2018 Cub Scout Fall Recruitment Guide

Stonewall Jackson Area Council, Boy Scouts of America
Dear Cub Scout Leaders,

Thank you for volunteering as a Cub Scout leader and providing activities where Cub Scouts build character, improve physical fitness, learn skills, develop a spirit of community service, and have a ton of fun! The Cub Scout program has always been a value’s based, fun, and educational experience for young boys. It still is and this year we are inviting girls and kindergarteners to join also! Cub Scouting is more relevant and more vital to our communities today than it ever has been and you make it all possible!

We are quickly approaching the most important dates on the Scouting calendar. August 1st through September 15th packs throughout our council are focusing efforts on this membership drive. To sum it up, this recruitment season will set the tone for the entire Scouting year!

We need the help of every Scouting Leader to be involved with the Fall recruiting season - It's a complete team effort! The question is: Will your unit grow significantly (steady growth is the best indicator of a healthy unit), and will positive, helpful, and new parents be recruited to fill needed volunteer roles?

The council plan to assure an effective “Join Scout Night” is enclosed. Experienced volunteers and staff leaders have been working for months laying the foundation of support to guide you toward success. Now, it is up to you, so follow the plan. Give your kids and their friends – all youth who are interested – the opportunity to join a great program. Thank you for all you do to support Scouting in our communities!

David Bean,  
SJAC Membership VP

James Battaglia,  
Scout Executive
Important Questions to Ask

Your answers can lead to your unit’s success!

- Has our pack determined if we will be forming new girl dens?
- Does our pack have a planned program and calendar for the upcoming 6-12 months?
- Does our pack have an information/fact sheet and a “refrigerator calendar”?
- What does our pack have planned for summer fun and fall recruiting?
- Where do our members come from?
- Where do we plan to recruit?
- How do we plan to recruit?
- Who is helping our pack recruit?
- Where can our pack look to for help?
- 32 minimum is the goal. How many new members do we need?
- Who has contacted our dropped Scouts?
- What is our unit membership plan?
- Who is our unit membership chair?

Who Can Help?

District Executive, Senior District Executive, or District Director

This is your Scouting professional who, along with your district membership chair and commissioners, can help identify the resources and know-how to help your unit be successful. They help increase the district’s membership, financial resources, and programs. They work with volunteer committees and community leaders to identify, recruit, train, guide and inspire them to become involved in youth programs.

District Membership Chair

This volunteer focuses on membership growth and retention for all units in your district. They set membership goals, cultivate interest of Scouting within the district and help units with membership opportunities.

Please visit sjacbsa.org/districts for contact information.

Unit and District Commissioners

These leaders help Scouting units succeed. They coach and help maintain the standards of the Boy Scouts of America. They support the membership process through the Journey to Excellence program and timely charter renewal.

Unit Alumni

What better place to look than within your own ranks? Alumni from your unit know the benefits of Scouting and can be a great supporter to help recruit, serve as leaders and get adults and youth involved.

Chartered Organization

Your chartered organization already knows the value of Scouting. They can be a great resource to help you get the word out and recruit youth and adults.
Unit New Member Coordinator

Sustaining strong membership in a unit depends not only on having new members join the unit, but also on engaging youth and their families in the unit experiences so that they feel welcomed and want to stay. The role of the New Member Coordinator is to ensure that both keys to success take place.

The New Member Coordinator (NMC) position has been designed to:

✓ Be a FUN and engaging position.
✓ Form relationships with new members and their families.
✓ Use a team approach by encouraging more than one NMC in a unit, allowing them to tailor their work to individual interests/expertise, as well as to recognize the particular needs of the unit.
✓ Fit every type of unit, every age level and every program.
✓ Be recruited and supported by key unit leadership.
✓ Be provided with training both online and face to face.
✓ Be mentored by the district membership chair and become part of the district membership team.
✓ Be visible and easily identifiable at unit gatherings by their Welcoming smiles and their BSA “Welcome” logo that they display and wear on an activity shirt, on a hat or vest or in some cases, a pin on a field uniform. Ask your District Executive for our NMC name badge to wear!

