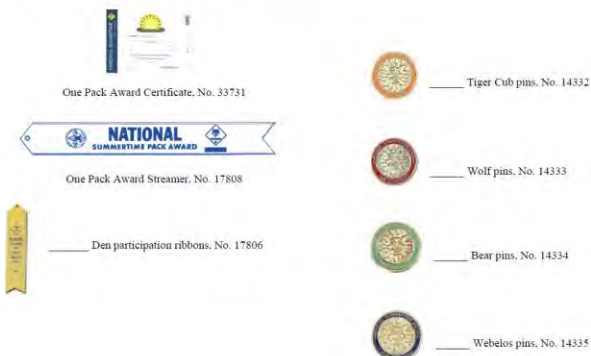


Cub Scout Pack No. \_\_\_\_\_ of chartered organization \_\_\_\_\_ Name \_\_\_\_\_

has qualified for this award by conducting a pack activity in the summer months of \_\_\_\_\_ Year \_\_\_\_\_

	JUNE	JULY	AUGUST
Type of pack activity	_____	_____	_____
Number of dens participating	_____	_____	_____
Number of dens qualifying (50 percent of the den's Cub Scouts participating)	_____	_____	_____
Number of the pack's Tiger Cubs participating	_____	_____	_____
Number of the pack's Wolf Cub Scouts participating	_____	_____	_____
Number of the pack's Bear Cub Scouts participating	_____	_____	_____
Number of the pack's Webelos Scouts participating	_____	_____	_____
Number of parents/family members participating	_____	_____	_____

Please send us the following National Summertime Pack Award items:



### SUMMERTIME ACTIVITIES TRACKING SHEET JUNE

Leader(s) responsible \_\_\_\_\_  
 Pack activity \_\_\_\_\_  
 Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  
 Number of dens that participated \_\_\_\_\_ Number of dens with at least 50 percent of members present \_\_\_\_\_  
 Number of Tiger Cubs participating \_\_\_\_\_ Number of Wolf Cub Scouts participating \_\_\_\_\_  
 Number of Bear Cub Scouts participating \_\_\_\_\_ Number of Webelos Scouts participating \_\_\_\_\_  
 Number of parents/family members participating \_\_\_\_\_  
 Comments \_\_\_\_\_

### JULY

Leader(s) responsible \_\_\_\_\_  
 Pack activity \_\_\_\_\_  
 Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  
 Number of dens that participated \_\_\_\_\_ Number of dens with at least 50 percent of members present \_\_\_\_\_  
 Number of Tiger Cubs participating \_\_\_\_\_ Number of Wolf Cub Scouts participating \_\_\_\_\_  
 Number of Bear Cub Scouts participating \_\_\_\_\_ Number of Webelos Scouts participating \_\_\_\_\_  
 Number of parents/family members participating \_\_\_\_\_  
 Comments \_\_\_\_\_

### AUGUST

Leader(s) responsible \_\_\_\_\_  
 Pack activity \_\_\_\_\_  
 Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  
 Number of dens that participated \_\_\_\_\_ Number of dens with at least 50 percent of members present \_\_\_\_\_  
 Number of Tiger Cubs participating \_\_\_\_\_ Number of Wolf Cub Scouts participating \_\_\_\_\_  
 Number of Bear Cub Scouts participating \_\_\_\_\_ Number of Webelos Scouts participating \_\_\_\_\_  
 Number of parents/family members participating \_\_\_\_\_  
 Comments \_\_\_\_\_

Date needed \_\_\_\_\_ Cubmaster signature \_\_\_\_\_  
 Pack committee chair signature \_\_\_\_\_

Send to \_\_\_\_\_ Name \_\_\_\_\_ Street, city, state, zip code \_\_\_\_\_

TO ASSURE PROMPT RECOGNITION, SUBMIT APPLICATION TO LOCAL COUNCIL SERVICE CENTER AS SOON AS POSSIBLE AFTER YOUR AUGUST ACTIVITY.

2012 Printing

Some pack summertime pack award suggestions include:

Attend Day Camp  
 Bike Rodeo  
 Lock-in  
 Attend sporting event

Attend Bear/Webelos Camp  
 Nature hike  
 Geo-caching

Family campout  
 Visit a museum  
 Belt Loop Day

Fishing derby  
 Swim party  
 Baseball game

## Volunteer Recruiting Ideas

Every Cub Scout pack needs volunteers to make the program happen. Below are some ideas and hints to help you recruit adult volunteers into your pack.

### Recruit volunteers before School Night for Scouting

The most successful packs review their leadership needs and recruit new leaders *before* School Night for Scouting even happens!

Consider this example: The den leader for your Wolf den moved out of town this summer. Which do you think would be the better option:

- Wait until School Night for Scouting and hope that a parent with a second grade son shows up and (despite having no knowledge about Scouting) volunteers to be a den leader. – **OR** –
- Call last years den leader and ask if he/she could suggest which one of the parents in the den would be a good den leader, then recruit that person to fill the vacancy before School Night.

### Recruit volunteers between the School Night for Scouting recruiting meeting and the Parent Orientation meeting

- Use the talent survey sheets to find out parents skills.
- After the School Night for Scouting meeting, identify parents that could be den leaders or fill other key roles.
- Talk to them before the Parent Orientation meeting and recruit them to be a leader.

### Why Do Adults Hesitate to Volunteer?

They don't know anything about Scouting.

Let them know it is easy to learn and you will help them. Explain that many printed resources are available and training will make it much easier for them.

They are too busy. Aren't we all?

Be realistic about time commitments, and find a job for them that will fit their schedule. If the adult can't commit to weekly meetings and being a den leader, could they they do a once a year job like organizing the pinewood derby? The key here is to have many different jobs available in the pack.

They don't know what is expected.

Give them a position description and explain what resources are available to help them meet the expectations.

## Training for New Volunteers

Every Cub Scout pack needs volunteers to make the program happen. To be effective, these leaders need to be trained. The information below explains what training volunteers need to take to be trained for their position. All of these training sessions are available online at <https://myscouting.scouting.org>. You will need to create a user account before completing any of the training sessions.

**Youth Protection Training** – Before any adult can be registered as a leader, they **must** complete Youth Protection Training. At all times, youth safety is the number one priority. At the same time, adults need to know the rules for keeping themselves safe, too. Comprehensive Youth Protection training teaches all the do's and don'ts of working with youth. This training is offered online or may be taken as part of a district or council training course. When the adult has completed the online course, they must make sure to print the certificate indicating that they have completed the course. A copy of this certificate must be turned in with the adult leader application.

- New leaders **must** complete Youth Protection Training before submitting their application for registration. The **certificate of completion must be attached** to the application.
- Youth Protection Training must be renewed every 2 years. If a volunteer's Youth Protection Training is not renewed at the time of recharter, the volunteer will not be reregistered.

