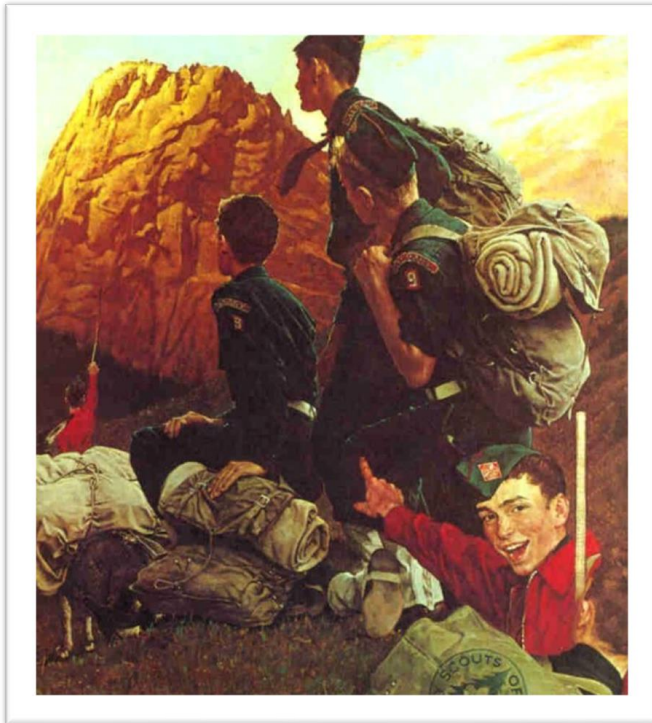


EAST CAROLINA COUNCIL

2023 Cub Scout Recruiting Plan



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2023 Cub Scout Recruiting Plan

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Unit Timeline

Time Frame	Task	Page #	Deadline
January - February	<ul style="list-style-type: none"> Assign & Recruit Membership Volunteers 	##	February 28th
February - March	<ul style="list-style-type: none"> Plan Recruitments (Spring and Fall) 	##	March 15th
March	<ul style="list-style-type: none"> Sign-Up Night Training #1 	##	<i>March RT</i>
	<ul style="list-style-type: none"> Unit Roster Check 	##	March 30th
	<ul style="list-style-type: none"> Be A Scout Pin Set Up 	##	March 30th
April	<ul style="list-style-type: none"> Promote Recruitments on social media 	##	April 30th
	<ul style="list-style-type: none"> Hold Spring Recruitment Activity 	##	
May	<ul style="list-style-type: none"> Sign-Up Night Training #2 	##	<i>May Roundtable</i>
	<ul style="list-style-type: none"> Confirm Back to School Dates 		
	<ul style="list-style-type: none"> Secure Sign-Up Night, Open House & Onboarding Dates 		
May-August	<ul style="list-style-type: none"> Complete School Reservation Applications (Where applicable) 	##	August 1st
June	<ul style="list-style-type: none"> Summer Activity #1 	##	June 30 th
July	<ul style="list-style-type: none"> Summer Activity #2 	##	July 31 st
August	<ul style="list-style-type: none"> Welcome Back Activity 	##	August
	<ul style="list-style-type: none"> Sign-Up Night Refresher #3 	##	<i>August RT</i>
	<ul style="list-style-type: none"> Have Table at Meet the Teacher Nights 	##	School Date
	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #1 	##	August 31 st
September	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #2 	##	September 30 th
October	<ul style="list-style-type: none"> Unit Roster Checks 	##	October 31 st
October-November	<ul style="list-style-type: none"> Hold Sign Up Nights (Round 2) 	##	November 20 th
December	<ul style="list-style-type: none"> Recharter 	##	December 18 th

District Membership Committee Timeline

Time Frame	Task	Page #	Deadline
January - February	<ul style="list-style-type: none"> Assign & Recruit Membership Team 	##	February 28 th
January - April	<ul style="list-style-type: none"> Schedule Key 3 Visits Schedule School Visits 	## ##	April 30 th
February - March	<ul style="list-style-type: none"> Plan District Recruitments (Spring and Fall) 	##	March 15 th
March	<ul style="list-style-type: none"> Check Unit Rosters 	##	March 30 th
	<ul style="list-style-type: none"> Check Be a Scout Pins 	##	
	<ul style="list-style-type: none"> Attend Staff Training 	##	<i>Date set by Council</i>
April	<ul style="list-style-type: none"> Hold Sign-Up Night Training #1 	##	<i>April Roundtable</i>
	<ul style="list-style-type: none"> Promote Recruitment Activities 	##	<i>Last Sign-Up Night</i>
May	<ul style="list-style-type: none"> Hold Sign-Up Night Training #2 	##	<i>May Roundtable</i>
	<ul style="list-style-type: none"> Confirm Back to School Dates with Units 	##	<i>May 31st</i>
	<ul style="list-style-type: none"> Secure Sign-Up Night & Onboarding Dates 	##	
May-August	<ul style="list-style-type: none"> Complete School Reservation Applications 	##	August 11 th
June	<ul style="list-style-type: none"> Promote Summer Activities 	##	June 30 th
July	<ul style="list-style-type: none"> Promote Summer Activities 	##	July 31 st
August	<ul style="list-style-type: none"> Welcome Back Activity 	##	August
	<ul style="list-style-type: none"> Sign-Up Night Refresher #3 	##	<i>August Roundtable</i>
	<ul style="list-style-type: none"> Provide Back to School Night Materials 	##	<i>School Dates</i>
	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #1 	##	August 31 st
September	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #2 	##	September 30 th
October	<ul style="list-style-type: none"> Check Unit Rosters 	##	October 31 st
	<ul style="list-style-type: none"> Assist with Recharterers 	##	
November	<ul style="list-style-type: none"> Thank You Cards to Schools & Volunteers 	##	November 20 th
December	<ul style="list-style-type: none"> Recharterers Due 	##	December 15 th

Seasons for Recruiting Campaigns

Generally, the BSA advocates recruitment drives twice a year, with one to occur on a consistent basis. In East Carolina Council, we are adopting an annual approach to recruitment. Throughout the process of annual recruitment drives, District Executives and the District Membership Team will be ready to help you plan, order your marketing materials, and execute a quality recruitment.