Is Your Unit on the Map?

BeAScout.org is a great tool for families to find your Scouting unit and, with our council participating in youth Online Registration, an opportunity for youth registration to be completed online. It's critical to make sure your pack's BeAScout pin is accurate and creates a positive first impression.

Who Can Update Your Pack’s BeAScout Pin? Your pack’s "Key-3:"
✓ Cubmaster
✓ Pack Committee Chair
✓ Your Chartered Organization Representative

How Do You Update Your Pack’s BeAScout Information?
A member of your pack key-3 should login to their account at my.scouting.org. There are links to help if you have forgotten your username or password. Step-by-step directions and screenshots are available here.

How Do You Adjust Your Google Pin to Welcome Girls?
There are a few addition steps to publicly welcome girls into your pack. Please visit this page for details and easy steps.
Resources At The Ready!

The Stonewall Jackson Area Council provides its packs with promotional materials free-of-charge to support recruitment efforts. Contact your District Executive or district membership chair to provide your unit’s recruitment event information (handy form available in this guide) and we’ll customize and print fliers for distribution in school take-home packets, where allowed. Your pack may also post fliers or posters in other locations where you’ve secured permission. Stickers, yard signs, posers and STEM in a BOX material also will be provided. Coming soon, we’ll be offering an online Marketing Toolkit so your pack can fully prepare to welcome new families!

Recruitment Tools for Planning Your Joining Event

- On boarding envelopes (a/k/a Big Blue Envelopes of Fun!)
- New Yard Signs
- Custom Joining Flyers for School and Churches
- Boys’ Life Mini-Mags
- Youth Applications
- Easy Steps for Online Registrations
- Adult Applications
- Stickers for Cubs and new members
- STEM in a Box project giveaways for new youth members

Additional Resources

- Join: BeAScout.org
- SJAC’s Membership Landing Page for Joining Information sjacbsa.org/recruit
- BSA Marketing & Membership Hub: scoutingwire.org/marketing
- Share this video with new Cub families: https://goo.gl/H1d8uL

It’s no secret what entices new youth and families to join Scouting and keep them involved: a well- planned, fun program. While planning for your upcoming Scouting year may seem daunting or time- consuming, it doesn’t have to be. And “Being Prepared” ahead of time will ultimately save time and headaches for you and your fellow busy adult leaders who volunteer their time to make a difference.

The planning process for each level of Scouting programs differs slightly based on who’s involved and their level of involvement, but consists of the following basic steps:

1. Decide what activities are going to happen.
2. Build a budget based on what those activities are going to cost and other associated costs of running a Cub Pack: your unit planning conference.
3. Develop a fundraising plan to offset the cost to families and determine a per-Scout fundraising goal. Include popcorn/peanuts for existing and new Cub families.
4. Communicate the plan with your families (and prospective families, too.)
Recommendations for Holding a Successful Event

- Promote your sign-up night.
  Utilize the tools provided by our council to actively promote a grassroots effort in your local community. Place yard signs in high visibility areas. Be sure your BeAScout.org Google pin is updated with proper contact names, times and location (contact Scott Lancey for assistance, if needed). Create a Facebook event for your sign-up event! Encourage your families to update their social media profile picture. Ask boys to wear their Cub Scout Uniform or Cub Scout T-Shirt to school on the day of your sign-up night.

- Decide how your sign-up night will be structured.
  Utilize the five-station plan to alleviate congestion. Your pack may elect to utilize a different approach, such as only setting four stations, based on the number of available volunteers, expected turnout, etc. Regardless of your structure, the evening needs to appear to be organized and flows nicely for interested families.

- Keep the recruitment event time to 90 minutes or less.
  The objective of new families completing the process in under 30 minutes. Then, hold a Parent Orientation Meeting to help introduce new families to your unit at a separate meeting within 7 to 10 days of the recruitment event, ideally prior to the first pack meeting. New leaders probably should not be heavily recruited “on the spot” at the recruitment event. They need to be recruited after your event and prior to or at the Parent Orientation Meeting.

