

School Night for Scouting

CUB SCOUT RECRUITMENT Unit Leader's Guidebook



BOY SCOUTS OF AMERICA®
NORTHEAST IOWA COUNCIL

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Checklist for Recruitment

- Have a Pack Committee Meeting
 - Discuss Fall Calendar
 - Fall Recruitment
 - Choose method for meeting Virtual, In-Person Open House, In-Person Large Meeting, or Hybrid (Parents choose to do in-person or virtual)
 - Select your night, time, location
- Turn in Pack Recruitment Night Information at <https://forms.gle/4Hb49a4yqCWeoi6J8>
- Attend Roundtable
- Fill out and turn in your Pack Contact/Calendar Sheet to Sarah
- Choose optional Recruitment Promotion options
- Confirm all leader positions for the 2020 School Year/ Fill open positions
- Update the Pack BeAScout Pin
- Ask current parents to step into leadership roles
- Den Leaders and Cubmaster take position Specific Training
- All leaders take Youth Protection Training if expired or going to expire soon
- Have current families invite friends to Join Night
- Have current families sign up siblings that are now ready and able to join

Virtual Pack Run Recruitment Session

Logistics

- Host: Control setting up the meeting, mutes all but the speaker, controls screen sharing
- Co-Host: watches the chat and answers questions in the chat. Also serves as the moderator during the Q & A session
- Speaker(s): this role can be one person or multiple. Having multiple will show that the unit is a team of leaders that work well together
- After follow-up with all that registered for the link

Materials

- Power Point (Update all Green Highlighted with Unit Info)
- On-Boarding Packet (Uniform Guides, Parent Guide Book, Contact/Calendar Sheet, Family Talent Survey, and uniform order sheets)
- Link to sign up for Pack on BeAScout sent in chat during meeting and email after meeting
- Zoom Link (Pack or Council; Host set it up and then send to Sarah)
- Online Registration Form to sign-up for link (collect basic info so link is sent safely and secure the night) [This will be made for you by Council after link is sent to Sarah]

Basic Meeting Agenda

- As People Join Play video <https://youtu.be/V9NnTPCPx2M> (1:24)
- Intro of Unit Leadership (5-7 minutes)
 - Who you are and your why?
- Introduce the Activity for the kids (1-2 minutes)
 - 10 minutes to find the six essentials while you talk to the parents and the kids are busy
- What is Cub Scouts (5 minutes)
 - Play video <https://youtu.be/r-AunIC-1pg> (3:30)
- What you have planned for the next few months (10 minutes)
 - Meetings times and how you are going about them virtual or in-person social distanced
 - Advancement and how you will be doing it. Briefly explain advancement.
 - Virtual Campouts
 - National Pinewood Derby Event
 - Ideas of what you will be doing socially distanced activities
- End the game and explain what the six essentials are for. Give parents the action to have a hike in the next week with their child and send a photo from the hike
 - Play the 6 essentials for a hike video <https://youtu.be/gp76QE0nHu4?list=PL9KX6LVPREugVycDGeNnJ8-vZosFDeVDZ>
- Cost of joining and what that pays for (2 minutes)
- Explain how to sign-up now (3 minutes)
 - Online Application by sending your units URL in the chat and via email
 - Play Video while registration link gets sent to email s and in chat <https://youtu.be/EkM7j8sZTao> (0:35)
- Q & A/Wrap-up (15 minutes)

In-Person Pack Run Join Nights

Logistics

- Assign leaders to roles for the night
- Decide who is presenting and what
- Collect completed applications and sign the bottom
- After follow-up with everyone that is on the sign in sheet

Materials

- Units Responsible for these materials
 - Materials to promote your Pack (Picture Boards/Slide Shows/Pinewood Derby Cars)
 - List of Open Positions and descriptions
 - Youth Activity
- In Recruitment Night Box
 - Pens
 - Adult Applications
 - “How to Take Youth Protection”
 - Sign-In Sheet Dual Copy
 - On-Boarding Packets: Include “Parent Guide”, “Trading Post Guide”, “Family Talent Survey”, Contact/Calendar Sheet, and Youth Applications

Basic Meeting Agenda

- Intro of Unit Leadership (5-7 minutes)
 - Who you are and your why
 - Send youth to do their activity
- What is Cub Scouts (5 minutes)
- What you have planned for the next few months (15 minutes)
 - Meetings times and how you are going about them virtual or in-person social distanced
 - Advancement and how you will be doing it. Briefly explain advancement.
 - Virtual Campouts
 - National Pinewood Derby Event
 - Ideas of what you will be doing socially distanced activities
- Cost of joining and what that pays for (2 minutes)
- Explain how to sign-up now (3 minutes)
- Q & A/Wrap-up (15 minutes)

