

Race To Scouting



2023 Pack Recruiting Toolbox

#ADVENTUREON!

WELCOME!

Thousands of new Scouts and their families are going to #AdventureOn and get Hooked on Scouting as we work together to show them what we already know about Scouting. Each Scout will emerge with a story of how Scouting has taught them new skills, introduced them to new friends, made them into leaders, and had fun in the process! In these pages, we aim to give you guidance and tools to bring new families to your pack!

GOALS:

- Build fun and engaged Cub Scout dens where every family is active.
- Help packs prepare for the next school/program year.
- Recruit and train an enthusiastic **New Member Coordinator** for every pack.
- During August to October 2022, conduct a new member registration event for every Tidewater Council unit, school, and community.
- Empower leaders with the tools and guidance to self-market their pack beyond the traditional district executive-run recruiting campaign.
- Make it easier for new families to join Scouting on “Join Scouting Night” and beyond.

IN THIS BOOK:

- **Hooked on Scouting Timeline** to plan your fall recruiting year.
- How a **new member coordinator** will bring in (and retain) new Scouting families.
- Instruction on conducting **den and pack inventories** and setting your recruiting goals.
- Ideas to **Promote, Promote, Promote** your pack!
- How to WOW them at your **Pack Open House**.
- Successfully recruiting new Cub Scouts at **Join Scouting Night** at your school.
- Use **BeAScout.org** to bring in families from the “webiverse.”
- A few **Social Media Tips** to bring attention to your pack.
- How to encourage your Scouts to **Bring A Buddy**.
- Make your new Scouting families your future with a **Follow Up and Retention Plan**.
- A listing of your resources with the **Den Builders Toolbox**.
- Plot your recruiting plan and get recognized for your success on the **Hooked on Scouting Pack Award Worksheet**.

Hooked on Scouting Timeline

May - August — Planning :

- With the institutional head of your chartered organization and your chartered organization representative, confirm facility use and safety protocols.
- Recruit one or more **new member coordinators** to head up your recruiting effort and welcome new families to ensure they are engaged and comfortable.
- Determine your leadership vacancies for your dens and overall pack leadership. Account for the addition of Lion and female dens, if applicable.
- Complete a den by den inventory of returning Scouts. Determine which dens will need additional youth to round them out and set your pack recruiting goal.
- Create a program calendar and pack budget for the next year. Parents want to see how much Scouting costs and the value it brings to their child/family. Briefly highlight how the Council Popcorn Sale can help them pay for their experience. **HAVE A WRITTEN CALENDAR TO DISTRIBUTE TO YOUR FAMILIES!** Examples are available at tidewaterbsa.com/cub-scout-membership
- Set a community **Open House** at a local park, meeting place, or other recognizable public venue to invite potential families to meet your pack and to join Cub Scouting
- Make contingency plans to keep the program going, despite any outside factors that may arise.
- Create a pack info sheet that includes contact information for current leadership and any important general information new parents will want to know. **This will be required to be permitted to participate in the council-run Join Scouting Night.**
- Update your pack **BeAScout.org** pin. Instructions are available in your Backpack to Retention materials and in this booklet.
- Build your recruiting and marketing plan with your district executive, using the **Pack Marketing Worksheet** on the back page of this booklet.
- Attend your District Roundtable for a membership orientation where you will learn about all the resources and best methods available to have a great recruiting season!

August - October— Promotion and Sign Up:

- Be sure to have an information display at your Back to School Nights and/or Meet the Teacher events to promote your pack.
- Prepare to bring in new Scouts at the **Join Scouting Night** conducted and arranged by your district executive. Your district executive will also arrange flyer distribution and any school day presentations in the days leading up to **Join Scouting Night**.
- Place yard signs provided to you in high traffic areas, especially near school drop off zones.

September - October — Orientation and Follow Up:

- Your **new member coordinators** will follow up with and make sure your new Scouting families are settled in and engaged.
- Schedule your parent orientation and first den meeting for the week after your **Join Scouting Night**.
- Follow up with families who didn't join on your recruitment night and plan another night to invite families you may have missed to attend a meeting or activity.

