



Survey Results: Feedback on 2024 AAC Recruiting Efforts

This Survey asks those who have been seen Atlanta Area Council Cub Scout [recruiting resources](#) and efforts in 2024 about "what worked" and "what didn't work", what to start and what to stop, what to change, and how to improve Cub Scout recruiting - and retention.

Executive Summary (or TL;DR summary – [TL;DR](#) means “too long; didn't read”):

- Volunteer Run Recruiting is best – if/when volunteers are prepared. Professionals must help.
 - ... but sometimes volunteers are not prepared and Professionals need to take the lead.
- Peer to Peer (Parent to Parent, Youth to Youth) is better – not just from “registered leaders”.
 - Registered leaders need to empower parents. It can be easy.
- Every Recruiting Method fails sometimes || Also, Every Recruiting Method works sometimes.
 - True: Flyers are Fabulous! Also True: Flyers Fail!
- Some Schools Somewhere Sometime will bar access. That will always be true.
 - We need to (1) cultivate relationships (Volunteers and Professionals), and (2) have plans to work around lack of access for Signup Nights / Buzzup / Flyer Distribution.
- Oy! Parents These Days! They don't want to lead or help.
 - Yes ... **turning parents into leaders is the existential crisis for Cub Scouting.**
- Exciting and appealing activities are what keeps kids and families in Cub Scouting.
 - And Outdoors is best.

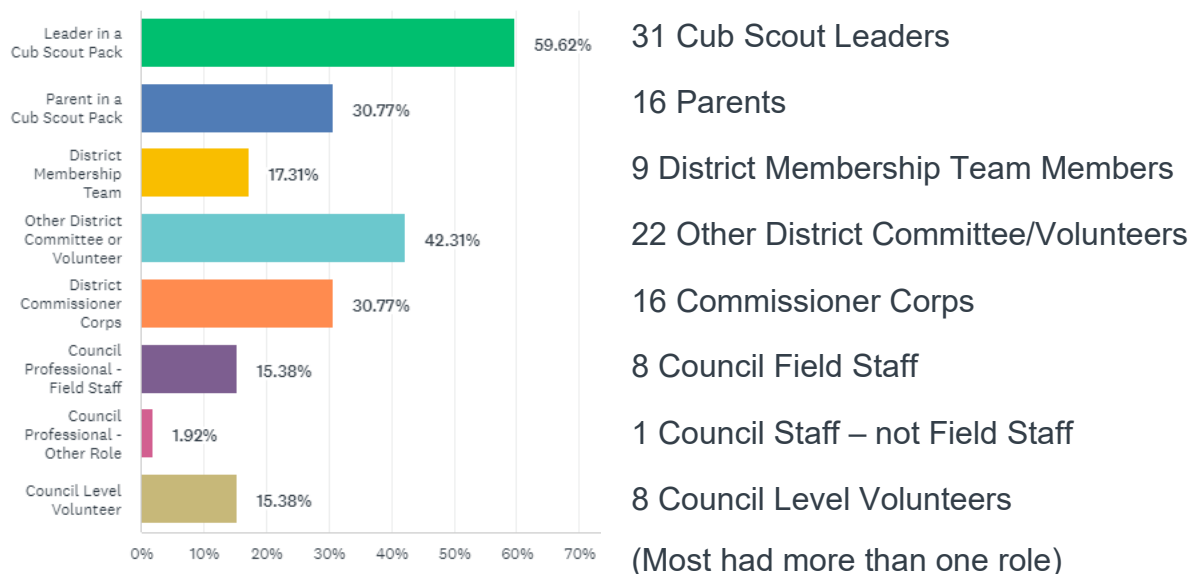
If you want more, read on ... and you can jump into a Topic you like and then jump back up top.

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Survey Topics below show the 53 “polling” responses plus most open-ended comments from responders – also “reactions” to many comments acknowledging steps we should take in response to comments and in some cases updating about existing resources and plans for 2025.

1) What are your roles in Scouting that relate to Cub Scout Recruiting? Check all that apply.



Comments: 53 Respondents overall. 19 shared their names (thank you ... we will follow up).

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2) Which recruiting methods are most successful -- not just for the most signups, but which are most likely to result in a new family connecting and engaging with the Den and Pack?

School Sign Up Nights run *mostly by Pack Leaders*

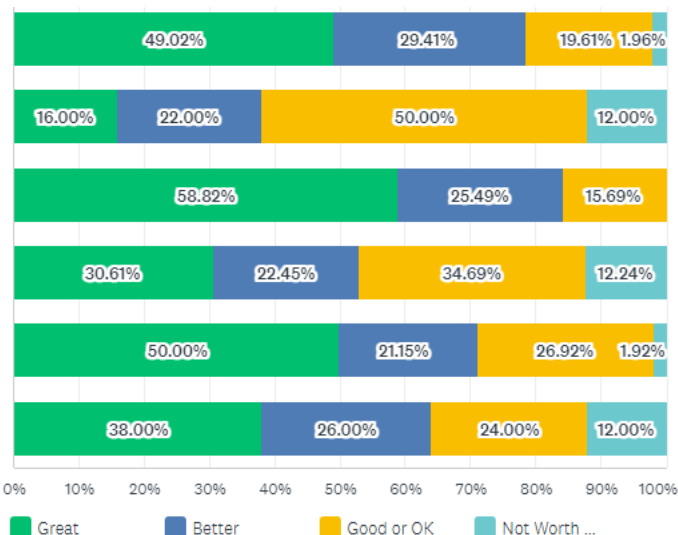
School Sign Up Nights *run by AAC Professionals*

Fun Pack Joining Events run by Pack Leaders, including regular meetings + activities

Leader and Scout Presentations and contacts at **PTA/PTO Events**

Leader and Scout contacts at **School Registration Day / Open House / Meet the Teacher Days**

Pack Presence and Leader and Scout **"one on one" contact at Community Events**



Analysis: "Fun Pack Joining Events run by Pack Leaders" tops the polling, followed by "School Sign Up Nights run mostly by Pack Leaders" and "Leader and Scout contacts at School Registration Day / Open House / Meet the Teacher Days".

