

School Night for Scouting

CUB SCOUT RECRUITMENT Unit Leader's Guidebook



BOY SCOUTS OF AMERICA®
NORTHEAST IOWA COUNCIL

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INTRODUCTION TO CUB SCOUT GROWTH

Cub Scout membership growth comes about in three ways:

1. **Retain** Scouts and leaders who are now registered for a longer period of time.
2. **Recruit** new scouts and adults into existing packs.
3. **Organize** new and reorganize dropped Cub Scout packs.

The Cub Scout roundup provides opportunities for growth in youth retention and recruitment and in new unit organization.

- June – August Select fall leadership for existing dens and new dens to be organized.
- On or Before
September 18th Conduct a Pack School Night for Scouting for youth and adults.
- September -
November All new leaders participate in Basic Leader Training
- November-
December Re-registration/Rechartering the maximum number of Cub Scouts in each pack.
- December-
February Prepare 5th grade Webelos to graduate in to a Scouts BSA troop.
- March-May Conduct Spring Cub Scout recruitment.

CUB SCOUT RECRUITMENT NIGHT SUGGESTED TIMETABLE & AGENDA

1. **Schedule Recruitment Night (4 weeks in advance)** ASSIGNED TO _____
 - A. Decide on a date/time/location for your Recruitment Night
 - B. Contact your district executive Sarah or Serica, at the Council Service Center to get on the Recruitment schedule.

2. **Write a Press Release (2 weeks in advance)** ASSIGNED TO _____
 - A. Send to local papers & school (see page 12)

3. **Meet with Table Chiefs/Den Leaders (2 weeks in advance)** ASSIGNED TO _____
 - A. Share with them their responsibilities for the meeting

4. **Hold Scout Talk** ASSIGNED TO _____
 - A. You District Executive will hold the Scout Talk 1-2 days before the Recruitment night.

----- **CUB SCOUT PACK RECRUITMENT NIGHT -- AGENDA** -----

1. **Before the meeting** ASSIGNED TO _____
 - A. Set up tables and chairs as needed.
 - B. Set up Cub Scout project exhibits/Pack photos
 - C. Make sure all materials and equipment are on hand.
 1. Name tags, registration sheets, pens
 2. Pre-opening game materials
 3. Youth and adult registration applications
 4. Ceremony and games equipment

2. **Pre-opening - 15 Minutes** ASSIGNED TO _____
 - A. The welcoming committee greets families as they arrive
 - B. Register attendance.
 - C. Provide nametags for youths and adults.
 - D. Start a pre-opening get-acquainted game.
 - E. Direct visitors to the exhibit area and to their seats.

3. **Main Meeting - 30 Minutes** ASSIGNED TO _____
 - A. Welcome and introductions ASSIGNED TO _____
 1. Cubmaster Introduces Leaders and Guests.
 2. Have an assistant Cubmaster or other adult take the children to another room or outdoors for games and activities during the main part of the meeting.
 - B. Explain the Cub Scout Program ASSIGNED TO _____
 1. Include Scouting's aims and the purpose of Cub Scouting.
 - C. Explain the benefits Cub Scouting has for families ASSIGNED TO _____
 1. Explain family/parent responsibilities.
 - D. Explain how Cub Scouting is organized. ASSIGNED TO _____
 1. Dens: Lion, Tiger, Wolf, Bear, and Webelos
 - F. Explain the advancement program. ASSIGNED TO _____
 1. Discuss the advancement program, beginning with Bobcat requirements and ending with graduation into a troop. Explain this will be reviewed in more detail at the den parents' meeting.

TIMETABLE AND AGENDA cont.

- G. Program groups ASSIGNED TO _____
At this point in the meeting, the children can rejoin the group. Then divide families into four groups – one each for Lion Cub-age Scouts, Tiger Cub-age Scouts, Wolf and Bear Cub-age Scouts, and Webelos Scout-age Scouts.

Previously selected den leaders are furnished with program-appropriate materials and literature. During this period, den leaders collect the Scout applications and fees from each family and make a list of Scouts in the den. At this time, the den leader and families should decide on a suitable den meeting day and set a date for the first den adults' meeting.

