

## **Pack Fall Recruitment Steps**

Ensure each family is invited into Cub Scouts

### **Before August:**

1. Develop a Pack calendar with specific dates and activities for the next school year.
2. Pack Identifies a New Member Coordinator or volunteer to head recruitment.
3. Attend recruitment training, provided by the council or district.
4. Review list of marketing ideas and determine plan. Collect and review marketing materials provided by the Council. Includes: yard signs, flyers, stickers, bookmarks, buddy cards, and more
5. Share recruitment plans with District Executive.
6. Contact School regarding orientation night at the school and recruitment nights.
7. Update BeAScout Pin

### **August:**

8. Be at School's Open House/Orientation Night/Back to School
  - a. Find volunteers to help with a booth
  - b. Have activities to promote recruitment
  - c. Be ready to have Cub Scouts join.
9. Find places in advance for yard signs or other promotional information to be placed.
10. Plan School visits, assemblies, lunch rooms, eating with your Scout in uniform to promote recruitment event.
11. First Recruitment Event.

### **1-2 weeks after First Recruitment:**

12. Repeat 7 – 9
13. Target age groups that haven't had a good turnout at first recruitment event
14. Second Recruitment event

### **Date determined by Pack:**

15. Parent Orientation (can be combined with first Pack meeting)
16. First Pack meeting

17. Third Recruitment (if needed)