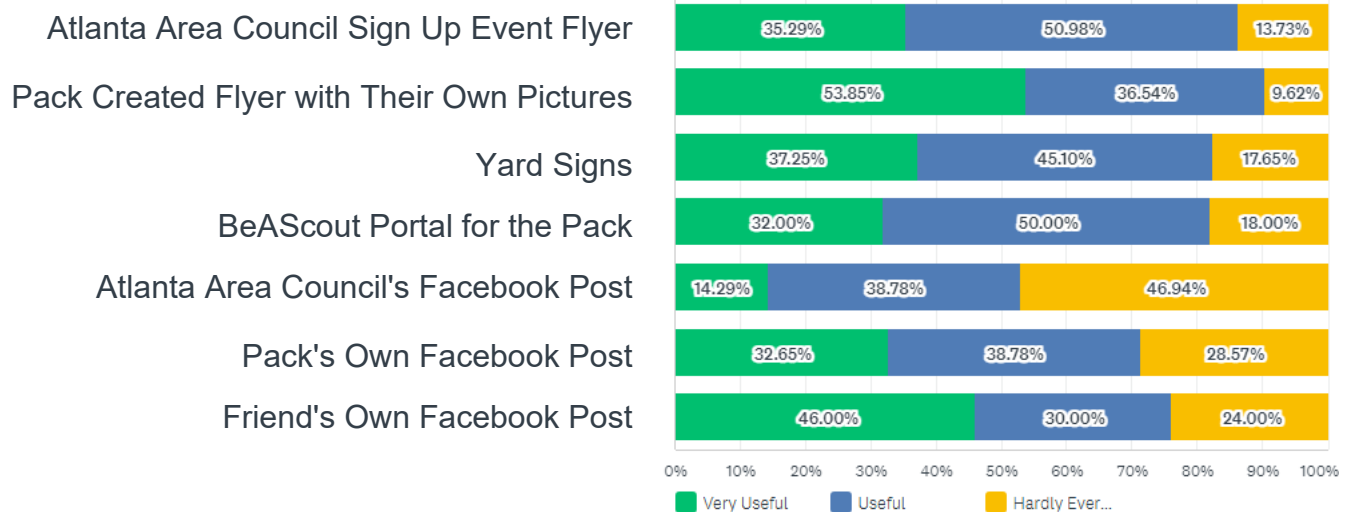
Comments from Survey Responders ...	... and Reactions
Families recruiting families is the best recruitment method in my opinion. Also: family to family/peer to peer is great. Families that already know the value of Scouting can confidently share that to their circles. Those that are sharing are trusted to those circles.	<i>A great way for families to help ... parents don't need to "be leaders" they just need to "like Scouting" and <u>be willing to tell their friends and welcome new families!</u></i>
A blend of both I feel would be great (both AAC and pack leaders)	<i>Yes. It should be coordinated.</i>

I saw significant success with packs who were present at all open houses/sneak a peeks, etc. I think having presence at Open House/Meet the Teacher days is effective - but all of our leaders are parents. They are the ones needing to go, well, <i>Meet the Teachers</i>. We also recruit from 8 schools, so it's not feasible to have a presence at all [Open House/Meet the Teacher days] without the AAC helping (which they historically haven't done for these days).	<u><i>Right on! Right on!</i></u> (some Packs recruit 40+ here) <i>True ... maybe have shifts of leaders plus shifts of Plain Ol' Parents to promote peer-to-peer.</i> <i>8 Schools = 7 more reasons to recruit Plain ol' Parents for peer-to-peer promotion!</i>
Scouts being seen in the community really helps. Neighborhood open house Flag honor guard at community events. We do an open house after we buzz up and outreach in the community and the parents can see scouting in action. Our PTA won't allow us to speak at their events, but we do color guard and other PTA events that seem to help with organic growth. CONNECT WITH THE SCHOOL AND BE PART OF THE SCHOOL FAMILY. Be a part of PTA? Support school festivals and community activities (Turkey Trot, etc.)? • How do we connect with social media tied to the school?	<i>All Great Ideas!</i> <i>More in <u>our "School and Community Presence" page.</u></i> <i>Also, Pack/Parent promotion ideas in <u>our "Promote Your Pack Program" page.</u></i>
If we can't get in person access to our schools, we can't get the message out effectively. • We have flyers supposedly go out, but they either went out after the sign-up event, or were lost in the shuffle. • We're just not getting the message to the parents at some schools because every school allows a different level of access. If we can't get in front of the kids, at a minimum on a video feed, then we can't get the message out. We were uninvited from the school signup day after 20 years. It's been hard to get into the schools except for the meet the teacher day. We used to be able to send information home from schools but not anymore. New ideas for recruitment are needed.	<i>True: School Sign-Up Nights are traditionally the strongest tool.</i> <i>True Too: Some Schools will not allow access, so we need to work on that – both Pack and District Execs – <u>working together to grow and maintain school relations.</u></i> <i>Also True: There are other ways to contact families without school access. Ideas <u>here</u> and <u>here</u>.</i>
Specific to Marietta where all of the packs recruit from all of the local schools: It would be nice if the AAC helped do a buzz-up at the schools and then held one event for interested scouts in Marietta (like at a park). • All 4 packs around the Square could be present and talk about their pack. • This would let the kids have fun playing + the parents get info about each pack and hopefully decide to join. • Also, nights for joining are typically a bit boring for the kids. Having some sort of planned activity (even like a Bobcat adventure or raingutter regatta) at the event would be nice so parents can see a glimpse of what scouting adventures are like. • It limits the number of nights that we need pack leaders + AAC going to schools.	<i>YES! This can work ... and in any District. FYI, Foothills had a "Fall into Scouting" event run by your (now) new Membership Chair.</i> <i>Many Districts have had multi-unit fun events where families can "test drive" Scouting and connect with Packs. More <u>here</u>.</i> <i>Plus: you can do fun things for kids on the side at a Sign Up Night – you just need staffing.</i> <i>Also: you can do both events – School and Square!</i>
Our community has a lot of Packs and people tend to choose a Pack in relationship to a school, so can be underwhelming depending on the location if most people don't attend the school for the Pack that is represented.	<i>OK. Good news there is "community has a lot of Packs" to choose from.</i>

Buzz ups are good. The AAC doing the buzz-up definitely gets excited the most. The most effective way of getting new signups is buzzups in the school talking to the kids. Talking to the parents is ok, but for the most part parents know and understand scouting benefits. At the end of the day, parents will support what their kids want to do. If kids are interested, they'll get signed up by their parents.	← True that! ← Yes, but ... Parents who were not Scouts often don't know Scouting. Plus, they need to make the commitment to at least drive – and help lead!
District representatives are often not clear on the dues structure. They often only mention BSA dues/registration fees and do not ever mention Pack dues. The Pack is often left with unhappy parents.	Right You Are! A big reason for Pack Run Recruiting. Pack Leaders should show (in a Pack Packet, script, and more) and if the DE is the one talking, they need to know and share this!
For my troop, I have talked to our District Executive about doing recruiting in school for graduating 5th graders in school in April.	Right On! Troop recruiting ideas and video are here. Also: you can start in Jan or Feb because any 10-year-old 5th Grader can join a Troop on March 1.

