



IN **SIGN UP**
FOR SCOUTING
RECRUITMENT **PLAYBOOK**

VITE
NEW
FAM
ILIES



Heart of America
Council



Dear Cub Scout Leader:

The Cub Scout program has been providing young men and women in our communities the fun and adventure they seek. Millions have entered into every walk of life, bringing the values of Scouting into our country's moral fiber.

As a leader, you join thousands of adults that make the Cub Scout program possible for youth. You also represent the program's best sales force. This guidebook has been created to assist leaders and families in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every family should receive the message that Cub Scouting is alive and well and available in their neighborhood. The ideas featured in this book can be done quite easily and most can be supported by the council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Cub Scout program.

Visit www.hoac-bsa.org/recruit to download and share all of our council's recruitment resources.



Heart of America Council

INVITATION METHODS

THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING CUB SCOUT PACKS TO RECRUIT NEW FAMILIES. THESE ARE A FEW METHODS THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY.

Marketing your pack is critical when it comes to reaching new families. Our **marketing**

- **resource hub** includes print, social media and video assets that will help you welcome new families!



TOP 10 METHODS

The Top 10 methods are considered to be the most important ideas for recruiting. Packs should consider doing multiple methods as there is not one method that is considered the "silver bullet" way of recruiting. We challenge you to do 7 or more methods.

Pack Information Sheet

- This is your chance to brag about your pack and have a quick handout ready to share!
- Details should include meeting times and locations, pack calendar, list of leaders' contact information and other exciting information about your program.
- These information sheets should be shared year-round, but especially at your pack's Sign-Up for Scouting Night



Organizational Visit/Scheduling

- You should have a face-to-face meeting with your chartered organization and elementary school prior to the new school year. This meeting gives you the chance to Thank the organizations for their support and outline your ideas and requests for your program year.
- Be sure to bring pertinent information regarding your program, a "yearbook" of activities and be prepared to explain the benefits of the program. Determine how your pack can help support your charter organization and school.
- Bring popcorn or other gift to show your appreciation!

Flyers, Yard Signs, Custom Social Media Images

- Work with your District Executive to order flyers and yard signs for your pack's Sign-Up for Scouting Night. We also have banners and additional resources to check-out to make your pack stand out!
- Use our Digital Design Portal to design your own social media images in seconds. We've also included suggested copy for your posts as well as the best tips to get you noticed on platforms like Facebook, Instagram and NextDoor.

[HOAC-BSA.ORG/RECRUIT](https://hoac-bsa.org/recruit)

Wear Your Uniform/Be Visible in the Community

- This is an easy way to get noticed for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform when out for pack events and community activities. If your Scouts are attending school ask them to wear their uniform on the day of the recruitment event.
- Leaders should also wear their uniform to school, pack and other community events.
- Your pack might decide to design a pack t-shirt for Scouts, leaders, and parents to wear on a regular basis.



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School Visits

- School visits have been a highly effective way to get kids excited about the program. Ask and help your District Executive schedule a "Kid Talk" at your school.
- Can your pack help with a school project, supplemental program, or other service for the school? This is a great way to be seen!
- Be sure to send thank you notes to your school administrators, principals, and teachers.

Yard Signs

- Post these signs at the school and other high traffic areas in your community prior to your recruitment event.
- Use our council provided signs or create your own.
- Include the date, time, and location for your recruitment event.

Back to School Night/Community Event

- Your pack is part of the fiber of the school and community. Being present at "Back to School" or "Meet the Teacher" Nights, and other school/community events is an important way to raise awareness of your pack.
- Have a table/booth at these events with flyers inviting new families to your pack's Sign Up for Scouting Night. And make sure you also share how to sign-up online.

Picture Board/Social Media Presence

- Pictures speak louder than words, include contact information on boards that can be taken to community events or posted on community social media sites. (Facebook, Nextdoor, etc.)

#ADVENTUREON!

Geofencing

What is it?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established we can set up triggers that will send them a FB app notification/ad when the mobile device enters the specified area.

How to set it up?

Step 1 - Login to your pack's FB page

Step 2 - Click on Events

Step 3 - Create an Event

Step 4 - Enter Event Information

Step 5 - After your event is posted - BOOST your event
The BOOST cost you as little as \$1 per day!

ADDITIONAL TIPS!

- Make sure you are using Scouting guidelines
- Use a high resolution graphic for the event and create your own at hoac-bsa.org/recruit
- You can target or geofence any location and target elementary schools around that location
- Add small details – specific location
- **DO NOT** change the event after it is posted, it would be like doing fliers for a school and changing the date

JUST ASK ONE

- Just Ask One is designed to give your Cub Scouts and their families a recruitment tool to promote Scouting. What a great opportunity for youth to have their friends join them in this adventure.
- Existing Cub Scout families can probably think of at least one other family that they would like to share their experience with in like minded activities.
- Parents should invite their friends/their child's friends parents to join them at the next meeting. This should be a personal ask from each family.



#ADVENTUREON!



MORE OPPORTUNITIES

The following ideas are additional methods that the pack should consider doing! Ask every family to join in!

Information Business Cards & Buddy Cards

- These cards can be created by the pack for parents to hand out to other families. Card templates can also be found at www.hoac-bsa.org/recruit
- Include details like date and location of pack/den meetings and pack/den leadership contact information.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Scout share these cards with their friends.

Invitation Letter/email//Personal Phone Call

- The letter or call should be customized from each family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- Invite new families to your Sign Up for Scouting Night or to the next pack activity.

Promote at Church & Other Personal Affiliations

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Scouting.
- Ask other families who are involved with you and your child to join you in Scouting.



Social Media Posts

- Encourage your Scout families to share their experience on their personal social media channels. This is a great way for other families to see the FUN!
- Using our Digital Design Portal, design your own custom pack images for social media.
- "Boost" on Facebook/Instagram to make your pack's Sign Up for Scouting Night be seen by even more families.
- Ask families to share on community pages they are also a part of like Nextdoor

The Sign Up Night

- 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.
 - Step 1** - Set up welcome table(s) and have all new families fill out sign-up sheet.
 - Step 2** - Distribute pack information sheet to new families.
 - Step 3** - Have all new families complete application and pay annual fee. Remind families of our New Member Discounted Registration Fee and/or Military Family Fee Waiver.
 - Step 4** - Distribute Welcome to Scouting cards, Parent Orientation Guides, Scout Life Mini-Mags and help answer any questions

ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers
- Unit Events
- Park Recruitment Days
- Pack Ice Cream Socials
- Cub Summer Experience: Launch Events
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants that are willing to advertise)
Local Flyer distribution (places families go to)
- Events at sporting areas (soccer/baseball/basketball/etc.)
- Unit self-marketing via Facebook, Instagram, TikTok, NextDoor, etc.
- Calendar of Community Events: Parades, service events, etc.
- Give Back Days at local businesses
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations- adult education