Promotions

Council Promotions – Automatically done for each Pack

- a) **Council Website:** www.scoutsiowa.org/join - Each recruitment night will be listed by city/school.
- b) **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.
- c) **Facebook Geofencing of Event:** Facebook advertising of your event targeted to geographic area around your school(s)
- d) **Radio Advertisement:** While not specific to your Recruitment Night, the Council runs Cub Scout ads on the Radio Dubuque stations
- e) **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
- f) **Cub Scout Talk Video:** This is a replacement to the District Executive going into the school and doing a Scout Talk in person. We have an audio only version for PA announcements if allowed.
- g) **Digital Flyers:** Will have pack's specific information on it. The District Executive will send to each school.

What we need Each Pack to Commit to:

- a) **Yard Signs:** Same as last year the sign slides over the stand. There is room to write meeting information on it also has BeAScout.org on it if meeting information cannot be read. We ask you commit to putting up 3 yard signs.
- b) **Social Media Game of Tag:** We are asking each unit to join a game of "Tag" by tagging others, and challenging them to tag others. Use this approach for the general sessions or for your specific pack event.

What can be added to your Pack's Recruitment Plan (Materials or Templates will be prepared for Packs request through Sarah):

- a) **Printed Flyers:** Will have pack's specific information on it. Each Pack will be responsible for distributing to their school.
- b) **Stickers:** Made based off of the unit's specific information.
- c) **Bookmarks:** Can be left blank with just BeAScout.org or add a sticker to make unit specific.

- d) **Ask a Friend Cards:** Can be left blank with just BeAScout.org or add a sticker to make unit specific.
- e) **Mini Magazines:** Can be left blank with just BeAScout.org or add a sticker to make unit specific.
- f) **Email to Parents:** We will provide you a template that you can customize and ask the school to send out on your behalf.
- g) **Article in School Newsletter:** We will provide a template you can customize and send to your school for inclusion in the newsletter.
- h) **PTO Communication:** We will provide a template you can customize and send to your PTO/PTA for inclusion in the next communication.
- i) **Mobile Displays:** Can be reserved to place at schools, libraries, or grocery stores with flyers or bookmarks to grab for the information.

For any items that would be distributed at your school – it is **IMPERATIVE** that you check with the school to see if they can distribute them. Many schools are completely closed to outside including distribution materials.

For any optional items to be added to your recruitment plan please contact Sarah by email at sarah.brimeyer@scouting.org.

OPEN HOUSE MEETING ROOM SET-UP

An open house Join Night is designed to be:

- Faster for parents. Families can complete the process in 15-20 minutes.
- Less stressful for pack leaders (no group presentation!)
- Informative and organized to be done in an efficient manner

An important aspect of this format is follow-up with interested and new families. Contact the families within 24 hours of the sign-up night by phone and/or email. New families should be welcomed to the Pack and reminded of Den meetings and Pack meetings. Interested families should be asked if they have any questions before joining.

Each station has a dedicated function, and depending upon anticipated turnout and available volunteers, Packs may combine stations as needed. Make an effort to have as many Den Leaders and Assistant Den Leaders on hand to give families a chance to get to know them.

Station 1: Welcome

- Greet each family and ask them to sign in.
- Direct parents to visit the other stations.

Station 2: What We Do

- Share the excitement of Cub Scouting and your pack activities.
- Walk through the on-boarding packet with each family specifically the Pack and District calendar and Contact Information.
- Provide every family with an On-Boarding packet for every youth signing up.