**Position Specific Training** – Based on the leader's position. These courses are available online and also as classroom sessions in the district. Position specific training sessions are available for these leadership positions:

- Tiger Cub den leaders and assistants
- Wolf and Bear den leaders and assistants
- Webelos den leaders and assistants
- Cubmasters and assistants
- Pack committee members



## Supplemental Training

**Roundtable** – Your district holds a leader roundtable monthly to share program ideas/suggestions, address problems/concerns, and to share information on upcoming events/activities.

**University of Scouting** – This one-day training happens the first Saturday in November. Classes are offered in a variety of topics for continuing educations.

**“Live” Training** – On-line training is good, but in-person training is better because it allows you to interact with the instructor and fellow participants and to ask questions.

## Pack Leadership and Membership Inventory

- Cubmaster: \_\_\_\_\_
- Assistant Cubmaster(s): \_\_\_\_\_

---

- Number of 1<sup>st</sup> Grade Boys: \_\_\_\_\_ x 30% = \_\_\_\_\_ / 8 = Ideal # Tiger Cub Dens: \_\_\_\_\_
- Number of Tiger Cubs registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Tiger Cub Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Tiger Cub Den Leader(s): \_\_\_\_\_

---

- Number of 2<sup>nd</sup> Grade Boys: \_\_\_\_\_ x 25% = \_\_\_\_\_ / 8 = Ideal # Wolf Cub Dens: \_\_\_\_\_
- Number of Wolf Cubs registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Wolf Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Wolf Den Leaders(s): \_\_\_\_\_

---

- Number of 3<sup>rd</sup> Grade Boys: \_\_\_\_\_ x 25% = \_\_\_\_\_ / 8 = Ideal # Bear Cub Dens: \_\_\_\_\_
- Number of Bear Cubs registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Bear Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Bear Den Leader(s): \_\_\_\_\_

---

- Number of 4<sup>th</sup> Grade Boys: \_\_\_\_\_ x 20% = \_\_\_\_\_ / 8 = Ideal # Webelos Dens: \_\_\_\_\_
- Number of 4<sup>th</sup> Grade Webelos: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- 4<sup>th</sup> Grade Webelos Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- 4<sup>th</sup> Grade Webelos Den Leader(s): \_\_\_\_\_

---

- Number of 5<sup>th</sup> Grade Boys: \_\_\_\_\_ x 20% = \_\_\_\_\_ / 8 = Ideal # Arrow of Light Dens: \_\_\_\_\_
- Number of 5<sup>th</sup> Grade Arrow of Light: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- 5<sup>th</sup> Grade Arrow of Light Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- 5<sup>th</sup> Grade Arrow of Light Den Leader(s): \_\_\_\_\_

---

- Pack Committee Chair: \_\_\_\_\_
- Pack Treasurer: \_\_\_\_\_
- Pack Secretary: \_\_\_\_\_
- Pack Outdoor Chair: \_\_\_\_\_
  - Family Camp: \_\_\_\_\_
  - Day Camp/Webelos Camp: \_\_\_\_\_
- Pack Trainer: \_\_\_\_\_
- Pack Advancement Chair: \_\_\_\_\_
- Pack Popcorn Chair: \_\_\_\_\_
- Pack Activity Chair: \_\_\_\_\_
  - Pinewood Derby: \_\_\_\_\_
  - Blue and Gold Banquet: \_\_\_\_\_
  - \_\_\_\_\_

# School Night for Scouting Sign-Up Meeting Agenda

## 6:00 Set Up

Assigned to \_\_\_\_\_

- Set up tables and chairs as needed.
- Set up Cub Scout projects & exhibits.
- Make sure all materials and equipment are on hand.
  - ✓ Pre-opening game materials
  - ✓ Attendance sheets, den rosters and pens
  - ✓ Youth and adult registration applications
  - ✓ *Boy's Life* mini-magazines
  - ✓ New Family Orientation Guides
  - ✓ Pack Calendar & Contact Information
  - ✓ Parent Talent Survey Sheets
  - ✓ Ceremony and games equipment

## 6:15 Gathering Time

Assigned to \_\_\_\_\_

- The welcoming committee greets families as they arrive.
- Ask parents to print name and phone number on attendance sheet.
- Each parent should receive:
  - Youth Application form
  - Parent Talent Survey sheet
  - Pack Calendar with contact information
  - *Boys' Life* magazine for their son
  - New Family Orientation Guide
- Direct families to sit at tables by grade (use the table tents).
- Have a pre-opening "ice-breaking" game for early arrivals.
- Get the meeting started on time.

## 6:30 Start the Sign-Up Meeting

Assigned to \_\_\_\_\_

Welcome and Opening

- Teach the Cub Scout salute
- Lead the Pledge of Allegiance
- Teach the Cub Scout sign

Briefly explain the Cub Scout program

- Include Scouting's aims and the purpose of Cub Scouting.
- Review joining requirements (shown on the youth and adult applications)
- Explain how Cub Scouting is organized.
- Briefly explain the advancement program (this will be reviewed in more detail at the parent orientation meeting)
- Explain the fun activities Cub Scouts can participate in.

**Have the boys go to another room for games and activities. Have at least two adults leading the new Cub Scouts.**

Discussion with parents while boys are out of the room

- Ask parents to fill out the talent survey sheet. Explain that the pack will be asking every parent to help in some way during the year. Some dens may need den leaders, but every parent will be asked to serve as a helper or on a sub-committee. The talent survey form will help the pack find the right job for each person.
- Have parents complete the *Youth Application*, going over it with them step by step.

- Review the family's financial commitment upon joining the pack. Talk about the differences of "registration fees" (what it cost to join) vs. "participation fees" (annual program cost). Discuss registration fees, den dues, and money-earning projects of the pack. Allow registration fees only to be paid the night of joining. Dues and other expenses should be decided after pack's annual fundraiser.
- Discuss *Boy's Life* magazine, its value, and cost.
- Emphasize the importance of the complete uniform.
- Answer any questions.
- Collect applications, registration fees & talent survey forms.
- Before the boys return for the closing – explain to the parents that the Boy Scouts of America has Youth Protection Policies in place that are designed to keep Scouting safe for the boys and adults. Ask each parent to become familiar with these policies by completing the Youth Protection Training online at <https://myscouting.scouting.org> before the Parent Orientation meeting.

