



**BOY SCOUTS OF AMERICA
BAY-LAKES COUNCIL**

2555 Northern Road ♦ Application, WI 54912
www.baylakesbsa.org ♦ 920-734-5705

2023 Cub Scout Recruiting Guide

Dear Cub Scout Leaders,

Thank you for volunteering as a Cub Scout leader and providing activities where Cub Scouts build character, improve physical fitness, learn skills, develop a spirit of community service, and have a ton of FUN!

It seems early, but it's time for Cub Scout packs throughout our council to focus efforts on this year's membership drive. Let's start this program year with a bang and carry the momentum created with your recruiting efforts throughout the entire Scouting year.

We need the help of every Scouting Leader this Fall recruiting season—our best success will be ensured by working as a team. Together we can grow your unit and recruit new parents who will help fill your unit's leadership roles.

Please use this Guide to work with your District Executives and Directors, Commissioners and District Volunteers, to grow your Cub Scout Pack this year.

Thank you for all you do to support Scouting in our communities!

Brian Robb
Director of Field Service

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#ADVENTUREON!

Join Cub Scouts today at beascout.org

FALL RECRUITING 101

Your pack's fall recruiting plan will not be limited to one Join Scouting event. With the help of your District Executive and District Membership Chair, you will build a recruiting campaign for your unit. The components of that campaign are: Social Media, School Talks, Join Scouting Events and New Parent Orientation.

1. SOCIAL MEDIA CAMPAIGN

In today's society digital media is one of the best ways to reach out to families to share the exciting world of Cub Scouting. The goal is for every unit to create a dynamic digital presence to showcase all your unit has to offer new scouts.

Navigating the world of social media can seem overwhelming at first; however, our Council Membership Committee has drafted a step-by-step guide to help your unit create an amazing social media presence on Facebook, Twitter, or Instagram.

Details are located in: [Recruiting Strategies for a Digital World](#)



2. SCHOOL TALKS

A school talk is a 3-5 minute high-energy presentation to youth who are potentially interested in joining Scouting. This is a great tool to help increase a child's interest in Scouting. School Talks are typically held during the day and can also be done at school lunches, classrooms, school assemblies or via school announcements. If you are able to assist with a School Talk presentation, please contact your District Executive for more details.

3. JOIN SCOUTING EVENT

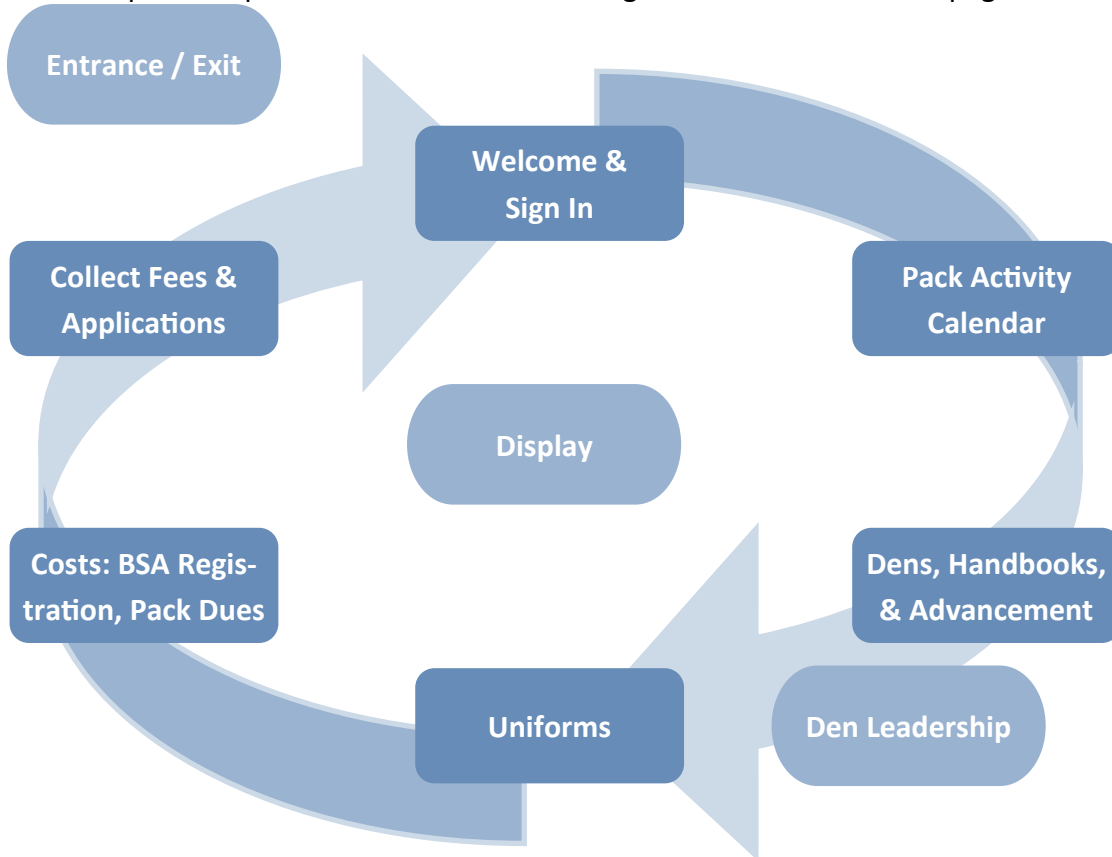
Typically, a Join Scouting event is where families visit your unit to see what the Cub Scout program is all about. These are usually done at the school from which you are recruiting; however, if this is not possible, the location where your Pack typically meets will work, too. There are two options for how to do a Join Scouting event: the Station style event and the Presentation style event.

