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Overview

Join Scouting Night is a recruiting event held at every elementary school to give the youth served by that school an opportunity to join Cub Scouts. It is a cooperative effort between our district membership teams and our pack leadership. Join Scouting Night should be a fun informative night for prospective families. The goal for the evening is to register youth in Cub Scouts.

This year Join Scout Nights may look a little different and we must be open to trying something new. This includes implementing a Virtual Join Scout Night alone or in conjunction with a traditional open house to offer new families to join. Please keep in mind that a Join Scouting Night should not take place on the same night as “Back to School Night” or the monthly pack meeting.

For many parents, this is the first experience they have with Scouting, so their initial impression is crucial. If parents leave with a bad experience, they may never give scouts another chance. For this reason, we all need to work hard to ensure that the new families feel welcomed and informed. Remember, parents trust us with their most precious treasures- their children. We must always do our best to meet their highest expectations.

A national survey of parents who attended a Join Scouting Night was conducted and sheds light on some reasons why parents who come may choose not to enroll their child in Scouting or claim to be dissatisfied. In the majority of instances where parents were unhappy with their Scouting experience, they felt that the Join Scouting Night lacked organization, offered a poor program, the organizers were not prepared, or there was no follow up to ensure the child was placed in a functioning den.

This Virtual Join Scouting Night plan is designed for “Plug and Play” purpose and to limit these common pitfalls by providing easy to follow steps in preparation for, conducting, and follow up for our Virtual Join Scouting Nights. This will make it easier for pack, district, and council membership teams to accomplish their mission of ensuring that every youth has an opportunity to enjoy the benefits of Scouting.

Thank you for all you do for the youth of our community!

Don’t forget……..

• Make sure your BeAScout unit pin is updated (see pg. 9)
• Go to www.vahcbsa.org/membership for recruiting materials and best practices
• Make sure your new leaders get the training they need (see pg. 20)
Purpose: E.E.O. – Enroll, Enlist, and Organize

**Enroll** prospective Lion Cubs, Tiger Cubs, Cub Scouts, and Boy Scouts into existing packs and troops.

**Enlist** parent participation in the program.

**Organize** new units to take care of youth who want to join.

Plan:

1. Designate a “Virtual Join Scouting Night” and or “Join Scouting Night” for **each** elementary school and invite prospective youth members and their parents to attend a special meeting at their school in their neighborhood or community.

2. A School Coordinator will be appointed for each school to be in charge of the Join Scouting Night program.

3. Leaders of the Cub Scout packs will be present to participate in the program.

Promotion:

**Attractive Yard Signs** will be provided for outside schools, town libraries, shopping centers, etc.

Packs are encouraged to send E-newsletters through School and set up a Facebook event either through the Council/District pages or their own.

Program:

The School Coordinator for each school will be in charge of the following:

1. Den rosters will be filled out as parents arrive (via zoom as well)
2. Scouting information, including what is parental responsibility in Scouting and how to enroll, will be presented to those attending.
3. Youth will stay on the zoom call with parents, or if in person, adjourn from the central meeting, where Join Scouting Night personnel will do a fun activity with them to keep them interested while parents find out more about scouting.
4. Immediate and accessible training for new volunteers will be provided.

Follow-Up:

It is encouraged that all new youth/adults now register online through **BeAScout.org**.

The pack leadership should follow up with all parents who attended but do not register. If the parents have decided not to join the pack, it is important to find out why.
<table>
<thead>
<tr>
<th>Due Date</th>
<th>Task Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Join Scouting Night plan reviewed by staff and membership committee</td>
</tr>
<tr>
<td>February</td>
<td>Membership committee meets and approves resources for fall drive</td>
</tr>
<tr>
<td>March 1</td>
<td>All JSN training dates and locations secured for district trainings and District Membership plans are finalized.</td>
</tr>
<tr>
<td>March</td>
<td>Spring JSN Training takes place in the districts and unit membership chairs are trained. Unit membership chairs begin securing JSN dates</td>
</tr>
</tbody>
</table>
| April 15th   | All School Superintendents contacted by Scout Executive  
Thank for past support  
Highlight past results  
Permission to use schools, classroom visits, flyers  
Notify principals of approval |
| June 15      | Unit membership chair begins contacting school principals. Solicit their cooperation, confirm the date, and schedule room-to-room visits or lunchtime for the day before Join Scouting Night. |
| June 29      | Commissioners and district executives contact all packs to determine status of leaders, especially Cubmasters. |
| July         | Unit membership chair finalize arrangements with pack leadership and confirm school assignments  
Complete unit health evaluations due to Council Commissioner |
| Aug. 1       | Unit membership chair:  
Complete principal contacts  
Place posters in all elementary schools  
Deliver flyers for inclusion in first-day take-home materials |
| Aug. 14 – Sept. 30 | Unit membership chair has final check with workers and leaders:  
Conduct “JOIN SCOUTING” nights across your community.  
Begin follow-up  
Ensure all new leaders are getting trained |
| Oct. 14      | Unit membership chair complete all follow-ups. Turn-in all follow-up registrations and fees.  
Send Thank You notes to workers, principals, and superintendents -Include numbers of youth recruited. |
| Oct 31       | Unit membership chair checks pack roster and be sure that all new scouts are registered |
The District Team

**District Leadership Responsibilities**

(* Indicates Key Function)

**District Chairman Responsibilities:**

1. Give suggestions on personnel for Join Scouting Night.
2. Assist with recruiting the District Join Scouting Night Chairman. *
5. Attend report meeting(s).
6. Assist with follow-up.

**District Commissioner Responsibilities:**

1. Give suggestions on personnel for Join Scouting Night.
2. See that each pack holds “Back to the Pack” event prior to Join Scouting Night. *
3. Assist in determining where new units may be needed.
4. With the advisory committee, and pack leadership, determine units to be assigned to each school. *
5. Assign commissioners to assist with Join Scouting Night.
7. Conduct leader inventories over the summer and share information on any leadership changes or needs
8. Assist with follow-up.

**District Membership Chairman Responsibilities:**

1. Identify and recruit the District Join Scouting Night Chairman with the support of the District Executive. *
2. Recruit Join Scouting Night Organizers.
3. Provide support and direction to the District Join Scouting Night Chairman in his/her duties.
5. Assist with the District Join Scouting Night Orientation and Kick-off meetings.
6. Attend report meeting(s).
7. Assist with follow-up.