Why Recruit New Scouts?

It is important to remember that the mission of Scouting is worth sharing with all youth. Recruitments are the primary mechanism to introduce the opportunity to deliver the mission of scouting to all families in your area. An additional benefit to recruitment is that the parents of the scouts you recruit are the next candidates to take leadership positions, lead the pack in the future, and help lighten the load in the short term. Make recruitment a priority in your pack and if you need guidance, do not be afraid to ask.

Spring Recruiting

Requires planning in January/February to execute a Sign-Up Night between March and mid-April.

All units are encouraged to participate in spring recruitment. However, if your pack wanted to have a Spring Recruitment, **it would be required that your pack has an active summer program**. This includes activities at least once a month throughout the summer and ideally a campout (check out Camp Boddie). Spring Recruiting typically takes place in February to late April, new scouts join, you will want to give them time to complete ranks and you would need activities throughout the summer to keep them engaged to prevent them from becoming distanced in the summer.

Fall Recruiting

Requires planning in the Summer to execute a Sign-Up Night between mid-August and early September.

Fall recruiting is vital for all packs. About 80% of the scouts that join your pack throughout the year will join in the Fall. Ensuring that quality Fall recruitment takes place is of the utmost importance. If a recruitment is poorly executed or missed in the mid-August to mid-September timeframe, it is difficult to recruit a lot of scouts as families have already chosen their activities for the year. If your unit is at all concerned about not having the capacity to execute a great fall recruitment, ask your District Executive and they would be happy to assign the help of the District Membership Team.

Peer to Peer Recruiting

Requires about 2 meetings' notice before the activity you are driving people to a unit activity.

All scouts and packs should be in the habit of regularly inviting their friends to see what cool things are going on in scouts.

Statistics show that youth are more likely to stick with the program if their best friends are doing it with them. Great ways to incentivize this is the Recruiter Strip for a scout's uniform and unit level prizes. Your District Executive can help you create or order Buddy Cards, where each of your scouts brings an invitation card to their best friends at school. Invite Friends to pack meetings, rocket launches, pinewood derbies, rain-gutter regattas, picnics, campfires, hikes, etc.



Marketing Strategies

Learn about local marketing resources that your unit can utilize, such as your local church bulletin, NextDoor forums and publications, local discussion groups for your neighborhood, community Facebook pages or Instagram pages, etc. Also look for opportunities for your Pack to be visible in the community, such as assisting at church/ temple/ religious services as greeters and ushers, marching in 4th of July events, having an activity table in summer fairs and school fall festivals, and doing outdoor activities in visible locations during favorable weather.

BeAScout Unit Pin

Ensure your unit's BeAScout PIN is up to date so families searching for information on Scouting in your area can contact you directly. The Unit Key3 (Unit Leader, Charter Org. Rep., and Committee Chair) all have access through My.Scouting.org.

Social Media

Social Media has become a virtual part of our lives and how we join groups. The National office offers Geofencing throughout the Fall season. Additional methods of marketing may be utilized including social media, geofencing, networking and school communication apps.

Printed Materials

The council provided recruiting materials such as posters, Yard Signs, custom stickers, etc., can be provided for school bulletin boards, churches, town libraries, shopping centers, Cub Talks, etc. [Membership Resources - East Carolina Council \(eccbsa.org\)](https://www.eccbsa.org). Printed flyers will be provided for distribution to all youth in each school if that is how your school district handles getting flyers out to students. Cub Talks will be held in every school possible to personally invite new youth to join.

Stages of Recruitment

Stage 1: Planning & Promotion

Plan the Recruitment Date

Determining the correct date for a Sign-Up Night requires thinking about the local community's activities & acting quickly. Another factor to include is the availability of the School for a Cub Talk. To be most effective, Cub Talks should happen 1-2 days before the Sign-Up Night.

- Schedule Cub Talk & Sign-Up Night with School(s)
- Schedule around major local community activities
- Ensure Cub Talk is 1-2 days BEFORE the Sign-Up Night

Determining Sign Up Night Dates

Sign Up Nights should be held:

- ✓ Tuesdays, Wednesdays or Thursdays.
- ✓ Start at 6:30pm or 7pm.
- ✓ After the first full week of school, but before the end of the fourth full week.
- ✓ Ideally held within one to two weeks after Back to School Night.

Dates to **AVOID**:

- ✓ The Tuesday after Labor Day.
- ✓ Thursday Night Panthers, Wolfpack, Tar Heel or Pirate Games.
- ✓ Monday, Friday, and weekends.

Any facility fees required for a Sign-Up Night will be covered by the East Carolina Council with prior approval from the District Professional.

Printed Materials

Every Pack can request East Carolina Council's Print Shop for printed materials such as flyers, posters, yard signs, etc. We encourage every unit to consult their District Professional to survey and receive available materials. Each order placed should be for a School/Recruitment event and allow at least 3 days for completion.

Before submitting your order, you will need to determine some key points of information.

- New Member Coordinator Contact Info (Name, Phone, Email)
- Sign Up Night Details (Date, Time, Location with address)
- Onboard Meeting Details (Date, Time, Location with address)
- Number of Flyers and/or Sticker

Back to School Events

Most schools will host an event for parents to gather information from other organizations the school might be affiliated with. Schools with engaged representation at Back-to-School activities have significantly better results!

- Secure a booth to promote Pack. Set-Up Pack Display Board and an activity to draw families to the booth.
- Also include a Sign-In Sheet, Sign-Up Night Flyers, Pack Calendars & Applications.

Cub Talks

The Cub Talk is a recruiting presentation of three to five minutes to potential members interested in joining the Scouting program. Typically held at elementary schools, they can be given at community centers, churches and directly to other youth serving organizations. Sign-Up Nights that conduct Cub Talks will have significantly better results!

There are many different types of Cub Talks to accommodate different availability of access to direct contact with youth.

Important Take Aways:

- ❖ Inform the Youth of the Meeting Information
- ❖ Excited & encourage the Youth to come to the Sign-Up Night.