1. **Lion Cub Group** ASSIGNED TO _____
The Lion Cub Den Leader meets with youth and their adult partners to explain den organization and the adult partner's role in the Lion Cub Program.
1. **Tiger Cub Group** ASSIGNED TO _____
The Tiger Cub Den Leader meets with youth and their adult partners to explain den organization and the adult partner's role in the Tiger Cub Program.
2. **Cub Scout Group** ASSIGNED TO _____
Families sit together by grade level. The Wolf Cub Scout Den Leader meets with the second-grade youth and their families to explain the Wolf Badge, den organization, and the family's role in the Cub Scout Program. The Bear Cub Scout Den Leader does the same for families of third-grade youth.
3. **Webelos Scout Group** ASSIGNED TO _____
The Webelos Den Leadership meets with families to review the Webelos Badge and Arrow of Light Award requirements, den organization, and how families fit into the program.

These group meetings are short and do not take the place of the den adults' meeting or parents' meetings, which will be held at another time with the den leaders.

- H. Registration– 5 minutes ASSIGNED TO _____
1. Review the purpose of registration and answer any questions.
 2. Collect all applications and fees. Den leaders may have already collected the youth applications and fees during the group programs.

- I. Closing – 5 minutes ASSIGNED TO _____
1. Announce the Council scheduled training opportunities and Pack meetings:
Examples: -Roundtable, Basic Leader Training
 -Pack Adult's Meeting
 2. Thank everyone for coming
 3. Close with an inspirational thought, emphasizing the importance of family involvement.

4. **After the Meeting**

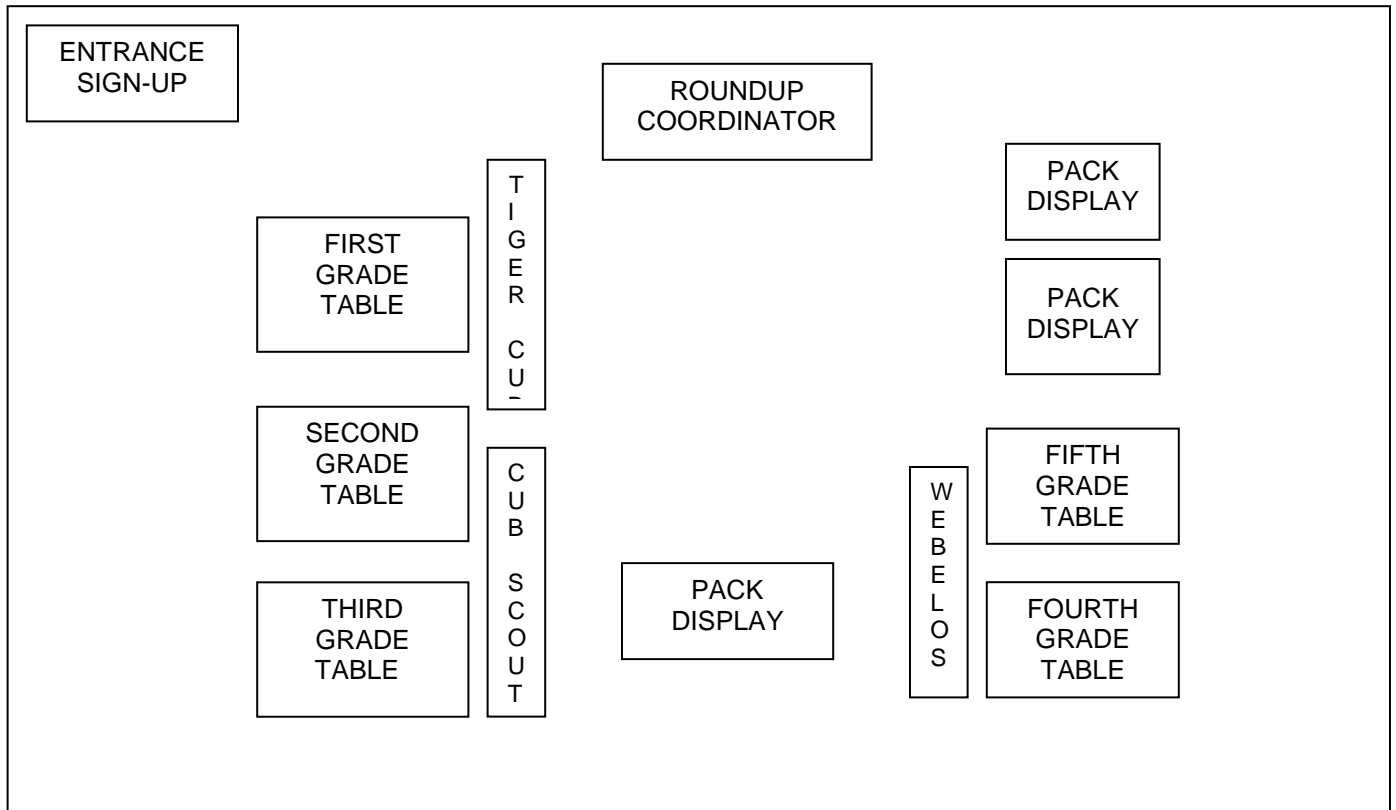
- A. Enjoy fellowship and refreshments.
- B. Verify money and registration applications.
- C. Calculate and prorate fees if necessary.
- D. Keep the pack copy of the applications; turn in other copies and fees to the council service center as soon as possible. Preferably to the District Representative in attendance.
- E. Forward adult applications and fees to the council service center as soon as they have been approved by the chartered organization, keeping the pack copy.
- F. Check to make sure the room is clean and returned to its original order.