**District Cub Leader Training Chairman Responsibilities:**

1. Work with each pack to ensure leaders have completed training.
2. Turn-in training records to Service Center in a timely fashion.

**District Marketing Chairman Responsibilities:**

1. Develop plan for publicizing each Join Scouting Night in the district to local media outlets and ensure its implementation. *
2. Provide each pack and Join Scouting Night leadership with sample newspaper press releases, letters to the editor for Join Scouting Night, along with contact, format, and deadline information.
3. Ensure every Join Scouting Night has yard signs displayed at school and in the community.
**District Executive’s Responsibilities**

1. Maintain the **proper attitude** and set the **proper tone** for the entire Join Scouting Night effort. Through proper and timely preparation the professional staff member helps create the environment for success. (See separate attachment “JSN Planning”)

2. Work with the district chairman and recruit the District Join Scouting Night Chairman. Team effort.

3. Determine the best, most effective groupings/scheduling of all schools to ensure the highest quality and most efficient Join Scouting Night effort. (report meetings, and Cub Leader Training courses.)

4. Work with the District Join Scouting Night Chairman to ensure recruitment of quality personnel to conduct the Join Scouting Night program in each school according to schedule.

5. Contact the superintendent of each system in the district. Field directors will coordinate. Involve volunteer leadership
   - A. Secure permission to hold Join Scouting Night and to contact the principals.
   - B. Secure approval of Join Scouting Night dates.
   - C. Ask the superintendent to inform the principals (preferably by letter) of his support for Join Scouting Night, your impending visit, and his request for their cooperation.
   - D. Secure permission to do classroom visitations, lunchtimes or rallies

6. Schedule training for JSN

7. Contact each school principal.
   - A. Confirm the Join Scouting Night date. **You suggest the date!** Avoid conflicts and schedule early. **Do not schedule your date on the same night as elementary, middle, and high school open houses PTA/PTO meetings night, etc.**
   - B. If a school has a marquee or a billboard, inquire as to the possibility of putting an announcement on it. Also inquire about school PA announcements. Arrange to have reminder announcements made several days in a row before the Join Scouting Night date. Utilize PTA newsletters and e-notices.
   - C. **Make sure the school will be open.** Confirm the time and the person responsible (secure phone #). Check the facilities of the actual meeting location.
   - D. **Confirm arrangements for custodian** if necessary.
   - E. **Display posters and yard signs in prominent locations.** Personaly put up the posters. Use high traffic areas like the main entrance to the school, in the cafeteria, etc. Yard signs should be put in an area that parents will see during drop off and pick up.
   - F. **Deliver “first day flyers” far enough in advance** so they will be sent home with youth on the first day of school.

8. Attend and assist with the promotion and the program at the District Orientation and the District Kick-off. Provide necessary follow-up.

9. Provide up-to-date information of the unit leadership and needs to school coordinators.

10. Conduct classroom visits / rallies in each school to distribute flyers and to generate enthusiasm in the prospective new members.

11. See that a central location is secured for the report meeting on each Join Scouting Night date. **Report meetings are not optional.** Call your field director with the results every night without fail.

12. Review each Join Scouting Night envelope to ensure that the proper information is recorded, application information is complete, and the money balances before turn-in at the office. Keep council copy of registration for your use, i.e. FOS prospecting. Contents should be 100% correct before they are turned in. **It is not the job of the registrar to do your job.** Check your bins often and resolve incomplete applications promptly.

13. Ensure immediate follow-up by the unit volunteers with un-registered youth. Make sure you have a copy each den roster for each JSN

14. Update your unit leaders’ roster before turning in Join Scouting Night envelopes. Will need new leader’s information for Cub Leader training, Pow-Wow, etc.

15. Work with training team to ensure all new leaders are trained

16. Send appropriate thank you notes to key volunteers, unit leaders, and new leaders.

17. Let your school principals know how you did at Join Scouting Night via letter or personal visit in the spring and fall.
The Pack Team

There should not be just one volunteer in the pack supporting membership. Success comes from the participation of the whole pack.

Unit Membership Chairman

A unit committee position to focus on membership. The unit membership chairman position was created to support packs, troops, and crews in the unit as they strive to increase and retain members in the scouting program. The person in this position, along with the other members of the unit, will ensure access to an active, exciting, fun-filled, and adventuresome program along with association with men and women of character who care about young people.

Unit Membership Chairman Principal Responsibilities:

- Meet with the unit leaders and committee monthly to discuss membership goals and retention.
- Conduct at least two recruitment/Scouting promotion events per year to ensure unit growth using the peer-to-peer recruitment method.
- Distribute membership fliers to schools and churches in the unit’s area.
- Conduct Scouting rallies and leveraging council support when needed.
- Attend the district’s membership chair training sessions, which will focus on best practices.
- Have your unit be involved in the required amount of Adopt-a-School service or community service projects needed for Scouting’s Journey to Excellence score.
- Ensure that new youth and adult applications along with funds are completed and turned into the council service center within a week after receipt of the applications.
- Work with the unit committee to ensure the unit reaches Scouting’s Journey to Excellence gold status in membership.
- Update the unit’s BeAScout pin and follow up with leads.
- Have your unit participate in a fall and spring recruitment plan.
- Work with the district transition chair to encourage youth to transition to the age-appropriate program as they grow older.
- Have an annual customer satisfaction survey done with current Scout families.
- For resources, videos and printable documents in support of the Unit Membership Chairman
  Go to www.sjacbsa.org/membership

Pack Leaders’ Responsibilities

Committee Chairman: Conducts monthly Pack Leaders’ meeting. Ensures that adequate support is given to the Cubmaster and Den Leaders by committee members to run program. Helps Recruit additional leaders as needed. Helps plan program. Attends training.

Unit Membership Chairman: Conduct at least two recruitment/Scouting promotion events per year to ensure unit growth using the peer-to-peer recruitment method. Distribute membership fliers to schools and churches in the unit’s area. Attend the district’s membership chair training sessions, which will focus on best practices. Ensure that new youth and adult applications along with funds are completed and turned into the council service center within a week after receipt of the applications. Update the unit’s BeAScout pin and follow up with leads. Have your unit participate in a fall and spring recruitment plan.

