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New Member Coordinator Position

Remember when your family joined Scouting?
Excited?
Confused?
BeAScout.org Online Registration

Step 1: Review and update (or create) your my.Scouting profile.

Step 2: Set Up Your BeAScout Unit Pin.
The BeAScout unit pin allows prospective members to find you online and apply to your unit.
Sign-Up for Scouting Information

• Conducting the best Sign-Up for Scouting event possible.

• Your recruiting event should accomplish two things:
  - Register the youth who have been recruited through school talks, back-to-school nights, and other events.
  - Recruit adult leaders (so important!)

• Your Pack should host at least two recruiting events.

• Work together with your district executive and use this guide to host a special Sign-Up for Scouting event

• Your Pack should have their first den meeting two weeks after the sign-up for Scouting event.
Big Things to Consider

Those who have been around Scouting for a while know why we put so much energy into recruitment. It’s because everything we do to help serve youth starts with having youth in our Packs.

- **Welcoming the Full Family to Scouting:**
- The Charter Organization needs to support the decision.
- The Pack should set goals for both the number of boys, and girls to recruit to make sure we are serving the whole school.
- Follow the Council Recruitment Plan (the booklet you are holding).
- Starting new dens with a minimum of 6 youth so they can be successful.

- **BSA Monthly Podcasts (Cub Casts)**
Sign-Up for Scouting Timeline

March/April/May

Planning

June/July/August

Planning

September/October

Planning
Promo Before the Sign-Up Night

BeAScout.org Presence

Yard Signs and Posters:

Flyers:

Scout Talks:

Stickers:

Facebook Geo-Fencing:
Sign-Up Night Extras

Back to school nights

Peer to Peer

School e-mail/constant contact/directory lists

Chalk message on sidewalk

PTA meetings

Get the (written) word out

School and business marquee

Pack leadership volunteer day
Provided Support for You

Full school access
  Live Scout Talks

Enhanced Digital Schemes
  Light Utilization of BeaScout.org

Limited school access
  Virtual Scout Talks

Enhanced Digital Schemes
  Medium Utilization of BeaScout.org

No school access
  Virtual Scout Talks
  Virtual Joining Nights

Enhanced Digital Schemes
  Heavy Utilization of BeaScout.org

We Are Almost There!
What to Bring to Your Sign-Up for Scouting Event
Sample Rotational Sign-Up Night

Cub Advancement

Funding Scout Experience

How Does Scouting Work?

Large “ScoutThemed” display to help traffic and start conversations. (A tent works well!)

Who are the Cub Scouts?

Welcome/Sign In Table

Join and Check Out

Cafeteria/ Gym/ Playground Entrance
Second Rounders
# Step-By-Step: How to Grow Scouting

## Recruitment Tool

<table>
<thead>
<tr>
<th>Recruitment Tool</th>
<th>Done For You!</th>
<th>When Will This Task Be Completed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Postcard Mailing to School Directory and/or Leads</td>
<td></td>
<td>1-2 Weeks Before Join Night:</td>
</tr>
<tr>
<td>□ Email Blast Sent to School Directory and/or Leads</td>
<td></td>
<td>5 Days Before Join Night:</td>
</tr>
<tr>
<td>□ Auto-Phone Reminder to School Directory/or Leads</td>
<td></td>
<td>1 Day Prior to Join Night:</td>
</tr>
<tr>
<td>□ Text Message Reminder to School Directory/or Leads</td>
<td></td>
<td>Day of Join Night:</td>
</tr>
</tbody>
</table>

## Ideal Recruitment Tool

<table>
<thead>
<tr>
<th>Ideal Recruitment Tool</th>
<th>Who Will Complete This Task?</th>
<th>When Will This Task Be Completed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Open House Attendance/Lead Collection</td>
<td></td>
<td>School Date:</td>
</tr>
<tr>
<td>□ Recruit a Friend/Parent to Parent in Pack</td>
<td></td>
<td>2-3 Weeks Before Join Night:</td>
</tr>
<tr>
<td>□ School Talk at School or Before/After</td>
<td></td>
<td>1-2 Weeks Before Join Night:</td>
</tr>
<tr>
<td>□ Community Yard Signs</td>
<td></td>
<td>1-2 Weeks Before Join Night:</td>
</tr>
<tr>
<td>□ Church/Charter Organization Bulletin</td>
<td></td>
<td>1-2 Weeks Before Join Night:</td>
</tr>
<tr>
<td>□ Fliers - Paper Copy Through School</td>
<td></td>
<td>1 Week Before Join Night:</td>
</tr>
<tr>
<td>□ Lion/Tiger Packets-Through School</td>
<td></td>
<td>1 Week Before Join Night:</td>
</tr>
<tr>
<td>□ School Marque/Newsletter/Announcement</td>
<td></td>
<td>1 Week Before Join Night:</td>
</tr>
<tr>
<td>□ School Social Media Announcement</td>
<td></td>
<td>2-3 Days Before Join Night:</td>
</tr>
<tr>
<td>□ Large Yellow Signs at School</td>
<td></td>
<td>1-2 Days Before Join Night:</td>
</tr>
<tr>
<td>□ Pack Uniforms at School</td>
<td></td>
<td>Day of Join Night:</td>
</tr>
<tr>
<td>□ Stickers Handed Out to Students</td>
<td></td>
<td>Day of Join Night:</td>
</tr>
</tbody>
</table>

## Grassroots Recruitment Tool – Use in Addition or to Replace Unavailable Ideal Tools.

<table>
<thead>
<tr>
<th>Grassroots Recruitment Tool</th>
<th>Event Dates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Pack Attend Additional School Events</td>
<td></td>
</tr>
<tr>
<td>□ Fliers/Posters at Community Businesses</td>
<td>1-2 Weeks Before Join Night</td>
</tr>
<tr>
<td>□ Electronic Flyers Sent Through School</td>
<td>1 Week Before Join Night</td>
</tr>
<tr>
<td>□ Open House Lead Follow Up by Den Leaders</td>
<td>2-3 Days Before Join Night</td>
</tr>
<tr>
<td>□ Parent Lunch in Uniform with Scout</td>
<td>1 Day Prior to Join Night</td>
</tr>
</tbody>
</table>
Full Family in Scouting Program

HOW IT WORKS?

CUB SCOUTS
AGES 5-10 (OR GRADES K-5

ALL-BOY CUB SCOUT PACK

BOYS & GIRLS CUB SCOUT PACK

ALL-GIRL CUB SCOUT PACK
Lion Program

Cub Scouting’s rank for kindergarten-age youth

Lion Badge of Rank Den Leader Link
School Rally Information

School Rally Checklist

• Entering a Classroom
• Leaving a Classroom
• Leaving a School
• School Rally Script...
Cub Scout Day of Awesomeness
Cool Video Links:

Scouting and Sports (English)
Scouting and Sports (Spanish)
Scout Book Hacks
Scouts BSA
BSA Today:
Will Family Scouting Change the Scouting Experience?
BSA Today Playlist
Introducing the Den Leader Experience
Boy Scouts of America #HandbookHacks
I am a Champion