



My Best Friend is a Cub Scout!

2020 Recruitment Plan

The basis of this program is for current Cub Scouting youth members to recruit their friends into the pack. Studies show that members will remain active in the program if they are participating with their friends.

We have always had a "friends recruit friends" philosophy, but we have never given them the tools (and taught them how to use them) so they can be even better recruiters for Cub Scouts! This year we are counting on you to help them become recruiters for Cub Scouting.

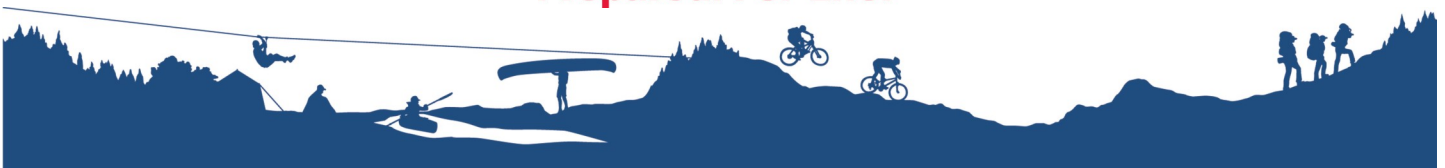
The "My Best Friend Is a Cub Scout!" campaign is designed to give Cub Scouts some recruitment tools and foster in each one the desire to recruit his or her two best friends to join Scouting. Current members will have more fun if their friends join them, and they will stay in Cub Scouting longer. There will be less chance of negative peer pressure when their friends are also Cub Scouts.



On the next several pages we have re-created some of the materials developed by many Scout Councils which have had great success with "My Best Friend Is a Cub Scout!" recruitment. If you have any questions about this exciting, unique recruitment program, contact your District Executive, or email joinscouting@scouting.org

**Additional Recruitment material is available
at www.craterlakecouncil.org/recruitment**

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My Best Friend is a Cub Scout!

2020 Recruitment Plan

Dear Leader,

Thank you for participating in this Cub Scout recruiting campaign! We have designed some new materials and approaches to help your pack recruit boys and girls into the great program that your pack offers, a program that will positively affect the lives of the youth and their families!

The basic thought of this program is to get your current Cub Scouts to help recruit their friends into the pack. Studies show that your current Cub Scouts will stay involved if they are participating with their friends. We have always had a "friends recruit friends" philosophy, but we have never given them the tools, and taught them how to use them, to be good recruiters for Cub Scouts! This year we are counting on you to help them become better recruiters for Scouting.

The "My Best Friend Is a Cub Scout!" campaign is designed to give your Cub Scouts some recruitment tools and the desire to recruit their two best friends to join Scouting with them. Your current Cub Scouts will have more fun if their friends join with them, and they will stay in Scouting longer. There will be less negative peer pressure when their friends are also Scouts.

The program should work as follows:

1. The pack receives 2020 Recruitment materials, along with new recruiting tools for Cub Scouts.
2. Either the pack, or preferably the den, will have a meeting prior to the recruitment event to teach the Cub Scouts how to use the new tools. Be sure to review the "How to Use the Materials" flier.
3. The leader plays a very important role by making sure that the Cub Scouts fill in the blanks on the new materials that they will give to their two best friends.
4. The leader should encourage the current Cub Scouts to think about all the fun things they did last year. Getting the Cub Scouts to remember all these things now will refresh their memories and they should tell their two best friends about these fun activities when they give them the invitation.
5. At the meeting be sure that all the materials are filled out and that the Cub Scouts know what to do with the invitations and business cards. Give them the Parent Information flier to give to their parents, which explains the program and how parents can help.
6. On the evening before the recruitment meeting, call each family and remind the parent, or the Cub Scout, to bring the business card reminder to school for their two best friends.
7. Recognize any Scout that recruit a friend by giving him a "Recruiter" patch!