New Member Coordinator



Pretty soon, your pack will be recruiting new members. Keeping those new Scouts and their families should be a top priority. That's why the new member coordinator (NMC) position is so important. Even though getting started in Scouting is fun and exciting, it can get overwhelming too. New member coordinators help bridge that gap and get new families involved in the unit much more quickly.

The new member coordinator is someone who wears a smile and warmly welcomes new youth and their families. These people are communicators, inviters, and follow-uppers (if that's a word!). In doing so, they have an impact on recruiting, retention, leader cultivation, and ultimately growth in their unit and, by extension, our national movement.

New member coordinators are appointed by and report to the unit committee chair. They work with and are supported by the district membership chair, unit leadership, chartered organization, and commissioners.

They also are available during den and pack meetings to help new families; therefore they are not to serve as a Cubmaster, den leader, or any other position that will keep them busy with putting on the program.



The new member coordinator will:

1. Share the benefits of Scouting with new members
2. Welcome, connect, and form relationships with Scouting families
3. Engage and guide new families as they begin their Scouting journey
4. Identify leaders
5. Steer new Scouting parents to an appropriate volunteer or leadership position
6. Assist in registration
7. Maintain contact with new Scouting families
8. Help at Join Scouting Nights
9. Be visible and easily identifiable at unit gatherings
10. Complete position training
11. Recognize less engaged families and help bring them into the fold.

Den Inventory and Goal Setting

Den Health

Dens are where Cub Scouting is delivered. The first priority is making sure all Cub Scouts have a fun and consistent program with organized leadership. Ask if all of your dens provide the following:

- Trained and organized leadership
- Regular den meetings and activities
- At least 5-8 Scouts attending every meeting on a consistent basis
- Scouts attending council, district, and pack campouts and weekend activities
- All Scouts in the den advance in rank (Tiger, Wolf, etc.) annually

Den Leadership and Youth :

With each den and age group, find out which leaders and youth you will retain for the next school/program year. Write out a checklist with names of everyone in each den. This should be completed in June.

1. Contact every leader and parent from each den and record who will be returning for the next program year.
2. Compile the status and leadership needs of all your dens, so you know where you are set and where you need new leaders recruited.
3. Count the number of youth returning and how many youth are needed to round out each den, and set your pack recruiting goal.

Family packs need to do this exercise for both boy and girl dens.

1 _____ Den Inventory

Boy __ Girl__

Den Leader: _____ Trained: Y/N

Asst. Den Ldr.: _____ Trained: Y/N

Committee Member: _____

Returning Youth:

1. _____ 2. _____

3. _____ 4. _____

5. _____ 6. _____

7. _____ 8. _____

Leadership Needs : _____

Number of Youth Returning: _____

Youth Needed to Recruit: _____

2 Pack _____ Den Leader Status:

Boy __ Girl__

Lion Leader: _____ Trained: Y/N

Asst. Leader: _____ Trained: Y/N

Tiger Leader: _____ Trained: Y/N

Asst. Leader: _____ Trained: Y/N

Wolf Leader: _____ Trained: Y/N

Asst. Leader: _____ Trained: Y/N

Bear Leader: _____ Trained: Y/N

Asst. Leader: _____ Trained: Y/N

Webelos Leader: _____ Trained: Y/N

Arrow of Light Leader _____ Trained: Y/N

Number of Den Leaders Needed: _____

3 Pack _____ Youth Needs:

Boy __ Girl__

Lions Recruited : _____ Needed: _____

Tigers Returning : _____ Needed: _____

Wolves Returning : _____ Needed: _____

Bears Returning : _____ Needed: _____

Webelos Returning : _____ Needed: _____

Arrows of Light Returning : _____ Needed: _____

TOTAL

Returning : _____ **Needed:** _____

2022 RECRUITING GOAL _____

Pack Committee and Leadership

Committee Chair _____ Committee Member _____ Committee Member _____

Pack committee members include your treasurer, secretary, and other support roles.

Cubmaster _____ Assistant Cubmaster _____ Pack Trainer _____

Have A Scout Party!

With more restrictions in place for Scouting and other youth organizations promoting at school, packs have to be creative in getting the word out. When kids have birthday parties, they are encouraged and often required to distribute an invitation to ALL of their classmates. Your pack can invite their friends to a Scout Party, designed for fun and bringing in new families. These personal invitations will have a personal family-to-family touch, which will attract those who ignore flyers, emails, and other forms of media.