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3) Rate these promotional materials that are experienced by parents and kids -- which are most useful in recruiting families?



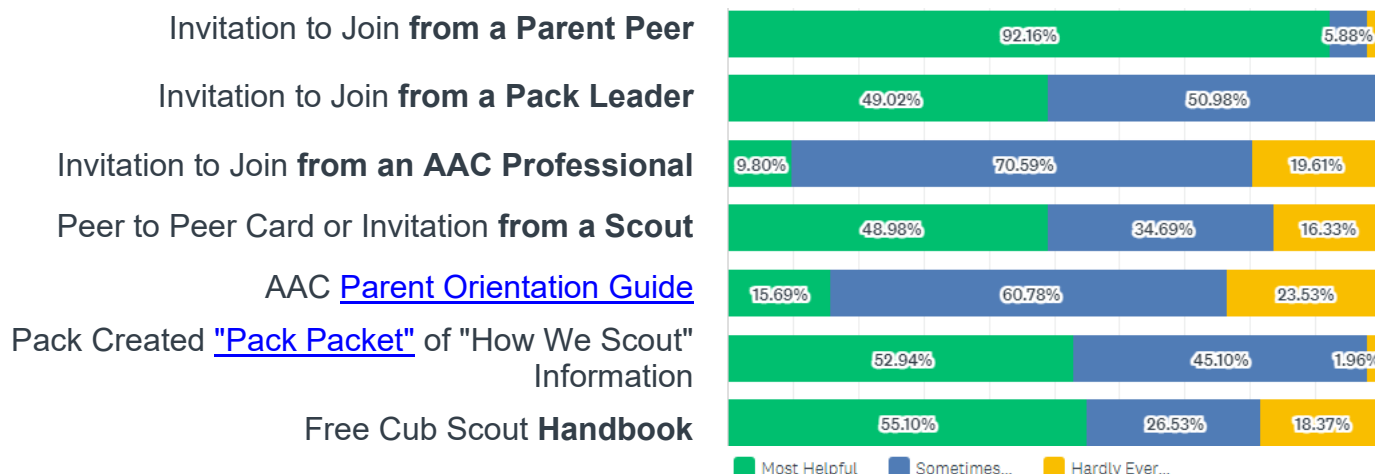
Analysis: “Pack Created Flyer with Their Own Pictures” comes out on top, but most materials/methods rate useful at least 75% of the time. Other than AAC Facebook Posts, because non-Scout parents are hardly likely to see those ... unless a parent friend “Shares” the post with a note like “Our Cub Scout Pack is going to this STEM Day! We’re so excited!”

Comments from Survey Responders ...	... and Reactions
Sign up event flyers are most effective when delivered to potential scouts (i.e. at buzzups) Flyers are worthless, they end up thrown away. Not sure how effective flyers are since we're not even sure they make it home or even to the classroom for that matter.	← True that! But “most” ≠ “only”, so hard to parents too. Carpool. Meet the Teacher. PTA. Socials. ← True too (sometimes)! Multiple delivery methods help.

The lack of customization on Council flyers actually ends up hurting us somewhat. - We have people register, then find out there are Pack dues as well, and we never actually see them. Council flyers are okay, but ya'll won't let us put our Pack costs on them and they include things we may not do in our Pack. - We had several people register, then never even attend a Pack meeting once they found out there were additional dues and we live in a fairly affluent area. - We're honestly just dumbfounded at this point. Every parents/kid is different in how they respond to advertisements/flyers. I LOVED having a flyer this year that listed all 4 of the Marietta Packs with info for each one.	<i>Right! This is why we want Pack Run Recruiting. Packs should put their costs out there!</i> <i>If any AAC Professional says you can't disclose Pack costs on a flyer – email bert.bender@alston.com and we'll set them straight on this.</i> <i>Did You Know? See these downloads and look for the AAC Editable Flyers! Or make your own flyer as a "Pack Packet".</i>
Unit leaders should drive recruiting when possible.	<i>Yes! And create quality Pack Flyers with Pictures and info on their Pack and how they Scout!</i>
Getting parents to post often on social media about fun pack activities or skills/activities their cub participated in in the fastest way to get friends to bring their kids. In cubs, parents get other parents excited about scouts when they share adventures on social media.	<i>Yes!</i> <i>Peer to Peer / Parent to Parent.</i>
AAC and pack posts are only ever viewed by those that already know or are already involved. Our Pack FB page is a closed page, only available to registered members. Unless they are a member these Facebook posts only preach to the choir.	<i>← True Times Three!</i> <i>So, to be seen by others they need to be shared on personal pages.</i>
District social media presence is very important.	<i>+ share on personal pages.</i>
I don't utilize Facebook and I don't have many discussions with volunteers about Facebook.	<i>Not everyone does. There are many media methods to use.</i>
I think the FB page is necessary to have, but when you have a solid unit I don't think this helps with increasing membership numbers or engagement	<i>If that's how families share info, yes! But it can be a way to inform new families too.</i>
Yard signs are good for recognizing who is scouting in your neighborhood, but not a direct recruiting tool.	<i>True. Or that there is Scouting at your School or Church.</i>
Launch Kit & Free Handbook promos are also very helpful.	<i>Free Handbooks are back for 2025, but not Launch Kits. ☺</i>
What is a BeAScout Portal about?	<i>See beascout.scouting.org/ and atlantabsa.org/updateBeAScoutpin</i>

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4) Rate these deliveries and experiences – which are most helpful in making a family want to join?



Analysis: Look at the sharp drop in “Invitation to Join” from “Parent Peer” (92% Most Helpful) to “Pack Leader” (49%) to “AAC Professional” (9.8%). And pushing “Pack Parent Peer Power” can be escalated with a Pack Created "Pack Packet" of "How We Scout" with pictures – Scouts love to share “Peer to Peer” if their picture is there! (Hint: create multiple versions of your “Pack Packet” Flyer.)

