



## 2018 Recruitment Events Guidebook

## Table of Contents

Packs Need to “Be Prepared” for New Cub Scouts .....	3
Timeline.....	4
Principal Visits .....	6
Marketing Plan for Your Pack .....	7
Your Pack’s Marketing Plan .....	11
After School Night Recruitment Event Suggestions .....	12
How to Conduct a School talk .....	12
Summertime Pack Award .....	13
Volunteer Recruiting Ideas .....	14
Recruit volunteers before School Night for Scouting.....	15
Recruit volunteers between the recruiting event and the Parent Orientation meeting .....	15
Training for New Volunteers .....	15
Supplemental Training.....	16
Pack Leadership and Membership Inventory.....	17
Recruitment Event Meeting Agenda .....	18
Sample Script for the Recruitment Event.....	20
Leader Recruitment Tool – “The Yardstick Story” .....	26
Parent Orientation Meeting Agenda .....	27
Sample Script for the Parent Orientation Meeting .....	29
Den Organization and Leader Recruitment Script .....	31
Take A Moment to Consider.....	32

## Packs Need to “*Be Prepared*” for New Cub Scouts

Packs with an excellent track record of recruiting and retaining members have one thing in common – they are prepared to receive new Cub Scouts into their program. What does this mean? A pack is prepared to receive new members when the leaders have:

- ✓ Created a program **calendar** for the next year with input from youth and families.
- ✓ Created a reasonable **unit budget** and are good at explaining how much Scouting costs and how the parents can help pay for the program.
- ✓ Prepared a **well-planned Sign-Up meeting** that sells the benefits of Scouting.
- ✓ Evaluate your pack’s succession plan to determine the leadership positions that need to be filled and have a **game plan for recruiting parents** to fill those vacancies.
- ✓ Identify current pack leadership that will serve as immediate **new-leader mentor(s)**. Mentoring helps provide support to new leaders to include, but is not limited to: den organization, meeting location and time arrangements, training, resources, information regarding district and council events, as well as encouragement and advice.
- ✓ Developed a plan to contact each of the families after the Sign-Up meeting to remind them about the **Parent Orientation** meeting. When the new parents attend the orientation meeting, the pack program can be explained in more detail in terminology that is easily understood by the parents.
- ✓ **Scheduled den and pack meetings to start right away**. Families that don’t attend the first few meetings are contacted to make sure they knew when and where the meetings are held.
- ✓ Invited families to **participate in a fun outdoor activity**. The Cub Scout Day of Awesomeness can meet this objective.
- ✓ Identified any problems that may make members leave and find solutions as quickly as possible.

# Timeline

## April

- Brainstorming workshop with youth for annual program plan. Plan to have a year-round program. See Ideal Year of Scouting Guide.
- Recruit Unit Coordinator for pack
- District Membership Chair, School Night Chair, District Chair, and District Commissioner School Night Kickoff
- Meet with school principal to:
  - Update on pack membership, activities, and values of Scouting program.
  - Talk about service project(s) your pack can do for the school during next school year. 1-2 per year.
  - Select possible dates for school night after school open house in August / early September. Preferably the 3<sup>rd</sup>, 4<sup>th</sup>, or 5<sup>th</sup> week of school.
  - Commitment to allow flyers to be handed out and school talk to be conducted.
  - Ask about parents they would recommend to leadership roles (especially K parents for new Tiger Den Leaders)

## May

- Committee meeting – whittle down program ideas from brainstorming session taking out those not feasible, start adding possible cost to events and activities.
- Pack meeting – Youth given 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice stickers for possible program ideas OR give 2 or 3 choices / month and have youth vote for favorite.

## June

- Finalize annual program plan and budget for program year.
- Create marketing plan for unit. Use at least seven (7) methods to promote school night for Scouting.
- Discuss follow-up recruitment after initial school nights. Ensure that youth have at least two (2) chances to join in fall.
- Pack attends Cub Scout Day Camp (Activity #1 Summertime Pack Award)
- Confirm leadership that is returning in fall and what holes need to be filled. Prospect and select best candidates for those positions and recruit.
- Speak to troops at camp about helping pack with recruitment efforts. Focus on troops who typically receive Webelos Scouts that cross over from your pack.

## July

- Pack has activity # 2 for Summertime Pack Award.
- Attend Cub and Webelos Camp at Camp Cornhusker

## August

- Communicate annual program plan and budget to existing parents and youth.
- Pack has activity # 3 for Summertime Pack Award.
- Have flyers promoting school night ready to hand out at your schools back to school night and hang posters in hallways to promote first school night. Put up yard signs (not on school property but perhaps on other side of street). Secure School Rosters and call parents and invite to join Cub Scouting at School Night
- Attend your schools “back to school” night and promote first and second school night for Scouting
- Coordinate with your district professional to conduct School Talks and to prepare flyers for 2<sup>nd</sup> recruitment event/night.
- Conduct at least one School Night
- Ensure proper “on-boarding” of new parents and families into Scouting
  - Welcome all new youth and parents with a phone call within 24 hours of school night. Thank them for joining and promise it will be a great year of fun and adventure
  - Follow up with all families that attended but did not join within 24 hours to find out why and offer solutions.
  - Give new families a copy of annual program plan, budget, and pack newsletter.
  - Hold parents meeting to get them involved in unit programming and have them commit to helping with 2 or 3 activities throughout the year.
- 1<sup>st</sup> den meeting happens within 2 weeks of school night.

## September

- Pack meeting. Welcome and recognize new families. Have a good fun pack meeting, not a business meeting for the parents. Promote Cub Scout Day of Awesomeness.
- Follow up with parents/families that joined at school night but did not attend 1<sup>st</sup> pack meeting.
- 2<sup>nd</sup> recruitment night/event held inviting new youth to join Scouting.
- Review Parent Interest Surveys to help select and specifically ask for leaders.
- Host a special parent orientation night to share pack details and select leadership.

## October

- New Cub Scouts Awarded Bobcat Badge at pack meeting.
- Share school night and recruiting results with principal.

## November

- Conduct unit membership inventories to ensure all active youth are registered and get a reading on retention in each unit.
- Complete Annual Charter

## Principal Visits

Building and maintaining a strong relationship with your pack's elementary school is important to have and effective Cub Scout recruitment effort. A meeting with the school principal will strengthen relationships and foster support for recruitment efforts. This meeting should happen in April/May and consist of key unit leadership and Scouting professional. Take no more than 2 or 3 people into the meeting as to not overwhelm him/her. This meeting should last no longer than 20 minutes. Sample working agenda for the principal visit would be as follows:

1. **Welcome and introductions –** **Pack Leader from School**  
Take a minute to introduce everyone to each other. Be sure to thank principal for taking time to meet with you. Find out if principal has any Scouting background either as youth or as an adult.
2. **Update principal on pack** **Pack Leader from School**
  - a. Share roster of pack so principal can see kids and parents that are involved in Scouting.
  - b. Share key program items that your pack.
    - i. Service projects
    - ii. Field trips and other learning opportunities
    - iii. Density served in school
3. **Service opportunities for School** **Pack Leader from School**  
State that in the next school year, your pack would like to conduct 1-2 service projects for the school. Take a couple minutes to brainstorm ideas come to agreement of what that service project should be. Some suggestions include: Help with book fair; Help clean up after school carnival or other events/activities; Pick up trash on playground before start of school or other grounds beautification projects; or Cub Scout help mentor another student in reading.
4. **Why Scouting is Important** **Scouting Professional**
  - a. Tufts University Study
5. **Recruiting** **Pack Leaders From School**
  - a. Ask when school open house is scheduled and secure permission to attend to promote school night.
  - b. Ask about possible dates to conduct school night after open house (usually the next week).
  - c. Ask about permission to hand out flyers, put up posters and conduct school talks.
    - i. Classroom, assembly, lunchroom, recess, closed circuit TV, morning announcements, etc.
6. **Volunteer Recruitment**  
Ask about Kindergarten parents that may make good Tiger Cub Den Leaders.