**7:00 Closing****Assigned to** \_\_\_\_\_

Announce the dates for the following meetings &amp; events:

- Parent Orientation Meeting
- Cub Scout Fun Day

Share an inspirational thought that emphasizes the importance of family involvement (suggestion – "The Yard Stick Story")

Thank everyone for coming

**7:15 Clean Up****Assigned to** \_\_\_\_\_***Immediately after the meeting:***

- Make sure that your pack treasurer is in attendance so they can write a check for the registration and *Boy's Life* fees that are due.
- If an individual is interested in being a leader, checkmark the "Interested in Helping" column on the Parent Attendance Sheet. This will ensure they will begin to receive essential resources.
- Turn in the new youth applications and fees to the district volunteer. Every application has multiple copies, so your pack will be able to keep a copy for your records.
- **Make sure that someone (Cubmaster, Pack Chair, etc.) calls the district professional that night to report how many youth were recruited.**

## Sample Script for the School Night for Scouting Sign-Up Meeting

### Start the Recruiting Meeting

#### SCHOOL NIGHT COORDINATOR:

Good evening, my name is \_\_\_\_\_. Welcome to the Sign-Up night for Pack \_\_\_\_.

We start every Cub Scout meeting with the pledge of allegiance. But before we do that, there are two things that I need to teach the boys.

Boys hold up your right hand. Spread out your pointer finger and middle finger like this (demonstrate). This is the Cub Scout sign. You can remember what it looks like by thinking of a wolf that has his ears up, listening in the woods. Whenever you see a leader do the Cub Scout sign, this means everyone needs to be quiet. Also, when you see the sign, you need to do it too, so everyone gets the message quickly.

Now let me teach you the Cub Scout salute. Let's start with the Cub Scout sign (demonstrate). Now put your two fingers together and move your hand up to your forehead like this (demonstrate). When we do the pledge of allegiance, everyone is taught to put their right hand over their heart to show respect to the flag. Scouts in uniform do the salute to show the same respect. Even though you don't have your Cub Scout uniform yet, tonight when we do the pledge of allegiance, you can do the Cub Scout salute for practice.

Ok, now we are ready for the Pledge of Allegiance. Have Cub Scouts or Boy Scouts lead the flag ceremony.

Ok, now we're going to learn the Scout Oath and Law. Please join along. The Oath and Law is printed on the back of your Parent Orientation Guide. Have Cub Scouts or Boy Scouts lead Scout Oath and Law.

### Scouting's Impact

Sure Scouting is all about fun, but it's also adventure with results. A recent study conducted at Tufts University showed that Scouting provides positive mentoring relationships with adults, skilled development through program

activities and it also develops leadership. So what does that all mean...simply put - Scouting assists you in making sure our kids grow up to be caring and responsible adults.

## **Explain the Cub Scout Program**

How many of the parents have been involved in Cub Scouts before? For those of you that are not familiar with the Cub Scout program, let me explain.

The Cub Scout program is a fun and educational values-based program. The values we teach are found in the Scout Oath and Law which we said at the beginning of the meeting.

Besides providing a positive place where boys can enjoy safe, wholesome activities; Cub Scouting focuses on building character, improving physical fitness, teaching practical skills, and developing a spirit of community service.

Cub Scouting is an age-based program. Boys that are in 1<sup>st</sup> grade, participate with other boys in 1<sup>st</sup> grade. The ranks in Cub Scouting are: 1<sup>st</sup> graders are Tiger Cubs, 2<sup>nd</sup> graders are Wolf Cub Scouts, 3<sup>rd</sup> graders are Bear Cub Scouts and 4<sup>th</sup> graders are Webelos and 5<sup>th</sup> graders are Arrow of Light.

Two to three times a month, the different age groups meet. These are called “Den” meetings. Usually, two or three of the parents serve as the den leaders and plan and run the meetings using meeting plans available in the den leader guide. The purpose of the meetings is to help the boys learn how to work together in a group and do activities that will help them earn the awards appropriate for their age group. These meetings can be held any day of the week at any location. The days, time and location are determined by the leader’s schedule.

Each den of Cub Scouts has between 5-10 boys. Our pack has \_\_\_\_\_ dens. Once a month, all of the dens meet together. This is called a “pack” meeting. Our pack meetings are held on the *3<sup>rd</sup> Tuesday of each month at the Catholic Church*. **Insert your info here** \_\_\_\_\_.

We are meeting here at the school tonight because everyone is familiar with this location. Also, we want to make sure that you understand that your family does not have to be *catholic* to be involved in our pack. After tonight, all of our pack meetings will be held at the church unless we notify you otherwise.

Each of the boys will need to purchase a handbook from the Scout Shop. The book contains the requirements for the awards they will be working on this year. Every boy earns the Bobcat badge first. The requirements for this badge help the boys learn the basics of Cub Scouting – the Cub Scout salute, sign, handshake, motto, and Scout Oath and Law and a few others. They should be able to earn the Bobcat badge in about one month. The boys will learn and practice these at their den meetings. When the leaders and parents feel that the boy has “done his best” to learn the requirements, they will sign his book. Then at the next pack meeting, the badge will be presented to the Cub Scout in a special ceremony.

For the remainder of the year, the boys will work towards their next badge, which will be Tiger, Wolf, Bear, Webelos or Arrow of Light, depending on the den they are in. These badges take longer to earn. Each month Cub Scouts will experience adventures on their way to earning each of these badges. These specific adventures are located on pages 6-7 in your book.

In addition to the learning activities the boys will do at their den meetings, they will also have the chance to do “fun” boy activities. The next big event our Cub Scouts will be participating in is called “Cub Family Camp”. This is held at the \_\_\_\_\_.

I’d now like to introduce your pack’s Cubmaster to cover some additional items specific to your pack.

### **CUBMASTER:**

*Insert Key Items from your Annual Program Plan Here....*

The calendar you received tonight lists all of the events our pack has planned for this year. If you ever have any questions, we have also listed to contact people for our pack. Don’t hesitate to call us.

Boys, do all those activities sound like a lot of fun?

You have been very good listeners tonight, so as a reward, some of our leaders and Boy Scouts are going to take you outside for some games. While you are

outside, we are going to talk some more to your parents about signing you up to be a Cub Scout.

*(Direct leaders to take boys outside for the games)*

## **SCHOOL NIGHT COORDINATOR:**

### **Explain Parent Involvement**

Parents, we want to take some time to help you fill out the forms and answer questions you may have.

But first, many of you may be thinking, my son does sports too, do I have enough time to do both? The answer is of course! We understand that kids are busy these days. Your son will have conflicts and miss meetings from time to time and that's ok.

Also, if you remember the Tufts University study we mentioned earlier – the study found that if kids are participating in sports and nothing else, things didn't seem to go well. But if they were also participating in some type of youth development program like Scouting in addition to sports, there was an amazing result.

First, let's take some time to complete the talent survey form. We are asking you to fill this out so we can find the best volunteer job for you to help the pack with. The strength of the Cub Scout program is by having parent involvement. By having each parent do a little bit, none of us get overwhelmed by having to do too much. Also, we have found that boys have a great Cub Scout experience when their parents are involved with them. Also, boys grow up so fast and this is a great way for you to spend quality time with him before he becomes a teenager and doesn't want to be seen in public with his parents anymore.

