



CORNHUSKER
BOY SCOUTS OF AMERICA
COUNCIL

2011 School Night For Scouting

Cub Scouts...Prepared. For Life

**Giving EVERY boy the opportunity to join the
FUN and ADVENTURE of Scouting**

TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND

words to live by™

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT

CornhuskerCouncil.org

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Unit Leaders:

It is time again to start thinking about the fall School Night for Scouting. In 2011 the Cornhusker Council Fall Cub Scout membership campaign will continue to be a coordinated approach to membership growth and unit development. Our goals are to continue our focus on:

- Give every boy a well-planned program, delivered by a trained leader, with a strong outdoor program, supported by a good commissioner, in order to attract and retain youth!
- Strengthen unit program planning to make it more likely that a boy will want to continue on the Scouting trail (increase retention)
- Include a message to and for parents (tell how Cub Scouting benefits parents and families)
- Target recruiting to boys at appropriate age levels (specific to 1st through 5th graders)

Be part of a winning team! On Monday, July 25th, there will be an important training event for this fall's School Night for Scouting Membership Drive. The training will start at 7:00 pm at the Outdoor Education Center, and will be held in the Woods Room.

At least one leader from every Pack (Cubmaster, Committee Chair, or Membership Chair) needs to attend (preferably a leader who helps run the fall recruiting drive). This training will provide each Pack with tools and ideas to prepare for the School Night for Scouting this fall. There are lots of resources to help your pack prepare for the fall membership drive.

Contact your District Executive with any questions about the training, but plan to attend!

Please be sure your pack is represented at the Race to Cub Scouting Training on July 25th. Below are some of the key components of the training and the 2011 Cub Scout membership Campaign:

- A focused marketing campaign with multiple avenues of sharing the message of joining Scouting to each family seven or more times, continuing the National theme: "Words to Live By" and "Prepared. For Life."
- A personal invitation to each boy to join Cub Scouting
- An Open House held at each school (where possible) prior to the beginning of the school year (Lincoln date is August 11 or 12th for most schools)
- A August 30th School Night for Scouting or activity involving every Pack
- A September 17th joining event at the OEC for all new Cub Scouts and their families



SCHOOL NIGHT FOR SCOUTING

PURPOSE:

Membership growth and development is more than just what we do to recruit new members and establish new units. Membership development is a broader strategy to grow boys and families through participation in Scouting. It is successful when Cub Scouting contributes to the boy's and his family's growth, development, and satisfaction. It must include a coordinated set of actions at the Pack, District, and Council levels designed to help members achieve their personal goals (through the setting and fulfillment of reasonable expectations).

ACTION

Prospecting: Cultivating prospective new members and leaders.

Marketing: Broadly communicating our mission, values and fun for boys and their families.

Inviting: Using resources available to personally invite as many new Cub Scouts and their families to join the program

Securing: Recruiting and retaining members.

Welcoming: Giving a positive welcome and proper family orientation.

Involving: Engaging new members to ensure member satisfaction.

All leaders should attend School Night Training - if not to help your unit, than to help another!

PROMOTION:

- Post Cards to prospective Cub Scouts.
- Emails, Phone Calls, Personal Invitations to families to join Scouts
- Yard Signs, Posters and Flyers will be provided to be used at schools.
- Packs should have a display table with information at Back to School Nights/ Safe Walk to School etc.
- Cub Scouts will be asked to wear their uniforms to school throughout the week of School Night.
- Boy Talks are to be held in schools to personally invite boys to join.
- Schools should be asked to keep our "Join Scouting" date—September 9th on their marquees, added to school newsletters, announced over the PA.

THE BASIC PROGRAM:

To enroll prospective Tiger Cubs, Cub Scouts and their families into existing Cub Scout Packs; to enlist parent participation in the unit program; and fill the need for new units for boys who want to join, but have no existing Pack available.

