

See You Second Thursday Every Month
SYSTEM



Roundtable Helps



JOIN SCOUTING NIGHT

7 HABITS OF HIGHLY EFFECTIVE JOIN SCOUTING CAMPAIGNS

WHY YOU DO IT:

Your recruiting campaign gives every youth the opportunity to benefit from Scouting.

ANY OTHER REASON?

It's the best way to find new Den Leaders and volunteers for your Pack Committee.

Ready? Let's go!

7

Second Opportunity

Schedule a second joining event for families who can't make the first

6

Turn In Applications

Collect youth applications with payment, turn in to district volunteer or executive

5

Program

- Keep it fun
- Quick, easy for new families
- Not time for history lesson

4

Promotion

- Flyers out 1-2 weeks prior
- Posters, Yard Signs
- Scout Talks 1 or 2 days before
- Buddy cards

1

PRO TIP

A goal tells the district how many incentive items you'll need

Set a Goal

Use the Total Available Youth data from your District Executive

2

Location

Host the Join Scouting Night (JSN) at your school cafeteria

3

Part of another meeting?

A stand-alone JSN provides better service to families instead being part of larger "back to school" or "meet the teacher" night

A separate meeting?

PRO TIP

The best JSN days are Tuesdays, Wednesdays, or Thursdays



Spring JSN Timeline Due By dates:

Goal Date Completion	Activity	District Project	Unit Project
Feb	Confirm Spring Unit Membership Champions and Who is Hosting a Spring Join Scouting Night	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
March	Host and attend Join Scouting Night Training with Your District	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
March 15	Order Flyers, Posters, Yard Signs, and Rotational Boards through your District		<input checked="" type="checkbox"/>
April 1	Flyers & Stickers Printed, Rotational Model Signs Built, Posters and Yard Signs Ready	<input checked="" type="checkbox"/>	
May 3	Spring Join Scouting Night Completed		<input checked="" type="checkbox"/>

Spring JSN Timeline at the School:

When	Activity
1-2 Weeks Before	Place Yard Signs and Posters
1 Week Before	Flyers Delivered to Families
1-2 Days Before	Scout Talks
0-1 Days Before	Reminder Stickers to Youth
0 Days	Join Night. Collect applications and \$24.75 registration fee from Each Family
2 Days After	Applications Turned in to Scout Service Center
1 Week After	First Den Meeting for Scouts
1 Month After	First Outdoor Activity

Promotion Before Spring Join Scouting Night

There are countless ways to tell families about the opportunities youth will have in Cub Scout Packs. This is by no means a complete list. If there are additional recruitment tools that your pack uses, please share those so that other packs can consider using those invitation methods in the future. Below are some of the best proven methods of inviting families to join your pack. There are *must have* ideas that always work, and the District Executives are prepared to help with, and *great extras* that also work well, but will need to be done by your pack more than the *must haves*.

Must Have:

Yard Signs:

Two yard signs will be given for each school. Many packs save these year after year for additional coverage. They can be placed by the front doors, in the pickup line for parents, anywhere high traffic (for parents). Maybe the neighbor across the street from the school would let you place these in their yard? **It is recommended that these signs go up at least two weeks before the Join Night.**

Posters:

Two posters at each school. Should be put in school as early as possible placed in a high traffic area. Consider hanging the poster at a height that youth will see, and not quite level to draw the eye. **Put these up when you place the Yard Signs.**

Flyers:

Two rounds of flyers at each school with the date, time, location, and contact information for the Join Scouting Night are the first way most parents hear about their son's opportunity to join. **The first round should be distributed three to four weeks before the rally. The second round should go out the week before the rally.**

Youth Talk:

Youth talks are an opportunity to visit with and talk to the kids about the fun of Cub Scouts for about a minute and a half. Through your district membership volunteers, your District Executive can be asked to come to the school to help with this. Youth talks can be done in many formats: in the lunch room, at an assembly, or the best is in each classroom. Remember to bring an old pinewood Derby Car or model rocket so you can show the boys and girls some of the fun activities they will be doing this year. **This should be done one or two days before the Join Scouting Night.**

Stickers:

A reminder sticker with the date, time, location, and contact person for the Join Scouting Night is our last point of contact for first Join opportunities. **Stickers should be passed out the day before or day of the Join Night.** This can be done during the boy talks, but some schools will pass the stickers out the next day for us for more days of contact leading up to the Join Night.