# Marketing Plan for Your Pack

A strong marketing plan is important to promote your packs program year-round, not just at school night. This will keep your unit in front of prospective members.

## Top 10 List

The following methods are considered to be the “*Top 10*” most important ideas for recruiting. All packs should complete all of the following methods.

### 1. Pack Information Sheet

- This is your chance to brag about your pack and have a quick handout ready to distribute.
- Should include meeting times, locations, pack calendar, leaders and contact information, and other exciting information about your program.
- Should be provided to your charter organization, families in your pack, other neighborhood organizations, and local library.

### 2. Organize Visits / Scheduling (See principal visits section of this booklet)

- In April/May of the previous school year, you should schedule a face-to-face meeting with your partner school (may or may not be charter partner). This gives you the chance to thank the organization for their support and outline your ideas and request for your recruitment process.

### 3. Flyers

- Flyers are provided by the Cornhusker Council. Work with your district professional to order them well in advance of your School Night.
- Should aim to have one set of flyers to go out the first week of school and a second to go out with the school talk.
- Divide into groups of 20-25 so the school secretary can easily distribute into teachers mailboxes w/o counting themselves.

### 4. Youth wear uniform to school

- Easy way to get exposure. Serves as a walking billboard and a conversation piece.
- Wear day of your school night, den meetings, pack meetings, and other pack activities.
- Leaders should also wear their uniforms to school events or just have lunch with their children (where permitted).
- Offer a reward at that night’s meeting for any Cub Scout or parent that wears their uniform.
- Design pack t-shirt for Scouts to wear to school on a regular basis.

### 5. School Visits / Talks

- School talks should be conducted 24-48 hours before school night. They can be done in classroom, lunchroom, during recess, school assembly, or on the buses.

### 6. Stickers

- Use *Avery Label* and design stickers to remind youth of recruitment event.
- Stickers should include time and day for event.
- Distribute at *Back to School* events and other school functions
- Customize with contact information

### 7. Yard Signs

- Provided by the Cornhusker Council. Place signs around school and other high traffic areas.
- Create your own as a den project.

### 8. Picture Boards / Power Point Presentation

- A picture is worth a 1,000 words. Highlight your packs outdoor program on a picture boards.
- Create during a den meeting.
- Display at PTA/PTO meetings, school nights, school activities, and at local churches.

### 9. School Open House / Back to School Nights

- Your pack should be part of the fiber of the school and its families
- Being present at your school’s “Back to School Night” and all other activities is an important way to raise exposure of your program.
- Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.

- Have members of pack volunteer to help with Back to school night.
  - Assistance could include setting up chairs, greeting families, or conducting a flag ceremony.
  - Be sure to have all families and leaders in uniform.
10. **Update your units map pin at “Be A Scout.org.”**
1. You can include meeting times and key contacts.
  2. Follow up with leads within 24 hours!

## Pack Families

The following methods and the remainder of this booklet are divided into ideas that can be done within your family, school and in the community. The more methods you can use to promote your pack, the better your recruitment results will be, so use as many as you can! The following ideas are methods that the pack leadership should ask all families to participate in.

### 11. **Information Business Cards**

- These cards can be created by the pack for parents to hand out to other families. Include details like date and location of pack meeting and pack leadership contact information.
- These cards can be printed on your home computer on card stock or using a business card template program.
- Have each leader carry and hand out cards at all school functions.

### 12. **My Best Friend is a Scout “Buddy Card”**

- This card is designed for the Scout to use to recruit their friends.
- They are fun in nature and may include a few of the exciting activities going on in the pack or a quote of the Scout’s favorite part of Scouting.
- These cards should also include meeting dates, locations, and contact information.

### 13. **Invitation letter – See draft email in this booklet.**

- This letter is a customized form the family can send to their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letter includes meeting and joining information as well as who to contact for more information.

### 14. **Personal Phone Calls / Email (Facebook or Text) Invitation – See draft script in this booklet**

- Ask each family to brainstorm other families that they could call or email to personally invite to be part of the pack.
- The pack should provide each family with the *Pack Information Sheet* and other items to help spread the word and excitement of Scouting.

### 15. **Promote at Church and Other Personal Affiliations**

- Families also have many other affiliations; such as church and sports. These other activities can be used to spread the word of Scouting.
- Make 1/2 sheet flyers to insert into church bulletins with all pertinent information.

### 16. **Halloween Candy**

- On Halloween, many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your pack.
- Use a sticker or label to provide a few activities about the pack and leader contact information.

## School

The following ideas are methods that the pack leadership or recruiting committee should do in the school. Special attention should be given to developing relationships with the school leadership and Parents’ Organizations. This will help with the success of these ideas and your recruitment efforts.

### 17. **PTA/PTO Presentation**

- Make a brief presentation to your school’s parent teacher organization. This should be done at the beginning of each school year.
- Share your recruitment plan and annual activities
- Share an update on your pack, including the number of families and upcoming activities.
- Offer your services at PTA/PTO sponsored events.

**18. Be Involved in School Activities**

- In addition to Back to School Nights, there are events such as carnivals and other activities that the pack should be involved in throughout the year.
- Conduct a service project for the school such as playground and flower garden clean-ups.
- The pack's participation will help the school see the pack as a positive resource and an extra supporter of the school.
- Be available for flag ceremonies throughout the year.

**19. Gift Membership**

- Have a pack provide a free gift membership as a door prize to be given away at school night.
- Provide each member with a 50% off coupon to use to recruit a friend to join the pack.

**20. Intercom Announcement**

- Use the school's public address system or intercom to make announcements regarding the pack and specifically the school night.
- Make announcements exciting and use as a reminder for all upcoming activities.

**21. Video Announcement**

- Have a morning announcement read by a member of your pack in full uniform.
- Do a presentation the morning of your school night.
- Show Cub Scout promotional video spot during announcements. (available at [www.scouting.org](http://www.scouting.org))

**22. Text Book Covers**

- Create and distribute a cover for text books that promotes Cub Scouting and your pack. Can be created on the computer. Have dens and families create their own.

**23. Display Case**

- Use the display case or bulletin board at school to display the excitement in your pack. Use pictures and other visuals to catch attention and motivate families to attend Cub Scout events.

**24. Personal Letter of Invitation (See draft in this booklet)**

- Personally invite all families in the school by sending a personal letter for formal invitation. Use a school directory (if available) or work with families in pack to gather names and addresses.
- These should go out 7-10 days prior to school night.
- Follow up with phone calls.

**25. School Marquee**

- Use the school outdoor marquee to promote the school night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your school night

**26. Follow up School Night**

- Be sure to hold a follow-up recruiting event to give families another opportunity to join. Should have at least two opportunities to join after school night; one in September and one in October.

**27. School Lunch Tray Liners (See examples in booklet)**

- Provide information, games, picture, puzzles, and etc.

**28. Parent's have lunch with their Cub Scout wearing Scout Uniform:** Have parents eat lunch with their child at school and hand out invitations to join Scouting to their friends.

## Community

The following ideas should be done in the community around your pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your pack.

**29. Local Newspaper**

- Community newspapers are always interested in neighborhood events and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar section.
- Invite local reporters to cover special pack events such as bike rodeo, Scouting for Food, etc.

**30. Display Boards at Community Events**

- Wear your uniform and set up a pack display at community events such as carnivals and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your pack.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your pack.