1. **Classroom to Classroom** – Go from class to class and conduct a brief 90 second (about 1 and a half minutes) presentation. Give stickers to all youth.
2. **Assembly for Youth** – **Some principals will allow presentations just before the end of the school day.** Give stickers to them as they enter or leave.
3. **Cafeteria or Lunchroom** – Give a 90 second (about 1 and a half minutes) presentation to the youth while they are eating. Give stickers to them as they enter or leave.
4. **Recess** – Provides an opportunity to engage with the youth. Needs to be an attention grabber. Give stickers to them as they come by.
5. **On Their Way Out of School** – Have an activity table with flyer information for parents, give stickers to youth.

We use Stickers to grab the youth's attention while getting the meeting information home to the parents. The purpose of Cub Talks is informing the youth of when and where to go as well as to excite & encourage the youth to come to the Sign-Up Night.

Confirm the Cub Talk at least 1 day before the scheduled date

Cub Talk Example

YouTube of a Cub Talk- <https://www.youtube.com/watch?v=kTF2izj7bx8>

Materials Needed:

- Wear Field Uniform or East Carolina Council polo.
- Stickers with Sign-Up Night Details
- Sample Flyer – Hand out flyers to everyone again if they let you!

Cub Talk Presentation (HAVE FUN!!):

1. Introduce yourself!
2. Tell them you are there to invite them to join Cub Scouts.
3. Talk briefly about several of the fun things they will get to do if they join Cub Scouts.
 - a. Pinewood Derby & Day Camps
 - b. Air Cannons & Fishing, etc.
 - c. **Do not advertise things you do not do!**
4. Emphasize time, date, and location of Sign-Up Night at least 3 times.
5. Show flyer that went home already and explain the sticker will help parents remember.
6. Review key information before you leave.

After the cub talk, stake up two (2) yard signs in front of or on the street corners of the school.

Stage 2: Sign-Up Night

Sign-up nights give parents and youth an opportunity to get to know Scouting at a personal level, face-to-face. Questions are answered, interest is built, and parents see how Scouting is for families like theirs, no matter what that family may look like. What is more, families often enroll their children right there on the spot. It is a win-win situation

Sign-Up Night Material Box

East Carolina Council has created a seamless system for holding a Sign-Up Night using Sign-Up Night Material Boxes. This box contains everything a presenter would need to successfully execute a Sign-Up Night. Each box comes standard with the following resources; however, this should be checked **BEFORE** receiving the box.

Pre-Prepared Packet for Each Family

- | | |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Applications<ul style="list-style-type: none"><input type="radio"/> Youth<input type="radio"/> Adults | <ul style="list-style-type: none"><input type="checkbox"/> New Parent/ Guardian Orientation Guide<input type="checkbox"/> Scout's Life Mini Mags<input type="checkbox"/> ECC Promotional Material |
|---|---|

Other Resources in the Box:

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Sign-In Sheets<input type="checkbox"/> Extra Applications<input type="checkbox"/> Authorization Forms<ul style="list-style-type: none"><input type="radio"/> Credit Card<input type="radio"/> Unit Account | <ul style="list-style-type: none"><input type="checkbox"/> Office Supplies<ul style="list-style-type: none"><input type="radio"/> Paper Clips<input type="radio"/> Pens<input type="checkbox"/> Grade Table Tents (K-5) |
|--|---|

Confirm the Location

Even though reservations may have been made for the Sign-Up Night – situations change so it is always good to confirm. The day before the Sign-Up Night it is recommended to confirm the location and any special instruction regarding access into the building.

Activities for the Youth

Having an activity for the youth during the Sign-Up Night increases the success for two reasons:

1. Allows the parents to focus on the information being presented.
2. Demonstrates the Cub Scouting method to the new parents from the beginning.

The activities do not have to be complicated or elaborate – just entertaining enough to distract the youth for 30-40 minutes. A great activity for new Cub Scouts is working on their first rank advancement – the **Bobcat Rank**. They may not complete all the requirements that night, but it will encourage them to attend the next meeting to finish their first rank. Other activities Packs have done are listed below.

- Stomp Rockets
- Scout Oath & Law Word Search

- Marshmallow Catapults

Recruitment Methods

Recruiting new members for each unit is vital to the Unit's and the Scouting movement's survival. While there is not just one way to recruit youth, the East Carolina Council has perfected a few methods that have proven successful over the years. Below are a few of the proven methods of the East Carolina Council.

Multi-Station Method (8-10 volunteers recommended for this method)

By establishing "stations," it allows for a more personal connection as each parent learns more about the unit. This method is for more of a "come and go" informational meeting about 15 minutes from start to finish, with the event lasting no more than an hour.

Have 4-5 tables spread out and have adults travel in groups of 3-5 to keep the process moving smoothly, so not everyone will arrive at once. The purpose is to get them the information and sign them up. At the same time, an activity should be available to all youth so that the parents can focus on the information.

Station 1: Welcome Table with a sign in sheet. Youth will go to activity.

Station 2: Unit Specific Information is handed out about activities and contact information. Include applications with handouts.

Station 3: Have handouts about the structure of the BSA & Unit operations.

Station 4: Fees & Fundraising is discussed.

Station 5: Paperwork is completed and can be turned in before leaving.

Once paperwork is completed, invite the adults to the Onboarding Meeting (within 1 week) to review and answer questions about the program.

W.R.I.P. Method (2-4 volunteers recommended for this method)

We have a standard for the Sign-Up Night presentation that is simple and straight forward. The Sign-Up Night presentation should follow the W.R.I.P. guidelines below. The presentation should be brief, informative, and follow the outline below. Please remember the presentation should be no more than 15 to 20 minutes.

W - Why Scouts? (3 minutes) Give a brief description of why Scouting is important. Keep in mind that most of these parents are already bought in if they are at the Sign-Up Night.

R - Review Materials. (5 minutes) Review the materials in the Sign-Up Night packet. Allow the Pack a few minutes to review Pack-specific materials, their calendar and information sheet (these materials provided by Pack).

I - Invite a Friend. (3-5 minutes) Your Pack's Onboard Meeting will be preprinted on an Invite a Friend postcard. Pass the customized postcard to each youth; have them write their best friends' name from school or church who is not at the Sign-Up Night on the card and deliver the next day.

P - Paperwork. (As long as necessary) Assist parents in filling out their paperwork completely and efficiently. Reference the directions of completing applications online if the Pack supports this option. This is a good opportunity to answer individual questions

they may have and ensure they have all the information including dates and locations of upcoming events.