Presentation Style: This method is ideal when there are not enough volunteers to help execute the Station method. Here, you will have the parents sign in, give them the application and Parent Orientation guide to go through and then have a seat and wait for a presentation. You want to be precise and quick. The presentation should only be 25 minutes at most! Have a fun activities for the kids away from the parents if possible. Go through a brief overview of Scouting, the den structure, the activities the Pack does, when and where they meet, costs and then explain the application process. *Keep it short and FUN!*

A sample agenda is on page 5.

The 6-Station Event: This is a relaxed, round robin layout where families can move through each station and meet unit leaders and volunteers while learning about all the Pack has planned for the upcoming program year. This is a great option if you have the space and enough volunteers to help. We recommend setting up an activities tables where Den Leaders can lead kids through an activity, like making slime or running old derby cars on a track. Select an activity that will show kids what FUN they will have in Scouting while giving parents the chance to easily move through the 6 stations.

A sample floor plan is below and station assignments are on the next page.



BAY-LAKES COUNCIL DISTRICT PROFESSIONALS

Hiawathaland:

District Director: [Patrick O'Brien](#)

Northern Lites:

District Executive: [Josh Sampson](#)

Voyageur:

Field Director: [Bobbi Gordon](#)

District Executive: [Dan Connolly](#)

Gathering Waters:

Sr. District Executive: [Jason Splinter](#)

Twin Lakes:

Sr. District Executive: [Amy Wiernik](#)

Ledge-to-Lakes:

District Executive: [Tammi Thurow](#)

Lakeshore:

Sr. District Executive: [Sally Bork](#)

Kettle Country:

District Executive: [Jeff Eagen](#)

Bay-Lakes Council Center for Scouting:

Telephone: 920-734-5705

Email Secure PDF Applications to

application@baylakesbsa.org

**SAVE THE
DATE!**

**2023
POPCORN
KICK OFF
TRAINING**

*Virtual Training
to be held on:*

**Tuesday,
August 15th
at
6:00 PM
Central**

STATION ASSIGNMENTS

STATION:

DUTIES

SUPPLIES NEEDED

STATION 1:

WELCOME & SIGN IN

- ☐ Be a friendly, outgoing greeter to everyone who attends
- ☐ Have each family complete the Attendance Roster
- ☐ Explain to each family that there are 5 stations to visit and it only takes 20-30 minutes to complete