**31. Patriot Day Flag Ceremonies (9/11)**

- A lot of organizations look for color guards throughout the year and especially on Veteran's Day, Memorial Day, and Patriot Day. Have Scouts in uniform present the colors.
- Make a list of events in your community and call organizers early to volunteer to participate.

**32. Pack Special Events in the Community**

- Hold a community event such as a "Kite Day", bike rodeo, or a carnival and invite all members of your community.
- Partner with a local police or fire station to gain exposure of the event and additional credibility.

**33. Volunteer for Community Events**

- Park clean-ups and July 4th celebrations for example.
- Community service is a cornerstone of the program and a great way to gain exposure for your pack.

**34. Church Bulletin Inserts**

- Work with churches in your area and create a small insert to be distributed to the congregation.
- If there are families in your pack that attend the church, have them coordinate distribution.

**35. Sports Fields / Recreation Centers**

- Sports are a major activity of many families. Work with local sports venues to hang banners, posters, and set up information tables and yard signs at the field or court.
- Target efforts as season is winding down as the "thing to do next"
- Host at activity at the recreation center.

**36. Parades**

- Build a float or march and participate in community parades.

**37. Community Marquees**

- Use marquees at churches, recreation centers, neighborhoods or business to promote school night.
- Be sure to thank the organization for their support.

**38. Pack Website and/or Facebook account**

- Post pictures of pack activities of youth having fun in Scouts. "Tag" schools Facebook page so fans of school's page also see your page. Encourage parents to do the same.
- Websites and Facebook are very popular forms of communication.
- Check with community organizations and your school to see if you can list your pack information on their website or link to your pack's website
- Include web address on promotional materials.

**39. Libraries**

- Ask to hang posters and distribute pack information sheet.
- Design bookmarks with pack activities and information for distribution.
- Have pack leaders read story time in uniform.

**40. Community Access Television**

- Most channels will run PSA's featuring guest on their shows or cover community events. (available at [www.scouting.org](http://www.scouting.org))
- As a pack/den project, film a 30-second spot of your pack's activities

**41. Church Sunday School Presentations**

- Make a presentation at local Sunday School classes.
- Participate in Scout Sunday by wearing your uniform to church.
- Promote youth earning religious awards.

**42. Business Window / Counter Displays**

- Visit local businesses and post offices to see if they will allow you to post or leave information regarding your pack and its activities.
- Identify family friendly business such as Dairy Queen, McDonalds, Toys' R Us, etc.

## Your Pack's Marketing Plan

<p><b><u>Top 10 List</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 1. Pack Information Sheet</li> <li><input type="radio"/> 2. Organize Visits / Scheduling</li> <li><input type="radio"/> 3. Flyers</li> <li><input type="radio"/> 4. Youth wear uniform to school</li> <li><input type="radio"/> 5. School Visits / Talks</li> <li><input type="radio"/> 6. Stickers</li> <li><input type="radio"/> 7. Yard Signs</li> <li><input type="radio"/> 8. Picture Boards / Power Point</li> <li><input type="radio"/> 9. School Open House</li> <li><input type="radio"/> 10. Update your Be a Scout.org map pin and regularly follow up with leads.</li> </ul> <p><b><u>Pack Families</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 11. Information Business Cards</li> <li><input type="radio"/> 12. My Best Friend / "Buddy Card"</li> <li><input type="radio"/> 13. Invitation Letter</li> <li><input type="radio"/> 14. Personal Phone Calls / Email Invitation</li> <li><input type="radio"/> 15. Promote at Church and Other</li> <li><input type="radio"/> 16. Halloween Candy</li> </ul> <p><b><u>School</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 17. PTA/PTO Presentation</li> <li><input type="radio"/> 18. Be Involved in School Activities</li> <li><input type="radio"/> 19. Gift Membership</li> <li><input type="radio"/> 20. Intercom Announcement</li> <li><input type="radio"/> 21. Video Announcement</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> 22. Text Book Covers</li> <li><input type="radio"/> 23. Display Case</li> <li><input type="radio"/> 24. Personal Letter of Invitation</li> <li><input type="radio"/> 25. School Marquee</li> <li><input type="radio"/> 26. Follow up School Night</li> <li><input type="radio"/> 27. School Lunch Tray Liners</li> <li><input type="radio"/> 28. Parents Lunch w/child</li> </ul> <p><b><u>Community</u></b></p> <ul style="list-style-type: none"> <li><input type="radio"/> 29. Local Newspaper</li> <li><input type="radio"/> 30. Display Boards a Community Events</li> <li><input type="radio"/> 31. Patriot Day Flag Ceremonies</li> <li><input type="radio"/> 32. Pack Special Events in the Community</li> <li><input type="radio"/> 33. Volunteer for Community Events</li> <li><input type="radio"/> 34. Church Bulletin Inserts</li> <li><input type="radio"/> 35. Sports Fields / Recreation Centers</li> <li><input type="radio"/> 36. Parades</li> <li><input type="radio"/> 37. Community Marquees</li> <li><input type="radio"/> 38. Pack Website and/or Public Facebook account</li> <li><input type="radio"/> 39. Libraries</li> <li><input type="radio"/> 40. Community Access Television</li> <li><input type="radio"/> 41. Church Sunday School Presentations</li> <li><input type="radio"/> 42. Business Window / Counter Displays</li> </ul>
--	--

**Together we can give every youth the chance to Join Scouting.**

Our Pack commits to using these selected methods of invitation to promote our Pack's Join Scouting Night and throughout the year as part of our membership plan.

Cubmaster / Unit Coordinator \_\_\_\_\_

Our Membership committee commits to supporting your Pack's membership plan by being a resource of material, manpower, and ideas.

District Executive / School Night Coordinator \_\_\_\_\_

Pack # \_\_\_\_\_ Normal Pack Meeting Location \_\_\_\_\_

Date: \_\_\_\_\_ Time \_\_\_\_\_

Website \_\_\_\_\_ Email: \_\_\_\_\_

## After School Night Recruitment Event Suggestions

Each pack should hold at least 2 recruitment events in the fall and one in the spring. The first of those recruitment events should be School Night for Scouting that takes place the 1<sup>st</sup> full week of school (generally 1 week after the school's *Back to School Night* (open house). Follow up recruitment events or activities should happen year-round, but especially in the 1<sup>st</sup> months of School – late September and October. Some suggestions for these follow-up recruitment efforts include:

1. Send a follow-up set of flyers home inviting youth to join your September or October pack meeting. Peer to Peer recruiting – create invitations that your current Cub Scouts can hand to their non-Scouting friends at school to invite them to a special activity. It could be a costume party for Halloween, a pack picnic, a fishing derby, or Cub Scout Day of Awesomeness. Event should be fun and exciting for new youth. At the event, invite them to join the pack.
2. “After Sports” recruiting. After a season ends (soccer, football, basketball, etc.) have Cub Scouts that play those sports invite their teammates to join Cub Scouting with them.
3. Encourage Scouts to invite non-Scouting friends along to pack field trips and activities (trips to the Zoo, Saltdogs Baseball Game, city swimming pool, etc.)
4. Pizza or Skating Party – Encourage Scouts to “Invite a Friend” to join Scouting. Only Scouts that bring a friend get to participate.
5. Hand out invitations to join Cub Scouting at School holiday parties (Halloween, Christmas, or Valentine’s Day). This could be done by Scouts giving friends a bookmark, postcard, or printed invitation with the next meeting date on it.
6. Direct mail. Obtain a school roster from your schools. Processes vary per school district check with your local school for details on how to do this. Send a personal invitation in the mail and follow up with a phone call 2-3 days later with a personal invitation. If rosters are not available, look through school yearbook to gather names of students, personalize invitations and have hand delivered by Cub Scouts next day at school.
7. Give information about joining Scouting to churches in your area. Ask to speak to students during Sunday School, hand out flyers to parents with families after church, put an announcement in church bulletin. This works best with charter partners of Scouting programs.
8. Hold a recruitment event. Additional information on each event can be found on the National website or by clicking the following link: <https://scoutingwire.org/marketing-and-membership-hub>
  - a. Bike Rodeo
  - b. Chess Tournament
  - c. Craft Fair
  - d. Critter Race
  - e. Field Sports
  - f. Fishing Derby
  - g. Kite Derby
  - h. Olympic Day
  - i. S’mores Party
  - j. Rocket Academy
  - k. Treasure Hunt

## How to Conduct a School talk

(Please coordinate your schools School talk through your district's professional staff. The professional staff is available to take the lead and conduct your school's school talk even if your pack's coordinator or other unit leadership is unable to assist.)