Recruitment Method Summary

No matter what the method of recruitment, there must be an exciting activity to entertain the new youth while you work with the new families to complete paperwork. It is recommended that the activity last no less than 10 and no more than 30 minutes. A great activity for any new Cub Scout is to start working on their first rank advancement, the Bob Cat!

Three things to ensure happen at the Sign-Up Night:

1. Applications/Information received for each scout, whether they are joining.
2. A good, organized experience for the new families.
3. The new families walk away with a calendar, and they know when the next meeting is, with the contact information for the Pack leadership.

Stage 3: Onboard Meeting for New Parents & Youth

Introducing New Parents to the structure of BSA programs creates a transparency allowing those same parents to become volunteers. This is best achieved at the Onboarding Meeting typically held no more than one week after the Sign-Up Night. This meeting is to show parents how Scouting gives youth what they want and offers what they, as parents, need from a program for their children. It introduces parents to other leaders within the unit and shows how they can help their youth succeed and that it can be personally rewarding for them too.

Get Them to Volunteer

Every Unit needs more volunteers to help the program operate more efficiently. The Onboarding Meeting is the **PRIME OPPORTUNITY** to provide a more one-on-one conversation with parents to express the Unit's needs and answer questions. Show how the parents volunteering will not only help the Pack but will also provide training and skills useful in the workforce.

Do's:

- ❖ Have a handout that indicates position(s) available in the Unit.
- ❖ Set one-year term limits for each of the position(s).
- ❖ Allow THEM to ask questions – follow up with opportunities to help the unit.

Don'ts:

- ❖ Avoid negative statements – People join positive teams...not a negative one.
- ❖ Do not extend the meeting over one hour – Keep It Short & to the Point

Example: One unit created a board listing all their activities for the year in individual boxes and putting sticky notes of various responsibilities in each box (such as a box for Pinewood Derby, and then sticky notes for track set up, announcer, prize organizer, clean up). Parents could volunteer by pulling down sticky notes, printing their name, and putting it back in the box for the activity!

Follow-Up for Retention

Unit Roster Checks

About 3 times a year, each unit should conduct a “Roster Check” which allows each unit to ensure each youth is registered within Scouting. This is important not only to ensure each scout receives credit for their advancements, but also to ensure the unit and participants are covered under the National Insurance. Once a roster check is complete, it can be sent to the District Membership Chair or District Professional.

How to Complete a Roster Check:

- ❖ Create a list of youth and adults currently attending Unit activities/meetings
- ❖ Print the my.scouting.org membership Unit Roster for youth and adults
- ❖ Compare the lists: Who is missing from the My.Scouting.org list?
- ❖ Complete applications for youth & adults missing from My.Scouting.org list
 - Adult Apps must have YPT, and new CBC completed before submitting

Annual Renewals

Every year, units must complete a process called recharter where adult and youth members are renewed for the upcoming year. This is an important time in every unit’s schedule because, if not done properly, the unit will be forced to terminate their program, and the insurance covering leaders, scouts, and meeting spaces will lapse. Preparing BEFORE recharter season can ensure that each recharter is processed smoothly. Please contact your District or Unit Commissioner for more information on how to Be Prepared for this year’s Recharter Season!

For the Adults, make sure:

- ❖ Youth Protection Training is updated annually.
- ❖ All Leaders are trained in their respective positions
- ❖ Confirm leadership positions – Position changes **REQUIRE A NEW** adult application with a new background check form (there is no additional cost, but their new position must be registered)
- ❖ Collect fees for upcoming year

For the Youth:

- ❖ Confirm all youth that are continuing
- ❖ Collect fees for upcoming year

Position Descriptions

District Membership Team Responsibilities

- With the District Membership Chair, ensure that the District Membership Team is staffed with quality personnel.
- Visit the principal of schools we have poor or devolving relationships with by mid-April.
 - o With a District Executive, talk scouting values and how our programs improve the lives of their students.
 - o Utilize the Principal's visit resources provided by the Council.
- Visit struggling or worsening Cub Scout Pack Key 3's by May to review this plan for the fall campaign.
 - o Invite a Unit Commissioner or the ADC to attend this meeting.
- Attend the Council Sign Up Night Training in mid Spring.
- Assist in the District's Sign-Up Night/Fall Membership Training (May or August).
 - o Help ensure EVERY pack sends at least one representative to the training.
- Ensure every **school** holds a Sign-Up Night, preferably between the second and fourth week of school. When scheduling Sign Up Nights with Packs, ask each Pack for their first major event following Sign Up Night:
 - o Use this event to personalize Bring a Friend Postcards for each Sign-Up Night using date/time/location information. The staff is responsible for printing and bringing Pack's personalized Bring a Friend Postcards and putting together Toolbox.
- Work with several units and make sure their fall plan is airtight. Items to check
- Attend and Assist Sign up Nights

When the Sign-Up Night Event Approaches:

- Call leaders, confirm Sign-Up Night dates
- Have District volunteer communicate with Unit for Sign-Up Night to confirm attendance and presentation specifics.
 - o Arrange for each presenter to meet at least one hour prior to the school night to pick up the Sign-Up Night Toolbox.
 - o Collect attendance rosters and follow up on youth that did not register

Ensure units are using the following promotions items

- Back to School Night Table
- Cub Talks (District Executive will do – they should take place a day or two before the Sign-Up night.
- Yard Signs (in front of the pick-up/drop off areas and street fronts)
- School/local marquee or billboard
- School PA announcements.
- PTA and school newsletters, e-notices, emails, school texting, websites, social media, etc.
- Flyers (1-2 weeks prior to ensure they're sent home in weekly folders the week before the Sign-Up Night)

Commented [EP1]: Reverse the order

Commented [LK2]: For the WRIP method, the way we had been doing it was to have a *district* volunteer conduct the WRIP presentation with a member from the unit present to answer questions and help collect materials, and then let the units conduct the follow-up meetings themselves. On the one hand, I have always had concerns this overtaxed the District Membership Committees (which are largely non-existent to begin with); on the other hand, if we require the units to plan and conduct *two* membership meetings, we uniformly found that they would simply combine the meetings into one meeting (easier logistically to plan and conduct), which resulted in the hour-long lecture.