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Dear Parent,

This fall we are asking your Cub Scout to help make a difference in the lives of their friends by personally inviting them to join Cub Scouts with them. Studies have shown that youth tend to gravitate towards participating in activities that their friends participate in. We believe that your child is more likely to stay in Scouting, and get the full benefits of a proven program, if his or her friends are in it with them

- What are those benefits again?
- Learn new things
- Develop new skills
- Develop a sense of belonging
- Enjoy a supervised environment for activities
- Learn citizenship, character, and fitness
- Develop leadership skills
- Develop self-confidence as he/she earns badges
- Spending "quality time" with family and leaders
- And, YES, they will have a lot of fun too!



Please help your child participate in the "My Best Friend Is a Scout!" program by reminding them to do a couple of things.

First, make sure he attends the special Den Meeting so that he can learn how to use the recruitment materials; you may even want to attend with him! The materials are fun and colorful, and your child can earn a special recruiter patch if they get a friend to join.

Second, the day after that Den Meeting, remind them to take the two invitations to school to give to his/her friends. The invitation is personalized and comes directly from your Cub Scout to their friends.

Third, on the morning of the recruitment meeting (listed on the materials), be sure that they take the business card reminders to school to remind their friends of the meeting that evening.

Another way you can help is to follow up with the parents of your child's friends and encourage them to come to the meeting. Your child will have more fun in Scouts if his or her friends join, and you just may make some new friends yourself!

Many thanks to you and your family for choosing Scouting for your child. The time you spend with your child in Scouting is very important and will help him or her to grow into the best adult they can be!



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Each Scout should be given an envelope from their leader, which will include a postcard sized "buddy card," two postcard sized invitations, and two business cards. Each Den Leader should have a special den meeting to instruct the Cub Scouts on how to use these new recruiting tools.

1. Commitment Card—Each Scout will fill their name in on the front side of the card and promise to "Do His Best!" to invite their two best friends to join Scouts, because Cub Scouts is more fun when you join with your friends. On the reverse side of the card the leader helps the scout write in the names of the two best friends that the scout will invite. The friends can be from school, the neighborhood, or maybe even a relative. On the bottom portion on the back of the card the leader helps the Scouts fill in the date, time, and location of the next meeting where the new youth can sign up for Cub Scouts.

Leaders may want to fill this information out on the cards ahead of time for their Cub Scouts, especially for the younger Cub Scouts. **Cub Scouts should hang on to this card as a reminder that they promised to "Do Their Best!"** This card can also be used as a bookmark to be kept in their handbooks.

2. Invitations—Each Scout will receive two invitations to give to their friends, which lists the date, time and location of the next meeting where the friends can sign up for Cub Scouts. The leader needs to help the Cub Scout fill in their name at the top of the card (so the parents of the friends will know that their child is being invited by a friend), or do it for them ahead of time. The date, time and location of the next meeting also need to be filled out by the Cub Scout or a leader. The Cub Scouts are instructed to give the two invitations to the best friends that they listed on the front of the card tomorrow at school, or the next time they see them.

3. Business Cards—Each Scout will receive two business card "reminders" to give to their friends on the day of the meeting. Again, the leader needs to be sure that the date, time and location, along with the Cub Scout's name are filled out, by either helping them to do it at a meeting, or by doing it for them ahead of time. **Be sure that the Cub Scouts are reminded on the day before the meeting to remember to give the business cards to their two best friends on the day of the meeting.**

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DEN MEETING OUTLINE

1. While the Cub Scouts Gather—select a game from the Group Meeting Sparklers or How-To books. Try to catch parents and have them stay for this special meeting.
 2. Opening—Pledge of Allegiance and Cub Scout Promise. Talk about the importance of the Cub Scout Promise.
 3. Recite the Cub Scout Motto—Do Your Best! Ask the Cub Scouts what "Doing Your Best" means to them.
 4. Introduce the new "My Best Friend Is a Scout!" theme. Tell them that they are going to play an important role in getting their friends to sign up for Scouting with them this year. Ask them if they would like to be in Scouting with their best friends.
 5. Give each Cub Scout an envelope with the new materials. Read the "buddy card" with them, and ask them if they will "Do Their Best." Have them write their names on that card. On the other side of the card help them to write in the names of their two best friends that they want to be in Scouts with.
 6. Be sure that they write down the two names. Ask each of them to say out loud who they will invite. If two or more want to ask the same person, encourage them to choose a different person. Be sure to have them write in the date, time and location on the card (or have it done ahead of time).
 6. Take out the invitations and have them fill in their names on the card, followed by the date, time and location of the meeting where their friends can sign up. Instruct them to give their two friends an invitation tomorrow at school, or the next time they see them.
 7. Fill in the same information on the business cards and tell them to give these cards to their friends on the day of the meeting.
 8. Ask each Cub Scout to say out loud the two most fun things they did in Scouting last year. Some things that should come out: Cub Camp, earning awards, pinewood derby races, den trips, projects etc. It is important that they tell their friends all about these fun things!
 9. Tell them that they will have even more fun than last year because they got their friends to join!
- End the meeting by re-reading the buddy card where they promise to "Do Their Best!"