1. **Preparation**
  - a. Contact the school well in advance to schedule the presentation. Confirm school night date, time, and contact point for the school night.
  - b. Confirm the presentation with letter or phone call.
  - c. Order flyers from council service center.
  - d. Prepare flyers for distribution to teachers (stacks of 20)
  - e. Practice your presentation.
  - f. Secure any necessary props.
2. **Gathering Time**
  - a. Dress in full uniform.
  - b. Arrive 15 minutes early to ensure the school is ready for you and/or reassure them that you are ready.
  - c. Avoid topics that are sensitive issues with schools (shooting BB Guns).
3. **Types of Presentations**
  - a. Assembly for students that stays under 5 minutes each. Be sure you can be heard.
  - b. Room to Room. This type of presentation requires a condensed 3-5 minute talk for each classroom.
  - c. Lunch-time. Many schools will not let you take education time away from the students but if you ask to talk to them at lunch you may get less resistance.
  - d. Recess. Harder because kids are not in one place, but not impossible. Secret is to have a draw to you. For example, set up a model campsite, shoot off water bottle rockets, etc.
4. **How to Make the Presentation**
  - a. At first be stern, disciplined, and well-mannered.
  - b. Then gradually become cheerful, enthusiastic, and silly,
  - c. Remember that you are talking to little children, not adults.
  - d. Keep it short.
  - e. Try to get the students to participate in your presentation.
5. **The Presentation**
  - a. Ask school moderator not to introduce you, as you will take care of that. Merely have them quiet the group down and introduce you as someone who has something important to say.
  - b. Ask if anyone knows what type of uniform you are wearing. You should get a variety of responses: police officer, park ranger, soldier, Boy Scout.
  - c. Introduce yourself and tell them you are indeed a Cub Scout leader and that you are there to talk to them about becoming a Cub Scout.
  - d. Ask students to raise their hands as you rattle off a variety of fun activities that Cub Scouts get to do:
    - i. Who likes to go Camping?
    - ii. Who likes to learn about Nature; animals, birds, trees, go on nature hikes...?
    - iii. Who would like to learn how to shoot a bow and arrow?
    - iv. (Showing a finished and unfinished pinewood derby car) Who would like to build a car like this out of a block of wood like this and race it against your classmates?
    - v. Who likes to go on field trips to places like a police department, fire department, or zoo?
    - vi. Who likes to go fishing?
  - e. "Those are all things you get to do in Cub Scouting? Who thinks that sounds like fun? I would like to invite you and your parents to a special meeting (time, date, location).
  - f. Have some sort of memorable exit. A quick magic trick works well.
  - g. Restate time, date, location and tell them your teacher will hand them a flyer and to take that home to show their parents.
6. **Thank teacher, principal, and school secretary on the way out.**

## Summertime Pack Award

The Summertime Pack Award is an award that can be earned by the pack, dens, and the individual. Packs earn the award by having by hosting an activity at least once/month over the summer (June, July, and August). Your pack attending day camp or cub camp counts as one of these activities! The form can be located online at: <https://www.scouting.org/awards/awards-central/national-summertime>. Dens earn the summertime pack award by having at least 50% of the den participate in each activity, and a Cub Scout earns the award by attending all three activities. Having an active and fun summer program will help retain youth from year to year.



## National Summertime Pack Award Application



Cub Scout Pack No. \_\_\_\_\_ of chartered organization \_\_\_\_\_ Name \_\_\_\_\_

has qualified for this award by conducting a pack activity in the summer months of \_\_\_\_\_ Year \_\_\_\_\_

	JUNE	JULY	AUGUST
Type of pack activity	_____	_____	_____
Number of dens participating	_____	_____	_____
Number of dens qualifying (50 percent of the den's Cub Scouts participating)	_____	_____	_____
Number of the pack's Tiger Cubs participating	_____	_____	_____
Number of the pack's Wolf Cub Scouts participating	_____	_____	_____
Number of the pack's Bear Cub Scouts participating	_____	_____	_____
Number of the pack's Webelos Scouts participating	_____	_____	_____
Number of parents/family members participating	_____	_____	_____

Please send us the following National Summertime Pack Award items:

-  One Pack Award Certificate, No. 33731
-  \_\_\_\_\_ Tiger Cub pins, No. 14332
-  \_\_\_\_\_ Wolf pins, No. 14333
-  One Pack Award Streamer, No. 17808
-  \_\_\_\_\_ Den participation ribbons, No. 17806
-  \_\_\_\_\_ Bear pins, No. 14334
-  \_\_\_\_\_ Webelos pins, No. 14335

### SUMMERTIME ACTIVITIES TRACKING SHEET JUNE

Leader(s) responsible \_\_\_\_\_

Pack activity \_\_\_\_\_

Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Number of dens that participated \_\_\_\_\_ Number of dens with at least 50 percent of members present \_\_\_\_\_

Number of Tiger Cubs participating \_\_\_\_\_ Number of Wolf Cub Scouts participating \_\_\_\_\_

Number of Bear Cub Scouts participating \_\_\_\_\_ Number of Webelos Scouts participating \_\_\_\_\_

Number of parents/family members participating \_\_\_\_\_

Comments \_\_\_\_\_

### JULY

Leader(s) responsible \_\_\_\_\_

Pack activity \_\_\_\_\_

Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Number of dens that participated \_\_\_\_\_ Number of dens with at least 50 percent of members present \_\_\_\_\_

Number of Tiger Cubs participating \_\_\_\_\_ Number of Wolf Cub Scouts participating \_\_\_\_\_

Number of Bear Cub Scouts participating \_\_\_\_\_ Number of Webelos Scouts participating \_\_\_\_\_

Number of parents/family members participating \_\_\_\_\_

Comments \_\_\_\_\_

### AUGUST

Leader(s) responsible \_\_\_\_\_

Pack activity \_\_\_\_\_

Location \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_

Number of dens that participated \_\_\_\_\_ Number of dens with at least 50 percent of members present \_\_\_\_\_

Number of Tiger Cubs participating \_\_\_\_\_ Number of Wolf Cub Scouts participating \_\_\_\_\_

Number of Bear Cub Scouts participating \_\_\_\_\_ Number of Webelos Scouts participating \_\_\_\_\_

Number of parents/family members participating \_\_\_\_\_

Comments \_\_\_\_\_

Date needed \_\_\_\_\_ Cubmaster signature \_\_\_\_\_

\_\_\_\_\_ Pack committee chair signature \_\_\_\_\_

Send to \_\_\_\_\_ Name \_\_\_\_\_ Street, city, state, zip code \_\_\_\_\_

**TO ASSURE PROMPT RECOGNITION, SUBMIT APPLICATION TO LOCAL COUNCIL SERVICE CENTER AS SOON AS POSSIBLE AFTER YOUR AUGUST ACTIVITY.**

2012 Printing

Some pack summertime pack award suggestions include:

- |                 |                          |                |               |
|-----------------|--------------------------|----------------|---------------|
| Attend Day Camp | Attend Bear/Webelos Camp | Family campout | Fishing derby |
| Bike Rodeo      | Nature hike              | Visit a museum | Swim party    |
| Lock-in         | Geo-caching              | Baseball game  |               |

## Volunteer Recruiting Ideas

Every Cub Scout pack needs volunteers to make the program happen. Below are some ideas and hints to help you recruit adult volunteers into your pack.

