

JOIN SCOUTING NIGHT



Fall Join Scout Night Timeline

By dates

May 15	Contact all Superintendents to approve Principal meetings
May 15	Recruit and confirm all Fall Unit Membership Champions
June 15	Conduct District Join Scouting Night Unit Champion training
June 30	Contact each Principal to get on calendar
Aug. 21	Secure Join Scouting Night turn-in locations
Aug. 21	Principals meeting conducted
Aug. 27	Join Scouting Night distribution (and second round training)
Sept. 11	All first opportunities to join conducted
Sept. 14	First opportunity applications submit (Recommended that applications be submit within 3 days of joining)
Sept. 25	All second join opportunities conducted (Recommended to be 2 weeks after first join opportunity)
Sept. 28	All applications turned in
Oct. 2	Handwritten thank you notes sent out

Promotion

There are countless ways to tell families about the opportunities boys will have in Cub Scout Packs. This is by no means a complete list. If there are additional recruitment tools that your pack uses, please share those so that other packs can consider using those invitation methods in the future. Below are some of the best proven methods of inviting families to join your pack. There are *must have* ideas that always work and the District Executives are prepared to help with, and *great extras* that also work well, but will need to be done by your pack more than the *must haves*

MUST HAVE:

Yard Signs:

Two yard signs will be given for each school. Many packs save these year after year for additional coverage. They can be placed by the front doors, in the pickup line for parents, anywhere high traffic (for parents). Maybe the neighbor across the street from the school would let you place these in their yard? **It is recommended that these signs go up at least two weeks before the Join Night.**

Posters:

Two posters at each school. Should be put in school as early as possible placed in a high traffic area. Consider hanging the poster at a height that youth will see, and not quite level to draw the eye. **Put these up when you place the Yard Signs.**

Flyers:

Two rounds of flyers at each school with the date, time, location, and contact information for the Join Scout Night are the first way most parents hear about their son's opportunity to join. **The first round should go out the first week of school. The second round should go out the week before the rally.**

Boy Talk:

Boy talks are an opportunity to visit with and talk to the kids about the fun of Cub Scouts for about a minute and a half. Through your District JSN Coordinator, your District Executive can be asked to come to the school to help with this. Boy talks can be done in many formats: in the lunch room, at an assembly, or the best is in each classroom. Remember to bring an old pinewood Derby Car or model rocket so you can show the boys some of the fun activities they will be doing this year. **This should be done one or two days before the Join Scout Night.**

Stickers:

A reminder sticker with the date, time, location, and contact person for the Join Scout Night is our last point of contact for first Join opportunities. **Stickers should be passed out the day before or day of the Join Night.** This can be done during the boy talks, but some schools will pass the stickers out the next day for us for more days of contact leading up to the Join Night.

Great Extras:

Back to school nights:

Have a table. This is a good chance to answer questions from parents. You could even take applications that night. Have a table in the hallway with pictures from your pack to show the fun families have.

Peer to Peer:

Boys want to be a part of something that their friends do, and they want to be invited. **Buddy Cards** can be made for your pack for existing Scouts to personally hand to other boys inviting them to join. A **Uniform Day** is a great way for Scouts to show that they are present and provide a visual reminder for other boys to attend the Join Night.

School email/constant contact/directory lists:

More and more schools are using email flyers for families. See if you can add our flyer there! Many schools also have class phone lists; a call from an existing Scout parent can really help a new family feel invited to join.

Sidewalk talk:

Volunteers with something to catch the attention of the boys as they are leaving school from being in uniform, to having a tent set up on the grass, will remind the boy's families about the Join Night and prompt parents to ask any early questions before the Join Night. Talk to the families as they visit the tent and invite them to the rally. Give them an extra flyer or sticker when they visit you.

Chalk message on sidewalk:

"Join Cub Scouts tonight" written wherever possible.

PTA meetings:

Great opportunity to let the parents know the benefits for their son.

Get the (written) word out:

Press release should be given to local newspapers the week leading up to the rally. Most packs are sponsored by a church; often there is space in the bulletin to promote events.