Comments from Survey Responders ...	... and Reactions
Scout recruiting is the best way and having a solid program.	<i>Peer to Peer works at kid level</i>
I would rate Pack Created "Pack Packet" higher, however, there is a quality of product concern.	<i>True – it's a tradeoff. We want to post good examples to copy.</i>
Free Cub Scout Handbooks....argh...and then they wonder why they need to shell out \$25 every year after. Not worth the headache. At the Cub Level, the handbook isn't a huge draw, especially with all of the Adventures being online.	<i>← If you're a “no handbook” pack, you can decline free books. We've got help here.</i>
Launch Kit! Scout Swag!	<i>Launch Kits are not back in '25 ☹️</i>
Show some passion and enthusiasm in making presentations. Exciting and fun. If not, why do it?	<i>Yes Yes Yes</i>
The AAC parent orientation guide was really helpful – but I think it needs to be distributed more or have a link on handouts for parents to review prior to sign-up nights.	<i>Good point. On the list.</i>
AAC Professionals do not have the time or training to follow up on leads or to provide meaningful, sustained assistance. They are great people. Sometimes the methods used to contact school principals in our area are counterproductive and make it harder to recruit in area schools.	<i>On the one hand, Professionals should guide Volunteers to follow up with families. On the other hand, contact us if/when you see an issue!</i>
Again, invites are hard when you can't get to the kids or their parents.	<i>Right. We need a Toolkit on how to work around school access.</i>
I am not sure really any of these marketing materials helps people to join, but I think it is always nice to have a FAQ doc to refer to as well as these parent guides so it's less work for the volunteer to explain. How fun a pack is as well as how much synergy within the leadership team is what I feel helps units grow and retain their unit.	<i>OK.</i>

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5) Rate these recruiting training resources that are shared with or by District Volunteers -- which are most useful in helping Pack Leaders recruit families for their Packs?



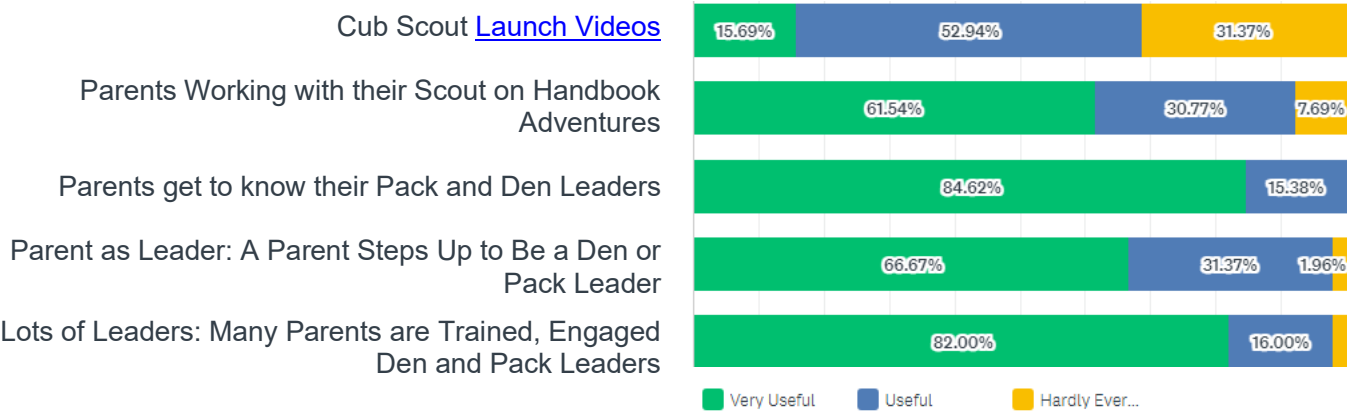
Analysis: Everything is 75% or more in the “Useful” category, with the Pack Leader Rollout Video and the Guide to Cub Scout Family Recruiting pamphlet rating highest.

Comments from Survey Responders ...	... and Reactions
I will say that to those (few, I assume) who really dig in and use these, they are "very" useful, but the vast majority won't bother (so an average in the middle). Also, I think, the folks who need help the most usually won't look for (or ask for) help or use the resources that exist. If we could get people to actually do the above things, they'd be helpful.	<i>Well, you can lead a horse to water but you can't make it drink.</i> <i>But we want these out there to share from District Volunteers.</i>
Honestly, I found none of these useful in recruiting families to join the Pack. I think I grabbed one presentation to use as a template.	<i>(These are training resources to help leaders recruit families – not family directed recruiting pieces.)</i>
... I'm not sure of some of the resources you even mention ... I wasn't aware of some of these resources.	<i>Guess we need more emails! ☺</i>
Membership emails are way too long. No body is reading through all of that, and most of the content is not valuable. The emails are way too long to be effective. TLDR, give me an executive summary. The emails leaders receive about recruiting are THE WORST!! Way too long and everyone I know has stopped reading them. These emails need to be an elevator pitch, not War and Peace!!	<i>Or we don't need more emails ☺</i> <i>TL;DR summary added above.</i> <i>Email approach is to have 50% complain “you told me stuff I don’t care about” and 50% “you didn’t tell me stuff I don’t care about”.</i>
[I'm a] "Reader of FULL Bert Bender Emails" ;) You do an awesome job of ensuring that recruiting remains a "current topic"!	
What I would love to see is more monthly recruiting meetings where we talk to some of these topics AND have our own break-out session during council meetings. I would love to hear what other districts are doing that's working really well for them.	<i>That would be great. We'll plan to start in February (might be Zoom, might be in person, might be hybrid).</i>

Could we have a mini recruiting boot camp maybe? Go over objections of why folks don't want to join scouts and what some good answers could be.	<i>With presenter volunteers, this can happen. Many topic options.</i>
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6) Rate these parts of Cub Scout life for Scouts and families -- how useful are they in retaining families in Cub Scouts?



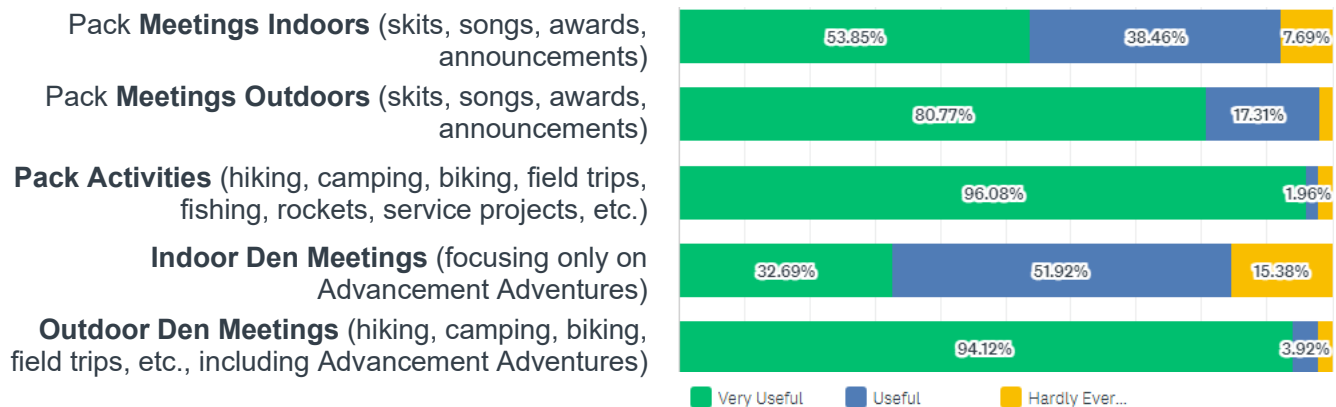
Analysis: Some will *love* the high marks for “Parents get to know their Pack and Den Leaders”, but some will lament that *many Packs and Dens don’t have enough leaders for parents to get to know!*

