



# ***Launch Your Scouting Adventure!***

## ***Crater Lake Council 2020***

### **Sign-Up Night Guide**

### **Pack Tips for Successful Cub Scout & Adult Recruiting**

[www.craterlakecouncil.org/recruitment](http://www.craterlakecouncil.org/recruitment)

Welcome to Fall Recruiting in the Crater Lake Council! We are so grateful for your commitment to growing your Cub Scout Pack. Each Cub Scout that joins means one more family in your community to positively impact. Thank you for your efforts to build tomorrow's leaders by growing Scouting today!

In this packet, you will find everything you need to help plan a successful recruiting night which translates to a successful year of Scouting. This year, more than any year in the past, will require us to be creative and flexible in our recruitment plans. Social media and peer-to-peer recruitment will be more important than ever.

More so than years in the past, the key to recruiting success this fall will be staying in communication with your District Executive and District volunteers. We are here to help you bounce off ideas, share what has worked for other packs, and generally support you whatever recruiting challenge you may be facing.

Ultimately, successful recruiting this fall is going to come down to the Scout motto that you know so well – BE PREPARED!



BOY SCOUTS OF AMERICA®  
CRATER LAKE COUNCIL

# Scout Recruitment Incentive

The Crater Lake Council has created membership incentives for both Cub Scout Packs and individual Units.

To qualify a Pack must have a fall recruitment meeting by August 15, 2020.

## Achievement Level

Packs and your district will set an agreed upon Bronze, Silver and Gold level Goal. Goals need to be agreed upon by **August 15, 2020**.

You can find recruitment resources at  
[www.craterlakecouncil.org/recruitment](http://www.craterlakecouncil.org/recruitment)

## Membership Incentives

**Achieve Bronze Level** – \$5 in Scout Bucks per new Scout recruited between August 1st and October 30th

**Achieve Silver Level** – \$7 in Scout Bucks per new Scout recruited between August 1st and October 30th

**Achieve Gold Level** – \$10 in Scout Bucks per new Scout recruited between August 1st and October 30th

## Peer to Peer Incentives for Recuriter

- ✓ **Recruit 1 friend** – receive a “Recruit a Friend” patch
- ✓ **Recruit 2 friends** – free admittance to fall Cub Scout Event, and a patch
- ✓ **Recruit 3 Friends** – items above plus 50% Camp Scholarship to Resident Camp
- ✓ **Recruit 5 Friends** – items above plus Full Camp Scholarship



## Planning for a Successful Scouting Year

Successful recruiting starts with having a defined plan for the year. When parents have a sense of what activities they can expect with their dues, they are going to be much more enthusiastic about signing up!

1. **Plan the Scout Year.** Every pack should schedule an annual planning meeting where the entire Scout year is organized, including meetings, outings, and camp (fingers crossed).
2. **Create a Budget.** Once you have planned out your year, you will need to create a budget for the activities. Giving parents a clear sense of what the cost of Cub Scouts is will give them more buy in for annual fundraisers, like popcorn sales.
3. **Recruit and Train Leaders.** Recruit leaders for your existing dens and leadership positions. All Cub Scout positions have online training that can be completed in under 2 hours and will significantly help build confidence for adults who may be hesitant to take a leadership role. Every Scout deserves a trained leader.
4. **Form a Recruitment Plan.** New Scouts mean new parents and fresh energy. If you have a fun program year planned, trained adult leaders, and an organized recruitment strategy, Scouts will want to join, and their parents will come with them as a new batch of volunteers.
5. **Use your Resources.** The District and Council volunteers and professional staff are here to help you. Please do not hesitate to contact us with any questions you may have about recruiting, planning your Scout year, or other Scouting matters. In addition to staff and volunteers, we have abundant online resources that may address your questions.