WHAT TO DO:

- Arrive early, **Bring Adult and Youth Applications!**, set-up, review agenda, start on time, make it fun, and end on time.
- Welcome joining families as they arrive. Have demonstrations and exhibits showing what Scouts do. Make sure everyone signs in on an attendance sheet.
- Scouting information, including what Scouting is, and parent responsibilities will be given to those present. Parents and boys are organized into dens by grade level. Leaders will enroll boys and parents and give additional information about their Units.
- School Night Commissioners can assist inexperienced units, or organize new units where none exist. In schools where Packs are saturated (have enough youth members), additional packs will be started -- so every boy has the opportunity to join.
- Training courses are available for new volunteers and training information should be given to new volunteers that night. Fast Start Training should be held for all new leaders within days following School Night. It can be taken on-line at CornhuskerCouncil.org on the Training tab at Online Training. (at MyScouting.org on Scouting.org)

FOLLOW - UP:

Unit leaders will submit all boys' applications to the School Coordinator that night or bring them to the district turn-in party. Turn-in a copy of the sign-in sheets and a unit check for fees collected.

Important: It is imperative that every pack reports to the District School Night Headquarters on School Night. Volunteers will be waiting at the District headquarters until ALL packs arrive with their reports, including new youth applications.

CUB SCOUT JOINING EVENT: Saturday September 17th from 9:00 AM - 1:30 PM

- All new Tiger, Wolf, Bear, and Webelos Scouts and their families are invited. Pack leaders are needed to help run the event.
- Activities include: Lunch, BB guns, Archery, Frisbee Golf, Bobcat instruction, Parent Orientation, Trading Post

2011 SCHOOL NIGHT FOR SCOUTING TIMELINE

<u>Date</u>	<u>Activity</u>	<u>Purpose</u>	<u>Responsible</u>
July 25	SNFS Training	Help packs prepare for SNFS	Council and Districts
July	Update Unit-BeAScout.org	Locating Units using Google maps	Units
August 4	Roundtables	SNFS supplies available Early deadline for flyers	Districts Units
Early August	Postcards	Inform families to join on Aug 30	Districts
August*	Safe Walk to School or School Open House	Informational	Packs
August 18	Deadline for SNFS Flyers	Order SNFS flyers	Units
August 22-29	SNFS Flyers to Schools	Ask families to join on Aug 30 th	Units and District
August 22-29	Boy Talks	Personal Invitation to join Scouting on Aug 30 th	Units
August 30	School Night for Scouting	Register new boys for Cub Scouts	Units
August 30	Turn-in Parties	Turn-in all new youth applications	District
Sept. 17 th	Joining Event at the OEC	Deliver the Promise of Scouting	Council

*Check with your individual schools to confirm the date of school open house. The majority of the LPS schools will have their Safe Walk to School on August 11th or 12th.

SCHOOL NIGHT MARKETING / COMMUNICATION PLAN

Parents (6 “hits” beyond school)

1. Emails, Phone calls, other personal invitations to families to join.
2. Yard signs... not at schools! Our focus is every major intersection!
3. Newspaper ads in small community papers.
4. Radio PSAs
5. Place fliers at supermarket checkouts or other locations around your community.
6. Postcards mailed to families of potential Cub Scouts.

Potential Scouts (7 “hits” at school)

1. “Join Scouting” fliers targeting specific grades: first (Tigers); second and third (Cub Scouts); fourth and fifth (Webelos Scouts.)
2. Classroom rally (boy talk)*
 - A. Provide stickers and/or reminder fliers for each boy.
 - B. Show an action poster and school night incentive they can receive when they join.
3. Media center announcements (each morning, up to School Night.
4. Posters at the front-door entrance and in the cafeteria.
5. Current Cub Scouts wear uniform (on School Night.)
6. School marquee message (up to School Night.)
7. School’s open house sign-up.

*If no classroom access is allowed:

- A. Set up a camping display outside, “recess rally, cafeteria talks, or assembly by grade.
- B. Find creative ways to get into classrooms. Schedule yourself as a guest reader, or teach flag etiquette or citizenship. Wear the Tiger suit.

BOY TALK SCRIPT

Hello, My name is _____. I am with Cub Scout Pack _____. I have some questions for you.
By the show of hands, how many of you like to:

Go on field trips and visit new places?

Play games and sports?

Use tools and make things?

Great! These are some of the things we do in Cub Scouts.

We go on field trips to places like the fire station and police station.

We play games and sports like soccer and basketball.

We make things like these racecars and have a big race.— Tonight we'll be making exploding Frisbees!

If this sounds like fun, we are having a meeting tonight at (location) and (time). Don't forget to bring your parents.

Ask: When is the meeting?

What time is the meeting?

Where is the meeting?

Who should you bring to the meeting?

