

PACK # _____



Heart of America Council

SIGN UP FOR SCOUTING

RECRUITMENT **PLAYBOOK**



#ADVENTUREON!



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

Our **Sign Up for Scouting Playbook** 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.

For resources and recruitment helps, visit our Sign Up for Scouting resource hub at

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



**OUR PACK RECRUITMENT
GOAL IS:**



THE PLAYBOOK



Our **Sign Up for Scouting Playbook** is the go-to guide that will help you plan your recruitment events. Be sure to share with the entire pack and review the recruitment timeline, action items and marketing resources.

SIGN-UP NIGHT MODELS



Choose the **Sign-Up for Scouting Recruitment Night Model** that works best for your pack. We've put together details on how to conduct a 5-station "open house" model or 4-step recruitment model.

RECRUITMENT RESOURCES ORDER FORM



We're making recruitment easier than ever with custom print resources for every pack. Submit your **Recruitment Resources Order Form** to place your order for printed materials from flyers to yard signs.

NEW PARENT ORIENTATION AGENDA



After you conduct your Sign-Up for Scouting Night, it's time to make sure your new parents are bought in and ready for the year ahead. We've included a sample agenda for a **New Parent Orientation** meeting.

RECRUITING NEW LEADERS & PARENT SURVEY



Recruiting new leaders and retaining current ones is key to quality programs and succession planning. We've also included proven tactics to recruit new leaders as well as a **Parent Talent Survey**.



RECRUITMENT TIMELINE

PACK CHECKLIST



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TIMELINE

ACTION ITEMS

- 50 Days**
 - Contact all families to invite them to your **“Back to The Pack”** event. This is where you will find out who is returning and who is not after the summer.
- 45 Days**
 - Work with your district professional to set your **Sign-Up for Scouting Night**.
- 40 Days**
 - Recruit volunteers to run your pack’s Sign-Up for Scouting Night.
- 30 Days**
 - Conduct **“Back to the Pack”** meeting.
- 30 Days**
 - Once the Sign-Up for Scouting Night is scheduled, schedule your **Parent Orientation Meeting**.
- 30 Days**
 - Finalize and prepare to distribute the pack calendar at your Sign-Up for Scouting Night.
- 30 Days**
 - **Pack Promotion**
 - ✓ E-mail and call all dropped members, inviting them to join.
 - ✓ Contact all current Scouts and parents to invite friends and family to join.
 - ✓ Assist the district with additional community-specific promotions including flyers, yard signs, chartered organization promotions, and social media promotions.
- 25 Days**
 - Order custom **marketing materials** from your district executive
- 14 Days**
 - Pack coordinates a presence at **Open House / “Meet the Teacher Night”** events at its assigned school(s).
- 7 Days**
 - Initial promotions including a 1st Flyer and yard signs distributed to the school.
- 7 Days**
 - Pack leadership and parents have e-mails sent and social media posts created.
- 2 Days**
 - **Scout Talk** conducted in school(s)

0 DAYS

SIGN-UP FOR SCOUTING NIGHT

- ✓ Scouts wear uniforms to school on the day of the Sign-Up for Scouting Night.
- ✓ School announcement on the day of the Sign-Up for Scouting Night.
- ✓ Confirm with school your Sign-Up for Scouting Night



RECRUITMENT TIMELINE

PACK CHECKLIST CONTINUED



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TIMELINE

AFTER YOUR SIGN-UP NIGHT

- +2 Days**
 - Ensure all youth and adult applications, registration fees, and *Scout Life* magazine subscriptions are submitted to the council office.
- +2 Days**
 - Pack leadership and district professional analyzes the Sign-Up for Scouting Night results. Initiate a follow-up plan for additional recruiting if needed.
- +2 Days**
 - Contact all families that showed up but did not sign-up and invite them to your next meeting.
- +2 Days**
 - All new Scout parents receive a welcome call and email from den leader and pack leadership
- +10 Days**
 - Conduct a detailed Pack Parent Orientation Meeting for new parents and new leaders.
- +14 Days**
 - All new leaders have completed Safeguarding Youth Training and Position-Specific Training. Follow-up on all applications submitted to the council office.
- +45 Days**
 - All new Cub Scouts attend their first council/district outdoor event

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



SCHEDULE SIGN-UP NIGHTS

The foundation of your recruitment plan is your sign-up night. 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.

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, Chiefs Games & 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.

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:



“TO-DO-LIST” TO SUPPORT RECRUITMENT

- **Schedule Sign-Up Nights.** Your traditional Sign-up for Scouting Night and your school’s sponsored Meet the Teacher/Open House night.
- Promote the pack and the upcoming Sign-Up for Scouting Night at Open House or “Meet the Teacher Night” events at the assigned school(s). Order flyers and promotional materials through your district executive and review resources at hoac-bsa.org/recruit.
- Prepare a **pack handout** for new parents including things like a pack calendar, leadership contact information, and meeting information.
- E-mail and call all dropped youth members and invite them to join.
- Distribute pack Sign-Up for Scouting Night invitations to all current Scouts and parents to invite friends and family to join.
- Assist the district with additional community-specific promotions including flyers, yard signs, chartered organization promotions, and social media promotions.
- **At the Sign-Up for Scouting Night:**
 - ✓ Collect youth and applications and registration fees from all those attending.
 - ✓ Collect applications from every family, even if they do not pay and join that night.
 - ✓ Make sure all families fill out the sign-in sheet and remind them of the reduced membership fee and military family fee waiver.
 - ✓ All families receive the pack handout with leadership contact information, upcoming meetings and event dates.

