

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: _____