Committee Members: Provide support by taking care of records, finances, advancements, activities, membership, etc. Attend monthly Pack Leaders’ meeting to help plan program. Attends training.


Den Leader: Meets weekly for one hour with den of 5-8 youth. Den meeting is held in Den Leader’s home, a school, or another suitable place. Den Leader determines time, day and location of Den Meeting that is most convenient for him/her. Attends training. Attends monthly Pack Leaders’ meeting.

Webelos Den Leader: Same as Den Leader except works with older Cub Scouts and conducts periodic overnight parent/son. Attends training. Attends monthly Pack Leaders’ meeting.
BeAScout.org

**How to Start:**

- Identify an individual in your unit who is good with computers and can serve as the primary contact for BeAScout.org.
  - This volunteer will be the primary volunteer responsible in your unit for contacting interested parents and explaining to them the aspects of Scouting, and inviting them to a meeting.
  - This volunteer should be familiar with any special activities that the unit participates in.
  - This volunteer should be familiar with the meeting calendar of the unit.
  - This volunteer must hold a current registration with your unit.
- Identify two other volunteers who can serve as supports for the primary volunteer in following up with interested parents.
  - These volunteers would act as the primary if the primary volunteer is out of service for a period (such as vacation).
  - These volunteers could serve as additional callers if your unit chooses, contacting interested parents after the primary volunteer contacts them.
  - These volunteers should be familiar with any special activities that the unit participates in.
  - These volunteers should be familiar with the meeting calendar of the unit.
  - These volunteers must hold a current registration with your unit.
- PLEASE NOTE
  - The top youth-interacting leader (Scoutmaster, Cubmaster, Crew Advisor), the Committee Chair, and the Chartered Organization Representative will always be able to access this tool. Choosing additional volunteers as the Primary and Support Contacts will add individuals who have access to your BeAScout management functions.
- Once you have selected your three contacts, go to [my.scouting.org](http://my.scouting.org).
  - Enter in your username and password.
    - If you do not have a user name and password.
      - Click *Create An Account*
      - Follow the prompts. Please note that in order to access BeAScout.org features, you must enter in your registration number.
      - If you do not know your registration number, contact your local council.
    - If you forgot your username and / or password.
      - Underneath the username and password fields, there are links to assist you in remembering your username .and password.
    - If you have an account, but did not enter in your registration number when you registered.
      - Log-in and click "*Update My Profile*" located on the top left section of the screen
      - Enter your registration number under *Membership Info*.
      - If you do not know your registration number, contact your local council.
  - Select *BeAScout*, located under *Unit Tools*, on the top left corner of the screen.
    - What if I don’t see the BeAScout option?
      - Is your registration number entered in your profile (follow the instructions listed above to check)
      - Are you registered as the top youth-interacting leader (Scoutmaster, Cubmaster, Crew Advisor), the Committee Chair, and the Chartered Organization Representative in your unit?
      - Has the top youth-interacting leader (Scoutmaster, Cubmaster, Crew Advisor), the Committee Chair, and the Chartered Organization Representative registered you as one of the contacts in BeAScout?
  - Your Unit’s Pin information will be displayed (*Unit Pin Management*).
    - You might have some of your information already populated in the fields if your unit participated in BeAScout.org before
BeAScout.org: Managing Your Unit(s)

- Activating your unit
  - Modes of a unit:
    - Active
      - A unit which is active, displays on the map when a prospect searches for a unit. Prospect is able to see the location of the unit, the chartered organization, as well as any other information that the unit chooses to share. Additionally, an active unit is able to receive prospects through the BeAScout.org tool.
    - Inactive
      - A unit which is inactive is not displayed on BeAScout.org. This is an appropriate setting for units which are not interested in recruiting, have specific membership requirements, or a similar situation. This unit is unable to receive prospects through BeAScout.org.
  - Council Mode vs. Unit Mode
    - Council Mode
      - A unit which is in Council Mode will only display the Chartered Organization and Address. When a prospect clicks opens up the Google Information Bubble for the unit, they are provided with the Local Council’s Name and Phone Number. If the prospect fills out their information to contact the unit, ONLY the Council is notified. The prospect’s information, however, is viewable to the unit for it to follow-up on.
      - To activate Council Mode, select Council Information under Fields Displayed On Google Pin.
    - Unit Mode
      - A unit which is in Unit Mode will also display the Chartered Organization and Address. In addition, the unit can choose to display the Alternate Description, Phone Number, Contact Person (name and phone number), and special announcements.
      - To activate Unit Mode, uncheck Council Information and select any of the other fields

- Entering the information for a Unit
  - Alternate Unit Description
    - If you enter information into this field, it will replace the Unit description shown in Unit Description.
  - Unit Website
    - If the unit has a website, this is a great place to advertise it. If the Unit does not have a website, it is recommended that this is changed to the Council Web Site.
  - Unit Logo
    - The unit may change the logo that appears INSIDE their Google bubble. The logo displayed on the map will remain consistent with the type of program the unit belongs to.
  - Primary Contact Information
    - This individual must be a currently registered member of the unit. Their name and phone number can be displayed if they elected to. The email address will receive an email notification each time a new prospect is registered by the system. If this person is not the Chartered Organization Representative, Committee Chairman, or Top Youth Interacting Volunteer, one of the previous three individuals must first set up the Pin, with the individual to be displayed chosen as a Primary or Alternate contact.
  - Alternate Contacts
    - These individuals will also receive an email when a new prospect is registered by the system. They will not, however, be displayed on the public face of BeAScout.org.
    - Please note that only individuals listed in the primary and alternate contact fields will receive emails regarding new prospects
      - However, a maximum of six people may be able to view the prospects and change the Pin information
        - COR, CC, UL, and Primary Contact and 2 Alternate Contacts
  - Unit Meeting Address
    - This field is automatically filled by the Scoutnet system. If the address is incorrect, or can be made more accurate, it should be changed to reflect the true meeting address of the unit.
  - Special Announcements
    - This is a great section for a unit to “sell itself”
    - Units should include their meeting time and day in this field as well
    - Example announcements:
      - We meet every Tuesday at 6:30 PM. We meet in the church’s basement. Go around the back, down the stairs and through the bright pink door (don’t ask us about the color).
• We just went to Alaska, and are planning a trip to Maine in two years
• Come join our SCUBA team
• We are the oldest unit in our area
• We have won the Camporee now for 5 years straight
• Our leaders are fully trained and have been providing a quality program for over 35 years combined!
• New members are welcome!
• Parents are invited to participate in activities.
  ▪ Please note that there is no review process for announcements short of the unit serving executive reviewing each unit on a periodic basis.
    o Once you are satisfied with the information for the unit, please click Save at the bottom of the page. You will receive a dialog box informing you that your changes were successfully made.

