Plan Overview

GOALS:
- Plan and conduct a new member registration event for every Pack/School/Community in the Dan Beard Council during: September 1-September 10.
- Recruitment is supported with an incentive item that can be used as part of pack program.
- Develop council-level marketing resources to flood the market with this one consistent message: “Join Scouting during September 1-September 10”.
- Expanded promotion of additional opportunities to join after the “Join Scouts Week” through follow-up opportunities in September and a council-wide “bring a buddy” campaign in October.

CAMPAIGN THEME: Build an Adventure.

CAMPAIGN INCENTIVE: Finger Rocket for each NEW boy who joins.

REASON FOR THIS APPROACH:
- To provide additional and new tactics in an attempt to correct a multi-year decline in Cub Scout membership.
- To simplify joining night for new families, provide multiple joining opportunities, to maximize our presence in communities and schools, and to leverage our existing members as recruiters.
- To support multiple joining activities in each community throughout fall.
- To have incentive item relate to programs offered at future meetings.
- To continue to integrate parent-to-parent testimony and social media into campaign.

TIMELINE:
- **July 28-Aug 3** – A series of four council-wide kickoffs will be held throughout the council to train and prepare unit and district volunteers for the upcoming campaign.
- **August 1- September 12** – Conduct “What I did this summer...” social media campaign aimed at parents using social media to share their summertime
scouting adventures immediately prior to our campaign. When parents share
the adventures they had with their Scout on Facebook, Twitter or Instagram
using #ScoutSHARE from August 8–September 15, they will qualify to win
special prizes including Kroger gift cards, movie gift cards, gas gift cards and
more!

- **August** – The council will do a series of social media campaigns, Pandora radio
  ads and local media promotion to promote “Join Scout Week” and use of
  GoCubScouts.com website so that all packs and specific meeting details can be
  promoted.

- **August** – Unit and district leadership participate in school open houses and
  meet the teacher events as an additional way to promote scouting.

- **Sept 1- Sept 10 - JOIN SCOUT WEEK**
  - Units distribute introductory materials. Collect applications and fees.
  - Districts will hold two application collection nights to collect applications and
    distribute incentive items. These dates will be announced in early August.

- **September 1** – “Scout Share Day” and “Wear your Uniform Day” where we ask
  all volunteers and Scout families throughout the council to mention scouting in
  their social media status with #ScoutSHARE and proudly wear their uniform.

- **September 10** – Participate in local district recruiting events. This is an effort to
  give families another location to join if they miss their scheduled join night.

- **Throughout September:**
  - New Parent Orientation – To keep “sign up night” simple, a more lengthy new
    family orientation needs to be done at a separate time.
  - Use the remainder of September for organized follow up (Sorry we missed you...)
  - Integrate incentive item into first den/pack meetings
  - Promote upcoming activities like “spook-o-ree” and “cub-o-ree” and “Reds game”

- **Throughout October:**
  - Theme for the month will be “bring a buddy” month focusing on getting Cub
    Scouts to bring a friend to join Scouting.

**Opportunity to Join**

The goal of the Dan Beard Council is for every eligible youth to have an opportunity to join
Scouting. This goal will be realized by supporting each unit and volunteer leader with quality
recruiting materials, and a plan for recruitment. District Executive staff will support the
volunteers in their efforts to reach all families. The hard work of our talented volunteers
cannot be overstated, you as leaders hold the key to ensure that each youth can become a
Scout.
**Timeline**

**Summer – Start of School Year**

- **Planning**
  - Identify unit needs & develop a plan to address
  - Secure unit coordinator
  - Secure sign-up location
  - Grass roots social media promotion of unit activities.

- **Promotion**
  - Yard signs, newspapers, billboards, marquees, bulletins, posters, ads, PSAs (focus on chartered partners!)
  - School talks & fliers

**September 1-10**

- **Sign-Up**
  - “Sports style” sign-up nights throughout the council, preferably in schools or other highly-visible locations
  - Provide families with next steps
  - Applications & fees submitted at turn-in locations

**Approx. 1 Week after Sign-Up**

- **Parent Orientation**
  - Establish expectations
  - Provide program overview
  - Review financial commitment and collect unit dues

**September – October**

- **Follow-Up**
  - Identify youth not registered
  - Continue recruiting
  - Encourage new recruits to attend first outdoor activity
Prepare your Plan!

July - October Checklist:

- July/August – Attend a Join Scout Night Training rally at one of the convenient locations across the council.

