

## **Tips for A Successful Fall Recruitment And Join Scout Night**

### **IMPORTANT NOTES:**

- New Scout Applications must be completed and turned in to council within 7 days of receipt by your unit. The scout (and your unit) is not covered by insurance until the form is filed by council.
- Pro-rated fees for new scouts (from now until recharter) are:
  - Youth: \$5 registration + \$2 insurance + \$4 Boys' Life\* = \$12
  - \*Boys' Life can be added during Re-Charter
  - Adult: \$5 registration + \$2 insurance = \$7
- Youth Protection Training Certificates must be turned in with all Adult Applications or they will not be processed.
- All applications should be turned before the end of October so they are included in time for charter renewal.
- All units must Re-Charter/pay by Dec. 15, 2011

### **BEFORE YOU START!!!! Update your Unit Information**

#### **BeAScout.org profile**

- Update BeAScout Profile information, website, meeting dates/times/contacts
- Forgot password? Go to MyScouting.Org and click on "forgot password"
- Only leaders who had access before to BeAScout can make changes.
- Three people from each unit can have access
- Don't forget to Manage your Leads – status update
- BeAScout – new resources for parents/leaders (see postcard)

#### **House Cleaning 101**

- Unit leaders – If leaders have changed you must submit a new application to council.
- Notify Cathy Brown of changes in contact phone/email/ websites/addresses
- Check your Charters/Unit Rosters to make sure that everyone you think is registered really is.
- Boys NOT registered are NOT scouts, NOT insured and can NOT advance in rank. DON'T WAIT TO RE-CHARTER!

## **Back-to-School Night vs. Fall Round-Up Recruitment Night**

**Back-to-School Nights are NOT meant to be recruitment nights, but they ARE:**

- A way to increase the visibility of Scouting in your school.
- A chance for your scouts to help your school by conducting a flag ceremony to open the event
- A chance to say a “few words” to the audience (if school allows) announcing who you are and inviting them to visit the table and come to your recruitment night. (60 second max).
- A place to set up a table to display information about your unit
- A chance for parents to sign-up for more information
- A way to hand out flyers announcing your “Recruitment Night.”

**Fall Round-Up Recruitment Night IS the time to “SELL” your program.**

- Set a date a week or a few days before your first Pack meeting just to meet with prospective scouts. OR, Hold the program an hour before your Pack meeting.
- Try not to hold a recruitment meeting during a Pack meeting, it can be too overwhelming for parents (we all know how chaotic those first two meetings can be), especially those with very young children.
- Insist that parents SIGN-IN when they ARRIVE.
- Have parents fill out registration BEFORE they leave.
- Encourage Tiger Parents to fill out an Adult Application – Get them involved from the beginning.

### **FLYERS and Advertising**

With many schools only using electronic formats for flyers it is even more critical to get the message out to prospective parents.

- 1. Press release** (if possible) – advertise your recruitment information night in the local paper. Chances of getting it in are better if you join with other packs in your area and do “ONE” press release for all the packs.
- 2. Put it on your Facebook** page and post on the walls of your friends in other groups like soccer, football, little league etc.
- 3. Hand out flyers at local sports games**
- 4. Ask “kid friendly” businesses** like pizza places or Game-stop if you can put up a Poster in the window or leave Flyers to announce your recruitment night. **\*\*Take it down afterwards\*\***
- 5. Religious Organizations** – See if your church/religious institution will allow you to hand out flyers either before or after a sermon, maybe even have an information table one week before your recruitment night.
- 6. Boy Talks** - Ask your school if you can conduct a 6 minute “Boy Talk.”

## **Flyers**

1. Fill out the Flyer Request form 7-10 days prior to the recruitment night.
2. Submit to council for approval by the Superintendent's office
3. Pick up flyers and distribute to your schools

## **Yard Signs**

1. They are designed to be left up without dates so that people can re-use.
2. If you decide to write on the, make sure to include the Date, Time and location of your event.
3. Check town ordinances for time frames to put up and take down signs.
4. Get permission from local businesses to place signs on their lawns
5. Don't put up too soon or people will ignore them.
6. Each unit gets 4 yard signs additional at \$2.40 each.

