Heart of America Council

CUB SCOUTS

FUN IS OUT THERE

SIGN UP FOR SCOUTING

RECRUITMENT **PLAYBOOK**

Heart of America Council

Now more than ever before, **Scouting** is providing families the opportunity to get away from the screens and experience the great outdoors!

Our **Sign Up for Scouting Playbook** blends print and digital campaign strategies that will help your pack welcome new members all while showcasing the fun of Scouting in your neighborhood.

Our **Sign Up for Scouting Playbook** explains how to conduct a Sign Up for Scouting Night, the best ways to welcome new families and the resources available to help market your pack and sign up night.

For resources and recruitment helps, visit our Sign Up for Scouting resource hub at **www.hoac-bsa.org/recruit**.

Fun is OUT THERE

SCHEDULE SIGN-UP NIGHTS

OUR PACK RECRUITMENT GOAL IS: _____

SCHEDULE SIGN-UP NIGHTS

The foundation of your recruitment plan are your sign-up nights. This is where families will actually join your pack!

There are 2 recruitment nights that should take place at your school – your traditional **Sign Up for Scouting Night** and your school's sponsored **Meet the Teacher Night.**

Packs should confirm and schedule their Sign Up for Scouting Night and Meet the Teacher Night with their District Membership Team.

YOUR SIGN UP FOR SCOUTING NIGHT

Your pack's Sign Up for Scouting Night is all about your pack and this is your time to shine. This night is scheduled by your pack and District Membership Team at your elementary school and is an evening to welcome new families and showcase what your pack is all about.

Sign Up for Scouting Nights should be held:

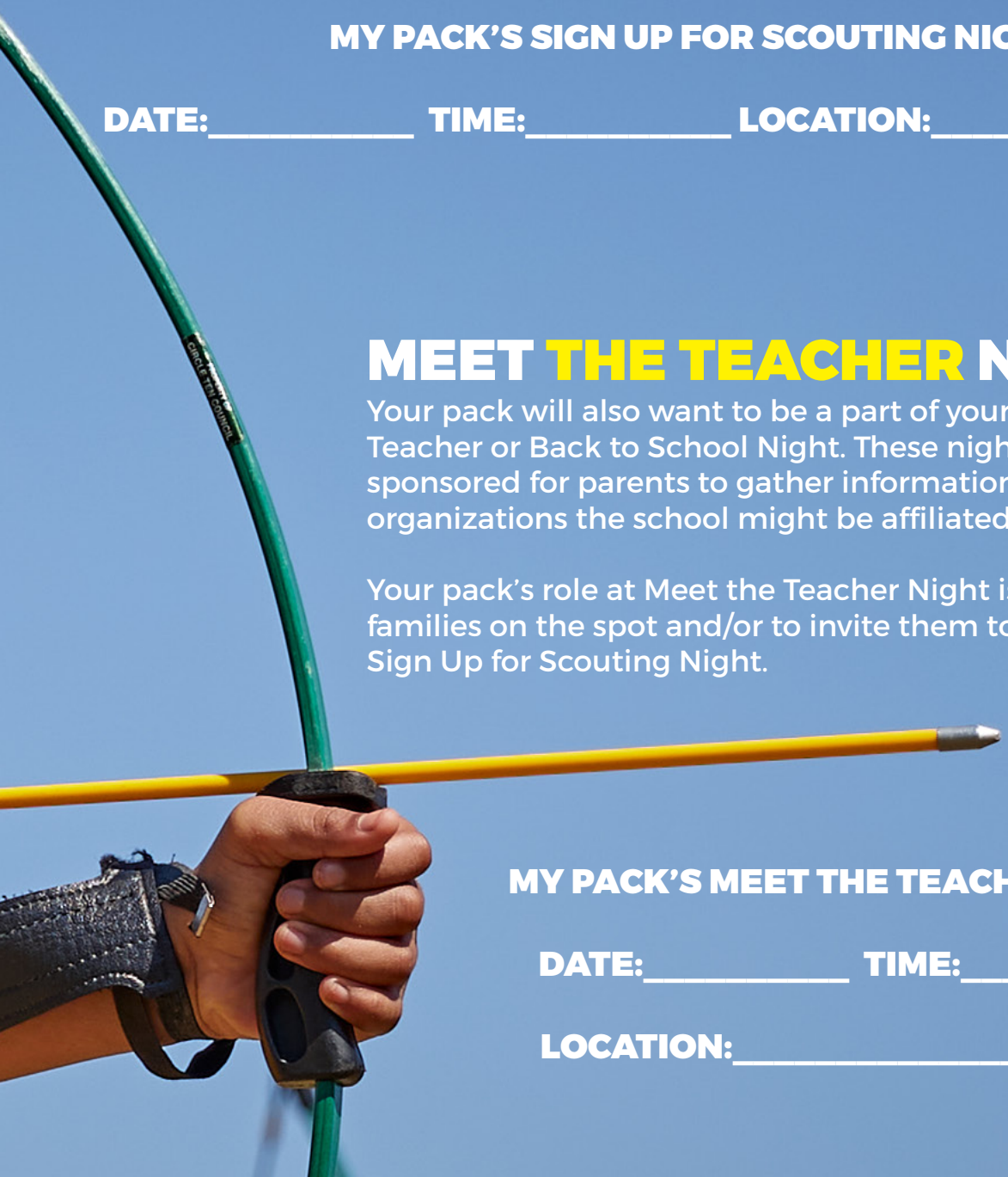
- Tuesdays, Wednesdays, or Thursdays
- At 6:30pm or 7pm
- After the first full week of school
- With-in two weeks of Meet the Teacher Night