- Make invitations on a postcard or in an envelope, like birthday invitations, to welcome new friends. A sample invitation can be seen at tidewaterbsa.com/cub-scout-membership
- Scouts can also invite other kids from their neighborhood, sports teams, churches, or other places where they congregate with their friends.
- If allowed, you can have a “Back to School Ice Cream Social” or “Teacher Appreciation Party” at school, which will extend the invitation to a wider group of families and can be appreciated by school administrators.
- Invitations can take the form of door hangers for use in your neighborhood.

Your district executive can help you facilitate the promotion of a Scout Party for your pack.

BeAScout.org and Online Registration

Drive membership recruitment through BeAScout. Use BeAScout.org on every piece of communication, including social media, website, conversations, flyers, and community appearances. It helps your unit and Scouting by connecting parents with the best option for their family. Best of all, once online applications are accepted by the Cubmaster, new Scouts appear nearly instantly in My.Scouting.org rosters and Scoutbook!

There are three main functions of BeAScout.org:

- 1) Parents can learn about and find any Scouting unit in their area based on location.
- 2) Parents can request information directly from you. Requests are sent to the Cubmaster, committee chair, and chartered organization representative.
- 3) Parents can register their child and/or themselves with your pack, making things easier for everyone.



For complete instructions on how to update your BeAScout Pin information and manage your online registrations, go to: <https://www.scouting.org/resources/online-registration/>

Social Media

Social media, when utilized in a grassroots manner by your leaders and parents, is a powerful tool. Using pack funds to market signup nights, pack events, or other unit events is acceptable but not required. Sharing council, district, and unit events to Facebook groups like home educators, parents' groups, family activity pages, and family-based groups is a great way to promote your unit's fun! Make social media events and posts about FUN, not simply "come check out Scouts."

- Be safe, considerate, and keep your posts in accordance with the Scout Oath and Law.
- Please read the BSA Social Media Guidelines for further internet safety policy and guidelines: scoutingwire.org/social-media-guidelines
- Share your events through your chartered organization's and school's social media pages and feeds.
- When posting pictures of your family doing fun Scouting activities on social media, make sure to add Scouting related #hashtags to your post, including #tidewaterbsa.
- Create a pack #hashtag to drive online traffic to your pack from your families' Scouting-related posts.
- Diversify by reaching out through other social media platforms, such as Instagram, TikTok, Pinterest, YouTube, Nextdoor, or Twitter, in addition to Facebook.
- Recruit a social media "influencer" to create consistent content and to respond to feedback.
- Create your own QR Code for your BeAScout pin, pack website, or Facebook page and post it on written materials like flyers and posters. You can use many free QR Code generators to do this.

Facebook is becoming a conduit for packs to communicate, operate, and promote. Here are a few important tips for using Facebook as a promotional tool:

- Have an open Facebook page used for promoting to and recruiting prospective families, separate from a group where current members communicate and plan.
- Facebook offers boosting and geofencing, which is a type of advertising targeted by geography, demographics, and specific times, for fees as low as \$1 per day.
- Add links to your BeAScout page, so people can sign up online and get other basic information.
- Keep your Facebook recruiting page updated throughout the year with upcoming events and links, so you can keep recruiting year-round!
- Learn more about Facebook marketing for packs at:

<https://scoutingwire.org/add-facebook-geofencing-to-reach-more-families/>



Promote! Promote! Promote!

Regardless of how much access you have in your schools, successful packs self-market to the families in their community. Making your pack visible multiple times and providing multiple opportunities to join is key! Here are just a few ideas to create buzz for your pack.

Partial or NO School Access

- Community Events – Your pack should be visible during special community events!
- County Fairs, Parades, Farmers Markets, Festivals
- Local Library – Find out if you can put up a display at your local library and participate in events.
- Local Churches
 - Recruit at Children's Service and Sunday Schools
 - Church bulletins for a meeting announcement or even a ½ page flyer.
 - Local church festivals. Your pack could offer to help with the clean-up as a Good Turn.
- 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!
- Adopt a School (see scouting.org for more info). Your pack has a formal relationship with the school and does regular service projects to benefit the school and the Scouts enrolled in your pack.
- 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 youth get to try some fun Cub Scout activities.
- Learn more and find resources to make your recruiting successful at tidewaterbsa.com/cub-scout-membership, along with sample flyers, pack calendars, pack information templates, and other useful resources.
- Find local businesses, especially family friendly ones to display flyers and/or posters to advertise your pack and events.
- Utilize your Popcorn and Camp Card sales booths as recruiting stations to bring in new Scouts.