## Recruit volunteers before School Night for Scouting

The most successful packs review their leadership needs and recruit new leaders *before* School Night for Scouting even happens!

Consider this example: The den leader for your Wolf den moved out of town this summer. Which do you think would be the better option:

- Wait until School Night for Scouting and hope that a parent with a second grader shows up and (despite having no knowledge about Scouting) volunteers to be a den leader. – **OR** –
- Call last years den leader and ask if he/she could suggest which one of the parents in the den would be a good den leader, then recruit that person to fill the vacancy before School Night.

## Recruit volunteers between the recruiting event and the Parent Orientation meeting

- Use the talent survey sheets to find out parents skills.
- After the School Night for Scouting meeting, identify parents that could be den leaders or fill other key roles.
- Talk to them before the Parent Orientation meeting and recruit them to be a leader.

## Why Do Adults Hesitate to Volunteer?

They don't know anything about Scouting.

Let them know it is easy to learn and you will help them. Explain that many printed resources are available and training will make it much easier for them.

They are too busy. Aren't we all?

Be realistic about time commitments, and find a job for them that will fit their schedule. If the adult can't commit to weekly meetings and being a den leader, could they they do a once a year job like organizing the pinewood derby? The key here is to have many different jobs available in the pack.

They don't know what is expected.

Give them a position description and explain what resources are available to help them meet the expectations.

## Training for New Volunteers

Every Cub Scout pack needs volunteers to make the program happen. To be effective, these leaders need to be trained. The information below explains what training volunteers need to take to be trained for their position. All of these training sessions are available online at <https://my.scouting.scouting.org>. You will need to create a user account before completing any of the training sessions.

**Youth Protection Training** – Before any adult can be registered as a leader, they **must** complete Youth Protection Training. At all times, youth safety is the number one priority. At the same time, adults need to know the rules for keeping themselves safe, too. Comprehensive Youth Protection training teaches all the do's and don'ts of working with youth. This training is offered online or may be taken as part of a district or council training course. When the adult has completed the online course, they must make sure to print the certificate indicating that they have completed the course. A copy of this certificate must be turned in with the adult leader application.

- New leaders **must** complete Youth Protection Training before submitting their application for registration. The **certificate of completion must be attached** to the application.
- Youth Protection Training must be renewed every 2 years. If a volunteer's Youth Protection Training is not renewed at the time of recharter, the volunteer will not be reregistered.

**Position Specific Training** – Based on the leader's position. These courses are available online and also as classroom sessions in the district. Position specific training sessions are available for these leadership positions:

- Tiger Cub den leaders and assistants
- Wolf and Bear den leaders and assistants
- Webelos den leaders and assistants
- Cubmasters and assistants
- Pack committee members



## Supplemental Training

**Roundtable** – Your district holds a leader roundtable monthly to share program ideas/suggestions, address problems/concerns, and to share information on upcoming events/activities.

**“Live” Training** – On-line training is good, but in-person training is better because it allows you to interact with the instructor and fellow participants and to ask questions.

# Pack Leadership and Membership Inventory

- Cubmaster: \_\_\_\_\_
- Assistant Cubmaster(s): \_\_\_\_\_

---

- Number of K Grade Students: \_\_\_\_\_ x 30% = \_\_\_\_\_ / 8 = Ideal # Lion Dens: \_\_\_\_\_
- Number of Lions registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Lion Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Lion Den Leader(s): \_\_\_\_\_

---

- Number of 1<sup>st</sup> Grade Students: \_\_\_\_\_ x 30% = \_\_\_\_\_ / 8 = Ideal # Tiger Dens: \_\_\_\_\_
- Number of Tiger registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Tiger Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Tiger Den Leader(s): \_\_\_\_\_

---

- Number of 2<sup>nd</sup> Grade Students: \_\_\_\_\_ x 25% = \_\_\_\_\_ / 8 = Ideal # Wolf Dens: \_\_\_\_\_
- Number of Wolf registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Wolf Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Wolf Den Leaders(s): \_\_\_\_\_

---

- Number of 3<sup>rd</sup> Grade Students: \_\_\_\_\_ x 25% = \_\_\_\_\_ / 8 = Ideal # Bear Dens: \_\_\_\_\_
- Number of Bear registered: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- Bear Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- Bear Den Leader(s) \_\_\_\_\_

---

- Number of 4<sup>th</sup> Grade Students: \_\_\_\_\_ x 20% = \_\_\_\_\_ / 8 = Ideal # Webelos Dens: \_\_\_\_\_
- Number of 4<sup>th</sup> Grade Webelos: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- 4<sup>th</sup> Grade Webelos Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- 4<sup>th</sup> Grade Webelos Den Leader(s) \_\_\_\_\_

---

- Number of 5<sup>th</sup> Grade Students: \_\_\_\_\_ x 20% = \_\_\_\_\_ / 8 = Ideal # Arrow of Light Dens: \_\_\_\_\_
- Number of 5<sup>th</sup> Grade Arrow of Light: \_\_\_\_\_ / 8 = \_\_\_\_\_ dens needed.
- 5<sup>th</sup> Grade Arrow of Light Den Leader(s) Needed: \_\_\_\_\_ Have: \_\_\_\_\_ Need to recruit: \_\_\_\_\_
- 5<sup>th</sup> Grade Arrow of Light Den Leader(s): \_\_\_\_\_

---

- Pack Committee Chair: \_\_\_\_\_
- Pack Treasurer: \_\_\_\_\_
- Pack Outdoor Chair: \_\_\_\_\_
  - Day Camp: \_\_\_\_\_
  - Cub Camp/Webelos Camp: \_\_\_\_\_
- Pack Trainer: \_\_\_\_\_
- Pack Advancement Chair: \_\_\_\_\_
- Pack Popcorn Chair: \_\_\_\_\_

# Recruitment Event Meeting Agenda

## 6:30 Set Up

Assigned to \_\_\_\_\_

- Set up tables and chairs as needed.
- Set up Cub Scout projects & exhibits.
- Make sure all materials and equipment are on hand.
  - ✓ Pre-opening game materials
  - ✓ Attendance sheets, den rosters and pens
  - ✓ Youth and adult registration applications
  - ✓ *Boy's Life* mini-magazines
  - ✓ Pack Calendar & Contact Information
  - ✓ Parent Talent Survey Sheets
  - ✓ Ceremony and games equipment

## 6:45 Gathering Time

Assigned to \_\_\_\_\_

- The welcoming committee greets families as they arrive.
- Ask parents to print name and phone number on attendance sheet.
- Each parent should receive:
  - Youth Application form
  - Parent Talent Survey sheet
  - Pack Calendar with contact information
  - *Boys' Life* magazine
- Direct families to sit at tables by grade (use the table tents).
- Have a pre-opening "ice-breaking" game for early arrivals.
- Get the meeting started on time.

## 7:00 Start the Sign-Up Meeting

Assigned to \_\_\_\_\_

Welcome and Opening

- Teach the Cub Scout salute
- Lead the Pledge of Allegiance
- Teach the Cub Scout sign

Briefly explain the Cub Scout program

- Review joining requirements (shown on the youth and adult applications)
- Explain how Cub Scouting is organized.
- Briefly explain the advancement program (this will be reviewed in more detail at the parent orientation meeting)
- Explain the fun activities Cub Scouts can participate in.