Web Resources include:

- a. Planning and Recruitment Resources: [www.craterlakecouncil.org/recruitment](http://www.craterlakecouncil.org/recruitment)
- b. Fall Popcorn Sales information: [www.craterlakecouncil.org/popcorn](http://www.craterlakecouncil.org/popcorn)
- c. Unit Planning and Budget Resources: <https://www.craterlakecouncil.org/leader-resources/planning/>
- d. Current Membership Fees to Join Scouting: [www.craterlakecouncil.org/fees](http://www.craterlakecouncil.org/fees)
- e. Scholarship Information (Uniforms & Membership Fees): [www.craterlakecouncil.org/scholarship](http://www.craterlakecouncil.org/scholarship)
- f. Be-A-Scout Information: [www.craterlakecouncil.org/beascout](http://www.craterlakecouncil.org/beascout)

### District Contacts

District			
Wild River	Kayle Moffat	<a href="mailto:Kayle.moffat@scouting.org">Kayle.moffat@scouting.org</a>	541-727-6664
Fremont	Patrick Donohue	<a href="mailto:Patrick.donohue@scouting.org">Patrick.donohue@scouting.org</a>	541-727-6669
Klamath	Kim Debroux	<a href="mailto:Kim.debroux@scouting.org">Kim.debroux@scouting.org</a>	541-727-6667
Pacific Rivers	Jim Westfall	<a href="mailto:James.westfall@scouting.org">James.westfall@scouting.org</a>	541-727-6665



## Key Elements to All Recruitment Nights

- Style: Pack leaders should choose a Sign-Up Night method – ***either Presentation OR Table Rotation method*** – and follow the guidelines given in this booklet to make that method a success. Individuals coordinating and speaking on behalf of Scouting should be the most qualified presenters, trained and well prepared.
- When: Sign-Up Nights at should only be held on a Tuesday, Wednesday, or Thursday evening, and never the day after a major holiday, such as Labor Day.
- Length: Sign-Up Nights at each school should be kept to 30-45 minutes. A separate Parent Orientation Meeting should be held within one week following Sign-Up Night to help introduce new families to more information about the pack and its activities.
- Attendance Clipboard: Warmly welcome each family and have a clipboard with a sign-in sheet available to accurately record every parent and youth that attends and have an accessible list for follow up.
- Special Covid-19 Considerations: Peer-to-peer and parent-to-parent promotion will be more important than ever as we work through the challenges of social distancing and different school schedules.
- Scout Talks: To build excitement about recruitment night, obtain permission to conduct Scout Talk with potential Scouts. They generally should not be conducted on a Friday, as youth may lose their excitement about Sign-Up Night and Scouting over the weekend.
- Applications: Remember to bring applications and pens! **Pack leaders should obtain a completed youth application, signed by the parent and unit leader, for every youth who attends Sign-Up Night to ensure all critical contact information is obtained.**
- Register New Scouts with the Council: All applications and prorated registration fees must be turned in to the District Executive within 72 hours
- Follow up with New Scouts: Every family should receive a welcoming phone call from the den leader, Cubmaster, or committee chair within a few days of registration.
- Follow up with Other Families: If a family attended Sign-up Night, they have some interest in Scouts. Just because they did not sign up right away, does not mean they are not interested. Invite them to your next pack meeting of fun activity and keep them informed of the fun things your pack is doing. Sometimes it takes more than one ask to get someone to say yes. Remember, if the cost of the uniform or the membership fees is a deterrent, the Council does have scholarship funds available for those who qualify.





## Unit Leadership Role in Recruiting

While the Crater Lake Council and the District Membership Teams will support each pack in their recruiting efforts, Pack Leadership is responsible for the following:

- Designate a pack Sign-Up Night Coordinator, who will lead in organizing the Sign-Up Night.
- Commit to organize a Sign-Up Night by September 15, 2020.
- Confirm Sign-Up Night date with your District Executive at least 30 days before your Sign-Up Night.
- Pick up yard signs from the Council and display them in high visibility areas from August through October.
- Promote your Sign-Up Night through social media. Engage your parents in sharing Scouting fun through social media. Designating a point person to coordinate social media may be helpful.
- Turn in all new member applications and prorated fees to the District Executive within 72 hours of Sign-Up Night.
- Promote the registration and participation of families at District and Council events offered in the fall.
- Inform new leaders of online and in-person training opportunities.
- Conduct a second recruiting event in late September/early October following the same steps as before.