All of the information is on these flyers. Don't forget and I will see you tonight.

Thank you.

The purpose of Boy Talks is to **build excitement** but don't get tied down with conversations as they prolong the meeting. Use visual aids such as a pinewood derby car.

Some like to entice the boys to come back that night with gimmicks, such as Patches, Boys' Life magazines, etc. Use reminder flyers – have the boys fold them and put them in their shoe, or take them home and place in or on the refrigerator.

Four things need to be said. They can also be asked as questions. Always remember to repeat, repeat, repeat.

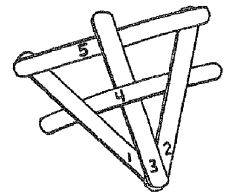
1. **What day is the meeting?**
2. **What time is the meeting?**
3. **Where is the meeting?**
4. **Who do you need to bring to the meeting?**

EXPLODING FRISBEE

Materials: Five craft sticks or tongue depressors.

Weave the five sticks together as shown, in the order corresponding to the numbers on the sticks in the illustration.

Fly the creation like an ultimate disc. The craft "explodes" on contact with the ground or other surfaces. Assemble again and have more fun!



SCHOOL NIGHT COORDINATOR'S CHECKLIST

KEY ITEMS TO HAVE ON SCHOOL NIGHT:

Plenty of helpers.
Your School Night agenda and script.
Sign-in attendance sheets.
Unit organization chart / flip chart.
Plenty of applications - **both youth and adult.**
Parent's Information Booklets
ScoutParent Information
Pens, pencils and change.
Mini **Boys' Life** magazines.
Grade-level table markers with job description.
Cub Scout Handbooks.
Training flyers.
Pack Newsletter.
Any local Pack displays.

BEFORE YOU LEAVE HOME:

Confirm with the school that it will be unlocked.

Rehearse your pre-opening activity.
Prepare your Pack organization chart.
Wear your complete uniform.
Review agenda and practice your presentation.
Take a pocket calculator.
Take 20-30 pens and/or pencils.
Take some change, both bills and coins.
Take masking tape. (check with custodian before putting tape on the walls)
Take School Night for Scouting packet of materials.
Take agenda and script.

WHEN YOU ARRIVE AT THE SCHOOL (by 6:30 p.m.)

Empty your packet and organize your materials.
Set up tables, by grade (see "how to organize and register" sample layout of Room)
Check with other School Night Team Members on their part of the program.
Display your Pack organizational chart.
Unit Leaders set up displays by 6:45.
Pre-opening activity ready to begin at 6:45 as first families arrive.
Station someone at the door to welcome and sign-in families (by 6:45).
Keep boys and parents in the room. Boys and parents should stay together at den tables
Do not allow uncontrolled running, shouting and horseplay.
Have a helper assigned to each age group.

THE GENERAL PRESENTATION

Begin promptly at 7:00 p.m.
Be confident - you are prepared and have support.
Be enthusiastic - you set the tone!
Follow School Night for Scouting agenda.
Provide training information and a Parent Guide for all new joiners.

SCHOOL NIGHT COORDINATOR'S CHECKLIST CONTINUED

AFTER THE MEETING:

Meet with new adult leadership, arranging Fast Start, Youth Protection and This Is Scouting Training.

Collect all applications and money - write on applications : "Paid, amount, cash/check No."

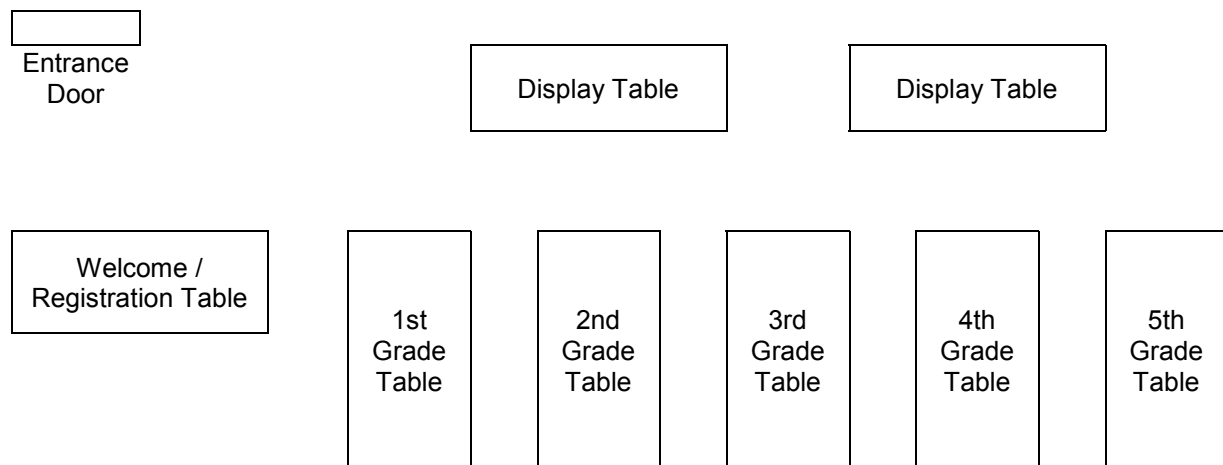
Review youth applications for: Parent signature; Cubmaster signature; Boys' Life magazine; email address.

