

TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND

words to live by™

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT

Cub Scout Recruiting – Make an Impression That Will Last!

Every fall we see the look in thousands of young boys' faces as they sign up to be a Scout. We all have seen that face, full of excitement and anticipation sparked by promises of adventure. So, our first step to making a difference in a boy's life is to enroll them as a member.

Boys join our organization to have fun (and develop life skills) and they stay in our program because they are engaged in enjoyable activities. **Our challenge is to make a good first impression at one of the most important nights in a Scout's career – the School Night.** It is on this night that he and his parents are introduced to Scouting and it's our responsibility to make this night special.

At your district's school night training, you will receive a packet of resources that will help you plan a GREAT fall membership drive and school night.

After looking at your packets, you may feel a little overwhelmed with all the information and resources available. That's why each district has made a commitment to help! **Our professional and volunteer staff stands ready to be at each and every pack school night and conduct boy talks in each school this year. We will run the meeting, help you recruit adults, have books for sale, and uniform order forms. This is our commitment to provide SERVICE to your unit.**

If you focus on the following topics, you will have a great fall recruitment campaign:

Orientation

Unit leaders involved with school nights should be familiar with available resources.

Planning

Work with your district membership committee, district executive and Pack committee to design your fall recruitment campaign.

Marketing

Make an attempt at 7 contacts for your audience. This can include boy talks, flyers, yard signs, billboards, press releases to local newspapers, bring a friend, and advertising in a church bulletins.

This year's membership campaign will be supported by a variety of ways:

- *Words to Live By* themed flyers
- *Words to Live By* themed Radio/TV PSAs
 - For samples, please visit <http://www.scouting.org/WordstoLiveBy.aspx>
- Community Report in local newspapers.

Leadership Inventory

Take a look at your pack and identify vacant positions. Write a job description for each (see Cub Scout Leader Handbook for samples). What qualities should these leaders possess? Use this information to help identify new leader prospects. Remember, our volunteers and professional are ready to help.

Incentives

Use incentives to create excitement. This year, the Council will provide each Pack a participation ribbon for holding a school night and **each Pack with membership growth at the end of the year (December 31, 2008 compared to December 31, 2009) will receive a \$25.00 credit for use in our council Scout Shop! In order to qualify, the district where the unit has registered must show growth in Cub Scouts compared to December 31, 2008.**

The School Night

Make this night special. Following the agenda printed in the membership page of this newsletter and explain Scouting in general, importance of parental involvement, finances, divide parents/youth into their dens and discuss their specific program, discuss leadership vacancies and talk about their job descriptions, collect registration, and announce follow-up meetings.

Follow-up

Hold a parents meeting within a week of your School Night to finalize leadership recruiting, invite new leaders to training, announce the next Pack meeting and other up-coming activities. Hold another school night if the first did not meet your recruiting expectations.

Have Fun!!!

Remember, in order to gain the benefits of Scouting, youth must first join the organization. It's our role as leaders to develop a sound plan to ensure that youth have a quality Scouting experience and that quality experience starts with the sign-up night!

For additional information, please contact your District Executive, Quality Unit Executive, and District Membership Chairman.