- Wear clothing that is approachable.
  Uniforms can create an “us vs. them” mentality and a barrier to joining. Instead, wear a less intimidating Scouting polo or “Class B” shirt along with a name tag that includes your name and “parent volunteer.” It is acceptable to have one uniformed volunteer such as your Committee Chair or perhaps a Boy Scout not assigned to a station. Stonewall Jackson Area Council packs that did so in 2015-2017 reported this approach to be positive and appreciated by new joining families.

- Keep track of who attends.
  Make sure every family with a potential new Scout signs in on the Sign-In sheet provided in your Fall Recruitment Packet. This sheet is front and center at Station 1 and we suggest have one older Cub Scout from your pack welcome attending families by inviting them to sign in. The pack can keep a copy – return the original and remaining copies in the recruiting envelope (found in your packet) after the sign-up night.
• Share information about Cub Scouting and your pack. Every family should receive a pack calendar that includes leader contact information and explanation of joining fees along with the New Scout Parent Orientation Guide, Boys’ Life magazine sample, parent information sheet and youth application. These should be located at Station 2.

• Help families complete and submit their application to join that night.
  o Boys who submit an application and payment receive an activity from your STEM in a Box. If they take the application home, they may not receive a Gold Card until the application is returned to the pack.
  o Most applications that go home with parents end up getting lost. They came to the sign-up night to register their son, so make sure they do it at your event!
  o Remember, with internet access you can give parents the opportunity to register their new Scout online at your event!
  o If you have a family that is not sure about joining that night, encourage them to complete and write “NOT PAID” next to Local Council Copy on side of the application. Your District Executive will hold not paid applications until they receive notification that payment has been received.
  o Review and approve applications as they are submitted.
  o New leaders probably should not be heavily recruited “on the spot” at the recruitment event. They need to be recruited after the recruitment event and prior to the Parent Orientation Meeting.
  o Write their method of payment next to Local Council Copy on each application (i.e., Visa 1234, Check 1000, Cash, Not Paid). This action will assist your treasurer with reconciling payments after the sign-up night and should be completed at Station 4.

• The Cubmaster (or designee) signs the unit leader box of each application. Separate the “pack copy” from the “local council copy” of the application. Only the “local council copy” is turned into the council for registration.

• Collect joining fee and remit payment for national registration and Boys’ Life fees. Both the pack treasurer and check book should attend the sign-up event to complete the application process for those families that pay that evening. Checks are payable to your pack and the pack writes one total check to “BSA”. Depending upon recruiting in August or September and what district you are in, you charge only prorated
membership and optional Boys’ Life fees. Use the fee calculator found on the Cub Scout Recruitment Turn-In Report envelope to determine the total amount owed. Do not charge pack/den dues at this time!

- Contact your District Executive if your pack will accept credit/debit card payments using an application such as Square. If you have an account set up, consider using an electronic credit card reader that connects to your smartphone.

- Submit applications and results to your District Executive:
  o Cub Scout Recruitment Report Envelope (outside blanks filled out – be sure to indicate both number of paid youth applications and not paid youth applications).
  o One check for the total amount from your pack.
  o All signed new Youth Applications.

Sample Messages

48 Hour New Family Welcome Email

WELCOME CUB SCOUT PARENTS! Thank you SO much for joining Pack (Unit Number) this year. We look forward to working with your family in making Cub Scouting years as fun and memorable as possible. What to look forward to:

- New Parent Orientation and Training is (Day, Date, Time, Location)
- No job is too small and many hands make light work! There are plenty of fun things for your family to do together. We always have room for more parents that are passionate about making Scouting the best it can be, and we know that all adults will help in some form or fashion in the near future. Consider being a registered pack volunteer to help all the kids in Scouts. We ask every parent to go to My.Scouting.org to complete Youth Protection Training.
- Our popcorn and peanut sale begins on September (date), and we are always looking for people with vans or trucks to help load up and organize the product. **Don’t forget, popcorn peanut sales help each Scout fund their way through the Cub Scout program.**
- Please see the attached calendar (and/or web address) below, which indicates Pack and Den meeting dates and other important events for you and your new Scout to look forward to!