Station 3: Paperwork

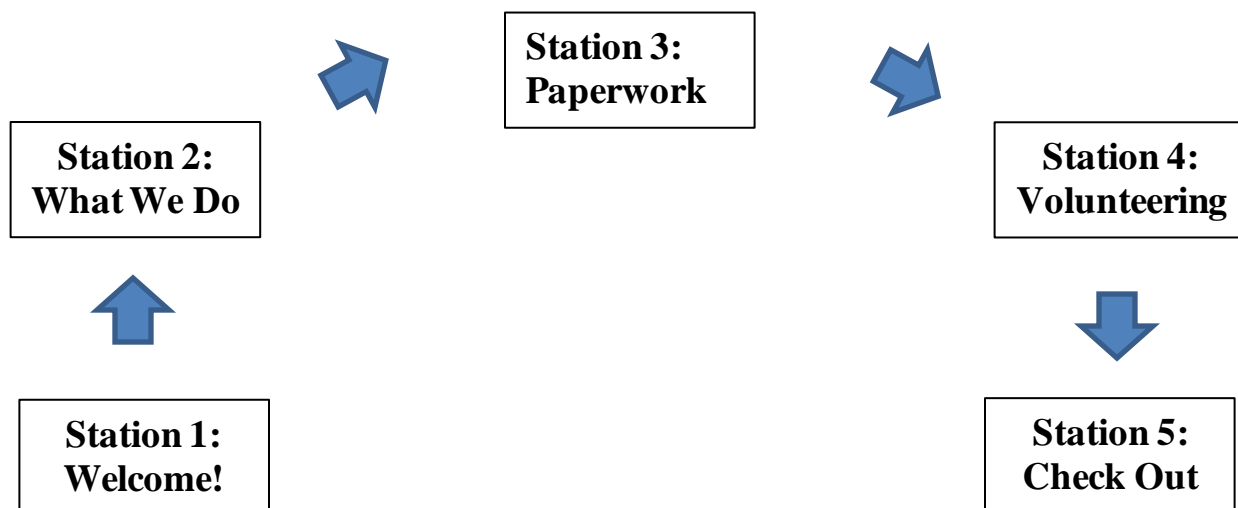
- Help with youth applications. Be prepared to answer questions.
- Know the cost.
- Promote *Boys Life* Magazine.

Station 4: Volunteering

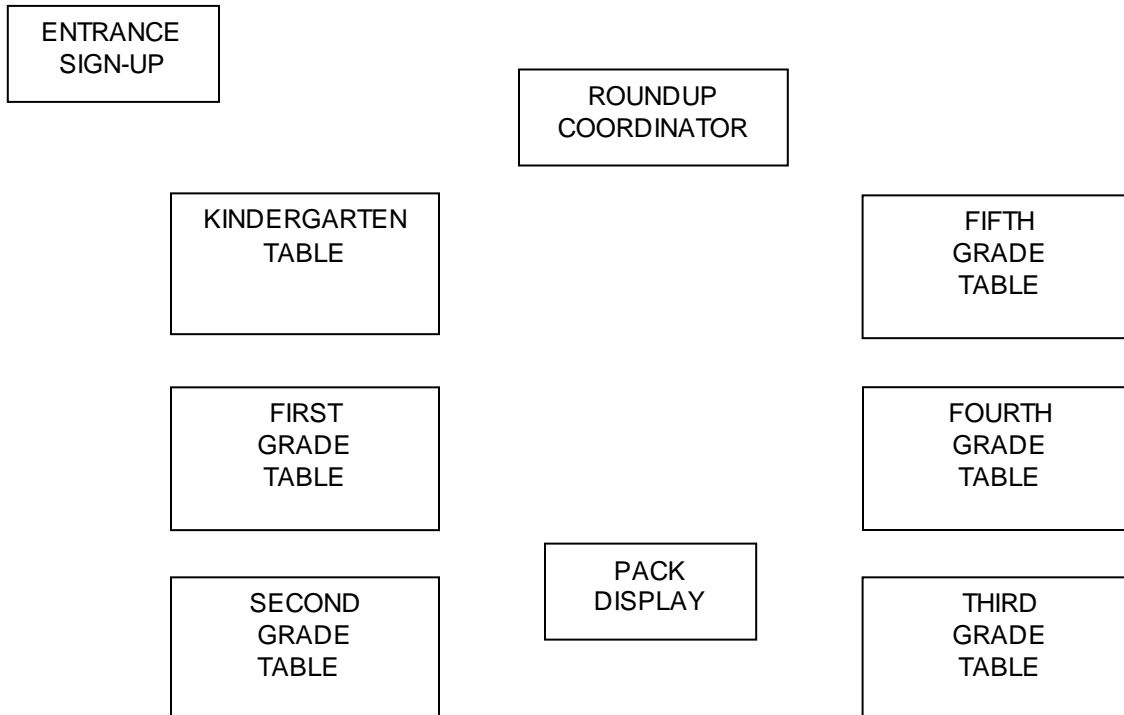
- Talk to parents about the volunteering opportunities. Make sure if your asking them to take a position it is very clear what they need to do.

Station 5: Check Out

- Collect completed applications for adults and youth along with fees. The District Representative will help.
- Be prepared to answer questions about fees, payment and financial assistance options. Northeast Iowa Council offers need-based assistance to cover registration. Hand out requests for Financial Assistance as needed.



LARGE MEETING THEN SPLIT TO DEN ROOM SET-UP



Above is a sample layout of a typical Join Night setting. This set-up allows for one big presentation then groups can discuss den specifics. Be sure all tables are clearly marked by assigned grade. As parents and children enter, ask them to sign the sign-in sheet, give them on-boarding packets, and direct them to the appropriate table. The District Representative will help with the check-out.

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.