



Recruiting during COVID

San Diego – Imperial Council
Fall 2020





Key Topics

Getting the word out

Preparing for the meeting

During the meeting

Follow Up





Community Leaders

It all starts with the support of leaders in your school and community that can help to facilitate getting the word out and potentially provide a place for your recruitment event.

While the school principal is an important person to the school, they are often busy with administrative leadership concerns. You should not overlook some other key people:

- PTO/PTO Leadership: Often times these parents can get the word out faster and more effectively than any other method.
- Front line school staff:
 - School front desk or principal's administrative assistant.
 - Facility maintenance staff
 - Food staff for school distributing meals for pickup during COVID

For smaller events reaching out to a specific grade/age group

- Room Parent: They are the small scale PTO President and will likely be influential in the school for years in the future.
- Grade Specific Teachers





Existing Pack Parents

Do not neglect the fact that your families are your greatest source of getting the word out. They should be encouraged to invite their circle of friends to participate.

Parent-to-parent recruiting has the highest chance of being successful, but most parents have not thought to do it. A parent is most likely to involve their child in a program where the children of their friends are involved. The likelihood of retention for both families also significantly increases if they have a friend join.

Remind them, there is no wrong age to begin as a Cub Scouts.





Promotional Material

Flyers – Print or Digital

Street signs





Ways to promote

- Have a parent in your pack visit school (get permission from the Principal first) and conduct a 3-5 minute “Scout Talk.” This is a chance to quickly talk about the fun stuff your Cub Scout Pack does all year long. Your goal is to motivate kids to bring the Sign Up Night flyer home and show their parents. In a virtual classroom, get the teacher’s permission to present to the entire class. Share the same information, perhaps show a video from the [BSA Brand Center](#).
- Create a Facebook event on your pack’s Facebook account and “boost” the event for two weeks before the date of your Sign Up Night. Set a radius of a few miles around the address of the Sign Up Night location so that whenever a Facebook user enters that distance around the location, your event will pop up in their Facebook timeline. Don’t spend more than \$1 a day in budget (you can spend more if you wish, but it’s not necessary). If your school and/or school’s PTA/PTO have a Facebook account, ask if they will agree to co-host the event on Facebook; doing so will increase your event’s reach (meaning more Facebook users will see it). [See this document](#) from BSA’s marketing team for more on how to do this.





Planning the event

- Get Help: Many hands make light work, so if you haven't done so already, assigning a unit membership chair and pack sign-up Coordinator is a great first step to a successful recruiting season.
- Set Goals: Work with your chartered organization to discuss Cub Scout sign-up plans and set goals for your pack. How many youth and families do you want to sign up for Scouting? How will you do that?
- Organize Volunteers: Your pack sign-up coordinator should organize the sign-up event team for your unit, usually five to six people to act as "station chiefs." These are simple jobs that anyone can fill, but it's best to use parents of current Cub Scouts who can talk from the heart about what Cub Scouting means to their family and their kids.
- Have Fun: Keep the event fun and exciting. This not only makes it better for the parents attending, but also will make it easier for you, the organizer. Speak from the heart, don't stress, and just enjoy the opportunity to introduce new parents to Cub Scouting.





Who should register?

It is very important that in every contact we emphasize at least one parent registering. Set the expectation that everyone volunteers.

- For their Cubs success
- For all of our youth's protection including training and background checks.
- For shared leadership
- For family commitment to Scouting.

This does not need to be heavy handed or forced with the new families, but rather it should be assumptive.





Remember

You do not need to focus on convincing them that Scouting is a good choice.

Nearly everyone who attends a recruitment night has already decided that Scouting is right for their family. They are there to find out:

- Who is in the pack?
- Where does it happen?
- When are the meetings?
- How much will it cost to participate?

If you proceed with the assumption that everyone there will sign up, they almost always do.





Group Presentation

This method can be done in a virtual setting or in person.

- As they enter distribute the physical applications or links to registration and any other materials about your pack or the cost of Scouting.
- Patriotic Opening – Have a flag in the room or as a screen share.
- Introduce yourself and the key speakers
- Engage youth – Use a group cheer or yell
- Share about Cubs and your unit activities. Use a video from the Brand library. Keep this quick and lively. Share don't sell.
- Walk families through the registration of both the parent and the Scout.
- Connect families with their den leaders if possible. Potentially use Zoom Rooms if virtual.





Come-and-Go Events

Many units are now holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event.

This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

Sign-Up Night Stations

Station 1: Welcome/Sign In

Station 2: What We Do

Station 3: Registration Form

Station 4: Check Out (complete applications)

Station 5: Den Leader Q&A

THESE EVENTS CAN BE RUN SOCIALLY DISTANCED IN A PARKING LOT
WHERE FAMILIES REMAIN IN THEIR VEHICLE THE ENTIRE TIME





Welcome Sign-in

This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.

Greet every family that comes to your station and ask them to sign in. Provide them with the “Welcome to Cub Scouts” brochure

Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes

Materials:

- Station 1 sign and “Welcome” sign
- “Welcome to Cub Scouts” brochure
- Sign-in sheets, pen





What We Do

This is where you will share the excitement of Cub Scouting and your pack activities. Introduce the leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.

Materials

- Station 2 sign
- Pack calendar and event fliers
- Handout with meeting times and locations
- Listing of pack and den leaders with contact email and phone numbers.
- Scout Shop Guide to the Uniform
- *Boys' Life* mini mags





Registration

This is the sign-up station where the station chief helps parents complete the actual application.

Have BSA Youth Application forms ready to be completed and have pens available.

Have copies of “What Other Costs Are There?” and give these out.

Be prepared to answer questions about pack fee payment plans and/or financial assistance.

Materials:

- Station 3 sign
- BSA Adult Applications and pen
- BSA Youth Applications and pen
- Clipboards
- Pack leadership handout
- “What Other Costs Are There?” handout

Consider providing a means for immediate online registration for youth and adults. QR Codes can be very effective.





Check Out

Leaders at this station are responsible for final “check out,” including payment.

Make sure the applications are properly completed.

Collect the proper fee amount for BSA membership fee and *Boys’ Life* (if added).

Forms and payments should be collected, signed by the Cubmaster, and put in the envelope.

Materials:

- Station 4 sign
- Calculator
- Envelope for applications and fees





Den Leaders/Q&A

Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.

Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.

Answer questions about the type of activities their child will be doing.

Materials:

- Station 5 sign





One Last Question

Be sure to ask the newest family who they would like to invite to join the pack or den. Who are the classmates, friends and family that did not attend the recruitment and would enjoy being a part of the program with their child.

Write the names down and work with the new family to engage them.





After the Sign-Up Event Is Over/Follow Up

Turn in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the council service center within 24 hours of the event. Local pickup may be arranged.

Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.

While the expectation is that everyone who comes will sign up, follow up with any families who did not. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home, or invite them to the first meeting so they can see Cub Scouting for themselves.