Yours in Scouting, Cubmaster (Name); Contact Info: (phone) and (email)
Returning Family Welcome Email

Welcome back! The leaders and parents of Pack (Unit Number) have been working hard to make sure we have a fun year ahead; I hope you are as excited as we are. Please be sure to join us at our first Pack meeting of the year at (Date, Time, Location). Attached is our annual calendar. As you can see, we have plenty of events that will keep you and your family having fun all year. I’d like to take a minute to welcome back our leaders this year and thank them for all the great work they have done and will do; please feel free to reach out to these people should you have any questions.

We’re kicking off the year with our annual popcorn-peanuts sale again, so please see (Popcorn Chair) to receive order forms and find out more information. There are a lot of new fun prizes this year for our Scouts! Not only that, but every Scout will have the opportunity to earn funds toward camp by participating.

No job is too small and many hands make light work! There are plenty of fun things for you and your family to do together. The committee always has room for parents that are passionate about making the best experience for each boy!

Yours in Scouting,

Cubmaster (Name); Contact Info: (Phone Number & Email)
Committee Chair (Name); Contact Info: (Phone Number & Email)

Lion Updates

Lion is transitioning from a Pilot to an official Cub Scout rank and program taking effect for the 2018-2019 program year. The Lion uniform will be the Lion t-shirt, hat, and belt, with a neckerchief and slide optional after the completion of the ‘Gizmos and Gadgets’ adventure.

Lions will not wear the blue field uniform shirt. They still do not earn Bobcat, but will once they become Tigers. And now that Lions are an actual rank, Lion Guides will become Den Leaders.

Lions get to earn adventure loops and will complete all five of the required adventures (compared to at least seven for Tiger and above). They also may complete one or more of the nine elective adventures. Adventure loops are immediate recognition items, meaning packs should present them to Lions right away — not wait until a big event like a blue and gold. Adventure loops can be worn with pride on the Cub Scout belt. Lion adventure loops, and the Lion advancement chart, will be available in our Waynesboro Scout Shop by late summer.

Lions should participate in at least two or three pack meetings a year. Ultimately, it’s up to the family. If they’d like to attend more pack meetings, they are welcome; either as a family or den! More FAQs from the BSA: https://www.scouting.org/programs/cub-scouts/lion/
As of June 1, 2018, the Cub Scout program will have the options for all boy Packs, all girl Packs or Family Packs with all boy Dens and all girl Dens. The structure change is being offered to meet the requests of parents who wish to involve their full family in the Cub Scout Program. This decision rests with the Charter Organization and pack committee. Roughly 50% of Cub Scout packs in SJAC have signaled an interest to serve full families. More than 25% of the remaining Cub Scout Packs in our council continue to consider their program structure. To assist in preparing to welcome girls, Stonewall Jackson Area Council invites packs to complete the Packs and Family Scouting Application.

If your pack or Charter Organization is still considering full family, please contact your District Executive: this professional can answer specific questions and provide local Scouters who already have successfully recruited girls.
Information Station 1
Sign In Here

Station Chief Briefing

Yay, you are the Station Chief for Information Station 1. That means you are friendly, outgoing, smile at everyone and are friendly. Here are your tasks:

- Make sure the Station 1 sign is visible.
- Have the sign-in sheet and pens displayed.
- Greet every family that comes in (possibly with a Cub Scout). Ask every family to sign in.
- Have copies of the SJAC Parent’s Guide Welcome to Cub Scouting available.
- Tell each family there are five stations to visit and everything takes 20-30 minutes.
- Direct them to Station 2.

What You Need To Have:

- Station sign.
- Welcome sign
- SJAC Parent’s Guides
- Sign In sheet and pens.
Information Station 2
What We Do

Station Chief Briefing

So, you are the Station Chief for Information Station 2. That means you are friendly, outgoing and know all about the activities the pack has planned for the upcoming year. You are someone that has experience having fun in Cub Scouts!