### **\*TAKE 5 MINUTES TO HAVE PARENTS FILL OUT FORM**

Don't be afraid, we know that most of you don't know much about Cub Scouting. That's ok. We will be doing a parent orientation meeting next week to help you get started. At that meeting we will also share with you all of the materials that are available to help you be a volunteer in Scouting. The talent survey you are completing will help us find the right job for you in our pack.

## Explain the Costs of Scouting

Now let's fill out the application form for your son. Make sure to fill in as much information as you can. At the top of the application, it asks for the pack number. Our pack number is \_\_\_\_\_

You will also need to know this when you go to the Scout Shop to get a uniform for your son. Also, don't forget to sign the application on the bottom right hand side.

The cost to join our pack is \$\_\_\_\_\_. (*Registration Fees only here. Cost for December Re-charters is \$10.00 and January Re-charters is \$12.00 – Assuming August School Night*) Subscription cost for *Boys' Life* magazine is \$\_\_\_\_\_. (\$5.00 for December Re-charters and \$6.00 for January re-charters assuming an August School Night) The Boys' Life magazine your son received tonight is a special miniature version of the monthly magazine. The actual magazine is full sized and will be mailed to your house each month. The articles will be fun for your son to read – or for you to read to him – and will be about things he can do in Scouting.

At the parent meeting next week, we will explain how our fund raiser – the *Trail's End* popcorn sale – helps our pack and your family pay for all of the other activities and expenses that will come up during the year.

We want to let you know that no families will be turned away if they can't afford it. There is registration assistance available as well as Camperships to help boys go to summer camp. If your family needs assistance, just talk to one of our leaders later tonight.

In the *New Family Orientation Guide* that you received tonight, the address for the area Scout Shop is listed. We encourage you to visit the Scout Shop before our next meeting to pick up a Cub Scout uniform for your son. The Scout Shop staff will help you get the right items for the uniform. Just remember that your son is a member of Pack \_\_\_\_\_.

We will collect the application, talent survey and fees at the end of the meeting tonight. Those that join tonight will receive this (show shirt) 2015 Join Scouting t-shirt. If you are paying by check, please make it payable to Pack \_\_\_\_\_.

There is one thing we need you to do before the Parent Orientation meeting. We are very careful to make sure your son has a fun and safe Scouting experience. We have policies in place that make sure the boys are always in a safe environment. To help every parent understand what these policies are, we ask that you complete an online training course called Youth Protection Training.

The course takes about 40 minutes to complete. The website address is [www.myscouting.org](http://www.myscouting.org). You will need to create a profile before taking the training. It will ask you for a member id number. Just leave it blank for now. After you complete the training, make sure that you print out the certificate with your name on it and bring to the next meeting. If you have any problems completing the training or printing the certificate, just call one of our leaders.

*(Have the boys rejoin the meeting)*

Welcome back boys! We are almost done with our meeting. Your parents have filled out the form to join Cub Scouts – you still want to be a Cub Scout don't you?

Before we have our closing ceremony, remember to turn in the application and talent survey. Our next meeting will be the Parent Orientation meeting, \_\_\_\_\_ at the \_\_\_\_\_. At that meeting, we will have the sign up forms for the Cub Family Campout.

## **Closing**

Share an inspirational thought that emphasizes the importance of family involvement (suggestion – “The Yard Stick Story”)

Closing prayer – explain that at den meetings, the boys may do a closing prayer at the end of the meeting. They will form a living circle by crossing their arms and holding hands or by putting in their right hand with their thumb extended and grab the thumb of the person next to them. Then everyone will repeat the prayer.

Tonight, since we have a large group, I will ask everyone to give the Cub Scout Sign and then repeat after me: “May the great master – of all Scouts – be with us – until we meet again – goodnight Scouts.”

Thank you for joining us tonight and we will see you next week!

# Leader Recruitment Tool – “The Yardstick Story”

## Supply needed – Yardstick

**Objective** – To emphasize the amount of time in a boy’s life where parents are the number one influencer and how a portion of that time correlates to the “Cub Scout years”.

## (Stand holding the yardstick about chest high).

Look at this yardstick as your son’s life. Each inch is about 2 years. The 36 inch yardstick becomes 72 years, about the average person’s lifespan. Here he is today **(point to the 3 or 3 ½ inch mark)**. Here is where he started school at 5 **(point to the 2 ½ inch mark)**. At this point (the 5 inch mark) he will be starting middle school or junior high. And here **(9 inch mark)** he is graduating from high school. And four years later he may be graduating from college and starting his own career and family.

All of that lies ahead in the future. Here today **(again point to the 3 or 3 ½ inch mark)**, these are critical years in your son’s development. These are the years **(spread your thumb and forefinger about 2 inches or 4 years)** when many of his decision-making skills, ethics and moral values will be developed. Besides having fun, these are key elements in the Tiger Cub and Cub Scout program. Studies continue to show that young people who are close to caring adults and involved in this type of youth program are less likely to get into trouble with drugs and crime, and more likely to continue successfully in school.

These 4 years are the years of the Cub Scout – Tiger Cub through Webelos Scout. In Cub Scouting we need every family to get involved this much **(hold up your hand with the 2 inch spread between thumb and forefinger)**. “This much” is different for everybody. Your “this much” might be as a committee member, or a den leader for your son. It might be helping to plan an outing, writing a newsletter, working on the Pinewood Derby, or Blue and Gold Banquet. If everyone does “this much”, in your son’s Scouting career, both you and he will have a great experience. We need you to sign up tonight right along with your son. Then, these 4 years **(again pointing to the Cub Scout years – 3 inch to 5 inch)** will provide wonderful memories and a great foundation for the rest of his life **(as you sweep your hand to the 36 inch end of the yardstick)**.

## FAMILY TALENT SURVEY SHEET

Each parent or adult family member should fill out a separate sheet  
and turn it in at this meeting.

Pack \_\_\_\_\_ Chartered Organization \_\_\_\_\_ Date \_\_\_\_\_

Welcome to the Cub Scout family of our pack. As explained to you, Cub Scouting is for parents as well as boys. We have a fine group of families who have indicated a willingness to help, according to their abilities. We invite you to add your talents and interests so that the best possible program can be developed for your boy and his friends.

Den leaders are always busy with den activities. Our pack leaders and committee members know you have some talent that will help in the operation of our pack. Although your help may not be on a full-time basis, whatever you can do will be appreciated.

In making this survey, your pack committee wants to uncover ways you can enjoy giving assistance. Please answer the following as completely as possible:

1. My hobbies are: \_\_\_\_\_

2. I can play and/or teach these sports: \_\_\_\_\_

3. My job, business, or profession would be of interest to Cub Scouts: \_\_\_\_\_

4. I am willing to help my boy and the pack as: ☐ pack committee member, ☐ Cub Scout den leader or assistant,  
☐ Tiger Cub den leader, ☐ assistant Cubmaster, ☐ Webelos den leader or assistant, ☐ Cubmaster, ☐ Pack trainer.