Review adult applications: need COR signature, Committee Chair signature, Social Security number and two signatures from adult applicant.

Report to district headquarters immediately. District representatives will wait for your arrival.

- Turn in all applications.
- Money: Please bring one pack check if possible.
- Provide a copy of the sign-in sheet.

SCHOOL NIGHT ROOM LAYOUT



The above is a sample layout of a typical School Night for Scouting setting. Be sure all tables are clearly marked by assigned grade. As parents and boys 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.

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

School Night Helpers should:

Make the boys and their families feel welcome by introducing them to a "Host Scout" who can show them the unit display, where to sit and any other pre-opening activities.

Pre-opening—15 minutes

- The welcoming committee greets families as they arrive.
- Register attendance.
- Provide applications and forms to families.
- Start a pre-opening get-acquainted game or activity.
- Direct visitors to the exhibit area and to their seats.

SCHOOL NIGHT AGENDA AND SCRIPT

A. Welcome and introductions - 3 minutes ASSIGNED TO _____
Have the Cubmaster or Scouting Night chair introduce pack leaders and guests.

B. Opening - 5 minutes ASSIGNED TO _____
1. Lead the Pledge of Allegiance.
2. Teach the Cub Scout salute.
3. Lead a Cub Scout action song.

C. Explain how Cub Scouting is organized - 5 minutes ASSIGNED TO _____
1. Explain age groups-dens and the uniforms, handbooks of each den.
2. Explain how often Cub Scouts meet (two den meetings a month and monthly pack meeting)

D. Explain the Cub Scout program - 5 minutes ASSIGNED TO _____
1. Include Scouting's aims and the purpose of Cub Scouting.
2. Den, pack, district and council activities
3. Explain Cub Scouts 2010

E. Separate the youth from the adults. - 2 minutes ASSIGNED TO _____
Take the youth outside or in another room to have a fun activity such as the exploding Frisbees.

F. Explain the costs of Cub Scouting - 5 minutes ASSIGNED TO _____
1. Explain registration fees, Boys' Life, uniform costs, den and/or pack dues.
2. Explain fundraisers—popcorn sales

F. Explain parental involvement - 10 minutes ASSIGNED TO _____

1. Explain "every adult plays a role in the success of our pack."
2. Great emphasis should be placed on giving each parent the opportunity to join Scouting with their son.
3. Families with sons of Scouting age are the major resource of Scouting's leadership.
 - a. Program leadership is totally volunteer.
 - b. Over 1,000 parents volunteer in the Cornhusker Council.
4. Scouting is a family program. "BSA" does not stand for "Baby Sitters of America."
5. REVIEW PARENT CONCERNS:
 - a. "There are two questions I would like to ask you, parents....
"Do you realize that your son has spent almost one-half of his life at home already?" (expand)
"Next, do you know what influences our youth today in how they think, and what they do?"
 - b. "Well, when you and I were growing up, the biggest influence on our lives were:
1-Family; 2-School; 3-Religious institution; 4-Peers and 5-TV.
 - c. "But for today's youth, these influences have changed, and not necessarily for the good. They are:
1-Peers; 2-Family; 3-TV; 4-School; 5 Religious institution.
 - d. "Since 'peers' have such a big influence on our kids, a program like Scouting is more important than ever. We must expose our sons to 'peer groups' with the 'proper ideals' and positive objectives."
 - e. "Yes, we all want our sons to grow up into good citizens with good character and a respect for themselves and others. Scouting will certainly help."
 - f. "Now for your son to join in Cub Scouting, he must join a Pack."
Show already prepared organizational chart. (Explain)
 - g. "Now where do these leaders we've talked about come from?"
Get the audience to tell you that — Yes, from the parents. **Parents** run the Pack.
 - h. "Yes, for your son to be involved in Cub Scouts, you, the parents, must be involved. By your presence here, you have already shown that you want to be involved in his life."
 - i. "Now, I know all of you are sitting there thinking of all the reasons why you cannot be a Cub Scout leader. There are really only three objections you may have."
 - 1st — YOU WORK — Well, there aren't many people here who don't work. 75% of the Den Leaders work, but they still find time to hold a Den Meeting on: 1. their day off; 2. early evening after work, or; 3. on Saturday morning or Sunday afternoon.

