

Option #2 - 4-Step Recruitment Model



4-Step Family Recruitment Model

Step 1 – Welcome & Seat Families

Objective: Create a warm first impression and avoid lines.

Who: Greeter or Pack Ambassador

Tasks:

- Welcome every family within 30 seconds of arrival.
- Ask youth names and grade levels.
- Seat families at a table with other families of similar-aged Scouts.
- Give each family:
 - Information packet
 - Calendar
 - Youth and adult applications (if needed)
 - Pen

Key Phrase

“Tonight is easy. We'll spend a few minutes showing you what Scouting looks like, answer questions, and help you get signed up before you leave.”

Step 2 – Share the Scouting Story

Objective: Help families understand why Scouting matters.

Who: Cubmaster or Unit Leader

Topics to Cover

- What Scouts do
- Meeting schedule
- Camping opportunities
- Summer activities
- Costs and fundraising
- Parent involvement expectations
- Upcoming events

Visuals

- Uniformed Scouts
- Photos from recent events
- Pinewood Derby car
- Awards



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Step 3 – Family Registration Conversation

Objective: Complete registration while excitement is high.

Who: Treasurer, Committee Member, or DE

Meet with families individually at their tables.

Discuss

- Registration process
- Fees
- Financial assistance if available
- Volunteer interests

Collect:

- Applications
- Payment
- Adult interest cards
- Required signatures

Ask Every Parent

“Could you help once a month, once a quarter, or behind the scenes?”

Step 4 – Set the Hook Before They Leave

Objective: Ensure families know exactly what happens next.

Who: Unit Leader or Membership Chair

Before families walk out:

- Add them to communication platform
- Hand them a welcome item
- Tell them the date, time, and location of the next meeting
- Introduce them to another Scout family
- Invite them to the next activity

Closing Statement

“Congratulations—you’re officially part of the Pack. Your first meeting is next Tuesday at 6:30 PM, and our hike is Saturday morning. We can't wait to see you there.”