5. My Scouting experience: Cub Scout \_\_\_\_\_ Boy Scout \_\_\_\_\_ Girl Scout \_\_\_\_\_

Explorer \_\_\_\_\_ Rank attained \_\_\_\_\_

Adult leader \_\_\_\_\_

6. I can help in these areas:

### General Activities

- ☐ Carpentry
- ☐ Swimming
- ☐ Games
- ☐ Nature
- ☐ Sports
- ☐ Outdoor activities
- ☐ Crafts
- ☐ Music/songs
- ☐ Bookkeeping

- ☐ Computer Skills
- ☐ Drawing/art
- ☐ Radio/electricity
- ☐ Dramatics/skits
- ☐ Cooking/banquets
- ☐ Sewing
- ☐ Transportation
- ☐ Other \_\_\_\_\_

--- \_\_\_\_\_

### Special Program Assistance

- ☐ I have an SUV or ☐ van or ☐ truck.
- ☐ I have a workshop.
- ☐ I have family camping gear.
- ☐ I can make contacts for special trips and activities.
- ☐ I have access to a cottage or camping property or a boat.
- ☐ I can help Webelos Scouts with Boy Scout skills.
- ☐ I can, or know others who can, help with our Cub Scout Academics and Sports program.
- ☐ I can give other help. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Webelos Activity Areas

- |                                       |  |                                    |
|---------------------------------------|--|------------------------------------|
| <input type="checkbox"/> Aquanaut     | <input type="checkbox"/> Family Member | <input type="checkbox"/> Readyman  |
| <input type="checkbox"/> Artist       | <input type="checkbox"/> Fitness       | <input type="checkbox"/> Scholar   |
| <input type="checkbox"/> Athlete      | <input type="checkbox"/> Forester      | <input type="checkbox"/> Scientist |
| <input type="checkbox"/> Citizen      | <input type="checkbox"/> Geologist     | <input type="checkbox"/> Showman   |
| <input type="checkbox"/> Communicator | <input type="checkbox"/> Handyman      | <input type="checkbox"/> Sportsman |
| <input type="checkbox"/> Craftsman    | <input type="checkbox"/> Naturalist    | <input type="checkbox"/> Traveler  |
| <input type="checkbox"/> Engineer     | <input type="checkbox"/> Outdoorsman   |                                    |

Name \_\_\_\_\_ Home phone \_\_\_\_\_

Street address \_\_\_\_\_ Business phone \_\_\_\_\_

E-mail address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Your cooperation and help are appreciated.



## CUB SCOUTING AND YOUR FAMILY

The Cub Scout program helps to meet your boy's growth needs. As a boy develops, he has specific developmental needs such as:

- 1** To learn new physical skills. He can do this through games, sports, and crafts. As he develops his coordination, he gains a sense of worthiness and acceptance by his peers.
- 2** To learn to get along with boys of his same age. He needs to form friendships with other boys. He needs to learn how to balance giving and receiving affection if he is to relate well to his peers. He needs to belong to a group of boys his own age. Being a part of a Cub Scout den helps fulfill these needs.
- 3** To develop his mental processes. He can develop his mental process by reading, writing, and calculating. He needs opportunities to use language to express ideas and to influence others. He must move from a preoccupation with self to understanding how and what others think of him. Opportunities for observation and experimentation will help him learn self-reliance. Den activities and meetings, along with the advancement program, help him develop mentally.
- 4** To develop a value system. He is developing a sense of what is right and wrong and what is fair and unfair. He will do this by cooperating with other boys, by being taught, by examples of adults, and from positive reinforcement. He begins to develop democratic social attitudes.
- 5** To develop personal independence. He is becoming less dependent on adults. His same-age friends become important to him. In his den, and in the pack, he exercises his independence while learning to get along with others.

Your son also needs to belong to a "group" of boys his own age. This group is a key component of the Cub Scout program. A den is like a neighborhood group of six or eight boys in which he will achieve status and recognition.

As you learn more about how Cub Scouting works and what goes on in a den and a pack, you will see that the program helps your boy in these five important developmental needs. The uniqueness of Cub Scouting is that you, as his family, join the program with your boy. You will help him all along the way.

To find out how you can support your boy by becoming a Cub Scout family, please turn the page and complete the Family Talent Survey Sheet\*. **Please turn it in at this meeting.**

\* Also may be titled Parent and Family Talent Survey Sheet.

# Parent Orientation Meeting Agenda

## 6:00 Set Up Assigned to \_\_\_\_\_

Set up tables and chairs as needed.

Make sure all materials and equipment are on hand.

- ✓ Den rosters from recruiting meeting
- ✓ Blank youth and adult registration applications (for any new families)
- ✓ *Boy's Life* mini-magazines
- ✓ New Family Orientation Guides
- ✓ Parent Talent Survey Sheets
- ✓ Pack Calendar & Contact Information
- ✓ Ceremony and games equipment

## 6:30 Start the Meeting Assigned to \_\_\_\_\_

Opening

- Lead the Pledge of Allegiance

Pack Programs

- Discuss the pack's plans for the future, mentioning some of the more exciting activities.
- Discuss the Cub Family Camp and distribute registration forms.

Have the boys go to another room for games and activities.

## 6:45 Parent Involvement Assigned to \_\_\_\_\_

Have families sit together (by age group)

Discuss parent involvement

- Explain that the Cub Scouting program is an all volunteer organization. Our pack is successful because each parent volunteers in some way during the year to help the pack. Some people run the den or pack meetings. Some people take a "behind the scenes" role on the pack committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc.
- Introduce any people that were recruited since the first "recruiting" meeting.
- Don't ask for volunteers in this group setting yet (most people don't volunteer when asked this way).
- Have the pack trainer or an experienced leader talk about helping new leaders get started – Youth Protection, Fast Start training, This is Scouting, Leader Specific, Roundtables, and monthly pack leaders' meetings.
- Show how the Cub Scout den meeting plans and resource books are available online.
- Discuss adult registration fees and uniforms.

## 7:00 Finish Recruiting Assigned to \_\_\_\_\_

For dens that already have a den leader:

- The den leader discusses den-meeting dates, times and locations.
- Recruits parents to assist with den meetings or serve on the pack committee.

For dens that don't have a den leader:

- Another pack leader will need to guide the discussion.
- Talk with individual parents to secure den leadership.
- Discuss possible meeting dates, times and locations.

Adult Leader Registration

- Review the purpose of registration and answer any questions.
- Collect all applications and fees.