TABLE CHIEF RESPONSIBILITIES:

When the group splits into the different age groups, you are the representative for the Pack. Your responsibilities include:

- Providing an overview of the types of activities that Den will do over the year. Be sure to share the current Pack schedule.
- Answer questions about the Scouting program
- Assist in collecting the registrations and payment for new Scouts and Scouters
- Help the group decide on a suitable den meeting day/time.

MEETING ROOM ORGANIZATION



Above is a sample layout of a typical roundup event setting. Be sure all tables are clearly marked by assigned grade and/or neighborhood. As parents and children enter, ask them to sign the attendance roster, give them application forms, and direct them to the appropriate table.

Doing this simple task at the beginning will save a tremendous amount of time and organization later. Parents and youth already sitting in “den areas” will make the registration process go smoothly.

Use tri-fold boards: one for each Cub Scout level (including adults). Design a well laid out, professional presentation, with books and fliers at each table. This type of setup provides an eye-catching display.

A mini campsite setup in the entry area serves as a great visual for the Cub Scout outdoor programs.

RECRUITMENT PHONE LOG / ATTENDANCE SHEET

It is important that you log the calls you receive from prospective Cub Scouts, Webelos Scouts, or their parents. Some children may not be able to come to your recruitment night, but may want to be Cub Scouts, or Webelos Scouts. Share with them when your next meeting is, but also ask for their phone number and name so you can give them a reminder call, text or email. In case that they don't make the next meeting, you can make contact with them and see if they are still interested.

Please make sure you take the time to write down each families' name and number. Call them if they missed your meeting.

Talking to parents on the phone is a good opportunity to get to know who they are. Ask them if they were ever Scouts.

Parent's Name	Scout Name	Phone #	Scout Grade	Parent has Scouting Background (Y/N)	Email Address
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					

REGISTRATION INFORMATION

1. Have all new members complete an application (Scouts and adults). (Should you run short of applications, get full address and phone number.)
2. Collect fees: As fees are paid, mark the amount on the application as “Registration Fee” and “Boys’ Life.” (This is your code that you received the money). Mark an “X” in Boys’ Life Box if the magazine is being purchased.
3. Review each form to ensure that it has been filled out completely and correctly. Please include birth date (youth and adult) and position code for adult leaders. Parents must sign youth application.
4. Have the unit leader (Cubmaster or their representative) sign each Scout member application. Adult leader applications must be co-signed by a Chartering Organization Representative.
5. Units are to keep the copy of the applications labeled “Unit Copy”.
6. Units will also keep one copy of the Recruitment Phone Log / Attendance Sheet(s) to follow up on youth and adults who did not join.
7. Complete the “Report Form” provided. (Enclose one check in the amount for all fees. Do not staple money or checks to the forms. Then seal the envelope and return to the District Executive.)

SUGGESTED ACTIVITIES FOR YOUTH DURING RECRUITMENT NIGHT

As any parent knows, it is easier for adults to focus on the information being provided when their children aren't fidgeting in their seats and asking lots of questions. Take the opportunity to split the youth (include all children present) from the adults. This is a chance for the youth to get really excited about all the fun they will have throughout the year, so try to weave in some Scouting mainstays to keep the focus on Scouting.

Below are some suggested activities:

Nature Path

Take the children for a nature walk where the meeting is held. Provide Nature Passport or Scavenger Hunt materials to each child.

Campfire Time

Take the children to a separate area and teach them 3-4 songs, skits or cheers. When you come back together have the children share their favorite.

Gaga Ball

Borrow the Council's Gaga Pit to show the youth how much fun the game is!

Rocket Academy

Choose a rocket strategy (bottle, stomp, etc.) and make sure each child gets to see a rocket shoot off.