## Welcoming New Families

Packs with an excellent track record of membership development and retention have one thing in common—they are prepared to receive new youth into their program. To ensure your pack is prepared, follow these guidelines:

- Create a short, colorful pack information sheet to distribute to all new families at Sign-Up Night. (see sample at: [www.craterlakecouncil.org/recruiting](http://www.craterlakecouncil.org/recruiting))
- Involve existing parents in creating a welcoming environment, where new families can quickly feel connected and learn more about Scouting. Nationally, the #1 reason given by families who dropped out of Scouting last year was that no one made them feel welcome. They never felt connected. Let's all commit to doing a better job of being helpful, friendly, courteous, and kind!
- Host a separate Parent Orientation Meeting within one week of Sign-Up Night (see a sample Parent Orientation Agenda below) to share more details about the pack's leadership, fall activities, fundraisers, and the 2020-2021 pack calendar. This is also a great opportunity to make a fun presentation and excite the new Cub Scouts!



**Families Want to  
Join Where They  
Feel Welcome**

**5 Tips for Making  
New Families Feel  
Welcome**

1. **Be Present:** Make sure your Pack is at Open House and organizes a Sign-Up Night.
2. **Communicate:** Email, call, meet on social media: The more you say hello and welcome families, the better.
3. **Have Fun:** No one wants to be bored. Make your meetings fun and engaging, especially the first meetings they attend!
4. **Plug Them In:** Getting people involved early in simple tasks will empower them to want to join in future volunteer opportunities.
5. **Celebrate Them:** Pull them up front, send a notice to the Facebook group, etc. to welcome all new Scouts/families. The more you celebrate them, the more they feel included and get involved.





## 2020 Fall Recruitment Timeline

**Why have a Timeline?** To better capitalize on promotional efforts, create excitement, and ensure enough time to recruit youth through follow-up efforts, we will have a tight window for all first-round Sign-Up Nights. These must be scheduled on Tuesday, Wednesday, or Thursday evenings during August or September.

### August

- **Secure** date, time, and location for both first and second Sign-Up Nights
- **Promote** Sign-Up Night
  - Scout Talks in School
  - Yard signs
  - Posters, flyers, bulletin board announcements
  - Peer-to-peer cards
  - Social media, email blasts
  - Personalized invitations to prospective parents
  - Information table at Open House and Meet-the-Teacher nights
- **Prepare** Sign-Up Night handouts – Welcome packets with Pack Information sheet, Parent Orientation flyer, youth & adult applications, etc.

### September

- Continue Promotion
- Conduct Sign-Up Night
- Submit completed youth applications and prorated registration fees in exchange for rockets
- Conduct Parent Orientation Meeting
- Submit completed adult application and prorated fees

### Late September/Early October

- Promote second Sign-Up Night using the same methods used in August

## BE-A-SCOUT

[www.beascout.org](http://www.beascout.org) is the online promotion and application system of the Boy Scouts of America. The Crater Lake Council and National Council will both be promoting Scouting using [www.beascout.org](http://www.beascout.org) as a landing page. **Every Cub Scout needs to make sure they have a PIN that is up to date and a pack volunteer monitoring the leads and applications that come through this resource.** Information on [www.beascout.org](http://www.beascout.org) and who to update it can be found at <https://www.craterlakecouncil.org/leader-resources/online-applications/>



## Sign up Night Promotion Timeline

Month	Task 1	Task 2	Task 3
45 Days	Visit with school Principal about ways to promote Scouting	Secure location for Sign-up Night and Parent Orientation Night	Update Be-A-Scout Pin
40 Days	Communicate with parents about Sign-Up Night and peer-to-peer plan	Plan a Parent Orientation within 3-7 days after Sign Up Night	Communicate Sign-Up Night date with your District Executive
30 Days	Finalize Sign-Up Night volunteers and parent orientation volunteers	Pick up recruiting and promotional materials from your District	
20 Days	Distribute promotional materials, yard signs, and peer-to-peer cards to Scouts and their families	Work with your District to finalize Facebook ad for promotion	Identify community social media pages to share sign up night
15 Days	Start peer-to-peer promotion	Remind families of need to share and invite others	Place yard signs in high traffic areas
7 Days	Start social media promotion	Complete materials for Sign-Up Night and Open House promotion	Finalize Materials for Parent Orientation Night
2-7days	Attend Open House	Scout Talk promotion	Pick up Sign-Up Night Box
<b>Hold Sign-Up Night</b>			
1 Day after	Send a welcome e-mail to families who signed up	Invite those that did not sign up to 2nd sign up night	Remind parents of Parent Orientation Night
3 Days after	Turn in applications	Thank you sent to school for their help and facility use	
7 days after	Hold 2nd Sign-Up Night	Recruit leaders	Ask new Scouts to invite their friends to the next pack event