## **How to Organize a Successful Recruitment Night:**

- 1. Welcome:** It is important that every parent AND child be greeted when they arrive. Have a volunteer/parent greet everyone at the door and direct them to the meeting room.
- 2. Sign-In:** See example of sign-in sheet. Everyone should sign-in. Make sure to get clearly printed e-mails so you can follow-up afterwards.
- 3. Display:** Make your room visually appealing, have information about the program, and show how much fun scouting is.
  - Photo Album/ Poster board displays
  - Copies of the Scout Handbook for each rank
  - Derby Cars, rockets, or other items build by scouts
  - Pack/Den banners and flags
  - Tent and camping equipment
  - Mini Boys' Life Magazines
- 4. Den Leaders:** Have one from each rank or den available to speak with the parents/boys about the program for their specific rank.
- 5. Activities:** Games, hands-on crafts/activities such as egg/spoon races, rain gutter regatta track, segment of derby track, balloon games, soda bottle bowling, a skits/puppet shows by Webelos, etc.
  - \*\*\*Get Webelos and Boy Scouts involved to run the FUN.
- 6. The Presentation:** Keep it short and stick to the basics.
  - \*\*If you have a slide show that is great way to start.
    - Give a brief description of your pack: We are pack # xxx, we currently serve # boys from x town/school(s).
    - Talk about the scouting program: We provide age appropriate scouting programs for boys in 1<sup>st</sup> through 5<sup>th</sup> grade. Offers boys a chance to learn new things, develop new skills, work as teams, develop strong friendships

- Family oriented program: All volunteers, encourage family participation, partners with your boys through the program.
- Fun Things your pack does: camping, baseball games, mini-golf, etc..
- Community Service: We give back to our community by doing service projects such as a,b,c.
- How a Pack operates:  
What is a Pack, a Den, what the meeting schedules are like, registration fees, how you determine which children go into which dens.
- VOLUNTEERS !!!!!!! the lifeblood of the Pack. No volunteers – No pack, no program. Sign them up – Encourage Tiger Parents to fill out Adult Application. Give small job/task where they can help. No Prior Experience Necessary.
- Make sure to give the date/time/place of your Next Pack/Den Meeting.
- Q&A – make sure to leave time for this. Then do break-out with den leaders.
- Sign them up!

## 7. Useful Hand-outs

- Give each family a contact name/number for follow-up questions.
- FAQ Sheet about your pack with contact names, Pack Calendar, etc.
  - Flyers about scouting
  - Applications
  - Copy of your newsletter
    - \* list of when/where your dens meet (not for distribution but helpful to have since it will be asked)

**8. Filling out the Application** \*\*All applications must be turned into council within 7 days of being completed. Without it they are not covered by insurance, are not considered “scouts” and can’t do any advancements.

*\*\*See defective registration check list for guidance*

**A. Youth Applications** – Make sure parents include email, **sign form** in correct spot, check off Boy’s Life, check off “active scout parent” or “tiger cub adult partner”

**B. Adult applications** - Sign Background Check section, fill out form completely – SS# is mandatory, All questions on side must be filled out or form will be returned.

*NOTE: Youth Protection Training Certificate MUST be attached to the application when you turn it in to council or it will NOT be processed.*

**Follow-up email, phone call, letter**

1. Myscouting.org e-mail templates to send out invitations to your scouting night.
2. Thank you: to those who haven't signed-up letting them know they can still join.
3. Welcome to those who have signed up with the contact email for their assigned Den Leader and next meeting date or pack calendar.

**Adopt-A-School**

Meet with principle, fill out form, submit by Sept. 30<sup>th</sup> drawing for \$50 gift card from the Scout Shop. Contact [Stacey.ehling@scouting.org](mailto:Stacey.ehling@scouting.org) for details.

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