Comments from Survey Responders ...	... and Reactions
Bless your heart, if this new generation of parents would actually step up and do things, we wouldn't have this many issues. They just don't do anything. In my experience.....Parents do not work with their scout on adventures at home. We have a hard enough time getting them to do the YP requirement for the Bobcat Adventure by the end of the year, if then. I really hate this question for making it sound so simple. If we could get parents more involved of course the kids would be more likely to remain in the program. I don't know what it is with the parents in our area, they'd rather just sit in the background and watch 2 or 3 adults try to corral and entertain 25 kids of varying ages. I really don't get it and I'm only 5 years removed from having a kid in Cubs.	<i>What a drag it is getting old! We've gone from “Kids These Days!” to “Parents These Days!”</i> <i>Seriously ... turning parents into leaders is the existential crisis for Cub Scouting.</i> <i>Too many Packs are led by folks who are “5 [or 10 or more] years removed from having a kid in Cubs” and if/when they go, there goes the Pack.</i>
Having fun and exciting events that scouts enjoy and parents appreciate. Having Den and Pack meetings averaging once a month or a little more to make the time commitment not [hard but still fun]. Build a program that makes it clear to existing parents what benefits scouting provides. Start asking for volunteers. Let things not happen if no one volunteers. Parents who see value in that activity will step up.	<i>We welcome any additional ideas to help engage parents. Current ideas are here.</i>
Obviously, being a leader helps keep a family. However, it's scary for a new parent to join + be asked to be a leader. I think asking after a year is best (other than needing a lion den leader to step up).	<i>A good new year’s resolution is to ask current “new” families this winter and spring: “OK, will you be an Assistant Leader now?”</i>

Established communication norms within unit. Communication is Key! Teaching and updating leaders on the best methods of communication. Is Facebook the best, group text message, discord? What is the preferred method of communication and how does it work. My son's pack is not the greatest at constant communication, it is more sporadic.	<i>For years the question has been "which is the one best method" for unit communication. But the better question is "which set of methods" will work – it's probably a combo of (pick 2-3) email, text, text like apps, website, social.</i>
When they see the person who recruited them into scouting multiple times. Whether it be a professional or a volunteer.	<i>And hopefully ask "OK, will you be an Assistant Leader now?"</i>
Turning parents into leaders is the existential crisis for Cub Scouting. There are too few leaders for the numbers of Cub Scouts we recruit. And too many Packs are held together by Leaders whose kids are long removed from Cub Scouts.	<i>We will need to have all best practices in all best formats on our Recruiting Leaders resource page.</i>
making scouting fun, relaxed with some structure/organization with a leadership team that works well together. having more adult nights /social hours would be great.	<i>We're especially keen on using Cub Scouting as a fun community. More here. Do fun with den/pack families without complicated agendas and requirements!</i>

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7) Rate these elements of Cub Scout life for Scouts and families -- which ones are most useful in retaining families and keeping them in Cub Scouts?



Analysis: Outdoors outstrips other activities always. That's what we do!

Comments from Survey Responders ...	... and Reactions
All are good, but best are special adventure events like [boating] or caving overnight that you might not do on your own. I don't think too many scouts get into doing crafts, or boring activities. If your scouts love it they will come back. (Said from someone in a den of 15 scouts with only one dropped in 4 four years). Pack meetings need to focus on activities and adventures that they can't get in a group elsewhere. The kids need to have fun and make it interesting. Our pack tries to be outdoors except during the winter. Being outdoors always helps. I hate indoor meetings. People get annoyed, tired, bored. Scouting should be outside and scouts should learn how to apply the principles while applying them. - Sitting inside and doing (but not learning) or learning (but not doing) makes kids bored. If they're bored, they don't want to come back. - They want to be hands on, and they want to be outside.	Yes! This is why our Six Steps to Successful Recruiting starts with: Make a Calendar of Fun Activities that families like – your Pack's program. The big fun activities that current and future families will want to join. and ends with: More Fun Events. Keep expanding and extending your Calendar of Fun Events ... you can grow after School Sign-Up Night and attract more Scouts and more Leaders!

Spring and fall pack family camping is very useful. My kids LOVE camping at Bert Adams. Getting other parents/scouts to join in a family camping weekend definitely helps retain scouts. Parents have time to really mingle/get to know each other while the kids have a great time. At den/pack meetings, so much focus is on the kids that parent-friendships can't always happen. But they can at camp! We'd love to do more things at Bert Adams, but the drive from our area can be difficult and we are just as close to camps Rainey Mountain and Sidney Dew, where similar activities are more affordable. Literally half the price for a fall campout at CSD vs Bert Adams.	<i>Keep the Outing in Scouting and Scout Out New Places!</i> <i>Go! There's nothing stopping you! Sidney Dew, Thunder, Lumpkin, Rainey Mountain, Scoutland ... see them all!</i>
Communication Keeping constant communication with families, social media for the Pack, GroupMe, reaching out to families individually.	<i>True! Share what you're doing! Share things like this and this or ideas from those pages.</i>
You need a good amount of variety with Cub Scout activities as some youth are very shy and not outdoorsy and more craft oriented versus others, like to be out hiking and don't mind the elements or the critters. Adding diversity of activities and asking the unit what they desire most and then messaging out what the culture is of that unit very clearly on their webpage. If one unit is more interested in indoor activities vs. outdoor, make that very clear as we are onboarding parents and don't be afraid to send a family on to a different pack that has a culture more closely aligned with the families' objectives and goals.	<i>True!</i>
Crafts aren't useful	<i>Except sometimes ...</i>
Speaking on behalf of my Lion Scout. He doesn't really care too much about advancement, he wants to run around with his friends and do something fun that he can tell us about after the meeting. The first two meetings, the leader just read from the Lion Guide and he didn't want to go back. Go see it field trips. Events like pinewood derby.	<i>Go Fun Places Do Fun Things!</i> <i>Too often Scout Leaders think everything needs to have an "Advancement" connection. Not True! Advancement is a "method", not a "requirement".</i> <i>Keep It Simple Make It Fun!</i>
We've pretty much forgone Den Meetings and moved to multiple monthly Pack meetings where we work on adventures/requirements together with all ages. Too hard to get Den leaders and several ranks without enough scouts to effectively meet or have parents agree on day/time.	<i>Excellent. There is no one model that will work for all Packs.</i> <i>Many Packs don't have "Pack Meetings" (just activities) and any "pack meeting" time involves den (or multi-den) breakouts.</i>
The more activities that are rescheduled or canceled causes dissatisfaction among scouts.	<i>True!</i>