## Methods of Promotion

- **Yard Signs:** Display the yard signs in high traffic areas in your neighborhood and near the school(s) where you recruit members.
- **Flyers/Posters:** Put up flyers/posters anywhere a potential Scouting family might frequent — school, daycare centers, community centers, grocery stores, restaurants, bowling alleys, etc.
- **School and Neighborhood Newsletters:** Write an article for your school and neighborhood newsletters, spotlighting Scouting and all good things your unit is doing to make a positive impact in your local community and at your school. Include pictures!
- **Church/Chartered Organization Bulletins:** Work with Chartered Organization leadership (Chartered Organization Representative and Institutional Head) and include them in making sure your recruiting season is a success. Encourage the chartered organization to publish your announcement in the church bulletin or newsletter the week prior to your Sign-Up Night.
- **Meet the Teacher Night / School Open House:** This is a great time to have a booth set up to show off Scouting and explain what your unit does best. The open house should NOT replace your Sign-Up Night but provides one more point of contact to encourage people to sign up.
  - Booth manned by 2 or 3 enthusiastic volunteers, decorated with pictures of Pack activities, tents, camping gear, etc.
  - 30 second sale driving people to the Sign-Up Night
  - Collect 5 pieces of contact information on a sign in sheet (provided and downloadable from the website) and hand them a flyer (if allowable)
  - Email **same night** to all who signed in welcoming them and inviting them to Sign-Up Night
  - Follow up email / call the day before reminding and inviting them to the Sign-Up Night
- **Peer-to-Peer Cards:** Give these cards to your youth so they can distribute them to their friends with the date, time and location of your Sign-Up Night.
- **Personal Invitations (parent-to-parent) via email, text, or in person:** Ask the parents in your pack to send an personal invitation to all of their friends that have Scout-age youth. People like to join organizations where they know other people. An email message helps them understand their friends are involved, too.
- **Social Networking:** Ask parents who are on Facebook, LinkedIn, Twitter, Instagram, Snapchat, NextDoor, etc. to update their status to talk about your pack's website and the Sign-up Night, or simply have them go to [www.BeAScout.org](http://www.BeAScout.org) for more details.



## Sample Sign-up Night Agenda – Presentation Method

All Sign-Up Nights are designed to be fast-paced for today's busy parents. The presentation method has been used successfully for many years. Remember that the goal is to sign up new Scouts and adult leaders. Packs are asked to avoid the use of PowerPoint presentations because they tend to include too much information, take too much time, and often cause interested families to leave without signing up because they simply cannot stay for the entire presentation. Instead, new Cub Scouts and parents should be invited back to a Parent Orientation a week later, which gives the pack an opportunity to share more information about their activities and leadership. The key to making any Sign-Up Night successful is advanced planning and preparation, including recruiting enough enthusiastic volunteers to help. A model campsite with a tent, camp chairs, fishing poles, etc. should be to one side of the presenter, so everyone clearly sees some Scouting fun while they are there!

### Before the meeting (20-30 minutes)

- Set up tables, chairs, and model campsite
- Welcome Packets: applications, pack Information sheet, parent orientation flyer, etc.
- Pens & checkout materials



### Welcome & introductions (5 minutes)

- Lead the Pledge of Allegiance
- Introduce pack leaders

**Families Came to Sign Up! Sign them up and get them out! Resist the urge to flood them with information. Sign Ups should be 30 minutes max, start to finish.**

### What is Scouting (Basic Version—10 minutes)

- Youth development program that builds character & confidence
- Family-oriented; all members of the Scout's family encouraged to participate when/where possible
- Fun with a purpose—youth will have fun while learning leadership skills
- Briefly describe upcoming pack activities and a recent activity over the summer
- Briefly describe leadership structure of the pack