“BACK TO THE PACK”

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 leaders 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.

Council Sponsored Events:

Monarchs Scout Night
WW1 Museum Scout Day

www.hoac-bsa.org/activities

SAMPLE 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
 - 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





MARKETING RESOURCES #ADVENTUREON!

Marketing your pack is as easy as one, two, three! It's also critical when it comes to reaching new families. Our marketing resources blend print and digital strategies that will help you welcome new families!



PRINT RESOURCES

We're making recruitment easier than ever with custom print resources for any pack. Contact your district executive and submit your order form to receive custom Printed Flyers (3 Versions + 1 Spanish Version), Static Yard Sign and Invite a Friend Cards (2 Versions). Designs and more are on our resource hub at hoac-bsa.org/recruit.



DIGITAL / SOCIAL MEDIA RESOURCES

Make your recruitment night stand out on social media. 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 social media at hoac-bsa.org/recruit.



DIGITAL / SOCIAL MEDIA RESOURCES

Ditch the paper and multiple websites and make Scouting easier for your families! All you need is one link. Send your new Scouting families to our Welcome to Scouting Linktree to explore everything from our New Parent Orientation Guide, Welcome to Scouting Video and more!



SIGN-UP FOR SCOUTING

SUPPORT MATERIALS



Our council is committed to making your Sign-Up for Scouting Night the best it can be! Every pack will receive these print resources to help welcome new families.

NEW SCOUT REGISTRATION DISCOUNT

JOIN FOR NEARLY HALF THE PRICE THIS FALL!

Our council is committed to growing Scouting, and this fall we will be offering a special introductory rate for new Scouts and families to experience Scouting. From August 1 - October 31, the Heart of America Council's new member registration fee will allow families to try Scouting for nearly half the price—just \$65 for the entire year. Here's what this special rate includes:

- \$20 discount on the National registration fee for new youth and new adults. Use Promo Code: **KCSOUT26** to activate the \$20 discount at checkout.
- No Council Program fee for new youth and reduced to \$20 for new adults.
- Available for all new Cub Scouts and Scouts BSA members.
- Available online and via paper registrations and additional financial assistance is also available.

NEW YOUTH YEARLY RATE \$65 NEW ADULT YEARLY RATE \$65

* All new members will renew at standard rate after one year.

More than just a discount, this is an investment by our council that allows us to serve more families all while alleviating some of the barriers to join our life-changing programs.

Heart of America Council

Scouting America MILITARY FAMILY FEE WAIVER

Scouting America is committed to expanding access to Scouting for military-connected youth.

EFFECTIVE JUNE 1, 2026

ELIGIBILITY
Youth in families with current service in:
Active Duty • Reserve • National Guard • Coast Guard

FEE COVERAGE
\$85 National Youth Registration Fee — Waived
Reduced to \$0 after verification and code application. Applies only to the national fee.

HOW IT WORKS

1. Fee appears at checkout
2. Select "Get Military Discount Code"
3. Complete verification process
4. Receive code
5. Enter code at checkout
6. National fee reduced to \$0

ADDITIONAL COSTS
Local council, unit, optional add-on (e.g., Scout Life Magazine), and processing fees may still apply.

WHO QUALIFIES?
Eligible youth in Active Duty, Reserve, National Guard or Coast Guard families.

WHY DOES THE \$85 FEE APPEAR?
The national fee appears at checkout and is removed after the verification code is applied.

IS THIS AVAILABLE FOR ALL REGISTRATIONS?
No—this waiver is available for online registrations only.

WHAT FEES DOES THE WAIVER COVER?
The waiver applies only to the national youth registration fee. Other local, unit, optional, and processing fees may still apply.

Prepared. For Life.™

SCOUT SCHOLARSHIPS

Financial Assistance is Available!

Need help paying for Scouts? The Heart of America Council believes every child should have the opportunity to experience Scouting, regardless of financial circumstances. To help make Scouting affordable, the council offers registration scholarships for families who qualify.

- Scholarships may cover up to 50% of the annual national registration fee and council program fee and are available for youth members who demonstrate financial need.

How to Apply: Complete the Scout Scholarship form at tonight's meeting or scan the code below for more information and download our fillable form.

SCAN FOR MORE

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WELCOME TO SCOUTING
SCAN FOR NEW FAMILY RESOURCES

Linktree

Welcome to Scouting!
New Cub Scout Registration

Find a Scouting Night or Trail

How to Register Online

WELCOME TO CUB SCOUTS

PARENT ORIENTATION GUIDE

Heart of America Council

ScoutLife

SPECIAL COLLECTOR'S EDITION

From the publisher of Boy's Life since 1955

SCOUT ME IN!
The ADVENTURE of a lifetime starts HERE.

PLUS:
Advice From the BOYS' LIFE ARCHIVE
Competition to the First FEMALE EAGLE SCOUTS
Comic: Jokes and MUCH MORE!

BOY SCOUTS OF AMERICA
JANUARY-FEBRUARY 2026
\$5.99

SIGN-UP FOR SCOUTING RESOURCES INCLUDE:

New Scout Registration Fee Discount Card, Military Family Fee Waiver, "Scout Scholarships" Registration Assistance Program, New Family Welcome Card, Parent Orientation Guide, Scout Life Mini Mags, Youth & Adult Applications, Attendance Rosters, Report Envelope