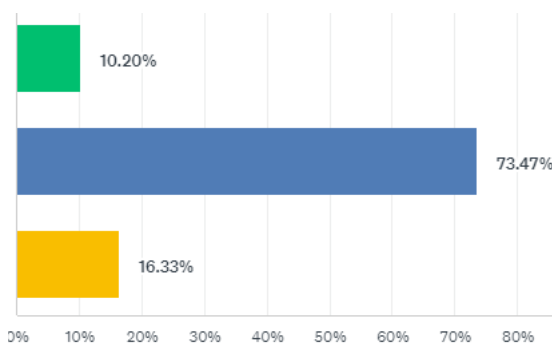
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8) The Council promoted "Pack Run Recruiting" in 2024, so that Packs could control their School Sign Up Nights and recruit in a "right size" that fits their resources. In 2025, should we:

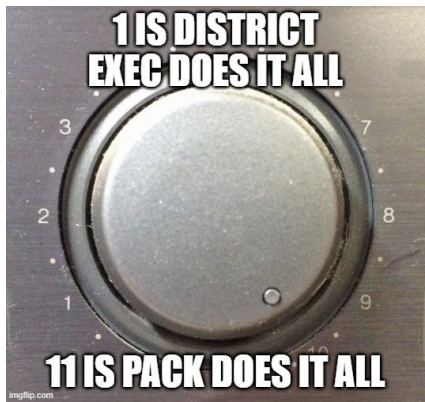
Go Back to **District Professional Fall School Sign Up Nights** for most Recruiting

Continue to Promote **"Pack Run Recruiting"** so more Packs embrace that approach

Something Else (I'll explain in a comment below)



Analysis: Strong support for "Pack Run Recruiting" but we have a need to ensure cooperation and communication between District Professionals and Unit Volunteers – "Pack Run" doesn't mean "No Role for the District Executive" and "DE Run" doesn't mean Pack Leaders and Parents stay home!

Comments from Survey Responders ...	... and Reactions
Pack run, but with information on multiple local packs, meeting days, times, locations.	<i>This sort of handout is a Great Resource that could be put together by District People (DE, Membership, Commissioners).</i>
Hybrid approach. Pack Run with District Professional support for on-site sign ups / registration. On-site sign up and registration was a challenge. It should be a hybrid for packs with strong leadership. I think district representation is very important, but let the pack speak about adventures and opportunities more on sign up nights. Our pack likes the pack run recruiting but it needs more organization / support from the district professional. This varies depending on the pack leadership performance. (Obviously) some units will need more professional support than others. Some combination of the above. Unfortunately, if you've seen one pack, then you've seen one pack. • Our District professionals would need to have a different speech at every school, but we've also had issues getting pack leadership to show up to these events as folks have jobs that don't allow them to take that time. • It also doesn't help that every school provides a different level of delivery. Because there is no equation, per se, for recruitment, I believe that all options are viable. It really just depends upon your unit and what's going on in that time and space. Keep with pack run recruiting but help us get more trained with in person and virtual options.	<i>FWIW, "Pack Run Recruiting" does not mean "No Role for the District Executive".</i> <i>Cooperation and coordination is always needed – like scheduling Buzz Ups by the DE (if that's an option) and communicating about Pack capacity to run a Sign Up.</i> <i>It's like this dial ... some Packs will be at "1" some at "11"</i> 

Our DE JOSH has incredible relationships with the schools and is great at setting up the base foundation. But then as a commissioner I do fairly well advocating with individual pack leaders to show up at these events to help provide the details for Scouts to join. It's a council, district and unit level recruitment process; not only one manager.	<i>Excellent. Yes, we need leaders and parents to show up at School Sign-Up Nights and to know how to recruit. More.</i>
DEs to facilitate developing Unit Leader and School Administration relationships. Make/develop a plan to nurture and grow this relationship. Access has to be planned in advance. We also have little/no access to our school for a sign-up night due to the YMCA after school program, so instead have to do these at our chartered org nearby, which may cause us to miss some folks. More pressure on the superintendent to get on board with the schools providing the same access is needed. DEs need to get back into schools.	<i>Like the comment immediately above, School Relationships are "a council, district and unit level ... process". Each has a role: Council Professionals with School District Level Administration, DEs and Pack Leaders with local school Principals + Staff, Pack Leaders and Parents with School Staff through the year. More.</i>
Honestly, this year didn't feel like "Pack Run Recruiting". For us, we did the same as we did in previous years. We were expecting to run recruiting nights ourselves. We had 1 DE and 2 district volunteers there - that's as many non-unit leaders as we had unit leaders. It didn't feel any different than previous "district run recruiting" nights.	<i>If this means "we Unit Leaders have always run our Sign-Up Nights", great! If this means "while we were expecting to run it the District did it instead", have advance conversation next year.</i>
Fall signups are the best for a first contact but then continued return opportunities for parents and scouts closes the deal.	<i>Yes Yes Yes.</i>
Hate to go there, but our district professional does not look "professional". They're nice, but maybe this just isn't their thing, you know?	<i>This has been routed to the AAC Fashion Police for action!</i>

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9) Stop / Start / Continue! In our recruiting efforts and resources: What should we stop doing or sharing? What new things should we start doing or sharing? What should we continue doing or sharing or do more of?

Common/Overlapping STOP / Start / Continue Topics ...	... and Reactions
Pack Run Recruiting:	
<i>Start!</i> Letting the packs with big recruiting success share our plan rather than generic ideas. (We had 26 new families this year). <i>Start!</i> Pushing Packs to run SU night- DE there if help needed <i>Start!</i> train more unit leaders to recruit <i>Start!</i> doing more training in person/virtual monthly as well as at the quarterly council meetings <i>Start!</i> Setting deadlines for school nights. Coach packs on running recruiting nights. <i>Continue!</i> providing support to units as they need it <i>Continue!</i> putting the power in the hands of the volunteers <i>Continue!</i> training packs to do pack led recruiting <i>Continue!</i> Pack-led <i>Continue!</i> Promote pack led recruiting. <i>Continue!</i> Promoting volunteer involvement <i>Start!</i> including the pack in recruiting scheduling items	← Yes, that's the Plan! You can download and edit a script here. ← Yes, training more leaders is why we have the Recruiting Resources!