SCHOOL NIGHT AGENDA AND SCRIPT CONTINUED

2nd — YOU ARE TOO BUSY IN OTHER ACTIVITIES AND ORGANIZATIONS — It's great that you're busy - busy people get things done. We realize that there are many worthwhile things you may be involved in, but are they all a benefit to our sons? Cub Scouting is a great benefit, so maybe you may have to reset your priorities, as most of us have had to do and get involved with your son in Cub Scouts.

3rd — YOU DON'T KNOW ANYTHING ABOUT CUB SCOUTS, SO HOW COULD YOU GET INVOLVED?

- The local Council volunteers and staff will see to it that you will have all the training and information you need to be a successful leader. For whatever position you hold, there is a handbook explaining your job in detail. (show)
- “ **Program Helps**” spells out exactly what to do at each of your meetings. (Show and explain)
- A **Cub Scout Roundtable** is held once a month. All leaders should attend this meeting where the following month's theme is thoroughly discussed and seen in action. New Pack leaders, especially, learn a lot from other leaders.
- Most important — WE WILL TRAIN YOU either at a **formal course setting**. We have a training team made up of former Cub Scout people ready, willing and able to help you be successful. Another option is the on-line training available through myScouting at Scouting.org.

G. Recruit (If You Need) Pack level leadership. - 5 minutes

ASSIGNED TO _____

Refer to Pack Organization Chart - Identify specific needs.

1. Bring volunteers up front as examples (with a brief description of each).
2. Remind them that “each of us has a talent to share with others. There is a position in Scouting that will match up with your talents and time constraints - we need your involvement now! Who will fill the job of _____?”
3. Get the popcorn chair also, if a new pack or your pack needs one.

H. Recruit Den level leadership - 10 minutes

ASSIGNED TO _____

1. Explain temporary chair's responsibility - “to obtain a Den Leader, Assistant Den Leader and committee member from your Den.”
2. Then I will turn your Den over to your temporary chair.
 - The temporary chair will raise their hand when leadership is secured.
 - “Youth and adult applications will be brought to your table once all leadership is identified.”
 - Read “Boy's Eyes” - then leave them alone to organize Den. Do not answer any more questions from the front of the room — have an assistant occasionally visit their table, checking progress and answering questions.

I. Supply registration application forms only as Den's leadership is organized. (Ideally, a current leader would assist each new Den.) - 10 minutes

1. Explain registration and **Boys' Life Fees**.
2. Have parents help fill out boys application.
3. Collect applications and fees with assistance from current leader -write notes on application, “Paid, \$ amount (cash or check#).”
4. All new leaders complete adult applications. **They should immediately get training information and a calendar.**
5. Ask new leaders to remain for a brief orientation meeting about training and getting started. Provide a new leader handout with date and place of Pack Leaders Meeting, next Pack Meeting and key contacts, suggested Den meeting locations with key contacts.
6. Dismiss other parents and boys.

J. New Leader Orientation Meeting.

1. Explain Youth Protection Training policy.
2. Welcome new leaders and answer any questions.

LEADERS' RESPONSIBILITIES

COMMITTEE CHAIR

Conducts monthly Committee Meeting to oversee Committee Member functions and support and approve the Pack program. Ensures that adequate support is given to the Cubmaster and Den Leaders by Committee Members. Helps recruit additional leaders as needed. Attends training.

