Now more than ever before, **Scouting** is providing families the opportunity to “**Escape the Great Indoors**.”

Our **2021 Sign Up for Scouting Plan** blends traditional and new campaign strategies that will help your pack welcome new members all while showcasing the fun of Scouting in your neighborhood.

Our **2021 Sign Up for Scouting Plan** explains how to conduct a Sign Up for Scouting Night, the best ways to welcome new families and the resources available to help market your pack and sign up night.


**OUR PACK RECRUITMENT GOAL IS:** ________
SCHEDULE SIGN-UP NIGHTS
The foundation of your recruitment plan are your sign-up nights. This is where families will actually join your pack!

There are 2 recruitment nights that should take place at your school – your traditional **Sign Up for Scouting Night** and your school’s sponsored **Meet the Teacher Night**.

Packs should confirm and schedule their Sign Up for Scouting Night and Meet the Teacher Night with their District Membership Team.

Your pack will also need to determine whether to host an in-person or drive-thru recruitment. The in-person recruitment is of course preferred, and a drive-thru recruitment should be a last resort if COVID guidelines in your community prevent in-person events.
MEET THE TEACHER NIGHT

Your pack’s Sign Up for Scouting Night is all about your pack and this is your time to shine. This night is scheduled by your pack and District Membership Team at your elementary school and is an evening to welcome new families and showcase what your pack is all about.

Sign Up for Scouting Nights should be held:
- Tuesdays, Wednesdays, or Thursdays
- At 6:30pm or 7pm
- After the first full week of school
- With-in two weeks of Meet the Teacher Night

Dates to Avoid:
- Tuesday after Labor Day & Mondays, Fridays, and weekends

MY PACK’S SIGN UP FOR SCOUTING NIGHT:

DATE:__________  TIME:__________ LOCATION:__________________

MEET THE TEACHER NIGHT

Your pack will also want to be a part of your school’s Meet the Teacher or Back to School Night. These nights are school sponsored for parents to gather information from other organizations the school might be affiliated with.

This is a great opportunity to welcome all families back to school and to show that your pack is a vibrant part of the elementary school community. Your pack’s role at Meet the Teacher Night is to enroll new families on the spot and/or to invite them to attend your pack’s Sign Up for Scouting Night.

MY PACK’S MEET THE TEACHER NIGHT:

DATE:__________  TIME:__________ LOCATION:__________________
2 PUT PACK LEADERSHIP IN PLACE
PUT PACK LEADERSHIP IN PLACE

It’s important that pack leadership is in place well before your recruitment nights even take place. An organized leadership team communicates that your pack is the perfect place for new families to experience the adventure of Scouting!

A key leadership position you’ll need to have for your recruitment nights is the Pack Sign Up for Scouting Night Coordinator.

**Pack Sign Up for Scouting Night Coordinator Role:**

- Confirm the dates for the Meet the Teacher Night and the Pack’s Sign Up for Scouting Night
- Attend the district Fall Recruiting Training
- Gather the recruiting materials for Meet the Teacher Night and the Pack’s Sign Up for Scouting Night
- Recruit adult volunteers to help with Meet the Teacher Night and the Pack’s Sign Up for Scouting Night
- Attend both recruitment events to assist in signing up families for Scouting.
Before any of your recruitment nights take place, you should host a Back to the Pack meeting sometime in July or August for all of your returning families.

This is a great way to prepare your families and leadership for the upcoming Scouting year.

This event also serves as an opportunity to recruit new or fill pack vacancies (Den Leaders, Cubmaster, etc.) so that you’re ready to welcome new families at your Sign Up for Scouting and Meet the Teacher Nights.

Back to the Pack should also be a fun event for your returning Scouts and parents. Consider hosting an ice cream social, pool party, or backyard games themed event.

Sample Meeting Agenda

1. Welcome “Back to the Pack”.
2. Introduce Cubmaster, Den Leaders, committee members, etc.
3. Announce Pack plans for the fall
4. Assign current Cubs to dens and what dens new Cubs will join after sign-up nights
5. Recruit Den Leaders to fill vacancies in existing dens.
6. Discuss the Sign-up for Scouting Plan for your pack.
   a. Encourage Cubs to assist with recruiting, developing recruiting incentives for your pack
   b. Ask Cubs wear uniforms to school on day of the Sign-up Nights
   c. Ask parents to promote the pack’s Sign-up Nights on social media
   d. Recruit Pack Sign-up for Scouting Coordinator.
7. Announce date of next Pack Meeting.
8. Questions for parents?
9. Collect Attendance Roster
10. Fun activity
3. SET UP YOUR TENT
SET UP YOUR TENT

What better way to “Escape the Great Indoors” than to go outside and set up a tent...literally!