- July/August – Create a program calendar for the next year and determine den leader vacancies. Recruit new den leaders during the summer where possible.

- July/August – Create your unit budget. Parents want to see how much Scouting costs and the value it brings to their son/family. Briefly highlight how popcorn can help them pay for their experience. You can find examples of budgets on GoCubScouts.com.

- July/August- Create a pack info sheet that includes contact information for current leadership and any important general information new parents will want to know.

- August – Schedule your parent orientations and first Den meetings for the week of September 12 or 19. Your existing leadership should review youth applications to identify potential parents that may become leaders or committee members.

- September 1-10 – Hold Pack recruiting night. Each pack should hold their join night between the 1st and 10th to maximize awareness during our media campaign.

- September 1 – SCOUT SHARE DAY and WEAR YOUR UNIFORM DAY be sure to post on social media (Facebook, Twitter, Instagram etc.) with #ScoutShare. Encourage everyone in your Pack to wear their uniform to school and work!

- September 10 – Participate in district second chance recruiting events. These events will be designed to give families another location to join if they miss their scheduled join night.

- Week of September 12 or 19 - Hold Parent Orientation meetings for new families.

- September – Follow up with families who didn’t join on your recruitment night and plan another night to invite families you may have missed to a Pack meeting.

- October – Promote the Bring a Buddy plan (page 7) to help your boys earn their incentive item. Request stickers for Halloween candy distribution (page 7).
PROMOTE, PROMOTE, PROMOTE!

What access to you currently have at your local elementary school?
- No school access: no flyers or boy talks
- Partial school access: flyers only or only boy talks
- Full school access: Boy talks and flyers are ok

Depending on your school access it may be necessary to enlist multiple ways to recruit boys. Regardless, it is extremely helpful for all units to get the message to join Scouting out as many ways as possible.

<table>
<thead>
<tr>
<th>Partial or NO School Access</th>
<th>Full School Access (most of the Partial/No-School access items to the left are also key!)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Events – Your Pack should be visible during special community events!</td>
<td>Boy talks will be done by District Executives or volunteers where needed at each school. These are typically done during the lunch hour and some schools will allow us to go room to room or talk during an assembly. Stickers and flyers are given out to the boys during this time.</td>
</tr>
<tr>
<td>o County Fair, Parades, Farmers Markets, Festivals</td>
<td>Posters – District Executives will distribute to schools and Pack leaders can get extra posters at each of the four Join Scout Night training sessions to put up at their schools, churches and local community areas. Your District Executive will have a supply should you need more.</td>
</tr>
<tr>
<td>Local Library – Find out if you can put up a display at your local library and participate in events.</td>
<td>Information Table – Be sure to ask to attend Back to School Nights, Meet the Teacher or School Registration events to promote your pack. Wear your uniform!</td>
</tr>
<tr>
<td>Local Churches</td>
<td>Adopt a School (see <a href="http://www.scouting.org">www.scouting.org</a> for more info). Your pack has a formal relationship with the school and do regular service projects to benefit the school and the boys enrolled in your Pack.</td>
</tr>
<tr>
<td>o Vacation bible school may allow you to come in to speak to parents.</td>
<td>Cub Scout Party – have a parent from your Pack pass out invitations to a Cub Scout themed party where parents get to learn more about the great benefits of Cub Scouts and the boys get to try some fun Cub Scout activities.</td>
</tr>
<tr>
<td>o Church bulletins for a meeting announcement or even a ½ page flyer.</td>
<td></td>
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<tr>
<td>o Local Church festivals. Possibly your Pack could offer to help with the clean-up as a Good Turn.</td>
<td></td>
</tr>
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<td></td>
</tr>
</tbody>
</table>

Yard Signs
For all circumstances—these will be available at each of the four Join Scout Night trainings and through your District Executive. There are two different signs this year:
- Signs for Join Scout Night recruitment info with room for date, time and location (yellow).
- One for your meeting location that should stay up throughout the year (be sure to ask permission first). Each Pack will receive ONE for their meeting location. (red)
AFTER RECRUITMENT

Parent Orientation
A well planned parent orientation is key to setting expectations of families and their involvement.

- Create an agenda that won’t last more than 1 hour. Allow time at the beginning and end for leaders and families to mingle and ask questions.
- Cover expectations of parents involved in your pack and highlight some things they can do to help throughout the year.
- Discuss how your pack is funded and how the popcorn sale will help them pay for the fun of Scouting.