- ☐ Station Sign
- ☐ Welcome Sign
- ☐ Attendance Sheets
- ☐ Pens

STATION 2:

PACK ACTIVITY CALENDAR

- ☐ Share information and handouts that explain all of the FUN activities the Pack has planned for the upcoming year ([Sample Unit Rank handouts available online.](#))
- ☐ Explain how families can sign up to go to these events and that attendance at all events isn't a requirement

- ☐ Station Sign
- ☐ Pack Calendar
- ☐ Unit Contact Information

STATION 3:

DENS, HANDBOOKS & ADVANCEMENTS

- ☐ Explain the den structure and introduce families to their Den leader
- ☐ Share Den contact information
- ☐ Explain Scouting is a volunteer based program and always looking for volunteers

- ☐ Station Sign
- ☐ Handbooks
- ☐ Den Leader Contact Information
- ☐ Unit Rank handouts
- ☐ Pens
- ☐ Parent Interest Survey

STATION 4:

UNIFORMS

- ☐ Have an explain for the Cub and Webelos uniform
- ☐ Explain the cost of the uniform and let them know what is required for your Pack
- ☐ Show what Items Scouts can earn

- ☐ Station Sign
- ☐ Scout Shop Uniform Guide Flyer
- ☐ Have Sample uniforms

STATION 5:

COSTS (BSA FEES & PACK PROGRAMMING FEES)

- ☐ Explain the National prorated membership fee
- ☐ Discuss Pack fees/dues
- ☐ Share how to fundraise to offset the cost
- ☐ Share unit budget breakdown

- ☐ Station Sign
- ☐ Membership fee schedule
- ☐ Pack fee breakdown/budget
- ☐ Fundraising materials
- ☐ Bay-Lakes Council Special Funding Request Form

STATION 6:

COLLECT APPLICATIONS & FEES

- ☐ Have each new member complete the [BSA Youth Application form](#) or have them scan the QR code to the online application
- ☐ Collect the registration fees
- Ensure each application includes all of the information and is signed by the unit leader.

- ☐ Station Sign
- ☐ BSA Youth Applications
- ☐ Printed Unit Application QR Codes
- ☐ Pens
- ☐ Bay-Lakes Council Special Funding Request Form

Fall Recruitment Sign Up Night Agenda

1. Opening (3 minutes)
 - A. Pledge
 - B. Scout Oath and Law
2. Introduction to Scouting (7-10 minutes)
 - A. Mission
 - B. What we do?
 - I. Build character
 - II. Empower youth
 - III. Have fun in the outdoors
 - C. How we do this?
 - I. Camping
 - II. Fishing
 - III. Pinewood Derby
 - IV. Community service
 - D. BSA programs
 - I. Cub Scouts
 - II. Scouts BSA
 - III. Venturing
 - IV. Exploring
 - E. Den Structure
 - I. Age appropriate activities
 - II. Family program
 - III. Age range (Lions, Tigers, Wolves, Bears, Webelos, Arrow of Lights)
 - F. Safety
 - I. Youth Protection
 - II. Background Checks
 - III. Insurance
3. Pack Structure (10 minutes)
 - A. What you do?
 - I. Activities
 - B. When and where you meet?
 - C. Volunteer run
 - D. Fees associated
 - E. Fundraising
 - F. Uniforms and books
4. Fill out application! (5 minutes)
5. Turn In applications (5 minutes)
6. Close the meeting! (1 minute)



4. NEW PARENT ORIENTATION MEETING

The New Parent Orientation Meeting is held separately from the *Join Scouting* event. It is facilitated by the Cubmaster, Committee Chair and Unit Commissioner. This is a chance for unit leaders to speak directly to parents and new leaders about:

- How the Pack operates and is funded
- How Advancement works
- Unit fundraising efforts
- Volunteer opportunities
- Introduce parents to Den Leaders
- Explain adult training opportunities
- Invite new leaders to next Roundtable

A Sample Agenda is located on the Recruiting Resources page.

[“Why a new-parent orientation is a must for your Cub Scout pack”](#) by Bryan On Scouting.