Full School Access (most of the Partial or NO School access items above are also key!)

- School 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 youth during this time.
- Posters – District executives will distribute posters to schools and pack leaders can get extra posters to put up at their schools, churches, and local community areas. Your district executive will have a supply, should you need more.
- 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!**

Other Great Ideas Regardless of Access

- Ask your parents to become **active spokespeople** for your pack. Encourage them to host a Cub Scout Party, as outlined in this Den Builders Kit.
- Promote your pack on **social media**. When you have a Scouting event, ask parents to share it on their Facebook, Twitter, 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 Scouting Night** and tell good stories about your pack doing community service and earning awards throughout the year.
- Promote a **Wear Your Uniform Day** and reward the Scouts for wearing their uniform to school on a regular basis (every Friday or the day of their den meeting). This is great to do all year, but specifically in conjunction with Bring a Buddy recruitment times!
- Pass out candy with your pack information attached to it at **Halloween** festivals and trunk or treats. We can provide stickers, flyers, posters, and signs to enhance promotion.
- Make a YouTube promotional video to link on social media or share in emails and other communications.

Community Open House Event

A community open house is an excellent way to bring new families into Scouting! Use this opportunity to strengthen your visibility. This will likely be supported with council provided materials, support, and advertising.

Preparing for the Community Open House:

1. Secure a location that is visible and accessible to families in your community.
2. Set date, time, and location and have it submitted to your district executive by **June 30**, to be included in advertising and other council-provided publicity
3. Set up FUN outdoor Cub Scout activities that will attract youth and families. These activities can include a mini-carnival with games, fishing tournament, rain gutter regatta, or even shooting sports with the proper council personnel and support. Get creative and make it pop!
4. Through your district executive, get e-flyers, flyers, yard signs, and banners to further promote in advance.
5. Make sure you have the people needed to promote, run the activities, help the new attendees, and process fees and applications.
6. Do not forget to have a sign in sheet for all new families that includes name, parent's name, email, and phone number. Make sure this is the first thing parents do upon arrival.

The Night or Day of the Community Open House:

1. Arrive early to set up the information table and activities for youth. Make sure your helpers for the day are all in place.
2. Have an easy to find information table where families are welcomed, youth are directed to the fun activities taking place, and parents are gathered to listen to a brief presentation.
3. Distribute handouts:
 - BSA Youth Application form
 - Parent Information Guide
 - Pack Information Sheet
 - Family Talent Survey (to be collected with the application)
4. Start off by having parents fill out applications as your district executive talks with them.
5. The Parent Information Guide will follow the script and serves as a Scouting reference after they go home.
6. After the district executive is finished talking with the parents, they will direct them to your pack to:
 - Introduce pack leadership.
 - Make sure parents have the Pack Information Guide.
 - Explain when and where the first meeting will be held (den meeting or pack meeting).
 - Collect completed applications, Family Talent Survey, and membership fee.

Bring A Buddy

Scouting is even more enjoyable when Scouts participate with their friends. More Scouting families means an even better experience for your pack members and makes for a stronger community.

There is no better testimonial for any program than an invitation from a friend. If your pack's program is well-run and follows the plan, your Scouts will want to invite their friends to the fun! There are several options below for encouraging peer-to-peer "Bring A Buddy" recruiting.

1. Present the patch offered FREE by Tidewater Council.
2. Tie it in with a pack "Cub Scout Party," described earlier in this guide.
3. Create and print peer-to-peer recruiting cards for your Scouts to hand out.
4. More materials and tips can be found at tidewaterbsa.com/cub-scout-membership

Back to School/Open House/Meet the Teacher

Your school Back to School/Open House/Meet the Teacher Night is an excellent place to meet new families and promote Scouting! Use this opportunity to strengthen your relationship with the school and the school administration. Make sure to find out if it is a meeting format or round-robin, Make sure to get permission from the school to be there. Here are some tips for this to be a great recruiting tool:

If this opportunity 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.