Recruiting Parents to be Cub Scout Leaders
Join Scout Night is over, and you know you need a Tiger Den Leader etc. Before your Parent Orientation:

- Take some time to sit down with all available registered leaders to do some research on each parent. You will have the boy application and Family Talent Survey to help guide your discussions.
- Have Den Leaders make personal calls to all the new families to remind them of upcoming meetings and welcome them to the Pack.

Guide for recruiting new parents:

- Meet face to face with a parent. DO NOT share a general message to the whole Pack or Den “we need a Cubmaster, see me after the meeting if you are interested”. This method does not work and will be counterproductive to finding the RIGHT leader.
- Tell the parent why they were selected. Highlight their skills, abilities, friendliness, job experience, civic service etc.
- Give them a short job description, time line and expectations of the position.
- Provide them with the contact information for the person who will be their mentor and who they will approach with questions.
- Give them the next available training dates and information to create an account on myscouting.org to take youth protection training.
- Provide the Pack calendar with upcoming events, activities, den meetings, and Pack meetings.
- Provide them with a list of upcoming live trainings like Cub Leader Specific, BALOO, and University of Scouting. Leaders who attend a live training will feel more connected and know how to access additional resources.
- If they say YES, have them complete an Adult Application and take Youth Protection Training. The quicker you get their application and Youth Protection certificate into the office the quicker they get tied into e-mail communications, newsletters, Scouting magazine and other resources. Set them up for success, make this step a priority in your unit!
Lion Scouts

Lions is a new BSA program that is being piloted in the Dan Beard Council, along with several other councils, this year. The program is for kindergarten-age boys. Lions is a family oriented program, but it does function as part of the pack and the boys will be recruited through our regular Join Scout Night and fall recruitment efforts.

Be Prepared...

Join Scout Night will likely be bigger than it was last year. This is because you’ll have new families who are joining Tigers or other Cub Scout ranks, plus new families who are joining Lions. A good idea would be to think about the number of Tigers that you had last year, and assume that you’ll have a similar number of Lions. This will impact these items:

- Room size where your Join Scout Night is being held.
- Amount of applications and other pack information that you have available.
- Number of adult helpers that you have at Join Scout Night to assist with activities.

Leadership for the Lion den is meant to be a shared responsibility amongst all of the parents. However, the pack should designate someone as the “Lion Guide” who provides coaching and support for the Lion den. The pack should think about who this person will be prior to Join Scout Night.

Supplies

For Lions, there are two books which are sold together as a combo. The first is the Lion’s Adventure Guide and the second is the Parent & Leader Guidebook. Many of the Lion achievements are stickers that go in the Adventure Guide; these stickers are included with the book combo. This is available for purchase in the Scout Shop.

Additionally, there is a Lion shirt which is the youth uniform. This is available for purchase in the Scout Shop.

Costs & Applications

The membership fees and the application process for Lions is the same as it is for other Cub Scouts. Please refer to that section of the guide for more details.

More Information

There is a lot more information about Lions available online at www.danbeard.org/lions. Please be sure to visit that page as we get ready for the fall to learn the latest news.
October Projects

Bring a Buddy Month

October is Bring a Buddy month in Scouts. We’d like to encourage all of our Scouts, including those that just joined, to bring a friend to a meeting to share in the adventure. Scouts will love including their best friends in the fun. You can use the Council Bring a Buddy plan (explained below) available at the Scout Achievement Center to help your current Scouts invite a friend.

Trick or Treat Stickers

Your District Executive will have the ability to print sheets of stickers with your Pack information on them to put on Halloween Candy. Please submit your request to your District Executive by September 30 to be guaranteed stickers in time for Halloween. We will need: Date needed, Pack #, leader contact name, phone # and/or e-mail, meeting day of the week, meeting time and location.

Bring a Buddy

Scouting is even more enjoyable when Scouts can participate with their friends and families can participate together. More Scouting families means an even better experience for your Scout unit and makes for a stronger community. We have two opportunities to share this experience.
1. Scout “Bring a Buddy”: Please encourage each one of your Scouts to fill out one bring a buddy card and invite a close friend to join Scouts with him. Both boys will receive a finger rocket when they turn in the buddy card attached to the new boy application.
2. Family Cards: This year every registered Cub Scout family will receive a Power Packet mailed to them. Included is a letter with customizable invitation cards. Parents can fill them out with their son so that he can invite his friends to sign up with your unit.