**Additional Recruitment material is available
at www.craterlakecouncil.org/recruitment**



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FOLDABLE INVITATION

Invitation—Each Scout will fill their name in on the front side of the invitation and promise to "Do Their Best!" to invite their two best friends to join Scouts, because Cub Scouts is more fun when you join with your friends. On the reverse side of the invitation, the leader helps the child to write in the names of their two best friends that he will invite. His friends can be from school, his neighborhood, or maybe even a relative. On the bottom portion on the back of the card the leader helps the Scouts fill in the date, time, and location of the next meeting where the new youth can sign up for Cub Scouts. Leaders may want to fill this information out on the cards ahead of time for their Cub Scouts, especially for the younger Cub Scouts. Cub Scouts should hang on to this card as a reminder that they promised to "Do Their Best!" This card can also be used as a bookmark to be kept in their handbooks.

Photocopy the printer-friendly page provided and fold into quarters to distribute.

Additional recruitment materials can be found at
www.craterlakecouncil.org/recruitment

Given For	
Date	
Time	
Place	
RSVP	



(meeting place)

at _____
(day) (time)
at _____ o'clock

Please come to our next meeting on:

My Best Friend Is a Cub Scout!

JOIN CUB SCOUTS!



I, _____, want
you _____

to join Cub Scouts
with me so that we can all have fun
together!



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INVITATION CARDS

Invitations—Each Scout will receive two invitations to give to his friends, which lists the date, time and location of the next meeting where the friends can sign up for Cub Scouts. The leader needs to help the Cub Scout fill in his name at the top of the card (so the parents of the friends will know that their son is being invited by a friend), or do it for him ahead of time. The date, time and location of the next meeting also need to be filled out by the Cub Scout or a leader. **The Cub Scouts should be instructed to give the two invitations to the best friends that they listed on the front of the card tomorrow at school, or the next time they see them.**

Make two-sided 8.5" x 11" photocopy of the printer-friendly pages provided and trim into quarters.

MY BEST FRIEND IS A CUB SCOUT!



You Are Invited to Join Cub Scouts!

By _____
(Inviting Cub Scout's Name & Phone)

On _____
(Day and Date)

At _____
(Location and Room)

From _____
(Time)

Come join the fun with your friends in
Cub Scouts!



Dear Prospective Cub Scout Parent,

The Cub Scout on the front of this invitation is a friend of your child, and has personally invited your child to join Cub Scouts with them. In Cub Scouts your child will have lots of fun, learn new things and make new friends. But Cub Scouts is much more than that.



Everything they will do in Cub Scouts—ceremonies, earn awards, sports, games and crafts, will be done with a specific purpose in mind. The reasons parents want their child to get into Cub Scouts probably aren't the same as why he will want to join. Take a look at the 12 Core Values Cub Scouting strives to teach:

Citizenship	Honesty
Compassion	Perseverance
Cooperation	Positive Attitude
Courage	Resourcefulness
Faith	Respect
Health and Fitness	Responsibility

Please come find out about all the fun! You and your child are invited to learn more about Cub Scouts at the date/time and location listed on the front of this card. If you like what you learn, you can join that night.

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By _____

(Inviting Cub Scout's Name & Phone)

On _____

(Day and Date)

At _____

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