School and business marquees:

Anything that has a place to display information in the community is a place to promote Join Scouting Night.

Pack leadership volunteer day:

The pack leaders arrange with the Principal to come to the school (in uniform) to do things as simple as opening the doors for the kids. Just be seen!

What types of volunteers are needed?

Each school needs to have a complete team of volunteers to make sure the rally is a success. It is important for families to have a joining opportunity at their school, rather than a neighboring school, a park, or a church, so they feel welcome. The current families in your pack should provide most of your manpower.

If your pack can't find volunteers to host a join night at a school, contact your District Executive as soon as possible, so that they can begin working with district volunteers to arrange a new Cub Scout Pack to serve those youth.

Unit Membership Champion:

This member of the Pack Committee serves the year round role of helping grow the pack. For Join Nights, the Membership Champion works with the Committee Chair and the District Membership Chair to put together Join Scouting Night goals at each school.

School Coordinator:

This person has the overall responsibility for the individual School Night activities at one school from which the pack recruits. This person runs the school night program, coordinates with the school for distribution of promotional materials, and ensures access to the school for boy talks and the Join Scouting Night.

Registration Coordinator:

This person assists in the den registration process and assures that new boy and adult applications are turned in. Plus, any other duties assigned by the Coordinator.

Boy Talker:

This person is available during school hours to visit with the boys and get them excited for all the fun that Cub Scouts holds for them. This is a high energy position and, for many young men, the face and excitement that set their expectations for Scouting.

Extra Help:

There are always more people needed for help, and having a strong showing of parents at the Join Night shows that there is an expectation that families are involved right from the start. Consider what additional roles your Pack would benefit from having present.

Consider the following:

Den Organizer: Answer new leader questions and prepare them for den meetings until they have an opportunity to attend training and a Pack Committee meeting.

Activity Leader: Lead an activity for boys while parents are meeting and planning.

Den Chief: A Scout from a nearby troop to help show the results of our program to new parents.

Sample First Opportunity Join Night Agenda

- 6:50-7:10** **Gathering and Greeting**
Greeters meet boys and adults
Give them a name tag
Guide them to their tables (each grade should be at a different table)
Provide a “gathering game”
- 7:10-7:20** **Opening Ceremony**
Introduce pack leadership
Explain and demonstrate Scout salute
Conduct a short flag ceremony
- 7:20-7:35** **Cub Scout Activity**
All current and new Cubs line up to do an activity
Several current leaders go with scouts to teach them the Cub Scout Promise, Cub Scout Sign and Motto
- 7:20-7:35** **Explain parent involvement (while boys are doing activity)**
Brief overview of Cub Scouts (den meetings, pack meetings, Advancement, etc....)
Explain parent involvement and why it is important
Emphasize that Cub Scouts is a family activity
Answer general questions for new families
Fill out applications and recognize new adult volunteers
- 7:35-7:45** **Youth Return and share new Skill**
Cub Scouts return and recite a Bobcat requirement together in the front of the room, then teach their parent the Scout Handshake
Collect applications and present youth with joining incentive item
Close with a brief flag ceremony
- 7:45-8:00** **After the Meeting**
Answer individual, or specific questions for families
Visit with new Den Leaders to add important pack dates to their calendars

****One hour maximum****

How is a second Join opportunity different from the first opportunity?

Just like us, the families interested in joining Scouting already have very busy schedules. And, like us, they cannot make it to every activity or opportunity that presents itself for their kids. And even when things are on the calendar, sometimes things come up. To help make sure that we give every young man a fair chance to join, we should host two separate joining opportunities for each school, but they do not both need to be the traditional *Join Scout Night* in the school cafeteria.