Geocaching Activity

Set-up some temporary caches and split into groups to find them. Be sure to have enough items for everyone to get an item (can be small items such as stickers, trading cards, etc)

Human Foosball (see photo below)

Create a mini human foosball area. Make sure youth take turns in the game.

Catapult Target Practice (see photo below)

Create several simple lever catapults. Have targets for the youth to aim for.



PACK ADULT'S MEETING

Cubmasters and other pack leaders welcome ways to guide families so their Scouts will get the best Cub Scouting has to offer. Some packs hold an annual adult's meeting – usually in the fall after a Join Scouting Night – to discuss responsibilities of families and the pack's plans for the future. By this time, new families will have received the basic information, and this meeting can be devoted to meeting specific pack needs. This can be a meeting for adults only, or it can be incorporated as a part of the September or October pack meeting as a special adult part of the program.

The following agenda is for a pack adults' meeting held in conjunction with a regular pack meeting. It can be tailored to fit your own pack needs. If there is a lot of business to be covered, it may be best to hold the adults' meeting on a different night than the regular pack meeting.

The Cubmaster plans and conducts the adults' meeting with the help of the pack trainer and pack committee. Other leaders may also be involved, and the unit commissioner and a chartered organization representative may be invited.

Suggested Agenda for Pack Adult's Meeting

1. Before the Meeting

- A. Set up tables and chairs as needed
- B. Set up exhibits of den projects
- C. Have all materials and equipment ready

2. Gathering Period

- A. A welcoming committee greets the pack families as they arrive
- B. Register attendance and distribute name tags
- C. Hold a pre-opening activity or game

3. Opening – 5 minutes

- A. Lead the Pledge of Allegiance or another opening ceremony
- B. Welcome everyone and make introductions
- C. Lead a song

If youth are in attendance, an assistant Cubmaster or other leader should take the youth into another room or outside for games and activities.

4. Body - (Adults' portion of the meeting) – 30 minutes

- A. Briefly review family responsibilities
- B. Review your packs "Ideal Year of Scouting" - the themes, special activities, and projects decided on at the Pack Planning Conference
- C. Discuss leadership needs (See Page 11)
 - Discuss plans for selecting den and pack leaders, as needed.
 - Educate adults of leadership needs for special pack activities for the year

PACK ADULT'S MEETING cont.

- D. The Chartering Organization representative briefly discusses how the Chartering Organization helps the pack
- E. Discuss other pack needs and ways families can help (budget, dues, uniforms, equipment, etc.)
- F. Hold a question and answer session

Youth return for completion of Pack meeting – 30 minutes

The youth return and join the group. The remaining time is spent in regular pack meeting activities such as advancement ceremonies, games, and skits

5. Closing – 3-5 minutes

- ◆ Make announcements
- ◆ Conduct a closing ceremony or give a brief inspirational closing thought

6. After the meeting

- ◆ Enjoy refreshments and fellowship
- ◆ Clean up the meeting place

Leader Responsibilities

Committee Chair

Conducts monthly pack leaders' meeting to help plan program. Ensures that adequate support to run the program is given to Cubmasters and den leaders by committee members. Helps recruit additional leaders as needed. Basic Leader Training is offered for this position to help new leaders succeed.

Committee Members

Attend monthly pack leader's meeting to help plan program and take care of records, finances, advancement, activities, membership, etc. Basic Leader Training is offered for this position to help new leaders succeed.

Cubmaster

Conducts monthly pack meeting. Aids den leaders by coordinating monthly program for all leaders. Attends monthly pack leaders' meeting. Basic Leader Training is offered for this position to help new leaders succeed.

Lion Cub Den Leader

Coordinates shared leadership among the Lion Cub adult partners. This ensures den meetings and outings are planned, prepared for, and conducted by all adult partners on a rotating basis and den activities provide advancement opportunities for the Scouts in the den. Serves as den host for family members at pack meetings. Attends monthly pack leaders' meetings and monthly roundtable meetings. Basic Leader Training is offered for this position to help the new leader succeed.

Tiger Cub Den Leader

Coordinates shared leadership among the Tiger Cub adult partners. This ensures den meetings and outings are planned, prepared for, and conducted by all adult partners on a rotating basis and den activities provide advancement opportunities for the Scouts in the den. Serves as den host for family members at pack meetings. Attends monthly pack leaders' meetings and monthly roundtable meetings. Basic Leader Training is offered for this position to help the new leader succeed.