COMMITTEE MEMBERS

Provide Pack support by taking care of records, finances, advancement, activities, membership, etc. (Ideally, one committee member for each function: Treasurer, Advancement Chair, Special Event Chairs, Secretary, **Scout Parent Unit Coordinator**, Popcorn Chair, etc.) Attends monthly Committee Meeting to report and perform committee responsibilities. Attends training.

CUBMASTER

Conducts monthly Pack Leader's Meeting to plan details of upcoming Pack program with Den Leaders. Conducts monthly Pack Meeting for all youth, families, and leaders. Attends training and monthly Roundtable.

DEN LEADERS AND ASSISTANTS (1st - 3rd grades)

Meets weekly or every other week for one hour with den of 6-8 boys. Den Meeting can be held in Den Leader's home, park, school or other suitable place. Den Leader and assistant determine time, day and location of Den Meeting that is most convenient for them. Attends training and monthly Roundtable.

WEBELOS DEN LEADER AND ASSISTANT (4th and 5th grades)

Same as Den Leader and encourages periodic parent or guardian/son overnight campouts. Attends training and monthly Roundtable.

CHARTER PARTNER REPRESENTATIVE

Assures meeting spaces, storage, and that additional help is available for the Pack. Serves as liaison with the Chartered Partner.

'A Boy's Eyes'

"I'd like to be a Cub Scout"...
[His eyes were clear and true]
"I'd like to learn, and play, and build,
Like Jim and Freddy do."

"I know how to use a hammer;
I can drive a nail if I try...
I'm eight years old, I'm big and strong
And I hardly ever cry."

I gave him the application
And parent-participation sheet
[His eyes were filled with sunshine
As he left on dancing feet.]

Next day my friend was back again,
A dejected little lad. He said,
"I guess I'll skip the Cub Scouts."
[His eyes were dark and sad.]

"See my Mom is awfully busy, She has
lots of friends, you see,
She'd never have time for a Den,
She hardly has time for me."

"And Dad is always working...
He's hardly ever there;
To give them anymore to do
Just wouldn't be quite fair."

He handed me back the papers
With the dignity of eight years,
And smiling bravely, he left me.
[His eyes were filled with tears.]

Do you see your own boy's eyes
As other people may?
How he looks when you're "too busy"
Or "just haven't had time today"?

A boy is such a special gift,
Why won't you realize...
It only takes a little time
to put sunshine in his eyes.

You say, "I'll start tomorrow"
But tomorrow is far away.
He's a boy for such a short time --
So won't you start today?

JOINING EVENT

Time: September 17, 2010 from 9:00 am to 1:30 pm

Who is invited: All new Tiger, Wolf, Bear, and Webelos Scouts and their families

Activities:

- Hot dogs, chips, drinks and such
- BB Gun, Archery and Frisbee golf
- Scouting skills demonstrations and participatory events
- Opportunity to visit the Trading Post

Learning objective for boys:

- Bobcat Requirements
- How to progress in Cub Scouting

Learning objectives for adult partners:

- Introduction to Cub Scouting (Fast Start Training)

Registration Sheet - New Cub Scout Event 9/17/10

Welcome to new Cub Scouts and families, we are glad that you joined! To celebrate your joining, we want to invite you and your family to a FUN, FREE, event! Saturday, September 17th from 9am-1:30pm we will be having a new member event at the Outdoor Education Center in Walton, 600 South 120th street.

Just fill out this card and bring it *and* the activity punch card that you get from your pack. You can pick one up at the event as well. There will be lots of fun activities to do, like BB guns, Archery, Frisbee Golf and a chance to work on your first Cub Scout award. Hope to see you there!

Name: _____
Address: _____
City, State, Zip: _____
Phone: _____
Parent's Name: _____
Email: _____
Pack #/School: _____

Cornhusker Council, Boy Scouts of America
600 South 120th, P.O. Box 269
Walton, NE 68461
Phone: (402) 488-6020
Webpage: www.cornhuskerCouncil.org

**Activity Punch Card
New Cub Scout Event
9/17/10**

Use this punch card to get punches at each event you participate in. When you have collected all of your different punches, you can keep the card as a souvenir of all the fun you had at your First Cub Scout Event!

Make sure you have dropped off your registration sheet before starting on the events. Have Fun!

BB Guns


Archery


Frisbee Golf


Bobcat Award


Cub Scout Demos


Scout Shop


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