Parent Involvement and Recruiting Adult Leaders:	
<i>Stop!</i> Underselling the importance of parent involvement with the scout.	← A pox on anyone who does this.
<i>Continue!</i> Training packs on how to recruit parents to be leaders. A parent who leads, stays	← Many ideas here . Open for better ideas!
<i>Start!</i> A blood oath for new leaders to sign-up and be trained	← Like it, but G2SS sez “no”
Recruiting Strategies:	
<i>Start!</i> Trying new ideas when they present themselves <i>Continue!</i> Looking for new ways to recruit	← Let a Thousand Flowers Bloom!
<i>Stop!</i> Changing recruiting strategies often	← Hopefully Pack Run Sticks!
<i>Start!</i> Please start recruiting in the Spring! Cobb county starts school Aug 1, so we want all recruiting materials and support no later than July	← Packs have the Power! See these Spring/Summer ideas .
<i>Start!</i> Recruiting only once a year. New scouts each Pack meeting is a plus. <probably meant “is a problem”?>	← Packs have the Power! Pack Run means Pack Run.
Professional/Volunteer Coordination and Communication:	
<i>Stop!</i> Having Professionals Run Sign Up Night with No Pack Help.	← Right!
<i>Stop!</i> Scheduling things without consulting the pack.	← Right!
<i>Stop!</i> Having big recruiting events after mid-October. We are already 3 pack and den meetings in, and they are a distraction. <i>Stop!</i> Dragging recruiting into Oct & Nov.	← Pack Run Recruiting should allow early recruiting. Packs ready to recruit can go in August.
<i>Start!</i> Train professionals in how to help a Pack thrive and grow <i>Continue!</i> Hiring new professionals, eventually we'll get on that sticks. <i>Continue!</i> Hiring district professionals with Scouting backgrounds <i>Stop!</i> DE's not following through on helping out for varied reasons.	← How great would it be for a DE to attend Cub Leader Training with a set of leaders for a New Pack.
Unit Focus:	
<i>Continue!</i> Investing in existing units to make sure they don't fold <i>Start!</i> Investing in existing units instead of requiring new ones be created <i>Stop!</i> Requiring new units be created in each district.	Yes, investing in existing units is key to success ... but where there is a need (e.g., schools with no Pack), new Packs needed too
Costs/Fundraising:	
<i>Start!</i> Reducing the dues <i>Stop!</i> Raising costs of everything	Noted.
<i>Stop!</i> Raising fees! Selling popcorn. We need something more affordable that you retain more profits of such as meat sticks, rada knife fundraisers, worlds finest chocolate, etc.	Units have the Power. See this page , scroll to Unit Money Earning Applications .
<i>Stop!</i> Making money raising the primary function of the district professionals. <i>Stop!</i> Fundraising at Blue and Gold Banquets	Truth be told: fundraising will always be a Professional function.
<i>Start!</i> providing full insurance to charter organizations	OK, but then National Fees go up

School Access:	
<i>Start!</i> embracing working through the PTO/PTA to maximize open houses and meet you teacher nights. <i>Start!</i> Do a more consistent job helping packs get access to schools for signup nights. <i>Start!</i> get back in schools <i>Continue!</i> Growing relationship between Units and School Administrations	<i>All good ideas here, and all an ongoing process as school personnel and policies change.</i> <i>This is why “School and Community Presence” is Step Four of our Recruiting Steps – Volunteers and Pros have roles!</i>
Buzz Ups:	
<i>Stop!</i> DE only buzz ups <i>Start!</i> Volunteer assisted buzz-ups <i>Stop!</i> Giving out candy @ school buzzups	<i>Can work, sometimes – care needed to keep good school relations. Volunteer Videos? 👍</i>
Recruiting Events:	
<i>Start!</i> focusing on alternative options to recruit, and more community events with scouts. <i>Start!</i> Having more district level events or supporting packs in creating and holding district level events. The district should have district hikes, fishing trips, biking days, shooting sport days, slack line and rock wall climbing days, stem days, and hold Cub camping at Woodruff and Allatoona aquatics center several times a year.	<i>Let a Thousand Flowers Bloom! District and multi-Pack events like these can be unlimited if you have volunteer interest.</i>
Recruiting Materials:	
<i>Stop!</i> Lack of council flyer customization <i>Continue!</i> Continue making flyers that represent all 4 Marietta Packs	<i>Those here can be customized in many ways for many purposes.</i>
<i>Stop!</i> Pushing resources that no one uses/wants <i>Stop!</i> Peer to Peer Cards <i>Start!</i> Supporting material creation and best practices sharing of successful units. <i>Continue!</i> Supplying leaders who recruit with the necessary resources	<i>Main “push” is for “Pack Packets”. Other items are “on the menu” for those that like them. We love collecting new/better ideas!</i>
<i>Start!</i> Follow up emails/text to new recruits.	<i>Great Idea. These happen, but not well coordinated. National sends emails. Council too. Units can set up BeAScout auto emails. We need to be sure Council emails defer to Pack practice + people for how the Pack scouts.</i>
<i>Start!</i> Pack specific signs	<i>Great Idea ... ideas about how to do that are requested. Email bert.bender@alston.com</i>
<i>Continue!</i> Giving the Scouts swag. <i>Continue!</i> free scout handbooks	<i>Handbooks for new Cubs are funded for 2025.</i>
<i>Continue!</i> Launch Kits	<i>Sorry. Not funded for 2025.</i>
Troop Recruiting:	
<i>Start!</i> Getting Packs and Troops to coordinate better in AOL / Troop co-events. Too many cubs are lost at crossover.	<i>Right On! Troop recruiting ideas for 5th Graders are here.</i>