Great Extras:

Peer to Peer:

Boys and girls want to be a part of something that their friends do, and they want to be invited. **Buddy Cards** can be made for your pack for existing Scouts to personally hand to other youth inviting them to join. A **Uniform Day** is a great way for Scouts to show that they are present and provide a visual reminder for other boys and girls to attend the Join Night.

School email/constant contact/directory lists:

More and more schools are using email flyers for families. See if you can add our flyer there! Many schools also have class phone lists; a call from an existing **Scout parent can help a new family feel personally invited to join.**

Sidewalk talk:

Volunteers with something to catch the attention of the youth as they are leaving school from being in uniform, to having a tent set up on the grass, will remind the boy's families about the Join Night and prompt parents to ask any early questions before the Join Night. Talk to the families as they visit the tent and invite them to the rally. **Give them an extra flyer or sticker when they visit you.**

Chalk message on sidewalk:

"Join Cub Scouts April XX" written wherever possible.

PTA meetings:

Great opportunity to let the parents know the benefits for their son and the school community. **A Pack leading the Pledge of allegiance to open the meeting goes a long way.**

Get the (written) word out:

Press release should be given to local newspapers the week leading up to the rally. Most packs are sponsored by a church; often there is space in the bulletin to promote events.

School and business marquees:

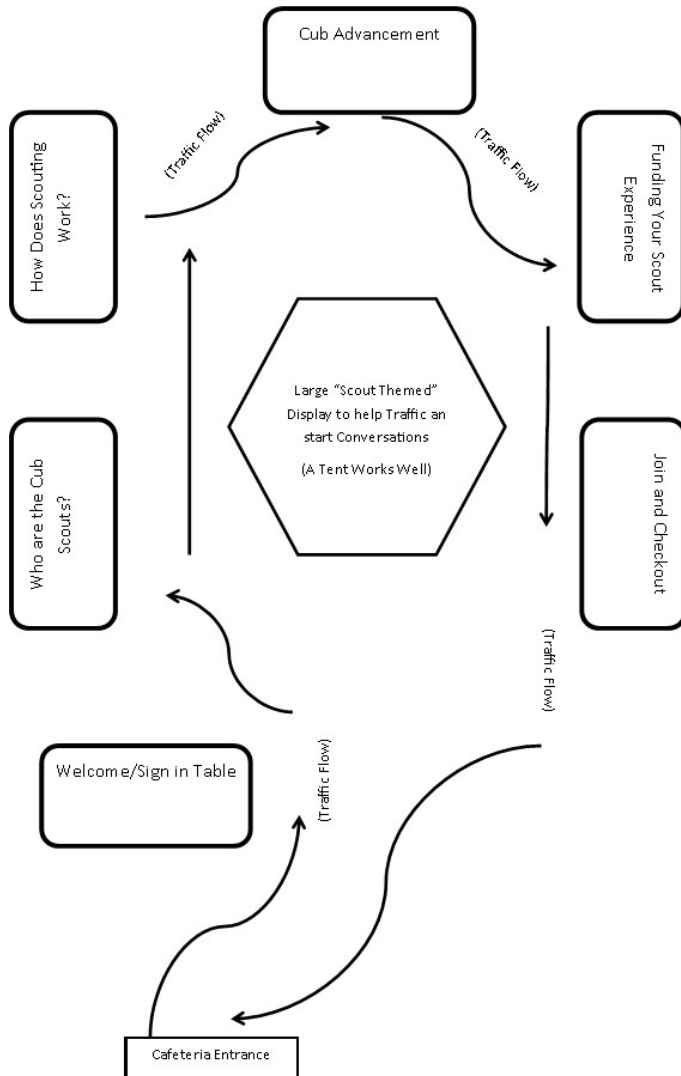
Anything that has a place to display information in the community is a place to promote Join Scouting Night. **The school marquee is a BIG yard sign that adds credibility to Scouting in the community**

Pack leadership volunteer day:

The pack leaders arrange with the Principal to come to the school (in uniform) to do things as simple as opening the doors for the kids. **Just be seen!**

Sample Rotational Join Night Agenda

The Rotational Recruitment is a new approach for the Capitol Area Council but seems to meet family needs and expectations better than our historic lecture approach. Families show up and sign in at the first table, and then can go on a self-paced journey through five stations to learn how Scouting and your Pack work. A Diagram below shows the stations.