**Have the youth go to another room for games and activities. Have at least two adults leading the new Cub Scouts.**

Discussion with parents while youth are out of the room

- Ask parents to fill out the talent survey sheet. Explain that the pack will be asking every parent to help in some way during the year. Some dens may need den leaders, but every parent will be asked to serve as a helper or on a sub-committee. The talent survey form will help the pack find the right job for each person.
- Have parents complete the *Youth Application*, going over it with them step by step.
- Review the family's financial commitment upon joining the pack. Talk about the differences of "registration fees" (what it cost to join) vs. "participation fees" (annual program cost). Discuss registration fees, den dues, and money-earning projects of the pack. Allow registration fees only to be paid the night of joining. Dues and other expenses should be decided after pack's annual fundraiser.
- Discuss *Boy's Life* magazine, its value, and cost.

- Emphasize the importance of the uniform.
- Answer any questions.
- Collect applications, registration fees & talent survey forms.
- Before the youth return for the closing – explain to the parents that the Boy Scouts of America has Youth Protection Policies in place that are designed to keep Scouting safe for the youth and adults. Ask each parent to become familiar with these policies by completing the Youth Protection Training online at <https://my.scouting.org> before the Parent Orientation meeting and printing the certificate.

**7:45 Closing****Assigned to** \_\_\_\_\_

Announce the dates for the following meetings &amp; events:

- Parent Orientation Meeting
- Cub Scout Fun Day

Share an inspirational thought that emphasizes the importance of family involvement (suggestion – “The Yard Stick Story”)

Thank everyone for coming

**7:15 Clean Up****Assigned to** \_\_\_\_\_***Immediately after the meeting:***

- Make sure that your pack treasurer is in attendance so they can write a check for the registration and *Boy's Life* fees that are due.
- If an individual is interested in being a leader, checkmark the “Interested in Helping” column on the Parent Attendance Sheet. This will ensure they will begin to receive essential resources.
- Turn in the new youth applications and fees to the district volunteer or at the turn in, and exchange shirts. If Lions turn in extra resources. Every application has multiple copies, so your pack will be able to keep a copy for your records.
- **Make sure that someone (Cubmaster, Pack Chair, etc.) calls the district professional that night to report how many youth were recruited.**

## Sample Script for the Recruitment Event

### Start the Recruiting Meeting

#### SCHOOL NIGHT COORDINATOR:

Good evening, my name is \_\_\_\_\_. Welcome to the Sign-Up night for Pack \_\_\_\_\_.

We start every Cub Scout meeting with the pledge of allegiance. But before we do that, there are two things that I need to teach the Cub Scouts.

Cub Scouts hold up your right hand. Spread out your pointer finger and middle finger like this (demonstrate). This is the Cub Scout sign. You can remember what it looks like by thinking of a wolf that has their ears up, listening in the woods.

Whenever you see a leader do the Cub Scout sign, this means everyone needs to be quiet. Also, when you see the sign, you need to do it too, so everyone gets the message quickly.

Now let me teach you the Cub Scout salute. Let's start with the Cub Scout sign (demonstrate). Now put your two fingers together and move your hand up to your forehead like this (demonstrate). When we do the pledge of allegiance, everyone is taught to put their right hand over their heart to show respect to the flag. Scouts in uniform do the salute to show the same respect. Even though you don't have your Cub Scout uniform yet, tonight when we do the pledge of allegiance, you can do the Cub Scout salute for practice.

Ok, now we are ready for the Pledge of Allegiance. Have Cub Scouts or older Scouts lead the flag ceremony.

Ok, now we're going to learn the Scout Oath and Law. Please join along. The Oath and Law is printed on the back of your Parent Orientation Guide. Have Cub Scouts or older Scouts lead Scout Oath and Law.

### Scouting's Impact

Sure Scouting is all about fun, but it's also adventure with results. A recent study conducted at Tufts University showed that Scouting provides positive mentoring relationships with adults, skilled development through program activities and it also develops leadership. So what does that all mean...simply

put - Scouting assists you in making sure our kids grow up to be caring and responsible adults.

## **Explain the Cub Scout Program**

How many of the parents have been involved in Cub Scouts before? For those of you that are not familiar with the Cub Scout program, let me explain.

The Cub Scout program is a fun and educational values-based program. The values we teach are found in the Scout Oath and Law which we said at the beginning of the meeting.

Besides providing a positive place where our kids can enjoy safe, wholesome activities; Cub Scouting focuses on building character, improving physical fitness, teaching practical skills, and developing a spirit of community service.

Cub Scouting is an age-based program and meet together with other students of the same grade. The ranks in Cub Scouting are: Kindergarten are Lions, 1<sup>st</sup> graders are Tiger Cubs, 2<sup>nd</sup> graders are Wolf Cub Scouts, 3<sup>rd</sup> graders are Bear Cub Scouts and 4<sup>th</sup> graders are Webelos and 5<sup>th</sup> graders are Arrow of Light.

Two to three times a month, the different age groups meet. These are called “Den” meetings. Usually, two or three of the parents serve as the den leaders and plan and run the meetings using meeting plans available in the den leader guide. The purpose of the meetings is to help the Cub Scouts learn how to work together in a group and do activities that will help them earn the awards appropriate for their age group. These meetings can be held any day of the week at any location. The days, time and location are determined by the leader’s schedule.

Each den of Cub Scouts has between 5-10. Our pack has \_\_\_\_\_ dens. Once a month, all of the dens meet together. This is called a “pack” meeting. Our pack meetings are held on the (meeting details or ideally on calendar handed out)

Each of the Cub Scouts will need to purchase a handbook from the Scout Shop. The book contains the requirements for the awards they will be working on this year. Each Cub Scouts starts with the same requirements to learn the basics of Cub Scouting – the Cub Scout salute, sign, handshake, motto, and Scout Oath and Law and a few others. They will learn and practice these at their den meetings. When the leaders and parents feel that the Cub Scout has “done their

best” to learn the requirements, they will sign their book and award them with the appropriate belt loop or badge.

In addition to the learning activities, they will also have the chance to do fun activities. The next big event our Cub Scouts will be participating in is called “Cub Scout Day of Awesomeness”. A flyer is in the orientation packet.

I’d now like to introduce your pack’s Cubmaster to cover some additional items specific to your pack.

### **CUBMASTER:**

*Insert Key Items from your Annual Program Plan Here....*

The calendar you received tonight lists all of the events our pack has planned for this year. If you ever have any questions, we have also listed to contact people for our pack. Don’t hesitate to call us.

Cub Scouts, do all those activities sound like a lot of fun?

You have been very good listeners tonight, so as a reward, some of our leaders are going to take you outside for some games. While you are outside, we are going to talk some more to your parents about signing you up to be a Cub Scout.

*(Direct leaders to take Cub Scouts outside for the games)*

### **New Member Coordinator:**

#### **Explain Parent Involvement**

Parents, we want to take some time to help you fill out the forms and answer questions you may have.

But first, many of you may be thinking, my kid does sports too, do I have enough time to do both? The answer is of course! We understand that kids are busy these days. Your kid will have conflicts and miss meetings from time to time and that’s ok.

Also, if you remember the Tufts University study we mentioned earlier – the study found that if kids are participating in sports and nothing else, things

didn't seem to go well. But if they were also participating in some type of youth development program like Scouting in addition to sports, there was an amazing result.

First, let's take some time to complete the talent survey form for everyone besides our kindergarten youth. We will talk to you as they fill out the form. We are asking you to fill this out so we can find the best volunteer job for you to help the pack with. The strength of the Cub Scout program is by having parent involvement. By having each parent do a little bit, none of us get overwhelmed by having to do too much. Also, we have found that our youth have a great Cub Scout experience when their parents are involved with them. Also, they grow up so fast and this is a great way for you to spend quality time with them before they become a teenager and do not want to be seen in public with parents anymore.