Pack Responsibilities

Jan-May

- Key 3 meets with District Executive to customize your pack's marketing plan.
 - Host a Spring Sign up Night utilizing custom invite a friend card to pack events.
- Pack Representative attends either the Council School Night training in April, or the district fall recruitment training in May or August.
- Designate Pack New Member Coordinator (position description on PAGE# 17).

May-mid July

- New Member Coordinator and other Pack Key Leadership attends the District Sign Up Night Training (typically May or August – refer to district calendar).
- Create your Annual Pack Calendar.
- Create Pack Information Sheet, contact name(s), phone number(s), meeting day/time/location and a general overview of the pack activities.
- Order flyers, yard signs, and posters through the East Carolina Council Website: [Membership Resources - East Carolina Council \(eccbsa.org\)](https://www.eccbsa.org)
- Confirm your Sign-Up Night date and Pack's first activity following Sign Up Night with your District Membership Chairman and District Executive.
- Reserve a booth at your school's Meet the Teacher/Back to School Night/Parent-Teacher Conference and assign an engaging unit leader to promote the pack.
- Pack leadership identifies and plans marketing methods that can be implemented by all pack parents within the school and through social media.
- Designate Pack Leadership to hold a FUN activity for the youth at the Parent meeting following Sign-Up Night.

Mid July- August

- Implement Marketing Methods at least 2 weeks prior to Sign Up Night.
- Notify the Council of your Sign-Up Night dates so that geofences can be set up.
- Attend Back to School Night to market upcoming Sign-Up Night.
 - Items to Bring: Pack Calendar, Pack Information Sheet, Sign Up Night flyers, a Pack display board, and a sheet to collect interested names/contact information
- Ensure 2-3 Pack Representatives attend the Sign-Up Night with Pack Information Sheet, Pack Calendar, Pack Display Board, and change (small bills and quarters). Have someone prepared to give a 3-minute highlight of what your Pack will do over the next school year and available to answer Pack specific questions.
- Get new applications to your District Executive to be added to your pack's roster.
- Have a Parent Orientation meeting the week after your Sign-Up Night. While the youth are having fun with an activity, hold your Parent Orientation Meeting and provide a list of leadership opportunities within the Pack with short position descriptions.
 - Be prepared to welcome new families during this event/activity. Have the new youth join the Scouts and the new parents sit in on the orientation and sign up any unregistered youth. Collect fees and turn in any applications to the Council office or your District Executive.
- Continue inviting families to your upcoming meetings via invite a friend cards and flyers.

September

- Work with your District Executive to consider the need for a second recruitment.
- As youth continue to join, remember to send applications to your District Executive.

Unit Sign Up Night Presenter Responsibilities

Before You Arrive

- Put on Scout Uniform, polo or Class B as appropriate with your school.
- Practice your presentation more than twice.
- Make sure you have all of your supplies needed for the Sign-Up Night.

When you arrive at the school

- Arrive thirty minutes early.
- Spread out your materials and set up room properly.
 1. Have a check in area with parent packets and sign in sheet.
 2. Put out the Pack display board (if available).
 3. Reconfirm with the Pack leader that is giving a 3-minute overview of the Pack.
- Either you or another leader must be positioned by the door to welcome the families with the sign in sheet and a calendar for everyone. Everyone signs in.
- Have the youth and parents sit together by grade levels noted by the table tents.
- Set up a youth activity (crossword puzzle, scoutcraft...etc.).

The Presentation

- Begin promptly. **Keep the presentation to 10 to 15 minutes.**
- Introduce yourself and welcome all on behalf of the unit, the East Carolina Council, and BSA
- **Follow the W.R.I.P. guideline for the presentation (PAGE# 9)**
- Refer to application for correct prorated registration fees and mention that the Pack may have additional fees which will be explained at the orientation meeting. Checks should be made payable to the East Carolina Council.
- Collect applications:
 - *If this is an online app unit:* Walk everyone through the process.
 - **Remember:** Families have come to the meeting expecting and intending to sign up for Scouting. Whether or not everyone is joining, collect applications so we have all the information to get them involved.
- Be sure every family has their Den Leader's name and phone number and when and where their first activity/meeting will be - this should be on the Pack Information Sheet.
- Give their Pack representative the unit copy of each youth and adult application as well as their copy of the sign-in sheet.

After the Meeting

- Collect leftover packets and supplies. Put a copy of all completed applications and money in the report envelope (or have the unit collect the fees and write a check to the East Carolina Council).
- Put a copy of the sign in sheet in the report envelope.
- Give copies of all applications and the sign in sheet to the Unit.
- Leave the room and the school in good condition.
- Connect with your District Executive on where to meet to get everything to the council office.

What to Do If...

- **You run out of applications.** Go ahead and collect the fees. The unit leadership gathers applications at the next meeting and submits them to the council or have them register online. Ensure all Youth names are on the sign in sheet.
- **The school is locked.** If you do not know where to go or to call to get a key, hold the meeting in the parking lot, on the playground, or at any nearby facility (put up a redirect sign on the door). If that will not work, get everyone to fill out an attendance sheet and invite them to the upcoming meeting. Apologize for the inconvenience.
- **A Youth shows up without a parent or adult.** Ask another adult to help them fill out an application. Send the application home with them and ask them to bring it back with the fees to their first meeting. Be sure you have them fill out the sign-in sheet.
- **The parents do not have any money with them.** Have the parent fill out and turn in an application. Have the presenter take the top copy and make a note that payment is still needed. Tell the family to bring the fees to the first meeting. Check with the Pack for registration assistance up front or consider having them register and pay online.



New Member Coordinators

[Note that a unit is encouraged to have co- or multiple holders of this position.]

Sustaining strong membership in a unit depends on having new members join it and engaging youth and their families in the unit experience so that they stay. The New Member Coordinators' role is to ensure that both keys to success take place.

Appointment and Support:

- The New Member Coordinators are appointed by and report to the Unit Committee Chair.
- The New Member Coordinators work with and are supported by the District Membership Chair, unit leadership, the sponsoring organization, and commissioners.

Responsibilities:

- Serve as welcoming ambassadors for the unit.
- Work with the unit committee in planning and implementing the Unit Membership Plan.
- Participate in Fall Recruitment trainings and work with the district membership team.