Here are your tasks:

- Make sure the Station 2 sign is visible.
- Provide everyone with your pack calendar.
- Have copies of any upcoming pack activity flyers available.
- Inform families that we would like them to attend as many functions as possible, but they are not required to attend every meeting and event.
- Tell each family there is five stations to visit and everything takes 20-30 minutes.
- Direct them to Station 3.

What You Need To Have:

- Station sign.
- Pack calendar
- ✓ Handout of “When/Where We Meet” with meeting times and locations for the pack and dens.
- An assembled rocket at your table. Ask boys if they like rockets and want to build and shoot one just like this!
- If possible, have a list of nearby pack meeting times and Cubmaster phone number in case there is a scheduling conflict.
- ✓ Boys’ Life mini mags.
Information Station 3
Registration Forms

Station Chief Briefing

Wow, you are the Station Chief for Information Station 3. That means you are friendly, outgoing and want every boy to join Cub Scouts. You are also someone who understands the “admin” side of Scouting. Here are your tasks:

- Make sure the Station 3 sign is visible.
- Have BSA Youth Application forms ready to be filled out and completed with some pens.
- Have copies of the “What Does the Youth Application Do” sheet available.
- Be Prepared to answer questions about pack fee payments and direct assistance offered by our council.
- Direct them to Station 4.

What You Need To Have:

- Station sign.
- BSA Youth Applications
- Pens
- “What Does the Youth Application Do” forms
- Parent’s on boarding envelope (Big Blue Envelope of Fun!). Be sure your pack has included council, district and pack flyers and information.
What Does the Youth Application Do???
& What Am I Paying for Tonight??

Boy Scouts of America Youth Application:
• The way your son becomes registered in the Boy Scouts of America.
• Collects contact information to be used to keep your family informed.
• Provides registration information to be used in recognizing Scouting accomplishments.

$19 - This is the pro-rated amount paid for registration at this time.
• Covers BSA Membership though your next Recharter
• At Recharter, registration renews at the annual rate of $33

The Turn-In Report breaks out pro-rated fees for each district.
• Boy's Life Magazine: Available for an additional $7 and can renew at Recharter at the annual rate of $12.
• Pack program costs - Packs require different amounts to cover program costs. At this time, you are paying the membership fee for the Boy Scouts of America.

What Other Costs Are There???
Each Pack establishes a fee structure to finance their programs, and the amounts vary. These fees and dues go to pay for awards, program materials, supplies for pack activities and parties, and other activity fees.
Annual Pack Fee: $_____ (This is not paid tonight, and can be made in monthly payments if you’d prefer). Den Dues: $________

What to expect:
Next 60 Days:
Uniform shirt with insignia, neckerchief with slide and Handbook available from the Waynesboro Scout Shop or online. The Lion uniform consists of a t-shirt and optional cap. Your Parent’s Orientation Guide features pictures and price list. Some camping gear (tent, sleeping bag, flashlight, day-pack) is helpful, but not required. Please talk with others in the pack before buying new equipment. You are not required to provide camping gear to be in Cub Scouts.

In the Next 90 Days:
You can expect a couple of activities before the onset of winter weather. Your family will be invited to participate because we have fun, however, this isn’t required. Other activities are offered because of your membership in the Boy Scouts of America. Each activity will have its fee, however some activities are free of charge.

HOW TO SAVE $$$: IMPORTANT TO KNOW:
POPCORN & PEANUT SALE: Boys and our pack can earn money to go toward their Scouting activities. They also earn really cool prizes for supporting popcorn and peanut sales. Please review the popcorn & peanut sale flyer in your Welcome envelope. If you don’t have an order form, please call our Scout Service Center: 540-943-6675.
Information Station 4
Check Out

Station Chief Briefing

Congrats, you are the Station Chief for Information Station 4. That means you are friendly and very detail oriented. You are the person who enjoys handling money and understands how fees are assessed and collected. Here are your tasks:

- Make sure the Station 4 sign is visible.
- Make sure applications are properly filled out, including signature of parent/guardian, date of birth and grade.
- ✓ Collect the proper amount of BSA fees (and Boys’ Life if subscribing), noting the form of payment on the lower left of the application. (Ask families to wait to pay any pack fees later).
- ✓ If paying by credit/debit card, follow instructions provided separately to your pack. Under no circumstances should you add additional fees on a credit/debit transaction: you won’t get that money back.
- ✓ Be Prepared to answer questions about pack fee payments and direct assistance offered by our council.
- ✓ Provide one Gold Card for a free rocket and engine at the upcoming Rocket Launch.
- Direct them to Station 5.
- ✓ Assist coordinating forms and payments at the end of your event, making sure the Cubmaster has signed all applications. The Local Council Copy is separated and included in the envelope to be turned into your District Executive.