### Volunteer Commitments (10 minutes)

- Have each future Scout say what Scouting activity they are looking forward to the most
- Tell the parents of the den that these future Scouts are ready to begin their Scouting journey, so they need coaches, mentors, adults to lead them...we call them Den Leaders
- Ask which parents are committed to help them on their journey and would like to volunteer
- Complete Application: recognize all newly-recruited leaders whose applications and fees are turned in
- Repeat this process for each grade level, if needed

### Youth/Adult Registration (5 minutes)

- Discuss pack and BSA registration fees, insurance, and magazine subscription option
- Refer to Pack Information sheet – mention key upcoming dates
- Emphasize Parent Orientation meeting – date/time/location, rockets handed out, FUN!
- Direct all to Turn-In tables to gather applications & fees, present youth with rocket patch

### After the Meeting

- Collect all applications/prorated fees, present youth with patches, answer questions
- Visit with new leaders & parents, encourage Parent Orientation attendance



## Sample Sign-Up Night Agenda – Table Rotation Method

All Sign-Up Nights are designed to be fast-paced for today's busy parents. The table rotation method has been used very successfully in recent years. It allows families more flexible timing and it allows the pack to have better one-on-one conversations with new families as they visit the tables. Families sign in at the first table, then they go on a self-paced journey through five stations to learn how Scouting and the pack work. Families who are familiar with Scouting, or who have limited time, may hurry past some tables, and go directly to checkout. The diagram below shows the stations and the recommended room setup. A model campsite with a tent, camp chairs, fishing poles, etc. should be in the center of the room so everyone circles some Scouting fun while they are there! The key to making any Sign-Up Night successful is advanced planning and preparation, including recruiting enough enthusiastic volunteers to help.



### Sign-Up Night Stations

- **Welcome/Sign In**
- **Station 1:** Who are the Cub Scouts?
- **Station 2:** How Does Scouting Work?
- **Station 3:** Cub Scout Advancement
- **Station 4:** Funding Your Scout Experience
- **Station 5:** Join and Check Out

**Families Came to Sign Up! Make sure it is easy for them to sign in & sign up, and ensure there is not a line at the checkout table. Someone at the exit doors should ask if everyone had the chance to sign up!**

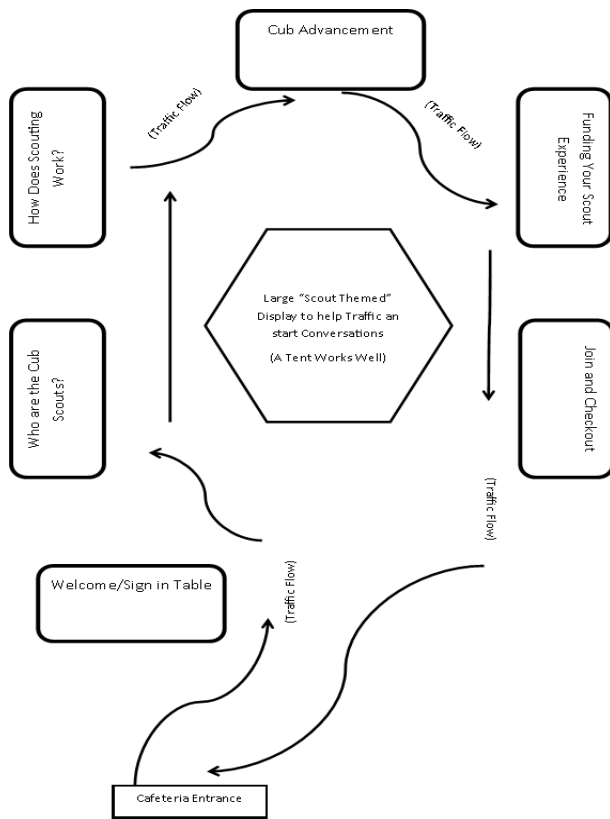
**Welcome/Sign In:** This is the first place interested youth and their parents stop. They sign in, while a greeter provides a brief overview of the process.

- Greet each family as they arrive and ask them to sign in.
- Provide each family with a Welcome Packet: youth & adult applications, Pack Information sheet, etc.
- Invite each family to visit the five stations and learn more about Scouting: sign up and checkout is at the final station.