- One Adult leader 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.

- One Adult leader 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.

Join Scouting Night

Join Scouting Night is arranged and run by your district executive. It is where new youth and parents get the basic information they need, and units collect applications and paperwork that night. Parents should be able to complete their registration process in 30 minutes or less.

- Have a new member coordinator at the door to greet and direct parents.
- Have leaders from your pack ready to collect applications and fees.
- The district executive will have the ability to collect credit card payments.
- Sign in parents to get basic information, including parent's name, youth's name, phone, and email. Join Scouting Night attendance sheets will be provided to every unit.
- Distribute handouts:
 1. BSA Youth Application form
 2. Parent Information Guide
 3. Pack Information Sheet
 4. Family Talent Survey (to be collected with the application)
- Start off by having parents fill out applications as your district executive talks with parents.
- The Parent Information Guide will follow the script used by your district executive and serves as a Scouting reference after the Join Scouting Night.



After the district executive is finished talking with the parents, they will direct them to your pack to:

- Introduce pack leadership.
- Make sure parents have the Pack Information Guide.
- Explain when and where the first meeting will be held (den meeting or pack meeting).
- Collect completed applications, Family Talent Survey, and membership fee.

Please avoid common mistakes during your Join Scouting 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 materials they will need. Make note of non-payments and hold applications.
- **Don't allow lack of cash or check to stop them from joining and paying that night.** Your district executive or membership committee team member will have the ability to take fees via card. If that is not available, parents can go on BeAScout.org, click on "Cub Scouts," type in their zip code, and, when your pack shows up as one of the selections, click "Apply Now." Your Cubmaster or committee chair must go on the BeAScout management screen to approve new Scouts within 24 hours of Join Scouting Night.
- **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 helps with a den until the RIGHT person can be identified.

Parent Orientation

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

- Make sure your new member coordinator is ready to welcome new families.
- Create an agenda that won't last more than one 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.
- Remember: New parents don't know Scouting lingo; make sure to use plain language.
- Examples of a New Scout Packet is available on tidewaterbsa.com/cub-scout-membership

Recruiting Parents to be Cub Scout Leaders

Join Scouting 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 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 saying, "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 my.scouting.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 Scout Leader Specific, BALOO, Pow-Wow, 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 Training certificate into the office, the quicker they get tied into email communications, newsletters, and other resources. Set them up for success by making this step a priority in your unit!
- Read more on inspiring parents to join your team on tidewaterbsa.com/cub-scout-membership

Your Den Builder Team

You are not doing this on your own! Tidewater Council has a dedicated group of volunteers and professionals to guide and help you bring more families to your pack. Here are a few of your helpers and what they can provide.

Your District Executive Will:

- Personally sit with you to make a Pack Marketing Plan using the attached Hooked on Scouting Pack Marketing Worksheet.
- Arrange Join Scouting Night and school talks with the school principal.
- Run your Join Scouting Night.
- ON-TIME and approved flyer distribution at your school.
- Immediate pickup of completed applications and fees after the council-run Join Scouting Night.

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Your District Membership Committee and District Executive Will Provide:

- Stickers and other promotional materials for Meet The Teacher Nights.
- Yard Signs for Join Scouting Night or other recruiting efforts.
- Promotional material for upcoming council/district training and activities.
- Den Rosters
- Youth and Adult Applications
- Parent Information Guides
- Parent Talent Surveys

What is the role of the unit commissioner in recruiting?

- Friend - A Scout is Friendly. Unit commissioners are those friendly faces who can help with planning, execution, and follow through with potential Scouts.
- Representative - No one can be everywhere. The unit commissioner can assist a pack with recruiting by supplementing the pack leadership if there is a shortage of adult leaders or if there are multiple events happening at the same time.
- Doctor - The unit commissioner can give objective assessments of the interactions between the pack leadership and the potential new members
- Teacher - Not everyone has experience in recruiting. The unit commissioner can share thoughts, insights, and best practices from other units, districts, and councils.
- Counselor - Everyone needs someone to act as the sounding board to share ideas. Unit commissioners can be that person for the pack leadership, especially with recruiting events. Unit commissioners are connected with the district, council, and area regarding the latest information and best practices for recruiting.