BeAScout.org: Managing Your Leads

• How To View Leads
  o Select Unit Lead Management.
  o Select your Unit
  o Ensure that the date range which is presented to you is desired
  o Ensure that the Sort by Status is All Leads

• Definitions Of The Columns
  o Edit
    ▪ If you click this link, you will be able to update the information for the lead. This is useful if you notice an error in the information that the lead provided, or if they would like to give you a better email or phone number to contact them at.
    ▪ This link should be used sparingly, if at all.
    ▪ If after contacting the lead, it is realized that another unit would be a better fit, you can use this link to unassign a lead.
      ▪ Once a lead is unassigned, your unit-serving professional will reassign it to a more appropriate unit. Please type in notes for the lead so that the unit-serving professional can most accurately assign the lead.
  o Email Address
    ▪ If you click the email address, a dialog will pop up which will allow you to send an email.
    ▪ You can only enter information into the body of the email. You can not change the to, from, or subject lines.
    ▪ Only click the send button once. The tool may not cause the box to go away or display a confirmation message once you click send.
      ▪ Click Discard to get back to the Leads page
  o Q & C
    ▪ A red flag in this field indicates that the lead has submitted a question / comment
      ▪ Click the red flag to see and respond to the comment by typing in the lowest box.
      ▪ You can only enter information into the body of the email. You can not change the to, from, or subject lines.
    ▪ Only click the send button once. The tool may not cause the box to go away or display a confirmation message once you click send.
      ▪ Click Discard to get back to the Leads page
  o No. (number) of youth
    ▪ If you click this number, you will see the name of the youth as well as the age and grade.
  o Status
    ▪ NC (Not Contacted)
      ▪ This is the original status of a lead.
      ▪ Indicates that the lead has not yet been contacted
    ▪ F (Follow Up Needed)
      ▪ This should be enabled if the lead was contacted, but no response was received (you left a voicemail or sent an email response).
      ▪ You should attempt to contact each lead at least two times before you move them to the Contacted status
    ▪ C (Contacted)
      ▪ The lead was contacted and does not require any additional assistance. They have been provided with your contact information, where and when the unit meets, and all questions have been addressed to the lead’s satisfaction
You have attempted to contact the lead multiple times at different times of the day / using multiple methods, but no responses have been received.

- **J (Joined)**
  - You have received and submitted an application for the lead

- **U (Unassigned)**
  - This will indicate if a lead has been unassigned. You cannot select this field through the lead page. You have to un-assign the lead through the *Edit* link

- **Notes**
  - If you click the *Notes* link, you will be given a form in which you can write a note for future reference.
  - You should use this field to write notes for yourself and others managing contacts. Each time you attempt to contact a lead, you should have this window open. It will list the time and day of the contact, however, you need to write your name in there if more than one person will be using.
Pack and School Associations

School associations are not always as simple as they seem. Some schools have more than one pack recruiting from them, and some packs recruit from more than one school. Remember, Join Scouting Night is an effort to recruit youth to Cub Scouting, not to one specific pack. That is one of the most important reasons we have School Coordinators.

**Schools with more than one pack:** Follow the plan as laid out, with the school coordinator doing the presentation. Leadership from all packs should be there with displays, calendars, etc. and should be willing to be on hand to assist registering the youth. The primary objective is to get the youth registered in Cub Scouting. After the family has decided to join Scouts, then the School Coordinator can assist them in deciding which pack at the school to join.

**Packs that recruit from more than one school:** Every elementary school should have its own Join Scouting Night. Parents should never be directed to attend a Join Scouting Night at another elementary school. This may mean some packs have more than one Join Scouting Night.

**Schools that do not have a pack:** Every effort will be made by the district membership team to start a new pack at a school that does not have an existing pack. If this is not possible, then families will be directed to a nearby pack.

If for some reason a family cannot join the pack that is represented at the Join Scouting Night, the School Coordinator will link them to another pack in that area.
Principal Visits

In order to build and maintain a strong relationship between School Principals and Scouting. Scouting professionals, district leadership, and unit leadership should work together to ensure that our principals know how important Scouting is to the families in their Schools. Each DE should work with the membership team and unit leaders who are associated with each school to coordinate multiple visits throughout the year to maintain a good relationship. Volunteers and professionals should be aware of each others efforts and should coordinate to avoid confusion and redundancy.

**Timeframe:**
While consistent communication is crucial to maintain good relationships. Every principal should be visited at least once during the summer. A thank you letter should be written after the JSN that specifically mentions how many families have joined the pack.

**Sample agenda for a principal visit:**

1. Update on the pack (how many children, who are the leaders, community outreach, exciting activities, show pictures)
2. Involve the principal: invite to a major event- a pinewood derby, arrow of light ceremony, Blue and Gold ceremony, family picnic
3. Discuss:
   a. Flyers- how often can we do it, how should we bundle them, are there any restrictions we should know about
   b. Posters
   c. PTA announcements
   d. How do we get pack activities listed on school/PTA calendars
   e. Tables at open houses, back to school nights
   f. In scheduling a JSN, are there any school events we should be aware of
   g. Who should we contact if we have any trouble that night (doors are locked, bathrooms are locked, etc.)
4. What can we do for you? Are there service projects the pack can do for the school? Flag raising? Etc.

**Recognition:**
Bring some token of thanks with you. Popcorn or Peanuts and a little card from kids in the pack go a long way. You may want to bring enough to give the “gatekeeper” some as well.
Organizing a Virtual Join Scout Night

Picking the Virtual JSN Date:
1. Not on a pack meeting night.
2. Not on Back to School Night (some packs find it helpful to have it a few days after Back to School Night so they can hand out flyers).
3. Know and consider the timing of the School’s E-newsletter. This is a virtual announcement that gets sent to all the parents in the school.