The Rotational Model:

- Provides a more personal experience for each family.
- Is more respectful of limited time families sometimes have.
- Table displays provided by the Capitol Area Council to make this easier for your Pack.
- Needs an existing Scout family at each station to be successful.
- Makes the Join Night fun and interactive for youth and Adults.

****Have the stations set up for about 1½ Hours****
Families will Come and Go, they may only be there for 10 minutes

Sample Lecture Join Night Agenda

- 6:50-7:10** **Gathering and Greeting**
Greeters meet youth and adults
Have them sign in with Name, Grade, Phone, and Email Address
Give them a name tag
Guide them to their tables (each grade should be at a different table)
Provide a “gathering game”
- 7:10-7:20** **Opening Ceremony**
Introduce pack leadership
Explain and demonstrate Scout salute
Conduct a short flag ceremony
- 7:20-7:35** **Cub Scout Activity**
All current and new Cubs line up to do an activity
Several current leaders go with scouts to teach them the Cub Scout Promise, Cub Scout Sign and Motto
- 7:20-7:35** **Explain parent involvement (while youth are doing activity)**
Brief overview of Cub Scouts (den meetings, pack meetings, Advancement, etc....)
Explain parent involvement and why it is important.
Emphasize that Cub Scouts is a family activity.
Discuss Cost of membership, National Registration, and any Pack Fees along with fundraising opportunities and Scholarships
Answer general questions for new families.
Fill out applications and recognize new adult volunteers
- 7:35-7:45** **Youth Return and share new Skill**
Cub Scouts return and recite a Bobcat requirement together in the front of the room, then teach their parent the Scout Handshake
Collect applications and present youth with joining incentive item
Close with a brief flag ceremony
- 7:45-8:00** **After the Meeting**
Answer individual, or specific questions for families
Visit with new Den Leaders to add important pack dates to their calendars

****One hour maximum****

What else should we know?

Those who have been around Scouting for a while know why we put so much energy into recruitment. It's because everything we do to help serve youth starts with having youth in our Packs. And when we say everything, we mean EVERYTHING. Adult leader recruitment is part of our Join Scouting Night's, Adult training, and our first activities are hosted by the district to welcome new families. While families are invited to join year-round. This is an important time. To help each of your Scout Units serve more families, the following items have been created to make your important recruitment responsibilities easier and more effective.

Online Registration:

The Boy Scouts of America have made online registration easier for your families and your leaders. The online Registration system is live so Visit www.Scouting.org/OnlineRegistration to learn more. Make sure your personal www.My.Scouting.org profile and your Unit www.BeAScout.org pin is up to date to provide this opportunity in your community. Visit with your District Membership Chair, Commissioner, or District Executive for more help.

District Day Camp:

All Cub Scouts who join our program at an April or May Join Scouting Night should be encouraged to attend the District's Day/Twilight Camp. These will be offered Council-wide, sometime in the month of June.

It is strongly recommended that Packs plan a summertime activity in July or early August, too. This will help keep the excitement level high for the new Spring recruits and bridge the time until the Packs, and their Dens, start meeting on a regular basis with the start of the school year.

