



2025



LEADERS GUIDE





## WELCOME!

Thousands of new Scouts and their families will fly off on Wings of Adventure as our packs provide adventure after adventure. 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 2025, 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:

- **Recruiting Steps to Success** 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
- Importance of **Back to the Pack** in retaining and reengaging your families
- Use **BeAScout.org** to bring in families from the “webiverse”
- A few **Social Media Tips** to bring attention to your pack
- Ideas to **Promote, Promote, Promote** your pack
- Recruit beyond schools at a **Community Open House**
- How to encourage your Scouts to **Bring A Buddy**
- How to engage new families at the school **Open House/Meet The Teacher/Back to School**
- **Wings of Adventure** overview
- Successfully recruiting new Cub Scouts at **Join Scouting Night** at your school
- Make your new Scouting families your future with a **Follow Up and Retention Plan**
- See all the help and resources available with your **Flight Crew** and your **Online Toolbox**
- Plot your recruiting plan and get recognized for your success on the **Pack Marketing Worksheet**

# RECRUITING STEPS TO SUCCESS

## May - August — Planning :

- Plan and carry out a **Back to the Pack** night to reengage and retain your current Scouting families
- 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 family 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](http://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 Wings of Adventure Pack Kickoff 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 **August District Program Launch** 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 the big event!
- 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 boy, girl and family dens.**

**1** \_\_\_\_\_ Den Inventory

Boy \_\_\_ Girl \_\_\_ Family \_\_\_

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 \_\_\_ Family \_\_\_

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 \_\_\_ Family \_\_\_

Lions Recruited : \_\_\_\_\_ Needed: \_\_\_\_\_

Tigers Returning : \_\_\_\_\_ Needed: \_\_\_\_\_

Wolves Returning : \_\_\_\_\_ Needed: \_\_\_\_\_

Bears Returning : \_\_\_\_\_ Needed: \_\_\_\_\_

Webelos Returning : \_\_\_\_\_ Needed: \_\_\_\_\_

Arrows of Light Returning : \_\_\_\_\_ Needed: \_\_\_\_\_

**TOTAL**

Returning : \_\_\_\_\_ Needed: \_\_\_\_\_

**2025 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 \_\_\_\_\_

New Member Coordinator \_\_\_\_\_

## BACK TO THE PACK

### Concept:

Somewhere amidst all the hustle and bustle of the Back to School season, many returning youth members do not get contacted to come back from summertime activities. As a result, youth are lost along with potential leadership from their parents. The “Back to the Pack” Program is an effort to get all returning Cub Scouts together prior to School Night.

### Activity:

We are encouraging every pack to conduct a “Back to the Pack” promotion sometime in July or August for all its existing members. The purpose of the meeting will be to get old members signed up for the upcoming Scouting year, recruit leadership to fill vacancies (whether it be for Cubmaster, Assistant Cubmaster, Den Leader, Webelos Leader, or Committee Member), and to discuss plans for pack activities for the fall.

We encourage you to make this a fun event for your returning Scouts and parents. Suggested activities include: an ice cream social, watermelon feast, pool party, carnival sports, etc. The meeting is designed to make sure that your pack is organized prior to receiving new boys and parents.

### Promotion:

Each Cub Scout pack should personally contact all members, preferably by telephone, to get a commitment for their attendance. Research has shown many boys will not continue without being personally contacted. In other words, in their minds, they have only taken a vacation during the summer and are waiting to be contacted about when to start attending the meeting again.

Remember: in July or August, all Cub Scouts should be contacted about the “Back to the Pack: meeting and encouraged to become active in Cub Scouts for the fall. Parents are requested to attend as well.

### Council Support:

The Tidewater Council will be mailing a full color brochure of upcoming activities and guidance to get back involved to all Scouting families. We will also supply your pack any flyers, new parent guides and other resources needed to make it a successful event. We can also get you a list of past Scouts whose renewal has expired.

## 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 Scouting America Social Media Guidelines for further internet safety policy and guidelines:  
[scoutingwire.org/social-media-guidelines](https://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 a common 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 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/>



upcoming

# 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 like 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.
- Houses of Worship
  - Recruit at Children's Service and Sunday Schools
  - Ask churches to include a Scout meeting announcement or even a ½ page flyer in the bulletin
  - 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](http://scouting.org) for more info). Your pack establishes 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](http://tidewaterbsa.com/cub-scout-membership), along with sample pack calendars, pack information templates, and other useful resources
- Find local businesses', especially family friendly places 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 leaders guide.
- Promote your pack on **social media**. When you have a Scouting event, ask parents to share it on their Facebook, X (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 EVENTS

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 range and target activities, 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:
  - Scouting America 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](http://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 families the date, time and location of your recruitment event.
- Tell families 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, pinewood derby cars, books, patches, camping equipment, photos and/or video of activities.
- Have an information sign-in sheet to capture name, email and phone number in case some of these parents don't come to your **Join Scouting Night**.
- Bring youth applications, your payment system and other joining materials for families that want to join on the spot.

# WINGS OF ADVENTURE

The 2025 “Wings of Adventure” theme will use air travel to bring more youth to Scouting than ever before. The recruiting events and joining nights will be hands-on, fun family nights. **These activities are designed to supplement and complement school-based classroom talks and themed Rocket Building Parties.**

## Key Features

- **Join Scouting Nights** are the council endorsed recruiting events at schools featuring aviation themed activities for the youth
- Each paid new Scout will receive a **Wings of Adventure Balsa Wood Airplane** at the Join Scouting Night, which will be launched at each district’s Rocket Launch Party
- **New Scouts will save \$12** off their registration fee
- We are partnering with **Oceana Air Show** for program support
- The **Wings of Adventure** theme will be featured and coordinated on flyers, stickers, online advertising, and other marketing materials
- Each District will hold **Wings of Adventure Field Days and Cuborees** where new families will participate in the activities that attracted them to Scouting free of charge and in some districts, they can camp overnight at these events for an extra fee

## Promotional and Onboarding Resources

- Balsa Wood Toy Gliders
- Aviation Themed Flyers
- Facebook Geofencing for Recruiting Events
- BeACub Council Landing Page
- Promotional Stickers
- Wings of Adventure Leader Guide
- Banners
- New Parent Guides
- Yard Signs
- Sample PDF Fillable Unit Information Sheets
- ...and more!