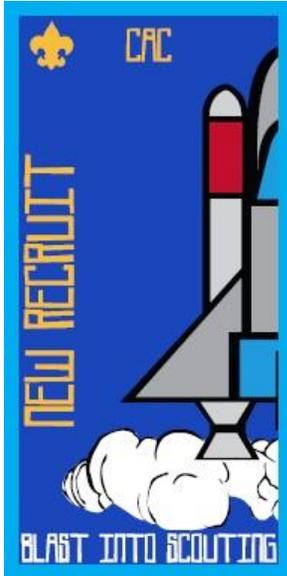
For the first round *Join Scouting Night*, be sure to host your evening in the school. This is the first impression our new families have of Scouting, so we want to help make them comfortable. A city park, or the church where the pack meets, or the other school from which your pack recruits may be just as far a drive for these families, but it is not about distance for this meeting - it is about comfort and ease for the families. This means that if your pack recruits from more than one school, you will need to have more than one first round. Make sure that your *Join Scouting Night* is separate from your pack meeting, or back to school night. Joining Scouting is a big enough deal that it justifies its own night, and you will be better organized and equipped to answer parents' questions as a result.

The second round joining opportunity can be a repeat of the traditional *Join Scouting Night* in the school cafeteria, but many packs use this time to put a personal touch on their activity, and at a different location than the school. If you have a pack picnic that could be an opportunity for new families to come out and see the fun of Scouting. Maybe your Tiger Den is going on an outdoor adventure and that is the right time and place for new Scouts to join in. Or the second chance could be back at the school, or at a pack meeting where all of your Scouts use the buddy cards (available from your District Executive) to invite friends.

Families need this second opportunity for a lot of reasons. It could be a subtle reminder that we are here, or showcasing the fun we have, or maybe the weather was bad for your first round. No matter; every family deserves a chance to join.

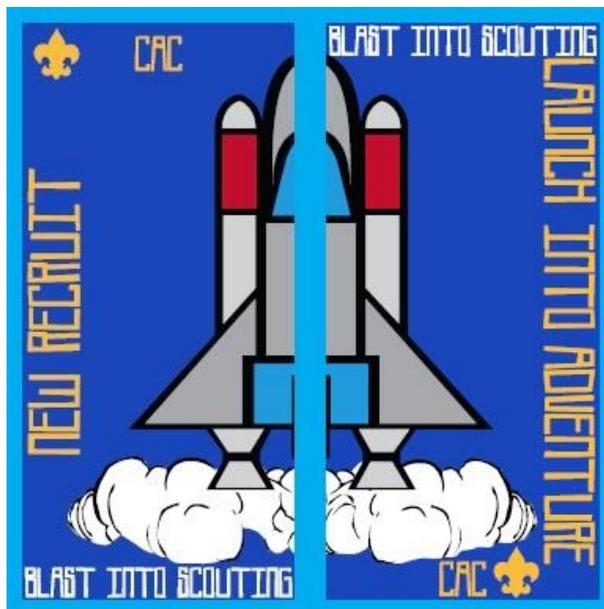
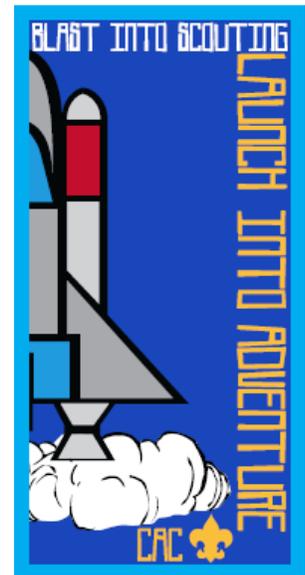
Blast into Scouting

(A Rocket Propelled Journey into Adventure)



With the Cub Scout program changing this year, what better time to change up the first activity of our new Scouts. When a new Scout joins your pack* he will be given a Estes Model Rocket and a patch as a new recruit. A great first activity might be to build those rockets as a den. To make sure all of your Scouts (and/or parents) can be involved, the Scout Shop will sell the same rockets at a discount *if* the pack orders by August 1. For your 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**.

We want to help provide an amazing outdoor experience for your new Scouts, so we will host “Rocket Days” throughout our council where kids can *Launch into Adventure*. This is a free event for Scouts regardless of how long they have been in the program, and all Scouts in attendance will receive a patch. If your pack cannot attend the Rocket Days, you can borrow a launch pad to host your own Rocket Day.



*Application must be received prior to the last Launch date