What You Need To Have:
- Station sign.
- Calculator.
- Turn-In envelope for applications and fees.
- Proper device and Square card swipe connector for credit/debit cards (if you utilize).
Information Station 5
Meet Us! & Lion Introduction

Station Chief Briefing

Wow, you are the Station Chief for Information Station 5. Your goal is to answer questions that are not addressed through the other stations in the Sign-Up process and to help families meet their son’s Den Leader. Here are your tasks:

• Make sure the Station 5 sign is visible.
• Make an effort to get all current den leaders to attend and talk about their dens while meeting new parents.
• Answer questions about what type of activities your pack will be doing.
• Display cool pack items (Pinewood Derby car, Day Camp shirt or craft, slideshow of recent activities).
• If your pack is recruiting Lions (kindergarten, age 5), this is where you can show off the Lion/Parent booklet, shirt, cap and stickers. Your Lion Guide should be at this station to welcome kindergarten parents and answer questions.
• Volunteers at Station 5 should also help make sure your meeting area is left better than it was found!
Sample Floor Plan

The round robin layout makes it easier for new families and volunteers to focus on each step in learning about the pack and registering to join. Be sure your station signs are visible to help make sure things go smoothly!
Welcome! Sign In Here

- Sign In Form
- What is Cub Scouts?
What Cub Scouts Do!

- Calendar
- When & Where We Meet
- Rockets & Activity Flyers
Registration Information

Registration Q & A

Joining Form
STATION 4

Check Out

Turn In Form
Pay Registration Fee
Welcome To Our Pack!
STATION 5

Meet Us !!!

Ask Questions
See What We Do
Get Involved!
Order Form for Sign-Up Event Recruitment Flyers

The Stonewall Jackson Area Council will again provide free flyers for Sign-Up events. The front of the flyer is standardized (no unit printing) and the back will include specific joining information you provide below. As an effort to build relationships with school districts, our council has sent request letters to Superintendents. Your District Executive is contacting school principals. You can help prior to school opening! It’s a good idea for someone in the pack to stop by the school office to confirm the date of your Sign-Up event(s) is available. This is especially important if you plan to conduct recruiting before school begins (PTO meeting, meet the teacher day).

NOTE: If you don’t have a date scheduled but intend to hold a Sign-Up event, please fill out what you know and we will follow up with you individually. We will try to accommodate every unit to the best of our abilities.

District:  □ Massanuten    □ Monticello    □ Southern    □ Valley

Unit type:  □ Pack    □ Troop    □ Crew    Unit #_________Town/City______________________________

Is Your Pack Recruiting Full Family (girls)  □ Yes    □ No

Sign-Up Event:  □ Sign-Up Night    □ Open House    □ Other______________________________

Date:_____________________________ Time: (start/end times)______:_am/pm______:_am/pm

Location name ____________________________

Location address________________________City_________________________Zip________________

Room location____________________________

Day/Date flyers go home with students ________________________________

Contact Information printed on flyer:

Name_________________________Volunteer Title __________________________

Phone_________________________E-mail __________________________

Please list which school(s) flyers will be distributed to:

1)_____________________________2)_____________________________

Does your School allow a Sign-Up info table before First Day?  □ Yes    □ No    □ Not Sure

Please tell us how you’d like to receive your flyers:

□ Waynesboro Service Center    □ Contact me when ready

Submit this form to your District Executive at least two weeks prior to date flyers will go to the school.

For Service Center Use Only:

Date Received:_________________________ Date Printed:_________________________ Date Delivered:_________________________