**Station 1: Who are the Cub Scouts?** Share basic information about the Cub Scouts ... FUN! ... Scouting is “a game with a purpose” ... FUN! ... the big picture of character development, citizenship, and personal fitness ... FUN! ... the timeless values of the Scout Oath & Law ... the uniform ... plus FUN, FUN, and more FUN!

#### Materials:

- Station 1 tri-panel display
- Scout Shop Guide to the Uniform
- Pack pictures



**Station 2: How Does the Program Work?** This station touches on dens, pack meetings, outside activities, and the importance of volunteers. Start a friendly discussion about all parents helping wherever they Can. Everyone is busy, but everyone does something. Reassure parents that your pack helps new parents get started off well!

**Materials:**

- Station 2 tri-panel display
- Fun stuff from pack activities...Pinewood Derby Cars, keepsakes from outdoor activities, pictures of youth and parents having loads of fun, camping gadgets youth have made, etc.

**Station 3: Advancement.** This station touches on the different ranks in Cub Scouts, listing out some of the specific adventures for each rank...mention "age appropriate activities" and all the opportunities for fun. Again, a good opportunity to mention great ways to volunteer. Mention that parents can share their personal hobbies or have an interest in specific advancement requirements. Either way is a perfect way for a new parent to help their child's den!

**Materials:**

- Station 3 tri-panel display
- Rank patches, belts full of adventure loops, patch vest, parent's ribbon full of parent pins
- Patches from campouts, pack & District activities

**Station 4: Funding the Program.** This station covers registration and fundraising, giving an opportunity to briefly touch on pack fees and additional expenses. Remember that more financial details, like fundraising specifics, will be covered during Parent Orientation, so focus on the big picture.

**Materials:**

- Station 4 tri-panel display
- Popcorn tins, fundraiser trophies or other prizes from prior sales
- Program/Camp pictures – show where the money goes
- Copies of Boys Life Magazine
- Be prepared to briefly answer questions about pack fee payment plans and/or financial assistance.



**Station 5: Join and Check Out.** Leaders at this station are responsible for final “check out,” including proper completion of applications, payment, and registration of new leaders. Units that use the rotational model recommend multiple tables and extra, experienced leaders at this station to be sure that the flow doesn’t back up here.

**Materials:**

- Extra youth and adult applications, pens, calculators, clear instructions about payment options
- Electronic gear for online registration, if WiFi available...always have paper, just in case!
- Patches for “instant recognition” for paid and registered new Scouts.
- Make sure all applications are properly completed, including signatures.
- Collect the proper fee amount for BSA membership fee and magazine, if added.
- Forms, signed by Cubmaster, and all payments should be collected and put in envelope for turn in.
- Secure adult volunteers, especially Den Leaders for new dens. Encourage adults to register...can finalize positions at Parent Orientation, if needed.
- Make sure parents know when and where the first meeting is (Parent Orientation Night) and answer any other questions parents may have.



## Sample Parent Orientation Meeting Agenda

### Before the meeting (20-30 minutes)

- Set up table and chairs, as needed
- Roster from Sign-Up Night
- Youth and Adult registration applications
- Review Parent Orientation Agenda
- Ceremony and games equipment
- Pens

### Opening (5 minutes)

- Lead the Pledge of Allegiance
- Introduce pack leaders

### Pack Program/Fundraising (10 minutes)

- Discuss the pack's plans for the future, mentioning some of the more exciting activities
- Discuss the upcoming fall events and distribute event registration information
- Impact of Popcorn sale as a fundraiser for the Pack and each family
- Dismiss the Cub Scouts to another room for games and activities with proper supervision

### Unit Leadership Needs (15 minutes)

- Prepare list of unit leadership opportunities in advance...separate needs by jobs that need to be done every month (like Advancement) or things that get done seasonally (like organizing a campout)
- Using whiteboard, blackboard, or poster board, have list of all open positions in the Pack, with the number of volunteers needed for each position. Examples: Pinewood Derby 3 adults, Blue & Gold 3 adults, Christmas Party 1 adult, etc.
- Ask for at least one adult from each family to participate in one of the roles until you have adequate leadership
- Discuss adult registration fees and uniforms
- Talk briefly about helping new leaders get started—training requirements, meeting resource guides, etc.
- Simple recognition for all parents who have just volunteered