QUESTIONS TO HELP PLAN FOR RECRUITMENT

Where do our members come from—which schools or organizations can we connect with?

Where will we hold our Join Scouting event(s)?

What information should we have available for attendees at our recruiting event?

- ⇒ Contact your District Professional to order recruiting materials such as flyers, stickers, yard signs, and posters.
- ⇒ Additional marketing tools available at the [BSA Marketing & Membership Hub](#)
- ⇒ Promotion Videos are available here: [Recruiting Resources](#)



Does our pack have an information or fact sheet?

- ⇒ If not, please visit www.baylakesbsa.org—Resources—Fall Recruiting for a fillable template. You can view and edit this document in Microsoft Word on your computer, tablet, or phone.

Is our Unit Pin set up on BeAScout.org?

- ⇒ Instructions to update/set up your Unit Pin are located in the [Recruiting in a Digital World](#).

How will we promote our pack’s Join Scouting Night?

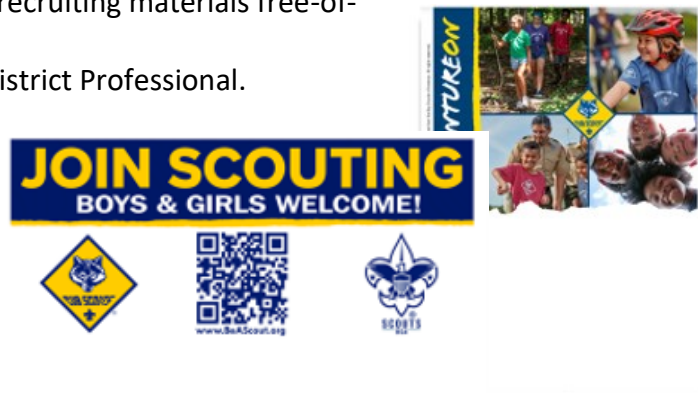
- ⇒ Create a Facebook event on your Pack page to promote your event.
- ⇒ Promote the good works your pack members do throughout the school year. Creating program recognition will lead to great community support for your pack’s recruitment activities next year.

CUSTOMIZABLE PRINT RESOURCES TO ORDER

The Bay-Lakes Council provides all packs with promotional recruiting materials free-of-charge.

Order your Pack’s recruiting materials by contacting your District Professional.

- Yard Signs with QR Code to BeAScout.org
- Custom Posters & Flyers
- Youth and Adult Applications
- Peer to Peer Cards
- Cub Scout Stickers
- Postcards for hand-written invitations



RECRUITING TIMELINE

MAY:

- Pack leaders attend the District Fall Recruitment Kickoff held at their District Program Kickoff. (Usually the May Roundtable).
- Establish a recruiting goal with your District Fall Recruitment Chair.
- Contact the school that you serve to find out when the “Back to School Open House/Meet the Teacher Nights” will be. Plan to have a table set up for those events.
- Secure a Fall Recruitment date, time and location, and share it with your District Professional.

JUNE:

- Share your Fall Recruitment date with your District Professional.
- Update your BE A SCOUT Pin, and prepare an order for flyers, posters, stickers, and yard signs .

JULY:

- July 1: Ensure your Be A Scout Pin is Updated
- July 1: Order your Flyers, Yards Signs, Posters, and Stickers from your District Executive. Packs have an information table at school open houses/back to school events or registration nights.

AUGUST:

- Attend your District’s Fall Recruitment Training (usually August Roundtable) to pick up your recruiting materials, practice a mock recruitment and get inspired for a great Fall!
- Units post yard signs in highly visible areas of their community to promote Join Scouting events.
- Attend and recruit at your school’s “Back to School Open House/Meet the Teacher Night”.

SEPTEMBER:

- Hold your Join Scouting events between mid-September—mid-October.
- Plan your New Parent Orientation meeting within 2 weeks of your Join Scouting event.
- Pack leaders attend September District Roundtable.
- Turn in new applications within 24 hours of your Recruitment Event. Second chance Join Scouting events can be organized prior to the start of the mid-to-late September Pack meetings.