Bring the boys back into the main meeting

- Explain Cub Family Campout

Make reminder announcements

- Next Pack meeting
- Upcoming training courses
- Popcorn sale dates

**7:25 Closing Ceremony**

**Assigned to** \_\_\_\_\_

**7:30 Fellowship**

**Assigned to** \_\_\_\_\_

Have snacks and refreshments available

**7:45 Clean Up**

**Assigned to** \_\_\_\_\_

**Immediately after the meeting:**

- Turn in the new adult leader applications to the Pack Chair (for approval).
- Give any registration fees collected to the pack treasurer.
- **Make sure that someone (Cubmaster, Pack Chair, etc.) calls the district professional that night to report how many new leaders were recruited.**

# Sample Script for the Parent Orientation Meeting

## Start the Meeting

Thank you for attending the Parent Orientation meeting for Pack \_\_\_\_\_. To start our meeting tonight, please stand and join me in the pledge of allegiance. Hand salute, I pledge...

We are going to start the meeting by reviewing the pack calendar.

*(Explain the different types of meetings and events that the pack has scheduled, start with information about the Cub Family Camp)*

Boys follow the leaders outside and they will have games for you to play.

Parents, before we continue, please make sure you are sitting together with the other parents in your son's den (or age group).

## Parent Involvement

Our pack is successful because each parent volunteers in some way during the year to help the pack. Some people run the den or pack meetings. Some people take a "behind the scenes" role on the pack committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc.

We are pleased to announce that some parents have already volunteered.

*(Introduce any people that were recruited since the last meeting).*

Before we finish assigning parents to volunteer positions, I would like to introduce our pack trainer, \_\_\_\_\_ to tell you about the training and resource materials that are available to help you be a volunteer.

*(Pack Trainer)* Thank you. How many of you were able to complete the online training for Youth Protection this past week? Great. I hope that you found the online training to be easy to use.

As you probably saw online, there are many other training courses available. Let me tell you a little bit about some of the ones you will want to complete next.

- **Leader Specific Training** – this course can be taken online or in a classroom setting. It explains in more detail the advancement program, conducting meetings, and what printed materials are available.
- **Roundtable meetings** – Our district conducts a monthly Roundtable meeting at \_\_\_\_\_ on the \_\_\_\_\_ of each month from \_\_\_\_ to \_\_\_\_ pm. These meetings are "help sessions" for anyone interested in learning tips from other experienced leaders. They occasionally have special sessions for people that are in charge of pack events such as the pinewood derby, day camp, etc. Our pack makes sure that at least one volunteer attends every month so we don't miss out on any important information that is shared.
- **Pack leaders meeting** – our pack conducts a monthly planning meeting. We encourage parents to attend these meetings as often as they can. We want and need your input and ideas.

- **Cub Scout Lesson Plans** – These are plans for each of the den meetings. If you are a den leader, these meeting plans explain exactly what materials you need and will give you directions on how to run the meeting. All of these meeting plans are available in the den leader guide.

As a side note – our district, the \_\_\_\_\_ District, is a geographic area of the Heart of America Council. The district includes all of the packs in \_\_\_\_\_. The district helps our pack by running the monthly Roundtable meetings, organizing large events that our pack participates in, conducts the classroom training sessions, and in other ways helps our pack with any questions we have.

(Master of Ceremonies)

Before we break into small group discussions by den, let me tell you that there will be no cost for you to register as an adult leader with the Boy Scouts of America. Our pack has built those fees into our budget and will pay the registration fees for you. *(If your pack doesn't pay the fees, explain how much they are).*

Unless you volunteer to be a den leader, you are not required to wear a uniform. We do ask our den leaders to wear a uniform so they can set the example for the Cub Scouts.

One of our adult leaders will now join your table to help finish filling vacant leadership positions. They have job description cards to explain all of the duties for each position. I will now turn over the meeting to our group discussion leaders.

## Finish Recruiting

For dens that already have a den leader:

- The den leader discusses den-meeting dates, times and locations.
- Recruits parents to assist with den meetings or serve on the pack committee.

For dens that don't have a den leader:

- Another pack leader will need to guide the discussion.
- Talk with individual parents to secure den leadership.
- Discuss possible meeting dates, times and locations.

## Adult Leader Registration

### Bring the boys back into the main meeting

**Make reminder announcements** (or conduct a popcorn kickoff **or** conduct a regular pack meeting, including ceremonies for boys that earned awards during the summer).

- Next Pack meeting
- Upcoming training courses
- Popcorn sale dates

## Closing Ceremony

# Den Organization and Leader Recruitment Script

**Get the adults excited about the fun and exciting opportunities of being a leader and set their mind at ease concerning the time involvement and difficulty.**

Everyone has the opportunity to be leaders in your son's Cub Scout pack. Now you may be thinking I can't volunteer because I don't have time, I'm not interested and / or I don't know how.

Well first of all, we know you are interested or you wouldn't be here. Out of 168 hours in a week, you can find a few hours to spend with your son and his friends. We find the time for the important things.

Scouting has been around since 1910, so we can train you and give you the resources needed to be a great Cub Scout leader. What are the various ways you can be a leader?

You can be a den leader – this is a great opportunity to get to know your son and as important for your son to get to know you. We have many program plans which lay out each den and pack meeting with activities and advancements. These are great tools for your Den; following each step of the program helps keep the boys excited about Scouting. We know that if the boys are having fun and advancing, earning belt loops, ranks, etc. they will stay in the program. And if they stay in the program then we are able to deliver our promise to you of instilling values and building character in our young men. As a den leader, you decide when and where to meet and plan each meeting.

Assistant den leader is also a fun job. Your chief responsibility is to work with the den leader to make sure the meeting is fun and informative.

Parent committee members – The parents' committee is the administrative body of the pack. This group plans the program year, plans pack meetings, activities such as Pinewood Derby and Blue & Gold banquet, etc. Parents meet once a month to plan.

So why should you be involved?

Think about your son – Now is the time he needs you. You are the most influential person in his life right now. In a few short years, his peers will take that role. Right now he wants to be like you and he models himself after you.

*(See "Take a Moment to Consider" for motivational ideas)*

*(Appoint a sharp parent in each group to be the discussion leader)*

I'm going to leave you to determine the best person to serve as den leader, assistant den leader and members of the parent committee. For your son's sake, this decision must come from you. When you have reached your decision, let me know and we will register the leaders and boys.

*(Tiger Cub Den Organizer breaks off Tiger Cubs)*

Leave the parents. Don't stand around and answer questions. If they have questions, answer briefly then leave. This is critical. In the event a den cannot make a decision, try this, "I realize you are having a difficult time; perhaps you all work or have other children. For your son's sake, please try to solve this. Perhaps you will work as assistants, but if we do not have leaders, we can't have a den."