### **\*TAKE 5 MINUTES TO HAVE PARENTS FILL OUT FORM**

Don't be afraid, we know that most of you don't know much about Cub Scouting. That's ok. We will be doing a parent orientation meeting next week to help you get started. At that meeting we will also share with you all of the materials that are available to help you be a volunteer in Scouting. The talent survey you are completing will help us find the right job for you in our pack.

### **Explain the Costs of Scouting**

Now let's fill out the application form for your kid. Make sure to fill in as much information as you can. At the top of the application, it asks for the pack number. Our pack number is \_\_\_\_\_

For everyone that is not a Kindergartener. You will also need to go to the Scout Shop to get a uniform. Also, don't forget to sign the application on the bottom right hand side.

The cost to join our pack is \$\_\_\_\_\_. (*Registration Fees only here. Cost is \$13.75, Assuming August School Night*) Subscription cost for *Boys' Life* magazine is \$\_\_\_\_\_. (\$5.00 assuming an August School Night) The *Boys' Life* magazine you received tonight is a special miniature version of the monthly magazine. The actual magazine is full sized and will be mailed to your house each month. The articles will be fun for to read – or for you to read to them – and will be about things you can do in Scouting.

At the parent meeting, we will explain how our fund raiser – the *Trail's End* popcorn sale – helps our pack and your family pay for all of the other activities and expenses that will come up during the year.

We want to let you know that no families will be turned away if they can't afford it. There is registration assistance available as well as Camperships to help go to summer camp. If your family needs assistance, just talk to one of our leaders later tonight.

In the new family orientation packet that you received tonight, the address for the area Scout Shop is listed. We encourage you to visit the Scout Shop before our next meeting to pick up a Cub Scout uniform for your child. The Scout Shop staff will help you get the right items for the uniform. Just remember that your child is a member of Pack \_\_\_\_\_.

We will collect the application, talent survey and fees at the end of the meeting tonight. Those that join tonight will receive this (show shirt) Join Scouting t-shirt. If you are paying by check, please make it payable to Pack \_\_\_\_\_.

There is one thing we need you to do before the Parent Orientation meeting. We are very careful to make sure your family has a fun and safe Scouting experience. We have policies in place that make sure we are always in a safe environment. To help every parent understand what these policies are, we ask that you complete an online training course called Youth Protection Training.

The course takes about 90 minutes to complete. The website address is [www.my.scouting.org](http://www.my.scouting.org). You will need to create a profile before taking the training. It will ask you for a member id number. Just leave it blank for now. After you complete the training, make sure that you print out the certificate with your name on it and bring to the next meeting. If you have any problems completing the training or printing the certificate, just call one of our leaders.

*(Have the Cub Scouts rejoin the meeting)*

Welcome back! We are almost done with our meeting. Your parents have filled out the form to join Cub Scouts – you still want to be a Cub Scout don't you?

Before we have our closing ceremony, remember to turn in the application and talent survey. Our next meeting will be the Parent Orientation meeting, \_\_\_\_\_ at the \_\_\_\_\_.

## **Closing**

Share an inspirational thought that emphasizes the importance of family involvement (suggestion – “The Yard Stick Story”)

Closing prayer – explain that at den meetings, the Cub Scouts may do a closing prayer at the end of the meeting. They will form a living circle by crossing their arms and holding hands or by putting in their right hand with their thumb extended and grab the thumb of the person next to them. Then everyone will repeat the prayer.

Tonight, since we have a large group, I will ask everyone to give the Cub Scout Sign and then repeat after me: “May the great master – of all Scouts – be with us – until we meet again – goodnight Scouts.”

Thank you for joining us tonight and we will see you next week!

## Leader Recruitment Tool – “The Yardstick Story”

### Supply needed – Yardstick

**Objective** – To emphasize the amount of time in a child’s life where parents are the number one influencer and how a portion of that time correlates to the “Cub Scout years”.

### (Stand holding the yardstick about chest high).

Look at this yardstick as your child’s life. Each inch is about 2 years. The 36 inch yardstick becomes 72 years, about the average person’s lifespan. Here they are today (**point to the 3 or 3 ½ inch mark**). Here is where they started school at 5 (**point to the 2 ½ inch mark**). At this point (the 5 inch mark) they will be starting middle school or junior high. And here (**9 inch mark**) they graduate from high school. And four years later they may be graduating from college and starting a career and family.

All of that lies ahead in the future. Here today (**again point to the 3 or 3 ½ inch mark**), these are critical years in your child’s development. These are the years (**spread your thumb and forefinger about 2 inches or 4 years**) when many of their decision-making skills, ethics and moral values will be developed. Besides having fun, these are key elements in the Tiger Cub and Cub Scout program. Studies continue to show that young people who are close to caring adults and involved in this type of youth program are less likely to get into trouble with drugs and crime, and more likely to continue successfully in school.

These 4 years are the years of the Cub Scout – Tiger Cub through Webelos Scout. In Cub Scouting we need every family to get involved this much (**hold up your hand with the 2 inch spread between thumb and forefinger**). “This much” is different for everybody. Your “this much” might be as a committee member, or a den leader. It might be helping to plan an outing, writing a newsletter, working on the Pinewood Derby, or Blue and Gold Banquet. If everyone does “this much”, in your family’s Scouting experience, both you and your kids will have a great experience.

Then, these 4 years (**again pointing to the Cub Scout years – 3 inch to 5 inch**) will provide wonderful memories and a great foundation for the rest of their life (**as you sweep your hand to the 36 inch end of the yardstick**).

# Parent Orientation Meeting Agenda

## 6:30 Set Up Assigned to \_\_\_\_\_

Set up tables and chairs as needed.

Make sure all materials and equipment are on hand.

- ✓ Den rosters from recruiting meeting
- ✓ Blank youth and adult registration applications (for any new families)
- ✓ *Boy's Life* mini-magazines
- ✓ Parent Talent Survey Sheets
- ✓ Pack Calendar & Contact Information
- ✓ Ceremony and games equipment

## 7:00 Start the Meeting Assigned to \_\_\_\_\_

Opening

- Lead the Pledge of Allegiance

Pack Programs

- Discuss the pack's plans for the future, mentioning some of the more exciting activities.
- Discuss the Cub Scout Day of Awesomeness and distribute registration forms.

Have the Cub Scouts go to another room for games and activities.

## 7:15 Parent Involvement Assigned to \_\_\_\_\_

Have families sit together (by age group)

Discuss parent involvement

- Explain that the Cub Scouting program is an all-volunteer organization. Our pack is successful because each parent volunteers in some way during the year to help the pack. Some people run the den or pack meetings. Some people take a "behind the scenes" role on the pack committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc.
- Introduce any people that were recruited since the first "recruiting" meeting.
- Don't ask for volunteers in this group setting yet (most people don't volunteer when asked this way).
- Have the pack trainer or an experienced leader talk about helping new leaders get started – Youth Protection, Online Leader Specific, Roundtables, and monthly pack leaders' meetings.
- Show how the Cub Scout den meeting plans and resource books are available online and at Council Shop.
- Discuss adult registration fees and uniforms.

## 7:40 Finish Recruiting Assigned to \_\_\_\_\_

For dens that already have a den leader:

- The den leader discusses den-meeting dates, times and locations.
- Recruits parents to assist with den meetings or serve on the pack committee.

For dens that don't have a den leader:

- Another pack leader will need to guide the discussion.
- Talk with individual parents to secure den leadership.
- Discuss possible meeting dates, times and locations.

Adult Leader Registration

- Review the purpose of registration and answer any questions.
- Collect all applications and fees.