What I Did this Summer

Scouts do so many amazing things, they go to amazing places, and they make incredible memories. Help tell the Scouting story by sharing these great adventures with us and with others. Simply take a moment to share a photo or something exciting you did this summer in Scouts on Facebook, Twitter, or Instagram. Be sure to type #ScoutSHARE at the end. Type it just as shown and you will share your story with us and others, plus you will qualify you for the social media prizes below.
#ScoutSHARE Day
Want to Trend on social media? That’s what we are aiming for on Thursday, September 1. #ScoutSHARE Day is a unified effort for everyone in Dan Beard Council to share something about Scouting on Social Media on the same day. What an impact we can make together! So on September 1, please take a quick moment to share something about Scouting on Facebook, Twitter, or Instagram and be sure to type: #ScoutSHARE at the end of your message.

Social Media Incentives
The Council’s individual voice of influence can only reach so far. But together, our sphere of influence is HUGE!!! That’s why we need your help to share the Scouting story within your network. Share something fun you did. Share the values learned. Share the family moment inspired by Scouting.

Help to tell your Scouting story. Sharing the adventures you have with your Scout on Facebook, Twitter or Instagram using #ScoutSHARE from August 1–September 12 will also qualify you to win special prizes including Kroger gift cards, movie gift cards, gas gift cards and more! Weekly drawings will be on Monday, August 8, 15, 22 and 29 as well as September 5 and 12. There will also be multiple winners drawn on #ScoutSHARE day, Thursday, September 1.

Winners have until the Friday of each weekly drawing to claim their prize. Prizes that go unclaimed by winners will be awarded to a new winner the following week. Dan Beard Council employees or their relatives are not eligible to win. For more information, please visit: www.danbeard.org/scoutshare

This year a new media guide will be provided to units during Join Scout Night trainings. You can also find this new helpful resource at www.GoCubScouts.com

Incentive item See page 13

This year’s NEW boy joining incentive is a fast flying foam finger rocket. Each NEW paid Cub Scout application turned in for your Pack will be eligible to receive an incentive item. District Executives will have incentive item supplies and will get them to leaders as paid applications are turned in starting in August through September 30.
Other Great Ideas

Here is another list of ways you can help promote Scouting in your community.

- Ask your parents to become **active spokesmen** for your pack. Encourage them to use the parent to parent recruitment cards!
- Promote your pack on **social media**. When you have a Scouting event, ask parents to mention it on their Facebook, Twitter, and Instagram etc. This will reach an audience who are not Scouts, and it will help other parents learn about the fun of Scouting.
- Get into your **school newsletter**! Promote your Join Scouts Night and tell good stories about your Pack doing community service and earning awards the whole year.
- Promote a **Wear Your Uniform Day** and reward the boys for wearing their uniform to school on a regular basis (every Friday or the day of their Den meeting). Great to do all year but specifically in conjunction with Bring a Buddy recruitment times!
- Get a copy of your **school directory** to make calls to parents to personally invite them.
- During **Halloween**, pass out candy with your Pack information attached to it! We can print out stickers for your Pack if you ask far enough in advance.
JOIN SCOUT NIGHT!

Join Scout Week, September 1-10 new boys and give parents basic information they need. Parents should be able to complete their registration process in 20 minutes or less.

- Have a person at the door to greet and direct parents.
- Sign in parents to get basic information. Parent name, boys name, phone and e-mail. JSN attendance sheets will be provided to every unit.
- Distribute handouts:
  - BSA Youth Application form
  - Parent Information Guide Booklet
  - Your Pack calendar
  - Your Pack Newsletter (with basic information and contact list)
  - Family Talent Survey (to be collected with the application)
  - Mini Boys’ Life magazine
- Explain when and where the first meeting will be held (den meeting or pack meeting).
- Explain how much it costs to join and what they will need to purchase (book, uniform)
- Explain the pack conducts a popcorn sale to help families with some of the costs (but save all the details for the pack meeting).
- Collect completed applications, Family Talent Survey, membership fee and pack fees.

Please avoid these common mistakes during your Join Scout Night:

- **COLLECT THE APPLICATIONS THAT NIGHT!** Even if a parent doesn’t have payment with them, do not allow them to take the application form with them! If they want to think about joining tell them you would be happy to hold the application until they make a decision and make sure they have all the other material they will need.

- Don’t go into every detail about the Cub Scout program. Parents want to meet the leaders, find out the next meeting date, and how much it will cost. They want to sign up and go home. Additional Pack information should be shared at the follow up meeting (either a Parent Orientation meeting or at the next pack meeting.)