Marketing Items:
1. Use the attached E-Newsletter announcement or create your own to share with your School E-Newsletter. The first one we share is like a flyer and the second is shorter for ease of implementing in a school newsletter or with the PTO.
2. Create an event on Facebook or have the Council/District do one for you to share/spread the news through geo-fencing.
3. Use neighborhood email lists and platforms such as NextDoor to market your Virtual JSN.
5. Post signs with QR Codes that can be posted in public places where families can be walking. Free QR codes can be found here: https://www.the-qrcode-generator.com/

Schedule a Virtual Meeting:
Virtual Pack meetings can be done through platforms such as Zoom, Facebook Rooms and Google Meet. Both are free and have some limitations. Be sure you or the volunteer preparing for the meeting is familiar with virtual meetings before conducting your own.

Virtual Meeting Presentation:
The Virtual Meeting is like a “Plug and Play”.
1. Download “Pack JSN 2020” from www.vahcbsa.org/membership. This is a PowerPoint Presentation with everything families are looking for when considering joining.
2. Once you have downloaded the PowerPoint go through it and PLUG in the details for your Pack such as: Leaders names, planned pack programs (examples are given in the presentation, but you need to replace them), Pack/Den photos. The PowerPoint is very general, and you have the authority and power to edit and change to meet the needs of your unit. It is a template to
3. The Presentation is YOUR JOIN SCOUT NIGHT. Running the presentation should only take 30-40 minutes.
4. Zoom Tips:
   • When sharing your screen be sure to check two important boxes to enable audio and marking your presentation as a video. This will allow participants to hear and see the embedded videos smoothly.
   • When scheduling the Zoom be sure to enable the “Waiting Room” feature so that you can start the presentation when the presenter is ready.

When parents come to a Join Scout Night they are looking for a quality program. The pack leadership should develop their calendar, identify any gaps in leadership, and plan an outdoor activity, whether virtually or as a group depending on self-distancing restrictions, for the pack within the first month after Join Scouting Night.

Hold your Virtual Join Scout Night
Start the meeting 10-15 minutes early to allow families to connect online. Some people are not well trained in Virtual Meetings so be prepared to mute participants if there is a lot of background noise. Also give yourself an addition 2-5 minutes after the initial start time to allow families to still join in.

PLAY and Review the presentation with your families. Make sure to ask if families have any questions. At the end of the presentation let parents know that you are emailing the youth and adult applications to them. These are available for download at www.vahcbsa.org/membership. They are fillable PDF applications and can be processed at the Scout Service Center with an email approval from the unit leader.
Organizing an In-Person Join Scout Night

Picking the JSN Date:
The district executive should work with the membership team to determine the Join Scout Night dates for every elementary school in the District. Some things to consider:

4. Not on a pack meeting night
5. Not on Back to School Night (some packs find it helpful to have it a few days after Back to School Night so they can hand out flyers)
6. Early in September- the second week of school is ideal. If you wait until later in September many children have already signed up for other activities
7. Flyers- if your school only sends flyers home on pre-determined dates, make sure that your Join Scouting Night is a couple nights after the flyer date

Pack Program and Leadership:
When parents come to a Join Scout Night they are looking for a quality program. Over the summer the pack leadership should develop their calendar, identify any gaps in leadership, and plan an outdoor activity for the pack within the first month after Join Scouting Night. An assessment of the pack leadership should be returned to the district JSN team by August 15th (see next page).

BeAScout.org:
BeAScout.org is a website where prospective parents can find units within their neighborhoods. Each unit has a “unit pin” that can be updated with contact information and upcoming unit events. This website is being widely distributed on all promotional items (flyers, yard signs, posters, print advertising, television, radio, etc. It is imperative that packs ensure their information is current. See page 40 on how to set up your unit’s pin.

Marketing Items:
A flyer request form can be found on page 23. It can also be downloaded from our website (www.VAHCBSA.org). This form MUST be approved by your district executive to avoid duplicate printing request. Posters, yard signs, and bookmarks are also all available- request through your membership team.
Join Scout Night: Preparation, Execution and Follow-up

Preparation:

What to bring:

1. Den Rosters
2. Applications
   A. Youth
   B. Adult Leader
3. Parent Orientation Guides
4. String if you are telling the “string story” see pg 39
5. Boys Life Magazine “Mini-Mag”
6. Trail’s End Popcorn Information
7. Games and activities for youth
8. American and Pack Flag
9. District Training Flyer
10. Signs to direct parents to the right room
11. Leader Training information sheets
12. Pens
13. Change (Currency & Coins)
14. Pack checkbook (to turn-in registration fees with youth applications)
15. Invitation to Parent Orientation
16. Pack 3-month activity calendar
17. Sample youth and leader books
18. Calculator
19. Scout Shop Catalog
20. Tape
21. Pack displays
22. Building use Permit
23. Contact of custodial staff or someone to call if building is locked
24. Table tents (1st grade, 2nd grade, etc.)
25. Pack Leader Role Info sheet (pg. 34)
26. Tiger, Wolf, Bear Books
27. Sample Cub Scout uniform
28. Pictures, crafts, decorations to make room look good and demonstrate pack activities

And enough help to make the night fun and well-organized!

- Den Leaders
- 2 Cub Scouts
- Den Chiefs
- Unit Commissioner

Before you leave Home:

- Prepare your JSN displays
- Call the school (the day of) to remind them about Join Scouting Night
- Put on your complete uniform
- Practice your presentation and review the agenda
- Ensure items listed above are assigned to someone to bring

When You Arrive at the School (School Coordinator):

- Arrive by 30-40 minutes early
- Take a copy of the school permit (if needed)
- Spread out your materials and set up room properly (put table tents up)
- Check with the other Join Scouting Night personnel and the unit leaders on their responsibilities
- Set up your displays
- Pack representatives put up any displays they have
Execution:

School Night Agenda

I. Pre-Opening – 30 minutes before the opening – School Night Coordinator
   A. Have the pack set up displays (picture boards, pinewood derby, awards, crafts, etc.). Put School Night posters on entrance doors nearest parking area with directions to the meeting room.
   B. Be prepared with pre-opening activities to keep youth and parents involved.
      1. Meeting can be killed quickly with uncontrolled running, shouting, and horseplay.
      2. Use the following suggestions to keep the crowd under control.
         a. Have parents and youth stay seated together.
         b. Sing songs.
         c. Have games
         d. Perform skits
   C. Have table tents and den flags to tell people where to sit (by grade). Make sure to have plenty of pens at each table so parents can fill out information.
   D. Utilize current adult leadership to keep youth and parents in assigned room and out of the halls and other areas.
   E. Have parents fill out the den roster completely as they arrive.
   F. Distribute Boys' Life Mini Mags, and any other pack information as people arrive (do NOT give out the applications yet).
   G. Have parents fill out den roster sheet after they are seated at the correct table (by grade). This will be used by the Den Leader to find out who is in their den and to make sure they are contacted about the first Den meeting.