<i>Start!</i> recruit 5th graders for Scout Troops in April <i>Continue!</i> recruiting at the scout troop level.	Any 10-year-old 5th Grader can join a Troop on March 1. No need to wait ... start recruiting them now to join March 1!
Membership Emails:	
<i>Stop!</i> making the emails so long. the emails longer than most novels!! <i>Stop!</i> Sending ridiculously long emails <i>Continue!</i> Inspiring emails! <i>Continue!</i> Inspiring emails!	Yes, there were two “Inspiring emails!” comments, but both after a very short email. Noted!
<i>Continue!</i> Communicating and promoting recruiting. <i>Continue!</i> Sharing materials and ideas <i>Continue!</i> emails, but maybe have a more centralized place of where we can get to the recruiting toolkit	But <u>there are simply too many notes!</u> Like scoutingatl.org/recruitingresources
Other STOP Comments from Survey Responders ...	... and Reactions
<i>Stop!</i> Nothing, each pack is different.	<i>Right!</i>
<i>Stop!</i> Nothing! AT District does quite well on recruitment set up, so there’s nothing I can add to this block.	<i>Great Work!</i>
<i>Stop!</i> Spending money on advertising and other recruiting UNLESS we can measure the effectiveness of that spend.	<i>Good idea. On the list</i>
<i>Stop!</i> Honestly, I can't even say it without being a judgmental prick...	<i>Go ahead ... it's a gift, it truly is!</i>
Other START Comments from Survey Responders ...	... and Reactions
<i>Start!</i> Measuring our effectiveness	<i>Was: Recharter Retention Percentages. Now: ? or TBD</i>
<i>Start!</i> Council-Led Panel of Pack Leadership from each district. Meet quarterly	<i>Great idea from an anonymous responder ... got interest? Email bert.bender@alston.com Maybe rotating around Roundtables?</i>
<i>Start!</i> We need to provide a heavier presence of troops to help with Pack recruitment. - Best recruitment nights are when troops come and can take the youth after a quick, five minute introduction of exciting pack activities and then go to games with them outside at the schools. - Parents can relax and get all the details they need about joining that unit.	Suggested in <u>the Plan + Script</u>: “People you want to have at a Sign-Up Event ... Current Pack families and/or members of a Scouts BSA Troop. Got a playground or room where kids can play or do some fun activity (games, maybe tents or pinewood derby track)? ...”
Other CONTINUE Comments from Survey Responders ...	... and Reactions
<i>Continue!</i> For AT district keep having JOSH the DE set up the Base meetings and he provides a perfect outline for the Commissioner corps to jump in with him to assist on the actual recruitment night and to bring along unit leaders to help out.	<i>Excellent! District/Unit coordination and communication, and Commissioners serving units!</i>
<i>Continue!</i> Supporting each pack on a regular basis with calls and pop ins.	<i>Commissioner Service anyone?</i>

<i>Continue!</i> Let the packs produce a program, with the district/council filling in the gaps	<i>That's the goal!</i>
<i>Continue!</i> delivering good programs	Yes
<i>Continue!</i> Pushing for more scouts	Yes
<i>Continue!</i> Working diligently	Yes

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10)Wish List! What resources do you wish Packs (or your Pack) had to help with recruiting?

Analysis: Great ideas and some work is already underway ...

Comments from Survey Responders ...	... and Reactions
Coordinated fliers for each pack with pack and council info. We have our own separate dues so a total and how that is split is best when communicated upfront.	Those here can be customized in many ways for many purposes.
More knowledge of social media best practices to share events that are shareable and create excitement	We currently share ideas here . Maybe add a video? Volunteers?
Honestly, I don't understand why we don't look at troop recruiting. Pack is great, but there is opportunity at the troop level. More troop interaction to help with Cub Scout recruitment. There's significantly too many Troop units that want to sit back and wait for the revolving AOL door for their membership. As they're finding out right now after Covid they don't have good Pack relationships so they need to reach out and help with Pack recruitment to get favorable opinions from Cub Scout parents.	We have this page with Video and Resources ... open to more/better. The new Bobcat Arrow of Light Adventure cries out for Troop help. And thoughtfully planned joint Troop / Pack activities at all levels helps both Pack and Troop.
An activity supply box for new den leaders	Hello Anon and all ... email thrifty ideas to bert.bender@alston.com
Delivery of roadside signs to the CubMaster, free scout books, ... support by the PTA and other organizations and media to get the word out to join scouts in the community.	District Pros distribute signs, free Handbooks are back. Yes to School and Community Presence!
reduced fees through more district fundraiser opportunities and scout adventure days,	Interested (but complicated) idea, but more events are Better Value!
Additional trained leaders More training. Locks on doors that only release when enough parents have signed up to be leaders.	Yes Yes Love the idea, but ...
Better access to schools. Videos and morning announcements don't help much in getting the word out. Getting into classrooms does. District executives be able to go in school classrooms again Established relationships with the school. We are a new Pack and Key 3 presently do not have a student connection to the school. getting back into the school, #1 (by a mile) is the return of public school access in Cobb County schools to do "Buzz Ups"	A Priority for all levels of Scouting. Council Professionals with School District Level Administration, DEs and Pack Leaders with local school Principals + Staff, Pack Leaders and Parents with School Staff through the year. More ideas.
Easy to find videos on website or YouTube that are short and to the point.	Discussion underway ... email ideas to bert.bender@alston.com

District, council events calendars. Understanding that if a Cub signs up for another pack, they aren't stealing them, we are all here to support scouting. A way to see the biggest girl packs. When a girl wants to join our pack, I want to redirect them to a nearby pack that has a great critical mass of girls. I can only see the many who happen to accept girl scouts.	<i>District People need to be information sharers (not “bankers”). An ongoing list of Pack / School / regular meeting day / etc. will help every family and Sign Up Night.</i>
Help create a local event for recruiting vs individual school nights. Need help planning our next District recruiting event WITH budget - we had a great success in the Fall with only 6 weeks to plan, would love to do more of these, but I had to spend a lot of money out of my pocket to help with this. Would love to also figure out how we can get out in various community events more and just have a table present with scouts to answer questions and/or have a booth with scouting activities.	<i>District Coordination on activity planning and budgets is key. Council Activities Committee might have ideas/support.</i> <i>Many/most community events (art fairs, etc.) would love more fun community content. Especially if there is hands on kids fun.</i>
Signs with QR Codes printed on them	<i>This will get a redo this year for the URL, but a QR could be added:</i>
	 Maybe also a template to customize and tape/staple?
More local place to buy scout supplies than driving to the stadium!	<i>Lawrenceville. Also scoutshop.org</i>
More insight into new member perks like launch kits and free handbooks.	<i>Handbooks are back. Launch Kits are not in the budget for 2025.</i>
COMMISSIONER STAFF!! We have been waiting for a list for 6 months.	<i>Hello Anon ... District Level volunteers can see this through my.scouting. Email bert.bender@alston.com for help</i>
District leadership and professionals refuse to engage with other volunteers. Complete lack of local knowledge is not acknowledged	<i>If you see something, say something to Buckelew or Bender</i>
It would be great to build an exit interview as well as stay interview to hear both why scouts/cubs leave as well as why they stay in scouting. These are great talking points when recruiting.	<i>Great Idea.</i>
Also, let's start building a recruiting strategy around getting to kiddos BEFORE they get to KK, target nursing homes (grandmas/grandpas), pre-schools and even going to some Montessori schools that don't have such strict guidelines for ROE from Cobb superintendent.	<i>Interesting.</i>

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