- Don’t ask parents to be a leader the first time you meet them or during the recruitment event. This doesn’t work, and has a tendency to scare off families. Most times you will not get the correct person for the job. Take some time to review the Family Talent Survey information to identify your best prospects. Then, set up a meeting with them personally to ask them to volunteer. This may mean that another leader help with a Den until the RIGHT person can be identified.
Back to School/Open House/Meet the Teacher Night

These opportunities at your local elementary schools are an excellent opportunity to meet new families and promote Scouting! Use this opportunity to strengthen your relationship with the school and the school administration. Here are some tips to have a successful event.

- Approach your principal to ask permission to attend. This is an excellent time to offer your Pack to help with a community service project this year.
- Find out if there is a meeting format or round robin style.
  - If this meeting is a sit down meeting format ask if you can address parents for 2-3 minutes. No matter what, keep to that 2-3 minutes. Short and sweet.
    - Adult leaders should be in uniform.
    - Introduce yourself and provide some highlights about your program (trips, community service, fun events, character building etc).
    - Give them the date, time and location of your recruitment event.
    - Tell them where your table will be during the evening and invite them to stop by to learn more.
  - If this opportunity is Round Robin style where parents roam, you will want to be in a high traffic area.
    - Adult leaders should be in uniform.
    - Two or more leaders is ideal so one can pass out information while the others talk to parents.
    - Present an interesting display: Uniform, derby cars, books, camping equipment, photos or computer video of activities.
    - Have an information sign-in sheet to capture name, e-mail and phone #. Some of these parents will or will not come to your Join Scout Night
    - Youth applications. If a parent is willing, get the application while they are there. Bring clip boards to make this super easy.
Websites:
www.danbeard.org – our council website
GoCubScouts.com – our council recruitment and related resources website
BeAScout.org – National BSA “map” of units where parents can find a unit near them
www.scouting.org - National BSA website
scoutingwire.org – sign up for weekly national newsletters and program updates. This site is full of wonderful volunteer and unit resources. It is the new “HUB” for all leaders to gain great information!

For Cub Scout Specific:
- Leader support:
  - http://www.scouting.org/Home/CubScouts/Leaders
- Forms:
  - http://www.scouting.org/Home/CubScouts/Leaders/Forms
- Newsletters/Calendars templates:
  - http://www.scouting.org/home/cubscouts/leaders/newslettertemplate

GoCubScouts.com and BeAScout.org
Marketing materials will direct parents to GoCubScouts.com. Interested families can learn more about Scouting and find information about recruitment in their neighborhood. We will also be linking our website to BeAScout.org. It is important for Packs to update their BeAScout.org pin with accurate contact information.

LET’S LAUNCH THIS TOGETHER!
Foam Finger Rocket Suggested Fun Activities

Here are some suggested ideas to try with the foam finger rocket to enhance the fun and social bonding of your new Cub Scouts. These are great ice breaking activities for the boys to get to know one another and will also be a good setting to help parents get involved with their boys having fun.

Have the boys label their rocket. Use a sharpie or sticker.

Hit the target
- Using hula hoops set out targets in multiple areas of a gym, large room or outside. Mark them with points and have a set line each boy must shoot from. Give a certain amount of points for when they don’t hit a hoop. Allow all the boys to shoot all at once and retrieve all at once. Have the boys keep points on a piece of paper for any targets they hit.
- This game has multiple variations. Boys can be in teams of two. Boys could be in two big teams helping one another. There could be a rapid fire round where the boys select their best shooter to shoot all the teams rockets in one session.
- You can turn this game into a math game where the boys have to add or subtract their points after each session. You determine if it’s add or subtract.

Longest Distance
- Caution! The finger rockets can break if excessive force is used. So do this challenge with some instruction first.
- Set up targets and have the boys measure them out for distance, 10, 20, 40, 50 feet etc.
- Have the boys take turns trying to get the furthest with their rockets. Part of this challenge is skill (hand position) and getting the rocket to fly the right direction (angle), part of it is force applied.
- Hint: Best hand position is using dominant index finger in the rubber band and pointing towards target. Then pulling the base back with non-dominant hand and let go with the non-dominant hand keeping the dominant arm straight and still. Have the boys try different ways for different effects!

Have Fun!
- Let’s face it... You have already thought of some great additional ideas to try!

These are the Adventures you could cover during a meeting using the finger rockets for new boys:
Wolf: Motor Away (Requirement 1B)
Bear: Make it Move (Requirement 2)
Webelos: Engineer (Requirement 4)