Bring the Cub Scouts back into the main meeting

- Explain Cub Scout Day of Awesomeness

Make reminder announcements

- Next Pack meeting
- Upcoming training courses
- Popcorn sale dates

7:55 Closing Ceremony

Assigned to \_\_\_\_\_

8:00 Fellowship

Assigned to \_\_\_\_\_

Have snacks and refreshments available

8:15 Clean Up

Assigned to \_\_\_\_\_

**Immediately after the meeting:**

- Turn in the new adult leader applications to the Pack Chair (for approval).
- Give any registration fees collected to the pack treasurer.
- **Make sure that someone (Cubmaster, Pack Chair, etc.) calls the district professional that night to report how many new leaders were recruited.**

# Sample Script for the Parent Orientation Meeting

## Start the Meeting

Thank you for attending the Parent Orientation meeting for Pack \_\_\_\_\_. To start our meeting tonight, please stand and join me in the pledge of allegiance. Hand salute, I pledge...

We are going to start the meeting by reviewing the pack calendar.

*(Explain the different types of meetings and events that the pack has scheduled, start with information about the Cub Scout Day of Awesomeness)*

Cub Scouts follow the leaders outside and they will have games for you to play.

Parents, before we continue, please make sure you are sitting together with the other parents in your den (or age group).

## Parent Involvement

Our pack is successful because each parent volunteers in some way during the year to help the pack. Some people run the den or pack meetings. Some people take a “behind the scenes” role on the pack committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc.

We are pleased to announce that some parents have already volunteered.

*(Introduce any people that were recruited since the last meeting).*

Before we finish assigning parents to volunteer positions, I would like to introduce our pack trainer, \_\_\_\_\_ to tell you about the training and resource materials that are available to help you be a volunteer.

*(Pack Trainer)* Thank you. How many of you were able to complete the online training for Youth Protection this past week? Great. I hope that you found the online training to be easy to use.

As you probably saw online, there are many other training courses available. Let me tell you a little bit about some of the ones you will want to complete next.

- **Leader Specific Training** – this course can be taken online or in a classroom setting. It explains in more detail the advancement program, conducting meetings, and what printed materials are available.
- **Roundtable meetings** – Our district conducts a monthly Roundtable meeting at \_\_\_\_\_ on the \_\_\_\_\_ of each month from \_\_\_\_ to \_\_\_\_ pm. These meetings are “help sessions” for anyone interested in learning tips from other experienced leaders. They occasionally have special sessions for people that are in charge of pack events such as the pinewood derby, day camp, etc. Our pack makes sure that at least one volunteer attends every month so we don’t miss out on any important information that is shared.
- **Pack leaders meeting** – our pack conducts a monthly planning meeting. We encourage parents to attend these meetings as often as they can. We want and need your input and ideas.

- **Cub Scout Lesson Plans** – These are plans for each of the den meetings. If you are a den leader, these meeting plans explain exactly what materials you need and will give you directions on how to run the meeting. All of these meeting plans are available in the den leader guide.

As a side note – our district, the \_\_\_\_\_ District, is a geographic area of the Cornhusker Council. The district includes all of the packs in \_\_\_\_\_. The district helps our pack by running the monthly Roundtable meetings, organizing large events that our pack participates in, conducts the classroom training sessions, and in other ways helps our pack with any questions we have.

(Master of Ceremonies)

Before we break into small group discussions by den, let me tell you that there will be no cost for you to register as an adult leader with the Boy Scouts of America. Our pack has built those fees into our budget and will pay the registration fees for you. (*If your pack doesn't pay the fees, explain how much they are*).

Unless you volunteer to be a den leader, you are not required to wear a uniform. We do ask our den leaders to wear a uniform so they can set the example for the Cub Scouts.

One of our adult leaders will now join your table to help finish filling vacant leadership positions. They have job description cards to explain all of the duties for each position. I will now turn over the meeting to our group discussion leaders.

## **Finish Recruiting**

For dens that already have a den leader:

- The den leader discusses den-meeting dates, times and locations.
- Recruits parents to assist with den meetings or serve on the pack committee.

For dens that don't have a den leader:

- Another pack leader will need to guide the discussion.
- Talk with individual parents to secure den leadership.
- Discuss possible meeting dates, times and locations.

## **Adult Leader Registration**

### **Bring the Cub Scouts back into the main meeting**

**Make reminder announcements** (or conduct a popcorn kickoff **or** conduct a regular pack meeting, including ceremonies for awards earned during the summer).

- Next Pack meeting
- Upcoming training courses
- Popcorn sale dates

## **Closing Ceremony**

## Den Organization and Leader Recruitment Script

**Get the adults excited about the fun and exciting opportunities of being a leader and set their mind at ease concerning the time involvement and difficulty.**

Everyone has the opportunity to be a leader in your Cub Scout pack. Now you may be thinking I can't volunteer because I don't have time, I'm not interested and / or I don't know how.

Well first of all, we know you are interested or you wouldn't be here. Out of 168 hours in a week, you can find a few hours to spend with your kids and their friends. We find the time for the important things.

Scouting has been around since 1910, so we can train you and give you the resources needed to be a great Cub Scout leader. What are the various ways you can be a leader?

You can be a den leader – this is a great opportunity to spend quality time and create forever memories with your child. We have many program plans which lay out each den and pack meeting with activities and advancements. These are great tools for your Den; following each step of the program helps keep them excited about Scouting. We know that if the families are having fun and advancing, earning belt loops, ranks, etc. they will stay in the program. And if they stay in the program then we are able to deliver our promise to you of instilling values and building character in our young men. As a den leader, you decide when and where to meet and plan each meeting.

Assistant den leader is also a fun job. Your chief responsibility is to work with the den leader to make sure the meeting is fun and informative.

Parent committee members – The parents' committee is the administrative body of the pack. This group plans the program year, plans pack meetings, activities such as Pinewood Derby and Blue & Gold banquet, etc. Parents meet once a month to plan.

So why should you be involved?

Think about your family – Now is the time they need you. You are the most influential person in your child's life right now. In a few short years, their peers will take that role. Right now they want to be like you and model after you.

*(See "Take a Moment to Consider" for motivational ideas)*

*(Appoint a sharp parent in each group to be the discussion leader)*

I'm going to leave you to determine the best person to serve as den leader, assistant den leader and members of the parent committee. For your kid's sake, this decision must come from you. When you have reached your decision, let me know and we will register the leaders.

Leave the parents. Don't stand around and answer questions. If they have questions, answer briefly then leave. This is critical. In the event a den cannot make a decision, try this, "I realize you are having a difficult time; perhaps you all work or have other children. For your kid's sake, please try to solve this. Perhaps you will work as assistants, but if we do not have leaders, we can't have a den.

## Take A Moment to Consider

1. Consider this, you own a new car. A person you vaguely know wants to take your car for one hour a week. Now, do you hand them the keys, wave Good-Bye, and say “See you in an hour!” Of course not! Is your kid any less important to you than a car? Your child is your most prized treasure.
2. Scouting offers quality time for you and your kid together. Your involvement in Scouting ensures this. Your involvement will ensure that your kid has a great time and learns many new and wonderful skills. Who knows, maybe you can learn something new too.
3. Surveys indicate that youth of 8 or 9 years of age rank as the important influence in their lives:
  - #1 Parents
  - #2 Teachers
  - #3 Church Leaders

When those same youth reach 14 and 15 years of age they indicate the primary influences in their lives are:

- #1 Friends
- #2 Television

While parents, teachers and church have fallen to 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> most influential factors in their lives.

4. We’re not asking you to make a lifetime commitment – but just for the rest of this school year to commit to helping your kid and their friends with a regular activity.