### Den Organization (20 minutes)

- Have the Cub Scouts rejoin the group and sit by grade level
- For dens that already have a Den Leader:
  - The den leader discusses den meeting dates, times and locations
  - Recruit parents to assist with den meetings
- For dens that do NOT have a Den Leader:
  - Another Pack leader will need to guide the discussion
  - Discuss the possible meeting dates, times, and locations
  - Talk with individual parents to secure den leadership



### Reminder Announcements (10 minutes)

- Date, time, and location of the first Pack meeting
- Upcoming training courses
- Fall activity information
- Popcorn sale dates

**Families Came to Participate! THIS is where you share all the great things your Pack will do this year...not at Sign-Up Night. Because families have already committed to participate by signing up, they will now find the time to say YES to participation in all the great activities, including volunteering!**

**After the meeting**—enjoy fellowship and refreshments



## Additional Recruiting Ideas

(See [www.craterlakecouncil.org/recruitment](http://www.craterlakecouncil.org/recruitment) for recruiting resources)

### Local Religious Communities

- Sunday Schools from Chartering Organizations
- Church Bulletins
- Charter Partner Sign-Ups

### Elementary School Visibility

- Video Announcements
- School Supply Drive
- Wear Uniform to School on Meeting Days
- Contact PTOs
- School Informational Booklets
- School Newsletters
- School Open Houses
- Meet-the-Teacher Nights
- Post Card Mail-Outs (Lists from School Districts)

### Community Advertisement

- Coffee News
- HOA/Subdivision Mail-Outs/Online
- Local Magazines
- Billboards
- Radio News Time

### Local Business Storefronts (Youth-Oriented)

- Coffee shops
- Department stores
- Fast food restaurants
- Places Parents Shop for School Supplies
- Bowling/Main Street/etc.
- Businesses owned by current Cub Scout Parents

### Community Flyers

- Pizza Boxes

### Other Useful Ideas

- [www.beascout.org](http://www.beascout.org)
- Business Cards (Peer-to-Peer)
- Fall Recruitment Sponsor(s)
- Community Engagement Events
- Serve as Color Guard in the Community
- Yard Signs
- Social Media/Facebook/Twitter
- Pool Parties
- Bike Rodeos
- Pet Rescues





## Social Media Promotion

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<https://scoutingwire.org/using-tools-like-geofencing-and-nextdoor-events-to-promote-scouting/>

The Crater Lake Council will set up paid Facebook advertisements for your Pack. To make these advertisements successful, we need to receive your joining night date and information at least 30 days in advance. The Social Media Advertising will drive to BE-A-Scout, so having your BE-A-Scout Pin up to date will be important for social media success.

To make the Facebook Advertisement drive the biggest results a pack needs to

- Find community Facebook Groups to share it with. Some of these groups have thousands of followers
- Ask your parents to share the add with their Facebook and tag friends that might be interested
- Share this add from your packs Facebook Page
  - Build excitement with countdown posts leading up to recruitment event. Keep it short, but include a hook, date, time, and link to website or contact person to learn more.
  - Keep it interesting with variety post types (a photo post for attention, then a direct link to website post, and next in series a video testimonial)
  - Bracket the recruitment event with posts leading up to, during, and after the event.
    - Series of countdown posts.
    - Thank you to volunteers and new Scouts who participated.
    - ICYMI (in case you missed it) post with follow-up opportunity including contact person.

### Global Social Media Advertising

Both the National Council and the Crater Lake Council will be running Google Advertisements in August, September, October.



## Peer to Peer Promotion

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### Peer to Peer Recruitment Plan 30 Day Plan

[www.craterlakecouncil.org/bestfriend](http://www.craterlakecouncil.org/bestfriend) has a detailed plan

- 30 days out months out. – Develop some incentives for Scouts who recruit a new Scout. Every Scout who recruits a friend will get a free recruiter patch from the Crater Lake Council. Cub Scouts are motivated by prizes.
- 30 Days Out – make sure peer to peer recruitment materials are ready to use. You can print your own or contact your district executive for help printing
- 21 days prior – Hand out recruitment materials to families. Ask families to check school rosters, church rosters, and sports teams to help them think about who to invite.
  - 7. Days Prior – Remind families to email their friends and start posting sign up night to social
- 3 days prior – Send reminder to the Cub Scout families of the awards Cub Scouts can earn by getting a friend to join.
- **Hold Sign Up Night – make sure you have sign up materials for the new Scouts to sign up on.**
- Recognize the Scouts who recruited a friend at the next pack meeting