As iconic as the uniform itself, camping is a staple of the Scouting program. Consider setting up a tent outside of your school or in your front yard as a way to advertise your pack's Sign Up for Scouting Night – just think of it as a living billboard and have fun with it!

Be sure to pair your outdoor tent/campsite with our new “Escape the Great Indoors” yard sign, that can be customized with your Sign Up for Scouting Night information.

HELPFUL HINTS AND IDEAS

• Get permission from your school to set up your tent in front of the school along with the “Escape the Great Indoors” yard sign.

• Set up your tent/yard sign display the evening before and day of your Meet the Teacher Night and Sign Up for Scouting Night.

• Make sure your display looks presentable and be sure to have a member of your pack check on it frequently.

• Get all your pack families involved by encouraging them to set up an “Escape the Great Indoors” yard sign and tent in their front yard.

• Be sure to take photos and post on social media or make a contest out of it for the most creative display and be sure to use the hashtag #EscapetheGreatIndoors

*Contact your district professional to order yard signs or for questions.
SPREAD THE WORD
DIGITAL RESOURCES

Digital Design Portal
Packs can now design their own custom digital ads in seconds. Our new Digital Design Portal allows you to access our new “Escape the Great Indoors” assets to create custom pack ads to share on social media. Simply type in your recruitment information and export in PDF and JPEG.

Be sure to encourage your parents to share your pack’s recruitment night information with their friends and followers on their personal social media pages. And make sure to use hashtag #EscapetheGreatIndoors.

We’ve also created social media playbooks on everything from Facebook to Nextdoor.

Custom Videos
Take your recruitment to the next level with a custom video message. Available in :30, :60, and :90 seconds, order a custom video tagged with your recruitment night information.

Order a custom video at www.hoac-bsa.org/recruit.
RECRUIT

The big night has finally arrived and now you’re ready to welcome new families and host a fun, interactive recruitment night. An action-packed activity is key to engaging potential Scouts.

Be sure to share important information with new parents and distribute our Welcome to Cub Scouts Parent Packet as well as your pack calendar.

*Coordinate with your District Membership Team to get the Welcome to Cub Scouts Parent Packet*

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**2021 Parent Packet Materials**

- Parent Orientation Guidebook
- Welcome to Scouting Card
- Cub Scout Family Campout Flyer
- Haunted Trails Flyer

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**Meet the Teacher Night**

Secure a booth or table at the Meet the Teacher Night to promote your pack. Use a display board or host a small activity to get the attention of prospective families. Sign-up new families on the spot or invite them to your Sign Up for Scouting Night.

**Bring the following items with you:**

- Sign-In Sheet
- Pack Calendar
- Petty Cash
- Applications to Join
- 2021 Parent Packet
- Pack Sign Up Night Flyers
SIGN UP FOR SCOUTING NIGHT: IN-PERSON

The Sign-Up for Scouting Night should introduce families to the fun of Scouting through an interactive Scouting activity and get parents familiar with your pack.

*The best way to accomplish this is through the Station Method:

Station 1:
Welcome Table with a sign-up sheet. Youth will go to activity

Station 2:
Share unit specific information

Station 3:
Distribute application to join and Parent Packet and answer questions

Station 4:
Collect completed application and registration fee

SIGN UP FOR SCOUTING NIGHT: DRIVE THRU

The drive thru method of recruiting should only be used if in-person recruiting is not an option due to COVID restrictions. You should get families familiar with your pack and excited for the adventure of Scouting. The best way to accomplish this is through the Station Method:

Station 1:
Parents drive-up to welcome table with a sign-up sheet.

Station 2:
Then drive to station 2 w/unit specific information

Station 3:
Then drive to station 3 and receive application & Parent Packet

Station 4:
Then drive to station 4 and turn-in completed application and fees
FAMILY CAMPOUTS
You’ve successfully recruited new families, so now what? It’s time to bring the fun at a **Cub Scout Family Campout!**

Cub Scout Family Campouts are overnight adventures designed to get new Cub Scouts out of the house and into the great outdoors!

These one-night adventures offer endless activities including archery, STEM, backyard games and more!

**Find a Campout & Pre-register at:**
HOAC-BSA.ORG/CUB-FAMILY-CAMPOUT