## Take A Moment to Consider

1. Consider this, you own a new car. A person you vaguely know wants to take your car for one hour a week. Now, do you hand them the keys, wave Good-Bye, and say “See you in an hour!” Of course not! Is your son any less important to you than a car? Your child is your most prized treasure.
2. Scouting offers quality time for you and your son together. Your involvement in Scouting ensures this. Your involvement will ensure that your son has a great time and learns many new and wonderful skills. Who knows, maybe you can learn something new too.
3. Surveys indicate that boys of 8 or 9 years of age rank as the important influence in their lives:  
#1 Parents  
#2 Teachers  
#3 Church Leaders

When those same boys reach 14 and 15 years of age they indicate the primary influences in their lives are:

- #1 Friends
- #2 Television

While parents, teachers and church have fallen to 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> most influential factors in their lives.

4. We’re not asking you to make a lifetime commitment – but just for the rest of this school year to commit to helping your son and his friends with a weekly activity.

## Sample Email to Parents

Here is a template of the first email that is suggested to be sent at end May/first of June. Please customize to your specific needs.

Re: Upcoming Tiger Cub Scout Fall Sign Up at [school name]

Dear [name of school] Parent,

Hello, my name is [pack face name]. I have a child, [name], who just finished [x] grade in Mrs. [teacher's name] class at [school] and a [son/daughter], [y] who finished the [y]th grade. As school is out for the summer, I wanted to use this opportunity to send you an email letting you know of something pretty important that will be happening this fall at [school] for our boys. This Tiger Cub program of Pack [your pack number], often meets at [school] for many activities. My son signed up two years ago with approximately [a] other boys in his class, last year approximately [b], and they've all been having a great time.

I know that fall is a busy time of year with the new school classes and all the sign-ups, open houses, etc..., but I feel that this program is so important to the character development of kids, that I would like for you to seriously consider your son's involvement. I have had a chance to speak with several of you over the last year and some for several years if you have older children.

The Tiger Cub program gives kids a lifetime of experiences in learning, outdoor adventure, sportsmanship, fitness, recognition, friendship and fun. Kids that go through the Scouting program develop life-long friends and find open doors that help them be successful adults.

Not only are great kids wanted for the Scouting program, but we are looking for great parents and leaders. Great packs function with great leaders. Have you ever thought about lending your talents and experiences to a group of boys? Have you ever wondered how to make a difference in your community? What mark will you leave? As one who has answered the call, I will tell you it has helped strengthen the bond that my son and I have because I am doing meaningful activities with him and his school friends.

More information will come to you right after school starts from our local Scout district in the form of letters and a sign up rally during fall recruitment. Perhaps you have a Scouting background or you may not, but as a person who with a Scouting background, I cannot say enough good things about the program and what it has done for me. I look forward hopefully seeing you there and would gladly welcome any questions you might have about the program.

Also, our local council has a wealth of information at their website, [www.hoac-bsa.org](http://www.hoac-bsa.org) If this is something that interests you, I might suggest you check it out sometime to see for yourself.

Please consider the quality program and opportunities that the Tiger Cubs offers.

Sincerely,

[pack liaison]

[position in pack], Pack [your pack number]

H [phone]

C [phone]

Please feel free to customize this to fit your specific needs.

This email is designed to create a commonality and build trust. It is designed to excite and inform parents about Scouting and joining your Pack. It gives a testimonial. It offers opportunity to ask questions and gives direction as to where to go for information. It also approaches the topic of recruiting adult leadership, specifically, den leaders. It is all done to plant the seeds for the fall. It gives parents direct contact information to a leader in the pack with email address and phone. Parents can communicate with your Pack directly. They know how to get a hold of you

via email and by phone. This is a great way to introduce yourself. Parents can read this on their time while not putting them on the spot to respond.

Here is a second email can be sent once the School Night details are released:

Re: Upcoming Tiger Cub Scout Sign up at [school name].

Dear [school name] Parent,

I hope you have had a great summer break. It's hard to believe that the summer break will be over in a month and we're headed back to school. I hope everyone is getting excited about this time of year. My [xth] grade [son/daughter] and [yth] grade [son/daughter] are!

A few weeks ago, I sent an email about the Fall sign-up for Tiger Cub Scouts at [school]. I wanted to follow-up with you and let you know that our school's sign-up night will be [day, date and time] at [school name and location]. I will be there and will have other Scouters who will be discussing the program and allow you the opportunity to ask questions and assist in signing-up.

Pack [your pack number] and its associated dens meet at and near the school on Monday or Tuesday nights, a couple of times per month. More information will be coming home with the boys as the date approaches and at sign-up. The Scouting program is unique and offers citizenship, sports, fun, outdoor adventure, learning, recognition for achievement and time spent with classmates. The week of summer daycamp in June was a blast for the boys who got to shoot bb guns and bows and arrows. They had a blast! As a lifelong Scouter myself, I cannot say enough good things about this program and the doors that it has helped open in my life. I encourage you to consider the benefits that this program helps in promoting character and overall family values. I feel it is time well-spent. Please feel free to call me if you have any questions or concerns and check out the Heart of America Council, BSA, website at [www.hoac-bsa.org](http://www.hoac-bsa.org) for additional information. I hope to see you at [school, on date, time]!

Sincerely,

[name]

[position in pack], Pack [your pack number]

H [phone]

C [phone]

Again, please feel free to customize to your specific Pack's needs. Finally, conclude with a night before reminder of the School Night.

Re: Tiger Cub Scout Sign up is tomorrow night at [school name, date, time, location].

Dear [school name] Parent,

This is friendly reminder that Pack [you pack number] will have its Fall Recruitment Night sign-up tomorrow night at [school name, date, time and location]. I look forward to seeing you and your son tomorrow night to begin their Scouting journey. This is an exciting time and we'd like to have you join us.

Also, consider lending your talents in leadership to assist in the growth of our boys and quality time in learning and having fun. We are looking for great boys and great leaders for our Pack.

If you have any questions or concerns, please don't hesitate to contact me.

Sincerely,

[your name]

[position and pack number]

H [phone]

C [phone]

## “My Best Friend is a Scout”

**Objective:** The “Peer to Peer” recruiting campaign is designed to ensure more boys are given the opportunity to join the Cub Scout program and existing dens are filled.

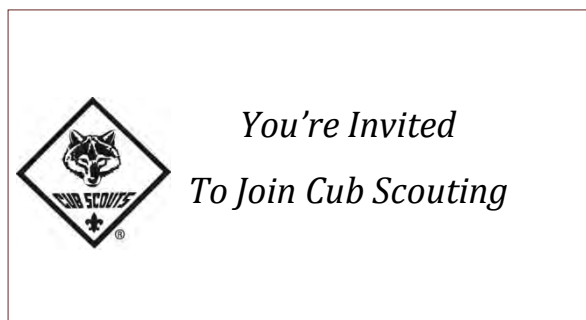
**Timeline:** Units may conduct a Peer to Peer recruiting campaign throughout the year. At a district level, the campaign will be emphasized throughout the months of September – October.