Boy Scouts of America  
Monthly Joining Fee

Registration Fees					
Fees Effective August 1, 2020					
Month	Term	New Youth Registration Fee	New Adult or Explorer Registration Fee	Boys Life Fee	Boys Life First Issue
At Charter Renewal	12	\$72	\$48	\$12	
Jan	12	97	\$48	\$12	March
Feb	11	91	\$44	\$11	April
March	10	85	\$40	\$10	May
April	9	79	\$36	\$9	June
May	8	73	\$32	\$8	July
June	7	67	\$28	\$7	August
July	6	61	\$24	\$6	September
August	5	55	\$20	\$5	October
Sept	4	49	\$16	\$4	November
October	3	43	\$12	\$3	December
November	2	37	\$8	\$2	January
December	1	31	\$4	NA	NA

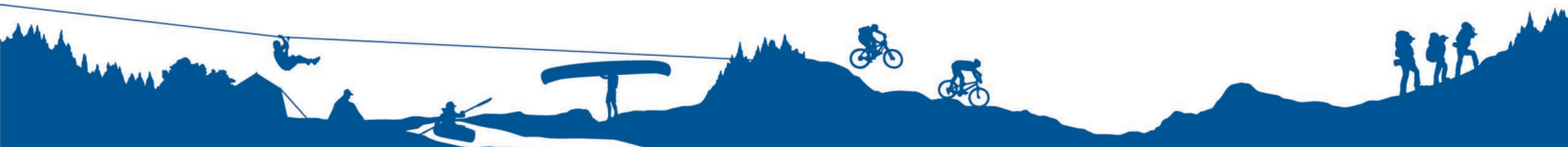
The above fees include

The national join fee for Scouts is \$66 for the year, adult and Explorer fee is \$42 a year.

The Crater Lake Council \$6 yearly insurance fee.

One time \$25 joining fee for all new Cub Scout and Scout BSA Scouts

Financial Assistance is available at [www.craterlakecouncil.org/scholarship](http://www.craterlakecouncil.org/scholarship)





# WELCOME TO CUB SCOUTS!

## UNIT INFORMATION FOR PACK \_\_\_\_\_



### NEW PARENT INFORMATION NIGHT

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

## PACK MEETINGS

The monthly pack meeting brings together boys from every den, their leaders, and their families, to participate in a large-scale event that serves as a showcase for everything the boys have learned and done in their individual den meetings. The pack meeting gives the boys a larger experience beyond their own den, and helps them to connect their individual activities to the entire Cub Scouting program.

**Meeting Nights:**

**Meeting Time:**

**Meeting Location:**

## PACK LEADERSHIP

### Cubmaster:

Phone:

Email:

### Committee :

#### Chair

Phone:

Email:

Our Parent Committee meets on \_\_\_\_\_ at \_\_\_\_\_  
All parents are encouraged to come to help in planning for our upcoming Pack events and activities.

## NEW CUB SCOUT COSTS

**Yearly Dues:** \$72 (Annual membership dues BSA National pro-rated for month of registration)

**Joining fee** \$25 (One time national joining fee)

**Pack Dues:** \$

**Pack Provides:**

**Fundraisers:**

Website: \_\_\_\_\_

## DEN MEETINGS

A den is a group of six to eight boys, within the pack, that meets several times a month between pack meetings. The boys in a den are usually all at the same grade level. The den structure allows boys to build relationships with leaders and other boys. The den provides opportunities for activities that would be difficult with a large group. The den also provides leadership opportunities for the boys.

<b>Kindergarten:</b>	Lion
<b>First Grade:</b>	Tiger
<b>Second Grade:</b>	Wolf
<b>Third Grade:</b>	Bear
<b>Fourth Grade:</b>	Webelos
<b>Fifth Grade:</b>	Arrow of Light



**Meets:**  
**Time:**  
**Location:**  
**Den Leader:**  
Phone:  
Email:



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