High Adventure Planning

BOY SCOUT ROUND TABLE

1

Creating a time line

- ▶ Decide which adventure camp by august 2 years out
- ▶ Check on their lottery date
 - ▶ Summit None
 - ▶ Northern Tier January year prior
 - ▶ Sea base January year prior
 - ▶ Philmont November two years prior
- ▶ Three months prior to lottery date budget needs to be made

2

Budget

- ▶ Costs for camp
- ▶ Decide on travel plans
- ▶ Figure out any extras
 - ▶ Shirts
 - ▶ Wilderness first aid
 - ▶ Any crew gear (from camp leader guide)

3

Travel Plans

- ▶ Driving time is limited to 10 hrs. per 24 hour period by BSA
- ▶ if driving gas money
- ▶ Flying check for group travel discounts (southwest does this)
- ▶ Airport to destination travel (tour groups may cater to this)
- ▶ Food for the travel time
- ▶ Lodging for any travel

4

Budget Philmont example

Fuel	\$130.00	((Mileage/15 average mpg) x estimated gas price x # vehicles)/ # participants
Travel Meals		Drive times limited to 10 hrs. of driving per day...divide that by total drive hrs required for days
Breakfast (3)	\$30.00	# travel Breakfasts x 10
Lunch (3)	\$30.00	# travel Lunches x 10
Dinner (3)	\$50.00	# travel dinners x 15
Crew T-shirts	\$60.00	
Lodging	\$20.00	camp grounds total will be fee divided by all participants
Misc	\$100.00	Crew gear and required training (wilderness first aid for 2 adults per crew)
Cavern fees	\$10.00	stop at Carlsbad on the return trip
Contingency	\$20.00	
Total	\$450.00	

5

Budget Sea Base example

Air fare	\$268.00	check with southwest group fares (check other airlines for this service)
Bus service	\$155	Look for ones specializing in this (Davis tours did this for us at sea base)
hotel as needed	(included by davis tours)	
meals		
breakfast	(included in hotel)	
lunch	\$20	one on the way there one on the way back
dinner	\$15	
Crew tshirts	60	
Misc	50	Crew gear and required training (wilderness first aid for 2 adults per crew)
Contingency	20	
Total	\$588.00	

6

Creating a time line

- ▶ Decide which adventure camp by august 2 years out
- ▶ Check on their lottery date
 - ▶ Summit None
 - ▶ Northern Tier January year prior
 - ▶ Sea base January year prior
 - ▶ Philmont November two years prior
- ▶ Three months prior to lottery date budget needs to be made
- ▶ Two months prior to lottery meet with scouts and parents and give commitment forms and budget
- ▶ One month prior collect commitment and deposit

7

Preparations

- ▶ Shake downs and Team building exercises
- ▶ Trainings
 - ▶ Check leaders guides for what is required
 - ▶ Be sure to get all adults to complete and give copies to leader assigned to track those
- ▶ Documents (have ready 2-3 months prior to camp)
 - ▶ Med forms
 - ▶ Complete early and check and recheck. (number one document issue and hard to remedy when you arrive)

8

Cub Scout Service

More than picking up trash!

Presented by: **Mike Jones**
Pack 1501 Committee Chair



Why Service?

Because “A Scout is...”

- Helpful
- Friendly
- Courteous
- Kind

Because “On my honor, I will do my best to...”

- Do my duty to God and my country
- To help other people at all times



Why Service?

Because volunteering...

- Provides a sense of purpose.
- Increases self-confidence.
- Helps counteract the effects of:
 - Stress
 - Anger
 - Anxiety
- Makes you happy.
- Combats depression.
- Helps you stay physically healthy.

* From: www.helpguide.org



● **Cub Scout Service: More than picking up trash!**

Preparing Scouts for a Lifetime of Service

- Planting a seed with Cub Scouts...



- Cub Scout Service: More than picking up trash!

Cub Scout Service Required & Encouraged

Rank	Requirements	Electives
Tiger	✓	✓
Wolf	✓	✓
Bear	✓	
Webelos		✓
Arrow of Light	✓	✓

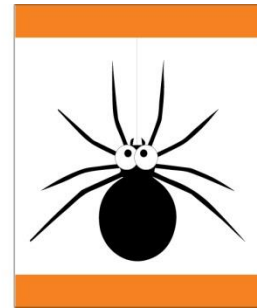


- Cub Scout Service: More than picking up trash!

Tigers

- My Tiger Jungle [**Required** Adventure]

- Requirement #4 [**Optional** Activity]



Be helpful to nature by planting a plant, shrub, or tree. Learn more about the needs and growth of the item you have planted.