II. Opening – 10 minutes – School Night Coordinator
   A. Start on time!!!
   B. Opening Ceremony: invite ALL youth up. Show cub scout salute. Have current cub scout lead Pledge of Allegiance.
   C. Our mission tonight – organize for FUN!
      1. List 5 key cub scout events this year.
      2. Ask for a show of hands how many want to have that kind of fun.
      3. Tell them we are going to work with the grown-ups to make cub scouts FUN!

III. Recruit Adults – 25 minutes – School Night Coordinator
   A. Have several of the current leaders take the youth to play game (either in a completely separate room or outside).
      They can even work on some of the requirements for the Bobcat badge.
   B. Set the benefits firmly in sight
      Cub Scouts will connect you to other families – all of whom want ONE THING: for their sons to be successful in life.
      Cub Scouts will help you do that by connecting you with more adults who care about your son and giving you an age appropriate set of skills to
   C. Set the stage to get their help (the object is to get them excited about the fun and opportunities of being a leader, and set their mind at ease concerning the time involvement and difficulty). Suggested phrases are:
      1. Many of you tonight will have the opportunity to be leaders.
      2. Many people don’t volunteer because they are: Not interested – Don’t have time – Don’t know how
      3. Counter these reasons with:
         a. We know you are interested or you wouldn’t be here.
         b. Out of 168 hours in the week, you can surely find a few hours to spend with your son and his friends
         c. We find time for what’s important to us.
         d. We will show you what to do through proper training
   D. Explain Jobs – As parents, you have a choice
      1. Den Leader: (Pack and Den Meeting Resource Guides) This is a real opportunity to get to know your son.
         If all you do is follow the program outlined in the Program Helps, you will have a good meeting. As a den leader, you will receive these in your Scouting Magazine. They take a 1-hour meeting and break it down into 7 parts and tell you exactly what to do each week. You meet at your convenience (including the time, location, and day of the week) – this is one of the benefits of being the den leader.
      2. Assistant Den Leader: Helps at Den meetings. Two-deep adult leadership is required at all meetings and outings.
      3. Parent Committee Members: The Pack committee is the administrative body of the pack. They determine such things as finance, policy, leadership, transportation, records and outings, as well as helping plan pack meetings.
   E. Motivate (can use other motivating stories here as well—see page 39 for "string story") Look at your son – if he is 8, 9 or 10; he has already spent ½ of the time he is going to be at home with you. (Show car keys – but will he be ready to handle these?) Now is the time he needs you to be teaching him important things. Now, you, his parent are most important and influential person in his life. In just a few short years his peers will gain more and more influence. I’ve never heard a parent say, “I wish I had never gotten involved in Cub Scouting with my son”, but I hear many say, “I should have taken more time with him when he was young.” OR have a current den leader talk about why they agreed to be a den leader, “Last year I was sitting where you were...”
   F. I’m going to leave you so your group can determine the best person to serve as Den Leader, Assistant Den Leader, and members of the Parents Committee for your Den. For your son’s sake, this decision must come from your den. When you have reached this decision, let me know and we will register the leaders and youth.
G. Leave Them. Don’t stand around to answer their questions or you will delay them choosing leaders. If they have questions, answer them briefly and leave the area. In the event a den can’t find the leadership, try this – “I realize you are having difficulty, perhaps all of you work, or have small children, or work shifts. I can’t solve that problem for you. For your son’s sake, please try one more time to solve your problem. Perhaps all of you will have to work as assistants. See what you can work out and I’ll check with you in a few minutes. Only as a last resort, try to place these Cubs in other dens. No den should take more than 8 Cubs. If after 10 minutes they still haven’t decided, ask them to stay after, and move the meeting on.

H. Recognize Leaders. As leadership in secured, write down name of den leader and their child’s name for them!

I. Kids: Have the kids come back into the room. Again, recognize those parents who are den leaders (it is nice to have their child present them with a pack hat or t-shirt). Have kids show-off what they have learned in the other room (a cheer, song, skit, arts and crafts, etc.)

J. Registration (Have new den leaders lead, with help from several current Pack leaders!)
   1. Make sure that all checks are made out to “BSA” so that at the end of the evening the School Night Coordinator can leave with enough money in hand to cover registration and Boys’ Life.
   2. Count money and applications. Give Cub Scout applications to the new Den Leader (do not hand out Cub applications before a Den Leader is selected). Ask the Den Leader to get all of them completed with the registration fee and Boy’s Life fee (if wanted by the family). Ask him/her to put den number in top left-hand comer of application. The Den Leader gives the top sheet of the application to the new Cub Scout to start working on the Bobcat requirements.
   3. The new Den Leader needs to make sure that the Den roster is filled out completely (including names, numbers and emails). He/she keeps the white copy and gives the other three to the Cubmaster.
   4. Collect the above information from each den.

IV. Before they leave
   A. Parents: Parents should leave with phone number/e-mail of den leader and Cubmaster/JSN coordinator, the date of the parent orientation, and the date of the first den meeting. All registration forms, and money should be turned in
   B. Den Leaders, Assistants, Committee Members: Should stay after and complete adult application and discuss training dates, times and places.
   C. Give all completed youth applications, a copy of the den roster and money to the District Executive or School Coordinator. All of this paperwork should be taken to the nightly district drop-off. The pack should keep a copy of the applications and a copy of the den roster. If youth are found that signed the den roster and did NOT turn in an application, they must be called and asked why they did not sign up.

Follow-up:

Remember to turn in all completed youth applications to your District Executive.

Pack Leadership and Parent involvement

Cub Scouting is a family program and a healthy pack operates with many adults sharing different leadership responsibilities. Recruiting new adult leaders is just as important as recruiting new youth members into a pack. Enthusiastic, trained leaders make all the difference!

