



7 Habits to Highly Successful Join Scouting Nights & Cub Scout Recruiting!

- Determine the Pack Membership Goal/Projection:** Why is this important? Join Scouting Nights (JSN) help form new dens in your Pack and help fill open volunteer positions - like new den leaders and unit committee volunteers. Does your pack need a new Tiger Den, Wolf Den, Bear Den or Webelos Den? Sometimes we forget how many families and boys are represented at each school. JSN's serve as a tool to reach out to more young men and families and invite them to join Scouting! Your District Executive can provide you with the data of "Total Available Youth – Boys Only" (TAY) per grade level for your elementary school. This data can help serve your Pack committee by setting a membership goal that will help clarify "the win" for your recruiting needs this fall season.
 - Another reason why to set a goal/projection is to let the district know how many Rockets to set aside for your Pack to give out to all your new Scouts at your JSN night. (Every new Scout who joins in September 2016 will receive a FREE ROCKET!!!)
- Location:** Host your "Join Scouting Night (JSN) at your elementary school cafeteria. If your pack recruits from more than 1 school, hold a Join Scouting Night at each elementary school cafeteria that you recruit from. It's all about location, location and location! The school serves as the best common and neutral location for all interested families.
- When:** A Join Scouting Night is a stand-alone and separate meeting held outside of your school's Back-to-School night and monthly Pack meeting. Why? We have discovered that creating a stand-alone Join Scouting Night there are less distractions and they create better service and ease to new families. We have found that the best days to hold a Join Scouting night is on a Tuesday, Wednesday or Thursday evening.
- Promotion:**
 - Distribute your Join Scouting Night flyers on your folder day at your elementary school 1-2 weeks before the Boy Talks and JSN Night
 - Place Join Scouting Night posters in key places at the elementary school
 - Place Yard Signs around the elementary campus near high traffic drop-off and pickup areas and high visibility locations
 - Boy Talks – should happen at each campus in classrooms, morning assembly or lunch period – ideally the day of or the day before your Join Scouting Night – Bring the enthusiasm and excitement in your Boy Talk delivery!!!
 - Buddy Cards – For young men who are already Scouts, they can earn a special patch for Join Scouting Night by bringing a buddy and serving as a **Recruiter**.
 - Every new scout that signs up in the month of September 2016 will receive a Free Rocket!!
- The Program of the "Join Scouting Night:"** The program should be no longer than 60 minutes max. Think of it as a parent sign-up orientation.
 - When families arrive at the Join Scouting Night, hand them a youth and adult application and ask them to begin filling it out as everyone gathers and sits down.
 - Have a planned activity for the new scouts outside or in the gym; while you talk with the parents inside the cafeteria
 - Have a brief overview of your program with contact information, calendar, next Pack meeting date, etc.
 - Don't get lost in the weeds of scouting or oversell the program. They are at your JSN night, which means they are already sold. They will learn all the scouting terminology, history of scouting, and details as they go. Keep the JSN night light, fun, and moving!
- Turn-In Youth Applications:** At the end of your JSN Night, be ready to receive all youth applications with payment to hand over to a district volunteer or the district executive.
- Schedule A Second Round of Joining Opportunity:** Scheduling a second round of joining opportunity can be a repeat of the traditional Join Scouting Night at the school campus cafeteria. But some packs, use this to put a personal touch by having it at a different location, like the park or another already scheduled activity. The second round of joining opportunity takes place in late September or early October after their first Join Scouting Night at the school campus cafeteria in early to mid-September. Families may need a second opportunity for lots of reasons: a reminder that we are here, showcasing the fun we have, or the weather was bad during the first round, etc. No matter; every family deserves the chance to join Scouting.