Cub Scout Den Leader

Meets weekly for about one hour with a den of six to eight Scouts. Den meetings are held in den leader's home, a church, or other suitable place. The den leader determines time, day, and location of den meeting that is most convenient for him or her. Attends monthly pack leaders' meeting. Basic Leader Training is offered for this position to help new leaders succeed.

Webelos Den Leader

Same as Cub Scout den leader except works with older Webelos Scouts. Encourages periodic parent/son overnight campouts. Attends monthly pack leaders' meeting. Basic Leader Training is offered for this position to help new leaders succeed.

Pack Trainer

Conducts orientation for new families and pack leaders. Trains new leaders for their specific leadership positions or encourages participation in district training. Encourages pack leaders to attend ongoing training, such as roundtables and Youth Protection Training. Conducts other trainings as designated. Keeps track of pack training records. Pack trainers should be trained in a district or council Trainer Development Conference. They should, of course, have completed a training session before they teach it.

Parent Helpers

Assist pack and/or den with specific projects as needed by the leaders. All parents help their Scouts with advancement.

UNIT NEWS RELEASE

Cub Scout Pack (#) Wants You!

Pack (#) will be hosting recruitment campaign. On (DAY, DATE & TIME) at (LOCATION).

Pack (#) , chartered by (organization) , invites you and your child to become a part of one of America's leading values-driven organizations. The Cub Scout program is a valuable resource that can help families accomplish worthy goals while building and strengthening relationships within the family.

Cub Scouting combines fun with educational activities and lifelong values. It also helps parents to help their children strengthen character, develop good citizenship, and enhance both mental and physical fitness. In addition, the program provides youth with positive peer groups and tools to shape their future.

In Cub Scouting, Scouts learn ideals like honesty, bravery, and respect. These values help them make constructive decisions throughout their lifetimes and give them the confidence they need to grow and develop. According to a recent study conducted by Louis Harris & Associates, "Character may be defined as the 'willingness to do what is right, regardless of circumstances.' Cub Scouting teaches Scouts what is right, in part by encouraging them to reflect on lessons learned through Cub Scouting activities."

Questions contact (Unit Round-up Chair) at (Phone #) or the Northeast Iowa Council at 563-556-4343.

PROMOTIONS:

Council Promotions:

The Council will be promoting your Recruitment Night in a variety of places.

1. Council Website: www.scoutsiowa.org/join - Each recruitment night will be listed by city/school.
2. Council Facebook Page: <https://www.facebook.com/pg/BSANEIC/events/> - Each recruitment night will have a separate event listed on our Facebook page. These events will be shared with some Facebook parenting groups.
3. Media Calendars: Recruitment nights will be shared to local community calendars including:
 - a. Dubuque
 - i. Telegraph Herald
 - ii. Radio Dubuque radio stations
 - iii. Townsquare Media radio stations
 - b. Local Newspapers in Bellevue, Cascade, Dyersville, Elkader, Guttenberg, McGregor, Manchester, Waukon, Postville, Monona, Edgewood, Strawberry Point, Hopkinton, and Edgewood
 - c. Local Radio Stations in Manchester, Dyersville
4. Scout Talks: The District Executive will schedule a Scout Talk at the school 1-2 days in advance of the Recruitment night. Each child will receive a sticker with meeting info, a Scout Me In sticker, and a flyer with meeting info and general Scout information.
5. Scouting Magazines: Mini-Boy's Life magazines will be distributed to schools and city/county libraries with council information on the back of the magazines.
6. Radio Ads: While not specific to your Recruitment night, the Council runs Cub Scout ads on the Radio Dubuque stations.

Other Ways to Promote your Recruitment Night:

1. Share the Facebook Event for your Recruitment Night – Ask your adult leaders to share the event as well.
2. Scouting Signs – The Council will provide you Signs to put in the ground. Possible locations include your yard or school entry way (get permission first).
3. Recruitment Resources – A list of physical recruitment resources are listed on the council website (<http://www.scoutsiowa.org/recruitment-resources/>). Email your District Executive to reserve any resources you would like to use.
4. Have current Scouts wear their uniforms on the meeting day.
5. Have current Scouts make Scouting posters and get permission to hang them up at school.
6. Check with the school on having a current Scout make an announcement over the PA system.
7. Ask your current Scouts to invite their friends into Scouting. Provide them with business sized card to hand out to their friends. (Template available on recruitment resources page)
8. If your school has a back to school night and provides items in a goody bag, ask if you can add bookmarks to the bags. Template is available on the recruitment resources pages of the website.