Tigers

- Tiger Circles: Duty to God [**Required** Adventure]

- Requirement #4 [**Optional** Activity]



Help with a local service project and talk with your den or family about how helping others is part of our duty to God.



Tigers

- Team Tiger Circles [**Required** Adventure]

- Requirement #4 [**Optional** Activity]



With your den or family, participate as a team in a service project that helps our country or your community.



Tigers

- Earning Your Stripes [**Elective** Adventure]

- Requirement #6 [**Required** Activity]



With your den and parent, guardian, or other caring adult, work on a service project for your pack's meeting place or chartered organization.



Tigers

- Good Knights [**Elective** Adventure]

- Requirement #6 [**Optional** Activity]



Show your understanding of knights' service to others by participating in a service project in your community.



Wolves

- Council Fire [**Required** Adventure]

- Requirement #2 [**Required** Activity]



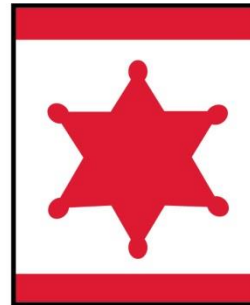
Participate in a community service project with your pack, den, or family.



Wolves

- Hometown Heroes [**Elective** Adventure]

- Requirement #4A [**Optional** Activity]



As a den or family, honor a serviceman or servicewoman by sending a care package along with a note thanking them for their service.



Bears

- Fellowship & Duty to God [**Required** Adventure]

- Requirement #2B [**Optional** Activity]



With a family member, provide service to a place of worship or a spiritual community, school, or community organization that puts into practice your ideals of duty to God and strengthens your fellowship with others.



Bears

- Paws for Action [**Required** Adventure]

- Requirement #4A [**Optional** Activity]
- Requirement #4B [**Optional** Activity]



- A. Do a cleanup project that benefits your community.
- B. Participate in a patriotic community parade or other civic event that honors our country.



Webelos / Arrow of Light

- Aware & Care [**Elective** Adventure]

- Requirement #4G [**Optional** Activity]



Participate in a service project that focuses on a specific disability.



Webelos / Arrow of Light

- Project Family [**Elective** Adventure]

- Requirement #6B [**Optional** Activity]



Create a list of community service or conservation projects that you and your family can do together, and present it to your family. Select one project, plan it, and complete it with members of your family.



Arrow of Light

- Duty to God in Action [**Required** Adventure]
 - Requirement #2 [**Required** Activity]



Under the direction of your parent, guardian, or religious or spiritual leader, do an act of service for someone in your family, neighborhood, or community. Talk about your service with your family. Tell your family how it related to doing your duty to God.



Special Awards

- World Conservation Award
 - Rank specific adventures and select requirements.
 - Participate in a den or pack conservation project.



Special Awards

- Messengers of Peace

- In terms of the initiative, peace encompasses three dimensions:
 - The **personal** dimension:
 - harmony, justice, and equality
 - The **community** dimension:
 - peace as opposed to hostility or violent conflict
 - **Humankind** and its **environment**:
 - security, social and economic welfare, and relationship with the environment

Any Scout who participates in a project that has had a significant impact on the community in any one of the three dimensions above can qualify as a Messenger of Peace.






Okay, so our Scouts can...



● Cub Scout Service: More than picking up trash!



Picking up trash is fine, BUT...

- After 5 years of doing the exact same service project OVER and OVER again your scout will:
 - Think all service is boring 
 - Dislike service projects 
 - Avoid attending service projects 
 - Complain while doing service
 - Wonder why you think their calling in life is waste management



They're *just* Cub Scouts

- Barrier to Entry: “What good are these little kids?”
- May be encountered even in Scouting (e.g., Order of the Arrow and Eagle Scout projects).
- How do you overcome it?
 - In some instances you don't.
 - There are some activities that just aren't appropriate for elementary aged kids (power tools, heavy lifting, etc.)
 - Divide & conquer: break big jobs down into smaller activities
 - Parent-child team activities are GREAT! (e.g. tree planting)
 - Find activities that the kids have the competence and confidence to do.