May	June	July	August	September	October
Fall Leader Kickoff					
DE's Set Join Scouting Nights With Principals					
Complete Pack Marketing Plans					
		Back to the Pack			
			Have A Open House Booth		
			Recruit at Join Scouting Nights		
			Pack Orientation After Join Scouting Night		
					New Families GoTo Field Days and Cuborees

# JOIN SCOUTING NIGHT

A **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. Meanwhile, potential Scouts get to do fun activities. 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 a committee member from your pack ready to help collect applications and fees
- Have pack leaders and den chiefs help with the youth break-out activity
- The District Executive will have the ability to collect credit card payments
- Have very family fill out sign-in sheet as they enter with name, phone an email.
- Distribute handouts:
  1. Scouting America Youth Application form, and/or QR code for online renewal
  2. Parent Information Guide
  3. Pack Information Sheet
  4. Flyers for upcoming events

## Join Scouting Night Agenda

### 6:15-6:35 Gathering and Greeting

Greeters meet adults and youth  
Sign in  
Give them a name tag  
Guide them to their tables (each grade should be at a different table)

### 6:35-6:40 Opening Ceremony

Introduce pack leadership  
Explain and demonstrate Scout salute  
Conduct a short flag ceremony

### 6:40-7:10 Youth Activity

All current and prospective Cub Scouts break away to do fun activities  
Leaders teach them the Cub Scout Handshake, and conduct fun activities with the youth attendees

### 6:40-7:10 Parent Involvement (while youth 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  
Highlight key activities – Day Camp, Pinewood Derby, Pack Campouts  
Discuss cost of membership – registration fees, pack dues, fundraising opportunities, and financial assistance  
Explain incentives for signing up that night including Balsa Wood Flyer and a \$12 discount  
Fill out applications and recognize new adult volunteers

### 7:10-7:15 Youth return and share new skill

Cub Scouts return and recite a Bobcat requirement together, then teach their parent the Scout handshake  
Collect applications and present youth with joining incentive item

### 7:15-7:25 After the meeting

Answer individual, or specific questions for families  
Visit with new Den Leaders to add important pack dates to their calendar

## YOUR FLIGHT CREW

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 Pack Marketing Worksheet
- Arrange Join Scouting Night and school talks with the school principal
- Organize and oversee Join Scouting Night at all elementary
- Oversee flyer distribution at your school and other promotional resources
- Immediately pickup of completed applications and fees after the Join Scouting Night

**Wes Sherman**

District Executive  
Bayside District  
757-524-0022  
William.sherman@scouting.org

**Pam Samples**

District Executive  
Princess Anne District  
757-353-0609  
pam.samples@scouting.org

**Christina Raymer**

District Executive  
Albemarle District  
252-207-6860  
christina.raymer@scouting.org

**Jon Murdoch**

District Executive  
Three Rivers District  
757-301-1334  
Jonathan.murdoch@scouting.org

### 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 territory 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.

# FOLLOW UP AND RETENTION

## 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](http://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, who they will approach with questions.
- Give them the next available training dates and information to create an account on [my.scouting.org](http://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, Cub College, 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](http://tidewaterbsa.com/cub-scout-membership)

## 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 Scouting America 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 Scouting America Social Media Guidelines and also find tips for making an effective social media campaign.

**scouting.webdamdb.com/bp/#/folder/4360341/** - The Scouting America 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/** - Scouting America'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.



## 2025 PACK RECRUITING WORKSHEET

Goal Item	Completed	Action Item
1		Recruit one or more <b>new member coordinators</b> to head up your recruiting and welcoming efforts.
2		Conduct a <b>Leader Inventory</b> to determine den leader vacancies. Recruit new den leaders during the summer where possible.
3		Hold a Back to the Pack event with your pack, where you contact your current and past Scouting families to a fun night of activities and a preview of the fun to come.
4		Create a <b>Pack Information Sheet</b> 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>
5		Attend the <b>Fall Recruiting Orientation</b> at your August Roundtable
6		Update your pack BeAScout.org pin.
7		<b>Hold Join Scouting Night</b> at your assigned elementary school on the night arranged by your district executive.
8		As a pack or with another area pack, hold an outdoor, activity packed <b>Open House</b> to bring new families .
9		Schedule your <b>Parent Orientation</b> and first den meeting for the week after your Join Scouting Night.
10		Choose your own promotional idea!

### Promotional Ideas for your Pack:

- 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 county fairs, parades, farmers markets, and festivals.
- Local Library – Find out if you can put up a display at your local library and participate in events.
- Promote at local churches in bulletins, Vacation Bible Schools, or church events like “trunk or treat.”
- Your pack has a formal relationship with the school and do 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

**Pack #** \_\_\_\_\_ **Leader Name:** \_\_\_\_\_ **2025 Recruiting Goal:** \_\_\_\_\_

**Schools Recruiting From:** \_\_\_\_\_

**December 2024 Youth Membership:** \_\_\_\_ **Current Active Membership:** \_\_\_\_ **Needed for 10% Growth:** \_\_\_\_