Specific responsibilities for each New Member Coordinator should be determined by the unit's Committee depending on its needs. The tasks and opportunities listed below should help to guide the planning for individual and shared responsibilities.

Each of the three action elements serves as pillars of the Unit Membership Plan.

- 1. Share the benefits of Scouting.**
 - a. Share your Scouting story, showing the impact of Scouting on your family.
 - b. Confirm the fun and value of Scouting to youth, families, and the community.
 - c. Promote Scouting benefits through social media and other avenues.
 - d. Showcase Scouting through engagement in local community events and service.
- 2. Coordinate unit recruitment.**
 - a. Oversee unit recruitment efforts including joining events, informational presentations, and invite-a-friend initiatives.
 - b. Appeal to potential new scouts and their families through well-designed and widely distributed invitations through online media, flyers, and personal contacts.
 - c. Ensure the unit's BeAScout pin is up-to-date and that a prompt response occurs.
 - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.
- 3. Guide the joining and welcoming process for youth and their families.**
 - a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
 - b. Develop a unit welcome packet that answers frequently asked questions and provides resources and contact information.

Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center or your District Executive.

Appendix

Pack Sign Up Night Checklist

(Due at March and August Roundtables)

Pack: _____ District: _____
Name: _____ Phone: _____
Email: _____ @ _____

BeAScout Pin

- Accepting Online Apps

Unit Fees

- \$ _____ - Monthly - Annual

Regular Meeting Information

[SUN] [MON] [TUE] [WED] [THU] [FRI] [SAT]
[WEEKLY] [BI-MONTHLY] [MONTHLY]

Time: _____

Location: _____

If you have not ordered materials yet, please complete the following information

Cub Talk Details

- Date: _____ Time: _____ Location: _____
 Date: _____ Time: _____ Location: _____
 Date: _____ Time: _____ Location: _____

Sign-Up Night Details

- Date: _____ Time: _____ Location: _____
 Date: _____ Time: _____ Location: _____
 Date: _____ Time: _____ Location: _____

Order Materials: [Membership Resources - East Carolina Council \(eccbsa.org\)](http://Membership Resources - East Carolina Council (eccbsa.org))

- # of Flyers: _____
 # of Stickers: _____
 2 Yard Signs - Yes - No
 2 Posters (11" x 7") - Yes - No
 # of Invite a Friend Post Cards: _____ (Example: On-Boarding Meeting)
 o Date: _____ Time: _____ Location: _____

---- CUT ---- CUT ---- KEEP FOR THE PACK ---- CUT ---- CUT ----

Pack Check List: (Page # references the 2023 Cub Scout Recruiting Plan)

- Attend Sign-Up Night Training
 Reserve Booth @ First School Activity (pg. #) | Date: _____ Time: _____
 Pack Driven Marketing Methods
 o _____
 o _____
 o _____
 Cub Talk Date Set (pg. #) | Date: _____ Time: _____
 Sign-Up Night Set (pg. #) | Date: _____ Time: _____
 Prepare Informational Sheet (pg. #)
 Prepare 3 Month Pack Calendar (pg. #)
 On Board Meeting Set (pg. #)

Sign Up Night Training Agenda

Hosted by District Membership Team at May or August Roundtable
For Sign Up Night Presenters and Pack Leaders

- ❖ Mock W.R.I.P. Presentation
- ❖ 2023 Sign Up Night for Scouting Overview
- ❖ 3 Keys to a successful recruitment
 - Marketing
 - Sign Up Night/WRIP
 - Onboarding: Parent Orientation/Invite a Friend

Breakouts – New Member Coordinators/Sign Up Night Presenters

New Member Coordinator Breakout (Pack Volunteers)

- ❖ Pack Responsibilities for Sign Up Night
 - Meet with your professional to review Sign Up Night Plan (January-May)
 - Schedule Sign Up Night Date and Onboarding/Invite a Friend Date
 - Pack Sign Up Night Checklist – Due by March/August Roundtables
- ❖ Implementing Marketing for your Pack
 - Sending a Representative to the Back to School/Meet the Teacher Night
 - Ordering flyers and other Sign-Up Night Supplies
 - Marketing at schools through parents
- ❖ Your Pack's role at the Sign-Up Night
 - Pack Information Sheet
 - Pack Calendar
- ❖ Onboarding new parents and youth
 - Review Sample Agenda

Sign Up Night Presenter Breakout (District Volunteers)

- ❖ Review Sign Up Night Presenter Responsibilities
 - Pick Up/Drop Off Meeting Locations
 - What is in your Sign-Up Night Toolbox
 - Conducting a quality W.R.I.P. Presentation
 - Bring a Friend Postcards
 - Collecting Attendance Roster
 - Collecting and returning applications, attendance sheets, and supplies that same night

Onboarding Parent Orientation Meeting Agenda

6:00 Set Up

Assigned to _____

Set up tables and chairs as needed.

Make sure all materials and equipment are on hand.

- Den rosters from recruiting meeting.
- 3-5 Parent Packets (for any new families).
- Parent Talent Survey Sheets.
- Pack Calendar & Contact Information.
- Prepare activity with 2 volunteers ready to have fun with Scouts!

6:30 Start the Meeting

Assigned to _____

Opening

- Have the youth participate in a fun activity with designated Pack Leadership.
- Have all the new parents meet for the parent orientation.
 - Discuss the pack's plans, mentioning some of the more exciting activities.
 - Have parents fill out the Family Talent Survey

6:45 Parent Involvement

Assigned to _____

Have families sit together (by age group)

- Introduce any people that were recruited since the first Sign Up Night.
- Share the Pack's Leadership Position opportunity list that you customize for your Pack before the meeting.

Discuss parent involvement

- Explain that the Cub Scouting program is an all-volunteer organization.
 - "Our Pack is successful because each family volunteers in some way during the year to help the Pack. Some people run the Den or Pack Meetings. Some people take a 'behind the scenes' role on the Pack Committee and help with planning, paperwork, or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc."
- Have the Pack Trainer or an experienced leader talk about helping new leaders get started – Youth Protection, Fast Start Training, this is Scouting, Leader Specific, Roundtables, and monthly Pack Leaders' Meetings.
- Show how the Cub Scout Den Meeting plans and resource books are available online.
- Discuss adult registration fees and uniforms.
- Ask each family to sign up for one of the Pack's Leadership Positions listed on the customized sheet.