SEPTEMBER/OCTOBER:

- Attend fall events. [Visit the Council Calendar for event details.](#)
- Turn in straggling applications, and hold a second recruitment if needed

All new Cub Scouts who:

1. Attend your unit Join Scouting event
2. Complete an application
3. Submit payment for membership

Will receive a complimentary ticket to attend, either:

Autumn Blast

at
Camp Rokilio

OR

Bobcat Trail

at
Camp Hiawatha

OR

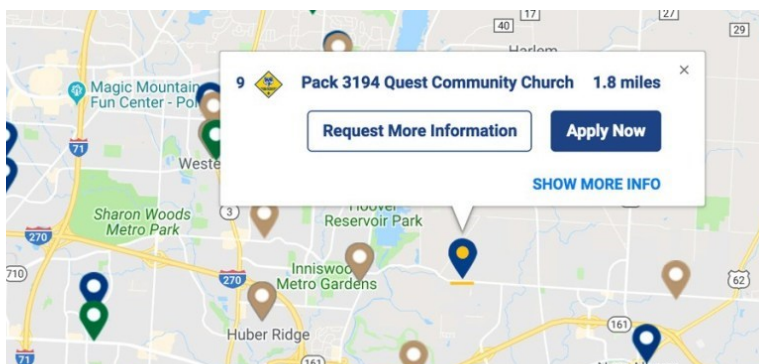
Adventure Hike

Green Bay Area

HOW TO REACH NEW MEMBERS WITH BEASCOUT

BeAScout.org is the first place many new families visit to look for a Scout group to join. For many, this website is a family's first introduction to Scouting as it shares how Scouting works and why it's a good fit for so many members.

How do families find units? Families can search for units by entering their zip code to find all of the Scouting units closest to them.



What information do families see? The search results show up as pins on a map. Just click/hover the mouse over a pin on the map to show the unit information. Search results are also available in a list format.

How do families contact a unit? If a family is interested in learning more about a specific unit, they can click the **Request More Information** button. This will generate an email message to the primary contact email listed in the Unit Pin. This will also generate an **Invitation** in My.Scouting.org, which the Unit Key 3 can access and view in the **Invitation Manager** tool. Sending a prompt response to online Invitations is a great way to begin building a relationship with a new family. [Click here for more instructions about the Invitation Manager.](#)

How do families apply to join a unit? If a family is ready to join a new unit, they can either complete the process online through BeAScout.org or submit a hardcopy paper application to the unit. Unit Key 3 members will receive an automated email alert if any applications are submitted online. My.Scouting.org will send if a new member applies online. The Unit Key 3 will need to log into My.Scouting.org to approve any new youth member who applies online. [Click here for more instructions about the Application Manager.](#)

GATHERING BSA YOUTH APPLICATIONS & MEMBERSHIP FEES

- ⇒ Help families complete and submit their applications at your **Join Scouting** event. Collect all applications before the family leaves the event. Applications that go home, rarely get completed.
- ⇒ If possible, set up an Online Application computer station(s), where a parent/guardian can complete the youth application online during your Join Scouting event.
 - ⇒ A unit leader will need to electronically approve each new youth application submitted online.
- ⇒ Review applications to ensure all information is complete, including Grade level—Gender—*Scout Life*.
- ⇒ **Be sure your Unit Number and a Unit Leader Signature is included on Every application.**
- ⇒ **Do Not Collect Adult Applications for new Lion Cub Adult Partners or Tiger Cub Adult Partners.**

MEMBERSHIP FEES:

- ⇒ Collect the pro-rated registration fee for only the remaining months in your current unit charter year.
- ⇒ Collect the pro-rated *Scout Life* fees for only the remaining months in your current unit charter year.
- ⇒ Do Not Collect pack/den dues at this time.
- ⇒ Record the payment type and amount collected on the application.
- ⇒ Checks should be payable to the Unit. When the applications are submitted, the Unit will provide ONE check to the Council.
- ⇒ See the Recruiting Resources page for a schedule of pro-rated membership fees and *Scout Life* subscription costs.