Dates to Avoid:

- Tuesday after Labor Day & Mondays, Fridays, Chiefs Games & Weekends

MY PACK'S SIGN UP FOR SCOUTING NIGHT:

DATE:_____ **TIME:**_____ **LOCATION:**_____



MEET THE TEACHER NIGHT

Your pack will also want to be a part of your school's Meet the Teacher or Back to School Night. These nights are school sponsored for parents to gather information from other organizations the school might be affiliated with.

Your pack's role at Meet the Teacher Night is to enroll new families on the spot and/or to invite them to attend your pack's Sign Up for Scouting Night.

MY PACK'S MEET THE TEACHER NIGHT:

DATE:_____ **TIME:**_____

LOCATION:_____

PUT PACK LEADERSHIP IN PLACE

PUT PACK LEADERSHIP IN PLACE

It's important that pack leadership is in place well before your recruitment nights even take place. An organized leadership team communicates that your pack is the perfect place for new families to experience the adventure of Scouting!

A key leadership position you'll need to have for your recruitment nights is the Pack Sign Up for Scouting Night Coordinator.

OUT
HERE

Pack Sign Up for Scouting Night Coordinator Role:

- *Confirm the dates for the Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Attend the district Fall Recruiting Training*
- *Gather the recruiting materials for Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Recruit adult volunteers to help with Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Attend both recruitment events to assist in signing up families for Scouting.*

CUB SCOUTS

BACK TO THE PACK

Before any of your recruitment nights take place, you should host a **Back to the Pack** meeting sometime in July or August for all of your returning families.

This is a great way to prepare your families and leaders for the upcoming Scouting year.

This event also serves as an opportunity to recruit new or fill pack vacancies (Den Leaders, Cubmaster, etc.) so that you're ready to welcome new families at your Sign Up for Scouting and Meet the Teacher Nights.

Back to the Pack should also be a fun event for your returning Scouts and parents.

Consider hosting an ice cream social, pool party, or backyard games themed event.

