



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 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 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 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
	Hold Sign-Up Night		
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