7:00 Finish Recruiting

Assigned to _____

- For dens that already have a Den Leader:
 - The Den Leader discusses Den Meeting dates, times, and locations.
 - Collect applications and fees for new registering adults.

Parent Information

(Distribute and collect back at 1st New Parent's Orientation)

Parent Name: _____

Parent of: _____ Grades(s) _____

Address: _____

City: _____ State: _____ Zip: _____

Preferred Phone: _____ Alternate Phone: _____

Email Address: _____

Cub Scouting is for parents as well as youth. We have an excellent group of parents who help according to their abilities. The information you share will help the pack committee determine ways you can help.

My Job or Profession: _____

My Hobbies: _____

My Scouting Experience: _____

- I am available to help with my scout's den meetings
- I am available to help with pack meetings and events
- I am available to serve on the pack committee
- I am available to help on these days of the week: M | Tu | W | Th | F | Sat | Sun
- I am available to help during these times of the day: Mornings Afternoons Evenings

General Activities:

- | | |
|--|---|
| <input type="checkbox"/> I have a van or truck | <input type="checkbox"/> I can make contacts for special trips and activities |
| <input type="checkbox"/> I enjoy woodworking/carpentry | <input type="checkbox"/> My workplace would be a great field trip |
| <input type="checkbox"/> I have power tools | <input type="checkbox"/> I have access to camping property |
| <input type="checkbox"/> I enjoy camping | <input type="checkbox"/> I can lead songs OR games |
| <input type="checkbox"/> I have camping gear | <input type="checkbox"/> I enjoy sewing |
| <input type="checkbox"/> I have outdoor skills and can assist or lead in teaching them | <input type="checkbox"/> I enjoy event planning |
| <input type="checkbox"/> I enjoy Cooking/Baking | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> I enjoy Crafts Projects | _____ |
| <input type="checkbox"/> I enjoy Writing | _____ |
| <input type="checkbox"/> I can Maintain web sites | <input type="checkbox"/> _____ |
| <input type="checkbox"/> I have a Facebook Account | |
| <input type="checkbox"/> I enjoy Shooting Sports | |
| <input type="checkbox"/> I enjoy water activities | |
| <input type="checkbox"/> I have first aid training | |

Sample Pack Information Sheet

Pack 1234

Local town Elementary School
123 Main Street, Winterville, NC
www.BestScoutPackInNC.com

IMPORTANT INFORMATION FOR NEW MEMBERS

Contact Information

Cubmaster: Bill Boyce (252) 333-3333 GetsLotsInFog@gmail.com	Committee Chair: Hanna Jones (252) 555-5555 ScoutPackAuroraMom@gmail.com
East Carolina Council Website: www.eccbsa.org	

Meeting Information

Monthly Pack Meeting: 6:30 – 7:30 PM	2 nd Tuesday of Each Month
Weekly Den Meeting TBD by Den Leader	TBD by Den Leader
Location: Local town Elementary School	123 Main Street, Winterville, NC

Upcoming Events:

Date	Event	Time	Location

Sample Pack Calendar

September

- 4 Join Night (new members)
- 11 Pack Meeting @ School
- 14-16 Cub-O-Ree at Camp Boddie
- 21 Leader's meeting at 8:10a @ Coffee
- 29 Hike in State Park?

October

- 4 Roundtable (leader training)
- 5 School Carnival (4:30p)
- 9 Pack Meeting @ School
- 14 Hike at Rocky Mtn Nature Park?
- 20 District Camporee Service Project (Snow Hill Farm)
- 26 Leader meeting at 8:10a @ coffee
- 27 University of Scouting training 8a-4p

November

- 1 Roundtable
- 2/3 Popcorn distribution
- 13 Pack Meeting @ School
- 17 Scouting for Food pick up food
- 22-23 Thanksgiving- no school
- 30 Leader's meeting at 8:10a @ coffee
- TBD Pack Hike?

December

- 6 Roundtable
- 11 Pack Meeting @ School - handout Derby cars, popcorn prizes
- 21 1st day of school break

January

- 3 Roundtable
- 7 School resumes
- 8 Pack Meeting @ School - PW Derby workshop
- 11 Leader's meeting at 8:10a @ coffee
- 12 PW Derby workshop (Sat)
- 12 Scout Day at Stock Show
- 29 Pinewood Derby (Tuesday)

February

- 1 Roundtable
- 3 Scout Sunday
- 12 Pack Meeting @ School
- 18 No School-Presidents Day
- 22 Leader meeting at 8:10a @ coffee
- TBD Blue & Gold Banquet

March

- 7 Roundtable
- 12 Pack Meeting @ School- Crossover of Arrow of Light to Troops
- 25-29 Spring Break
- TBD Visit District 3 Police Station
- TBD District Pinewood Derby
- TBD Tour US Mint
- TBD Volunteer at Church Fish Fry

April

- 4 Roundtable
- 9 Pack Meeting @ School /Ambulance visit
- 26 Leader Meeting at 8:10a @ coffee
- 27 Scout Show @ NWSS
- TBD Sports Breakfast (flag ceremony)
- TBD Pack Hike/Camping for the brave
- TBD Scouting Mass (Parvuli Dei, Light of Christ)

May

- 2 Roundtable
- 14 Pack Meeting @ School
- 27 Memorial Day
- TBD Hike/Campout
- TBD End of Year Banquet

June

- 7 Last day of school
- 6 Roundtable
- TBD Pack camp @ Camp Boddie?