TIPS FOR SUCCESS

BE ORGANIZED:

Have information ready for your Join Night with a Pack calendar, leaders contacts, show pictures. and the ability to take credit cards.

KEEP YOUR JOIN SCOUTING NIGHT SHORT— NO MORE THAN 45 MINUTES

The goal is for families to complete all stations or the presentation in 30 minutes.

WEAR CLOTHING THAT IS APPROACHABLE

Uniforms can create an “us” vs. “them” mentality and a barrier to joining. We recommend only having a couple leaders in uniform.

Please have other volunteers and leaders in attendance wear a Scouting polo or “Class B” shirt. Be sure every volunteer has a name tag that includes their name and unit title: Den Leader, Scout-er Reserve, Cub Scout—Bear, etc.

Keep Track of Who Attends

Make sure every family with potential new Scouts signs in on the Attendance Roster. Units should keep copies of the Attendance form so they can send a follow-up email to new families after the Join Scouting event.

SHARE THE FUN! TELL YOUR UNIT’S STORY!

Every family who attends your unit’s Join Scouting event should walk away knowing their child will be part of an organized, active unit where leaders work together to bring the Scouting program alive.

BE HAPPY! BE FUN! BE HELPFUL!

The positive energy of Scouting should be abundant at your Join Scouting event.

Share that happiness with new families that visit your unit!

THINGS TO AVOID

Do not mandate the Fall Popcorn Sale or other fundraising programs

⇒ Again, the primary goal of your Join Scouting event is to recruit new youth members. Generally, it is best to share fundraising information at the Parent Orientation Meeting. Be sure to share information about opportunities for scholarship support to help families with financial concerns.

Avoid letting parents/guardians take the application home to complete if at all possible. Don’t be afraid to ask the families for the application and how they are going to pay for it that night.

⇒ It is best to collect the youth application and prorated membership fees during the Join Scouting event.

Don’t forget to plan a FUN activity for any kids that attend your Join Scouting event

⇒ While parents/guardians are going through the 5 Stations, have your Den Leaders/adult volunteers organize an activity for the kids. Perhaps make slime, play a game or run old cars on a derby track. It’s a great idea to have a few of your currently registered scouts there to help with the FUN too.



POST-EVENT TO-DO LIST

At the end of your Join Scouting event, collect the following information and send to your District professional within 24 hours of your event:

- ☐ All Youth Applications
 - Be sure all applications include: Grade, Date of Birth, Parent/Guardian Contact and Signature, Unit Number and Unit Leader Signature
- ☐ Event Attendance Sheet
- ☐ Send completed youth applications and One unit check sent to Bay-Lakes Council office for new youth member registrations. Within 48 hours of your event, send completed applications and one unit check to the Bay-Lakes Council office or turn into your district professional.
- ☐ Send a Welcome email to all of the new families who attended your Join Scouting event (*See Page 17 for sample text*)
- ☐ Send a Welcome Back email to your returning families. Maintaining strong communication with all of your pack's families is key to building a great relationship with those who support your activities. (*See sample email on Recruiting Resources website.*)

IDEAS FOR YEAR-ROUND RECRUITMENT SUCCESS

A Bring a Friend event is designed as a way for units to reach a targeted audience within their local network of friends and can offer an alternative method of recruiting when school access is not available. It can also be a supplemental recruiting effort in addition to traditional school based recruiting events. It's an easy to execute fun program event designed for both your Pack, and prospective new Cub Scouts and their parents.

When? What? Where?

Whenever, wherever, and whatever works best for most members of your unit. Think of fun, local, community-centric events like a BBQ, fishing derby, or bike rally at a park.

Not your traditional recruitment event.

Your Bring a Friend event is not designed to sell new hesitant families on Scouting...it's designed to sell new prospective families on your Pack members as a fun new group of friends. With this in mind,

- ☐ Don't wear uniforms, it's intimidating to new members and parents.
- ☐ Keep things fun, relaxed, and enjoyable.
- ☐ Be welcoming to new faces.
- ☐ Hold a series of Bring A Friend Events, and keep inviting folks back.