1. Parent Orientation Meeting
   Shortly after the School Night each pack should plan to hold a meeting for parents. This should be a separate meeting, for adults only, a week or so after the Join Scout Night. The Cubmaster plans and conducts the parents meeting with the help of the pack trainer and pack committee. Other leaders may also be involved, and the unit commissioner and a chartered organization representative should be invited. The meeting should include a review of your pack’s operations and calendar, as well as a discussion of family responsibilities and an additional recruiting effort of parents to help fill existing leadership needs.

2. New Leader Training
   Leadership positions that are needed for the coming year should be addressed at the pack School Night. All adults in attendance should be given the opportunity to serve in a leadership position. Cub Scout and Webelos Leaders are considered trained when they have completed This is Scouting, the Cub Scout Leader Specific training for their position and Youth Protection training. Webelos leaders are also encouraged to attend their appropriate outdoors course.

3. All leaders must complete Youth Protection Training prior to registration
Training for New Cub Scout Leaders

**Youth Protection Training:** In an effort to protect our youth, all registered leaders are required to take Youth Protection Training. This training provides insight into recognizing signs of child abuse, BSA policies which ensure our youth and adult members’ safety, and reporting suspected abuse.

ALL leaders must print and provide a certificate of completion for Youth Protection Training with their adult registration form in order to become a registered leader.

**Leader Specific Training:** Provides new leaders with the knowledge and resources they need, specific to their position (Cubmaster, Assistant Cubmaster, Den Leader, Assistant Den Leader, Pack Committee, Chartered Organization Representative).

All of the Training Courses Listed above is online:

My.Scouting.org

Set up an account. After you are registered, you can link your account with your member ID to have your records updated automatically.

**Forms, Documents and Resources:**

(In order on the proceeding pages)

1. Principal Visit Worksheet
2. Leader Assessment
3. Scout Pack Adult Participation Form
4. Sample Principal Thank You
5. “A Child’s Eyes”
6. “What to do if…”
7. “The String Story”
Principal Visit Worksheet (Part 1)

**Items to have ready before the meeting:**

School: ___________________________  Date: ________________

Principal: _________________________  Volunteer: ____________

Pack that meets at school: ___________  Leader: ______________

# of youth in pack: ___________  # of Adults: ______________

Day Camp: ___________  Camp Shenandoah: _____  Other: _____

Other pack activities: ________________________________________

Scouting for Food info (how much, where it went, etc): __________

Other Community Outreach (any with school?): ___________________

Restrictions or challenges from school in prior years that should be discussed: __________

Are there parents involved in the pack that are also active on the PTA, school booster, etc.? __________

__________________________________________________________________________________________
Principal Visit Worksheet (Part 2)

_Items to address during the meeting:_

**JSN Date**
Are there school events that we should avoid?
Who should we coordinate with?

**Promotion:**
When do flyers go out?
How should they be bundled?
Can we hang posters in the school?
Can we put yard signs up (ensure they will be taken down promptly)
Can we visit the First and second grade classes?
At gym?
At lunch?
At recess?
Can the youth lower and raise the flag on Join Scout Night day at the school and wear their uniforms?
Can we do announcements over the PA?

How do we get pack activities listed on school/PTA calendars?
Can we set up tables at Back to School Night or Open houses?
Are there any service projects that the pack can do for the school?
Do you have any questions or is there anything else we can do for you?
Pack Leadership Needs
(Complete and return to your district JSN Chair)

Pack No. __________

**Pack Leaders Continuing from Last Year Are:**

Pack Committee Chairman

___________________________________________

Committee Members (minimum of 2)

___________________________________________

Pack Trainer

___________________________________________

Cubmaster

___________________________________________

Assistant Cubmaster

___________________________________________

Tiger Den Leader  Den Leader__________________________

Assistant__________________________

Webelos Den Leader(s)

Den 1  Den Leader__________________________

Assistant__________________________

Den Leaders (one per 5-8 youth)  Den Leader__________________________

& Assistant Den Leaders

Den 1 _____________________________

Active Youth in Den 1____ Assistant__________________________

Den 2  Den Leader__________________________

Active Youth in Den 2____ Assistant__________________________

Den 3  Den Leader__________________________

Active Youth in Den 3 ___________ Assistant__________________________

Den 4  Den Leader__________________________

Active Youth in Den 4 ______ Assistant__________________________

Den 5  Den Leader__________________________

Active Youth in Den 5 _______ Assistant__________________________

Den 6  Den Leader__________________________

Active Youth in Den 6 ______ Assistant__________________________

PACK MEETING DATE________________TIME__________LOCATION________________
SCOUT PACK ADULT PARTICIPATION FORM

For over 75 years parents have made Cub Scouting an enriching experience for their youth. We need your help to provide the best Cub Scout program for your son. Your involvement ensures that our pack will be a quality Pack. By volunteering for 100 points you will aid in ensuring that your gets a great Scouting program. Thank you for your support.

# POINTS  POSITION DESCRIPTION

100 ___ DEN LEADER OR ASSISTANT – attend basic training, monthly committee meeting, monthly Pack meeting and run weekly den meetings. Complete adult registration form & fee.

100 ___ TITLED COMMITTEE PERSON - attend basic training, monthly committee meeting, monthly Pack meeting and perform titled job (i.e. treas., sec., etc.. Complete adult registration form & fee.

80 ___ COMMITTEE MEMBER AT LARGE – attend basic training, attend at least four (4) monthly committee meetings, monthly Pack meetings and serve on at least one (1) Pack subcommittee. Complete adult registration form & fee.

SUBCOMMITTEE MEMBER – attend specific committee meeting(s) for specific event(s). Assist in organization and task work for event. No registration or fee. Choose specific events from list below.

60 ___ DAY CAMP LEADER VOLUNTEER – June or July one (1) week. Attend Day Camp training, register and supervise eight (8) youth through one (1) week of activities during the day.

40 ___ BLUE & GOLD BANQUET COMMITTEE – January and February.

40 ___ PINewood DERBY COMMITTEE – 1st Quarter of the Year (model car race)

40 ___ PARADE COMMITTEE – Holiday parades throughout the year.

40 ___ POPCORN SALES COMMITTEE – September through December.

20 ___ SCOUTING FOR FOOD COMMITTEE – Fall.

20 ___ FOOD SERVICE – Serve food or attend concessions at selected dinners.

20 ___ BOOTH & EXHIBITS – Volunteer two (2) hours in a booth at an exhibition.