July

- TBD Hike/campout?
- TBD Pack camp @ Magness Adventure?
- TBD Parent Committee Planning Meeting

Additional Recruiting Resources

East Carolina Council Membership Materials – here is your link to membership resources for the East Carolina Council, including a link to this booklet, sign-up sheet for flyers and posters, and other materials from the Council [Membership Resources - East Carolina Council \(eccbsa.org\)](https://eccbsa.org)

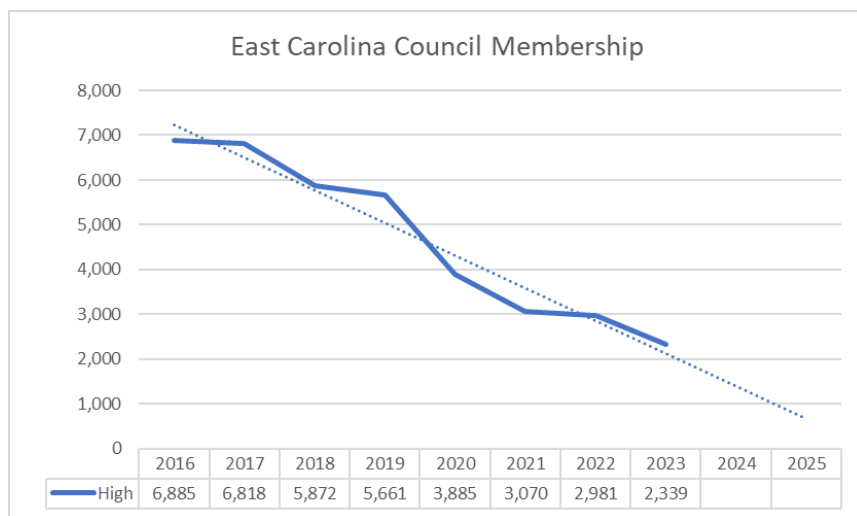
BSA National Marketing and Membership Hub – your one-stop shop for all information and best practices for membership recruitment!
<https://scoutingwire.org/marketing-and-membership-hub/>

Pack and Den Recruiting Materials – this is the website set up by National to provide resources to units for recruiting purposes, including artwork, best practices, case studies, activity ideas, etc.
<https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

Youtube.com – There are multiple Cub Scout story and recruitment-focused videos on YouTube, that you can insert into your pack emails and put on your Pack website to show off everything that Scouting has to offer.

Scout's Life Calendar Planning Guide 2023 – your one-stop shop to help you plan out all the amazing activities with the help of Boy's Life! https://filestore.scouting.org/filestore/magazine/pdf/331-011_Calendar.pdf

Reversing the Trend...



7 consecutive years of membership decline

- **Year-round focus**

- *Spring Focus Plan*

- *45 or more Spring recruitments (15 per district – 10 Private/5 Public Schools)*
 - *9 Active Church Youth Group Sales Calls – Objective to sign youth ministries into venturing (3 or more per district)*
 - *6 High School ROTC program Sales Calls – Objective to sign ROTC programs into venturing*
 - *Each DE expected to start a minimum of 1 new unit per quarter.*
 - *Sea Scout Membership Emphasis during National Boat Safety Week – Geofencing every West Marine in council territory; working in conjunction with Coast Guard Auxiliary*
 - *Potential of 6 new units with Carteret Boys and Girls Club - \$400,000 grant pending to provide staff, resources, and membership fees for the state project.*

- Exploring (Workforce Development) emphasis, each district expected to start 4 Explorer Posts per district (total of 12) on or before Halloween.
 - Fall Focus Plan
 - Each District will assign a minimum of 2 schools to each pack and solicit the packs help with recruiting and exciting prospective new families. Any unassigned schools will be candidates for new units.
 - Every school that will allow access will be a host site for fall recruitment. Scout talks will be done exclusively by professional scouters and sign-ups will be at the assistance of the beneficiary unit.
 - Fall Festivals, school open houses, seasonal carnivals, parades, and public events will be a focus of Scouting presence.

Boy Scouts of America															
LOCAL COUNCIL MEMBERSHIP FORECAST															
LC NAME: East Carolina Council															
Forecast	Forecast Dec-22	YE '22 vs. 21 Change	2022 Retention	Forecast Jan-23	Forecast Feb-23	Forecast Mar-23	Forecast Apr-23	Forecast May-23	Forecast Jun-23	Forecast Jul-23	Forecast Aug-23	Forecast Sep-23	Forecast Oct-23	Forecast Nov-23	Forecast Dec-23
Membership															
Cub Scouts	1,521	n.a.	75%	1,141	1,146	1,166	1,251	1,316	1,318	1,378	1,703	1,798	1,818	1,828	
Scouts BSA	1,371	n.a.	75%	1,028	1,033	1,043	1,078	1,093	1,095	1,110	1,155	1,166	1,171	1,176	
Venturing	50	n.a.	75%	37	37	37	57	67	92	92	97	107	112	117	
Exploring	39	n.a.	75%	30	35	50	85	100	100	100	130	140	150	160	
STEM Scouts	-	n.a.	75%	-	-	-	-	-	-	-	-	5	5	5	
Total Youth	2,981	n.a.	-	2,236	2,251	2,296	2,471	2,576	2,605	2,605	2,715	3,110	3,231	3,271	3,300
Monthly Change%	-24.9%			-25.0%	0.7%	2.0%	7.6%	4.2%	1.1%	0.0%	4.2%	14.5%	3.9%	1.2%	0.9%
Adults	23	n.a.	0%	-	-	-	-	-	-	-	-	-	-	-	
Total Members	3,004	n.a.		2,236	2,251	2,296	2,471	2,576	2,605	2,605	2,715	3,110	3,231	3,271	3,300
Monthly Change%	-24.7%			-25.6%	0.7%	2.0%	7.6%	4.2%	1.1%	0.0%	4.2%	14.5%	3.9%	1.2%	0.9%
Membership Additions															
Cub Scouts	(904)	311			5	20	85	65	2	-	60	325	95	20	10
Scouts BSA	103	217			5	10	35	15	2	-	15	45	11	5	5
Venturing	(49)	18			-	-	20	10	25	-	5	10	5	5	7
Exploring	(136)	1			5	15	35	15	-	-	30	10	10	10	7
STEM Scouts	-	-										5			
Total Youth	(986)	547			15	45	175	105	29	-	110	395	121	40	29
Adults		23													
Total Members	(986)	570			15	45	175	105	29	-	110	395	121	40	29
Additional Information															
Estimated number of Scouts with discounted Scoutreach membership fees:															
Notes:															
(1) This is an auto-populating spreadsheet. For simplicity, this worksheet															
Please remitted your form to Alliance Management by December 15 at n															
Local Council Notes- Please add any notes, if needed															