Council Sponsored Events:
Monarchs Scout Night
Scout Day at Speedway
Sporting KC Scout Night

www.hoac-bsa.org/activities

SAMPLE AGENDA

1. Welcome "Back to the Pack".

2. Introduce Cubmaster, Den Leaders, committee members, etc.

3. Announce Pack plans for the fall

4. Assign current Cubs to dens and what dens new Cubs will join after sign-up nights

5. Recruit Den Leaders to fill vacancies in existing dens.

6. Discuss the Sign-up for Scouting Plan for your pack.

a. Encourage Cubs to assist with recruiting, developing recruiting incentives for your pack

b. Ask Cubs wear uniforms to school on day of the Sign-up Nights

c. Ask parents to promote the pack's Sign-up Nights on social media

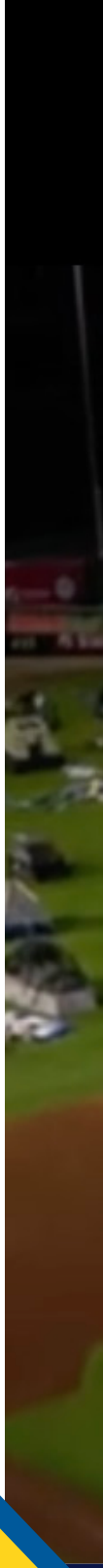
d. Recruit Pack Sign-up for Scouting Coordinator.

7. Announce date of next Pack Meeting.

8. Questions for parents?

9. Collect Attendance Roster

10. Fun activity



BACK TO
THE PACK
KANSAS CITY MONARCHS
BASEBALL CLUB
LEGENDS
FIELD
1800 VILLAGE WEST PKWY
KANSAS CITY, KS 66111

MARKETING RESOURCES

MARKETING RESOURCES

Marketing your pack is critical when it comes to reaching new families. Our marketing resources blend print and digital strategies that will help you welcome new families!

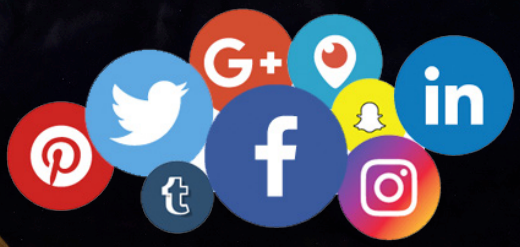
PRINT RESOURCES

We're making recruitment easier than ever with custom print resources for any pack. Contact your district executive for printed flyers, banners and yard signs for your schools. Check out flyer designs, check out banners and more at hoac-bsa.org/recruit.

SOCIAL MEDIA RESOURCES

Make your recruitment night standout on social media. Use our Digital Design Portal to design your own social media images in seconds.

We've also included suggested copy for your posts as well as the best tips to get you noticed on platforms like Facebook, Instagram and NextDoor at hoac-bsa.org/recruit.



CUSTOM DESIGNS
IN SECONDS!

MORE MARKETING RESOURCES

Looking to really make your recruitment night stand out? Add a custom video or send your new families to one simple link to start their Scouting journey.

VIDEO
RESOURCES
#ADVENTUREON

VIDEO RESOURCES

Take your marketing game to the next level with video! Video gets you noticed and will help your pack standout.

Download horizontal and vertical videos at hoac-bsa.org/recruit.

LINKTREE
WELCOME RESOURCES
#ADVENTUREON

LINKTREE RESOURCES

Ditch the paper and multiple websites and make Scouting easier for your families! All you need is one linK!

Send your new Scouting families to our Welcome to Scouting Linktree to explore everything from our New Parent Orientation Guide, Welcome to Scouting Video and more at linktr.ee/Welcome2Scouting.

linktree

THE RECRUITMENT NIGHT

The big night has finally arrived and now you're ready to welcome new families and host a fun, interactive recruitment night. An action-packed activity is key to engaging potential Scouts.

Be sure to share important information with new parents and distribute our Welcome to Scouting Take-Home Card as well as your pack calendar.

WELCOME TO SCOUTING
TAKE-HOME CARD

Includes links to:

- Orientation Guide
- Scouting Safely
- Welcome Video
- Upcoming Activities
- Scouting News Alerts

THE RECRUITMENT NIGHT

#ADVENTUREON

THE RECRUITMENT NIGHT

The Sign-Up for Scouting Night should introduce families to the fun of Scouting through an interactive Scouting activity and get parents familiar with your pack.

Step 1:
Set up welcome table and have all new families fill out sign-up sheet

Step 2:
Distribute pack information to new families

Step 3:
Have all new families complete application and pay annual membership fee

Step 4:
Distribute Welcome to Scouting cards and help answer any questions

CUB SCOUTS

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