20 ___ SPORTING EVENTS – Volunteer to organize and supervise a pack athletic competition.

I PLEDGE MY SUPPORT TO CUB SCOUTING AND THIS PACK.

PARENT SIGNATURE _____________________________ DATE ________________

PHONE _______________ EMAIL __________________________________________

TOTAL POINTS _______ CHILD’S NAME _____________________________________

If a situation arises and you can no longer help, please contact your Den Leader or Cubmaster.
July 21, 2020

School
Sir First Last
Address
City, ST, Zip

Dear Name;

On behalf of the _______ District and the Virginia Headwaters Council, Boy Scouts of America I wanted to take moment to say thank you! Because of your support and belief in what the Scouting program has to offer our youth, we saw over _____ new families join Scouting throughout ______ County.

You have helped families in your community become more aware of Scouting by allowing us to:

- Distribute flyers
- Display Yard signs
- Make announcements
- Conduct classroom pep rallies

The result is that approximately _____ new families have joined Scouting in your local Pack. Attached you will find a listing of parents from your school who have enrolled as Cub Scout Leaders.

I like to think that Family, School, Church and Scouting working together will help give our youth the edge they will need to become the future leaders of this great country.

I hope we can count on your continued support for years to come. Thank once again for believing in Scouting.

Sincerely,

___________________
“A Child’s Eyes”

“I’d like to be a Cub Scout”…(their eyes were clear and true)
“I’d like to learn, and play and build, like Jim and Susie do.”

“I know how to use a hammer; I can drive a nail if I try…
I’m eight years old, I’m big and strong and hardly ever cry.”

I hand them the application and parent-participation sheet
(Their eyes were filled with sunshine as they left on dancing feet.)

Next day my friend was back again, a little dejected to be had,
“I guess I’ll skip the Cub Scouts.” (their eyes were dark and sad.)

“My Mom is awfully busy, she has lots of friends, you see,
She’d never have time for a Den, she hardly has time for me.”

“And Dad is always working…he’s hardly ever there;
To give him any more to do just wouldn’t be quite fair.”

They handed me back the papers with the dignity of eight years,
And smiling bravely left me. (Their eyes were filled with tears.)

Do you see your own child’s eyes as other people may?
How they look when you’re “too busy” or “just haven’t the time today”?

A child is such a special gift…why don’t you realize
It only takes a little time to put sunshine in their eyes.

You say, “I’ll start tomorrow but tomorrow is far away.
They are a child for such a short time, so won’t you start today?
What to Do If...

- **The school is locked.** If you don’t know where to go or to call to get a key, hold the meeting in the parking lot or at any nearby facility. If that won’t work, get everyone to fill out an attendance card and tell them they will be contacted shortly to re-conduct Join Scouting Night.

- **Your Join Scouting Night partner (Coordinator or Organizer) doesn’t show up.** Using this check list, do your best to fill in for him/her and go ahead with Join Scouting Night. If you don’t have a bag of materials, be sure to get everyone’s name, address, etc. Scramble…be flexible!

- **The pack and/or troop representative doesn’t show up.** Go ahead and conduct Join Scouting Night, recruit leaders, and collect the applications and fees. The pack/troop will receive their copies of the application later.

- **A child shows up without a parent or adult.** Ask another adult to help them fill out an application. Send application, parent’s guide, pack leadership contact info, and a note of the next meeting time home to his/her parents. Explain in the note where the parent needs to sign and ask that they contact either the den leader or the Cubmaster to ensure their son/daughter gets signed up.

- **The parents don’t have any money with them.** Have the youth fill out an application and ask the Den Leader or Scoutmaster to keep it. Tell the youth to take their fees to their first meeting.
**The String Story**

Make sure you review prior to the meeting. Don’t read this in front of the group- tell it as a story- make it your own.

**Materials:** Bring scissors and string.

**Setup:** before meeting. Using a string about 80 inches long, Mark it @ 7 inches, 13 inches, 16 inches, 18 inches, 25 inches, 30 inches, 33 inches, 40 inches

**Directions:**

1. Begin by picking two people in the audience to help. Have them hold the two ends of the string and stretch it out.

2. **Read:** "Let's pretend this is your sons life. Every inch represents one year. Right now he is about 7 years old. (show the audience where the mark @ 7 inches is). In just a couple years he will be a teenager. (show where 13 inch mark is). Soon he will be driving. (show where 16 inch mark is). A little bit later he will be 18, old enough to join the military or go to college. (show where 18 mark is). Here he will be old enough to drink. (show where 21 mark is). When he is 25 he is beginning his career or maybe he is graduate school. (show where 25 mark is). Let's say he gets married at 30.(show where 30 mark is) and here, a couple years later he has a son. Congratulations, you are a grandparent!(show 33 mark). Here is where your grandson is 7.(show 40 mark) Your son is now sitting where you are, trying to raise his son to be the best he can be.

Time goes by pretty fast when you look at it like that- all those decisions your son has to make and what a relatively short time you have with him to build the foundation of his character. You want to make sure he is armed with the skills to be a good father and husband. (go back to the 30 mark). When he is starting his career you want him to have the confidence to choose something that he will find fulfillment through. (show where 25 mark is). By the time he is 21 he needs to know how to make smart decisions, even if his friends aren't (go to 21 mark). If he goes into the military he will be a leader of men (go to 18). When he begins to drive, his judgment will be constantly tested. (go to 16).

And we know that by the time he is a teenager (go to 13) his friends will replace you as the major influence in his life. (take the scissors and cut the string @ the 13 mark). Already 7 years have passed (cut the string at the 7 mark.

Hold up the small piece that was between the 7 and 13 mark. )So even though our children have their whole lives in front of them, we have just a few more years to make an impact before they start having to make important decisions without us. This time is crucial in your sons life. As a den leader you will be creating memories he will never forget. And just as important, neither will you...."
Profile of the Council:

We represent 13 counties of Rockingham, Pendleton (W.V.), Albemarle, Fluvanna, Greene, Louisa, Madison, Orange, Alleghany, Bath, Rockbridge, Augusta and Highland. This includes the cities and towns of Harrisonburg, Charlottesville, Buena Vista, Covington, Clifton Forge, Lexington, Staunton and Waynesboro.

We have 1,692 Cub Scouts and 57 Cub Packs