### Business Card Templates

There is something special about business cards. Cub Scouts love to pass them out to their friends. Scout business cards will be provided to each unit to have youth customize and hand out.

Your pack may want to offer incentives for each card that is returned to the school night, redeeming it for pinewood derby kit, patch, or other recognitions.

#### *(Sample Front of Card)*



#### *(Sample Back of Card)*

Please join Scouting with me.

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Contact Info: \_\_\_\_\_

[www.hoac-bsa.org](http://www.hoac-bsa.org)

# **“My Best Friend is a Scout”**

## **Den Meeting Outline**

- I. Before the meeting:
  - a. Select a game from the “*Group Meeting Sparklers*” or “*How to Book*.”
  - b. Talk to parents ahead of time and have them stay for this special meeting (if possible).
  - c. Send “My Best Friend is a Scout” letter to the parents of the boys in your den.
  - d. Hand each Cub Scout 2 or 3 business cards to hand their friends.
- II. Opening:
  - a. Recite the Pledge of Allegiance.
  - b. Talk about the importance of the Cub Scout promise.
  - c. Recite the Cub Scout Motto (*Do your Best*). Ask the Cub Scouts what “Doing Your Best” means to them.
- III. Business Item:
  - a. Introduce the new “My Best Friend is a Scout” theme. Tell them that they are going to play an important role in getting their friends to sign up for Scouting with them this year. Ask them if they would like to be in Scouting with their best friends.
  - b. Give each Scout 2 or 3 business cards to give their friends inviting them to a school night or special pack meeting.
  - c. Instruct them to give their friends a business card tomorrow at school, or the next time they see them.
  - d. Ask each Cub Scout to say out loud the two most fun things they did in Scouting last year. Some things that should come out are: day camp, earning awards, pinewood derby races, den trips, projects, etc. It is important that they tell their friends about these fun things! (If you are a new pack or a new den, remind them of the fun and exciting things planned for this year.)
- IV. Activity
  - a. Play the game or activity you selected above from the “*Group Meeting Sparklers*”, or the “*How to Book*”.
- V. Closing
  - a. Remind boys to “Do Their Best” and to invite their friends to join Cub Scouts.

# **“My Best Friend is a Scout!”**

## **Sample Den Leader Letter to Parents**

Dear Parent:

This fall we are asking your Cub Scout to help make a difference in the lives of his friends by personally inviting them to join Cub Scouts. Studies have shown that boys tend to gravitate towards participating in activities where their friends also participate. I believe that your son is more likely to stay in Scouting and get the full benefits of a proven program if his friends are in it with him!

What are those benefits again?

- Learning new things
- Develop new skills
- Develop a sense of belonging
- Enjoy a “safe haven” for activities
- Learn citizenship, character, and fitness
- Develop leadership skills
- Develop self-confidence as he earns badges
- Spend “quality time” with family and leaders
- And, yes, have a lot of fun too!

Please help your son participate in the “My Best Friend is a Scout” program by reminding him to do a few things:

First, make sure he attends the special den meeting next week so that he can learn how to use the recruitment materials. If possible, I would like you to attend with him.

Second, the day after the next den meeting, remind him to take his business cards to school to give to his friends. The invitation is personalized and comes directly from your Cub Scout to his friends.

Third, on the morning of the school night (listed on the materials), be sure he reminds his friends of the meeting that evening.

Another way you can help is to follow up with the parents of your son’s friends and encourage them to come to the meeting. Your son will have more fun in Scouts if his friends join, and you may make some new friends yourself!

Many thanks to you and your family for choosing Scouting for your son. The time you spend with him in Scouting is very important and will help him to grow into the best adult he can be!

I’m looking forward to seeing you and your son at our next den meeting.

Sincerely,

---

Den Leader

One of those pages (identified below as the “CBC” page) contains information about the criminal background check progress and asks for the name of the applicant and their signature, authorizing the council to complete a background check.

## Common Defects on Youth Applications

The following items must be completed - if any of these are missed, the application can't be processed:

- Youth members date of birth
- Youth members grade
- Signature of Unit Leader
- Signature of Parent/Guardian

If the youth member is in the 1st grade, the parent section must also be completed with a date of birth.

This form is read by machine. Please print the numbers and letters as shown on the sample application.

**YOUTH MEMBERSHIP**

Unit type: (Fill in the circle.) Cub Scout Pack ☐ Boy Scout Troop ☐ Varsity Scout Team ☐ Venturing Crew ☐ Sea Scout Ship ☐ Lone Cub Scout ☐ Lone Boy Scout ☐ Arrow of Light earned ☐

For pack registration select one: Tiger Cub ☐ Cub Scout ☐ Webelos Scout ☐ Former Scout ☐ Former Venturer ☐ Former Sea Scout ☐

Mark here if new to Scouting. ☐

If applicant has an unexpired membership certificate, registration may be accomplished in this unit by paying \$1 for processing the transfer. Mark and attach certificate. It will be returned by the council.

Transfer application ☐ Transfer from council number:  Unit type: Pack ☐ Troop ☐ Team ☐ Crew ☐ Ship ☐ Unit number:

Enter membership number from unexpired certificate:

Name and address information (Please print one letter in each space—press hard, you are making a copy.)

First name (No initials or nicknames)  Middle name  Last name  Suffix

Country  Mailing address  City  State  Zip code

Home phone  -  -  Date of birth (mm/dd/yyyy)  /  /  Grade

School

Ethnic background: African American ☐ Native American ☐ Alaska Native ☐ Asian ☐ Caucasian/White ☐ Hispanic/Latino ☐ Pacific Islander ☐ Other ☐

Gender: Male ☐ Female ☐

Boys' Life subscription ☐

Parent/guardian information ☐ Mark here if address is same as above. ☐ I commit to be an active ScoutParent. ☐ Mark here if you are the Tiger Cub adult partner.

Mark here if the adult partner/ScoutParent is not living at the same address; complete and attach an adult application.

Select relationship: Parent ☐ Guardian ☐ Grandparent ☐ Other (specify)

First name (No initials or nicknames)  Middle name  Last name  Suffix

Country  Mailing address  City  State  Zip code

Home phone  -  -  Date of birth (mm/dd/yyyy)  /  /  Occupation  Employer  Gender: M ☐ F ☐

Business phone  -  -  Ext.  Previous Scouting experience  Cell phone

Parent/guardian e-mail address

I have read the attached information sheet and approve the application (signature of parent/guardian required if applicant is under 18 years of age).

Signature of unit leader (or designee)  Date

2001  Registration fee \$  Boys' Life fee \$

Signature of parent/guardian

Signature of Venturer

Required signatures

If the youth is in the 1st grade, the parent section must be completed

LOCAL COUNCIL COPY

28-466C

Retain on file for three years.