Some Great Ideas...

Flag Ceremonies:

- Memorial Day @ Retirement Facility
- Veteran's Day @ School



Some Great Ideas...

Birthday Boxes:

- Choose from monthly wish-list
- Or make up your own theme



Some Great Ideas...

Tree Planting:

- TreeFolks provides everything!
- Just sign-up then show up and help.



Some Great Ideas...

Care Kits for Homeless:

- A personal letter adds a nice touch.
- Tip: use empty tennis ball canisters.

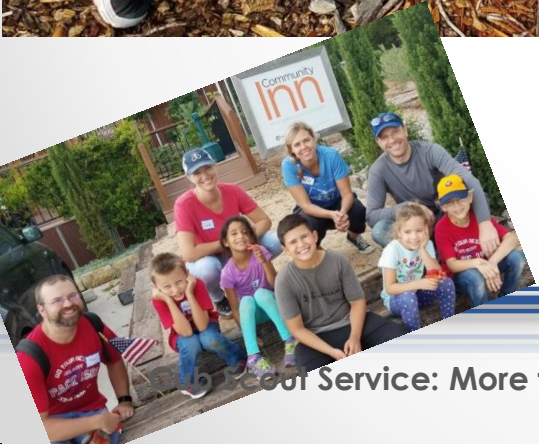


Some Great Ideas...



Community First Village:

- Group service events.
- Resident leader.
- Tour of village.



Community Service: More than picking up trash!

Some Great Ideas...

Organize a Food Drive:

- Den could just cover a neighborhood
- Entire Pack / Troop could cover even more

Scouting for Food Shopping List

- Canned Fruits / Veggies / Beans
- Canned Soup / Chili / Stew
- Canned Meat (Chicken, Tuna, etc.)
- Canned Pasta (SpaghettiOs, Chef Boyardee, etc.)
- Dry Goods (Pasta, Rice, Beans, etc.)
- Boxed Meals (Mac & Cheese, Hamburger Helper)
- Hot & Cold Cereal (Oatmeal, Cheerios, etc.)
- Peanut Butter & Jelly
- Juice



Cub Scout Service: More than picking up trash!



Don't Forget About Your Charter Org!

- Beautification & Seasonal Maintenance
 - Decorate for holidays
 - Maintain a flower bed or garden
 - Spread mulch
 - Rake leaves
 - Paint
- Combine with another project!
 - Flag ceremony on Scout Sunday
 - Food drive
 - Care kits



Brainstorming

Your turn!

Let's work as a group and come up with some other ideas!



Planning

- Make sure your project is safe and age appropriate
- Interactive projects are great! Allows Scouts to...
 - Appreciate diversity in the community, build empathy & understanding
 - Improve interpersonal and communication skills
 - See the finished product and meet who they are helping
- Advertise early and often
 - Announce at Pack meeting, use email, etc.
 - Send reminders the day before!
- Get commitment via RSVPs
 - Scoutbook, SignUpGenius, Facebook, etc.
- Educate scouts and leaders
 - These projects help earn requirements and awards!



Participation

- Keep YPT in mind
 - Service activities may involve multiple age-groups
 - YPT is especially important when non-BSA groups are involved
- “Keep it simple. Make it fun!”
- Get everyone smiling. Take lots of pictures!
- As a closing activity, reflect on your project impact
- Reward & Praise your Scouts!
 - Thank participants
 - Celebrate with donuts or pizza



Recording and Reporting

- At beginning of event:
 - Take attendance
 - Track total hours (scouts and parents)
- At the end of the event:
 - Feedback is a GIFT! Collect feedback from participants...
 - Should we do this again?
 - What would make it better or even more fun?
- After the event:
 - Report service project through JTE portal
 - Submits stories and photos to District newsletter
 - Follow-up with leaders to record requirement completion
 - Apply for special Scout and/or Pack awards



Useful Resources

- JustServe.org
- TreeFolks.org
- mlf.org/group-serve-days/
- sharinghappybirthdays.org
- servicehours.scouting.org
 - You will need to obtain your Unit ID from your Unit Commissioner or District Executive (it is not your Pack number).