The unit commissioner can be that force multiplier for your pack. Reach out to your unit commissioner to leverage their resources. If you don't know who your unit commissioner is, contact the Tidewater Council Commissioner, Erich Rötetz (erich.roetz@gmail.com / 757-679-5580) and he will be happy to help you in any way he can.

Den Builders Online Toolbox

tidewaterbsa.com/cub-scout-membership - Your one-stop portal for all the materials you need for Cub Scout Recruiting. Here are just a few of the items you will find on this page:



- Templates for Pack Information Sheet
- Council Den Builder Kit and Council New Parent Guide
- Pack Calendar Planning
- Sample budget planner
- Online copies of all the printed resources your pack will receive



tidewaterbsa.com – Our council website, where you learn regional information, view calendars, and register your family or pack for council events.

BeAScout.org – Sign up and learn more about Scouts of any age, program, or location. Send this link to friends and family nationwide to find and sign up for Scouts in their area. Complete your youth or adult application online.



My.Scouting.org – Learn how to run a safe program that is tons of fun! Simple, manageable snippets of training for parents and leaders including Youth Protection Training.

Scouting.org – National BSA website, where you connect to Scouting's benefits, history, and programs for youth aged 5 to 20 years old.



scoutingwire.org/social-media-guidelines - Find the BSA Social Media Guidelines and also find tips for making an effective social media campaign.

scouting.webdamdb.com/bp/#/folder/4360341/ - The BSA Brand Center for Cub Scouts has all the latest official Cub Scout videos, logos, official stock photos, email templates, trifold templates, and other materials to keep your promotional efforts sharp and on-brand.



scouting.org/resources/online-registration/ - BSA's Online Registration Guide contains complete instructions on how to update your BeAScout Pin information, set up your Pin for online registration, and manage your online inquiries and registrations. It contains instructional videos and printable instructions for you and your pack.

Race to Scouting!

Pack Marketing Worksheet

Goal Item	Completed	Action Item
1		Recruit one or more new member coordinators to head up your recruiting and welcoming efforts.
2		Conduct a Leader Inventory to determine den leader vacancies. Recruit new den leaders during the summer where possible.
3		Create a Pack Information Sheet that includes contact information for current leadership, your program calendar, and any important general information new parents will want to know. <u>This will be required to be permitted to participate in Join Scouting Night.</u>
4		Attend a Fall Recruiting Orientation , including Backpack to Retention, Race to Scouting Kickoff or August Roundtable.
5		Set up a table at your schools first Meet the Teacher/Open House/Back to School Night
6		Hold Join Scouting Night at your assigned elementary school on the night arranged by your district executive.
7		As a pack or with another area pack, hold an outdoor, activity-packed Open House to bring new families, including Green Flag to Scouting, the first weekend after school starts.
8		Update your pack BeAScout.org pin.
9		Choose your own promotional idea!
10		Choose your own promotional idea!

Promotional Ideas for your Pack:

- Have a Wear Your Uniform to School Day at your school or work. If you post a picture on social media, make sure to include the hashtag #tidewaterbsa.
- Be sure to ask to attend and have an information display at your Back to School Nights, Meet the Teacher, or School Registration events to promote your pack. Wear your uniform!
- Have a pack Facebook page, utilize other social media, and recruit a Social Media Chair.
- Follow up with families who didn't join on your recruitment night and plan another night to invite families you may have missed at a pack meeting.
- Promote the Bring a Buddy plan to help your Scouts earn their Recruiter Strip.
- Community Events – Your pack should be visible during special community events, such as community fairs, parades, farmers markets, and festivals.
- Promote at local churches in bulletins, Vacation Bible Schools, or church events like “trunk or treat.”
- Adopt a School (see scouting.org for more info). Your pack has a formal relationship with the school and does regular service projects to benefit the school and the Scouts enrolled in your pack.
- 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 youth get to try some fun Cub Scout activities.

Pack # _____ **Leader Name:** _____

December 2022 Youth Membership: _____ **Current Active Membership:** _____ **2023 Goal:** _____

Completed Items: _____ **Actual Cub Scouts Recruited:** _____

Schools to Recruit From: _____

