

Messaging Arc for Membership-Related Communications sent by AAC Marketing

This is a plan for messages from AAC Marketing through “Constant Contact” to people in AAC lists to focus on issues related to recruiting *and* retention, both of which are essential to growing and sustaining membership.

- These draft messages are shared because others (like District Leaders) might want to share one or more with their Districts/Units – feel free to use what you like, adapt as you like, and share when you like.
- If you have new or better messaging, images, etc., please share with Richard.Fallon@scouting.org, Bert.Bender@alston.com, and Benjamin.Turner@scouting.org as they update these messages.
- Scroll down or click to go to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#).

This cadence of Atlanta Area Council Membership Messages is a Monthly schedule of (1) Monthly Scout Leader News Spots (“**SL News**”), presumably in the first week, (2) then after that, Weekly Leader or Activity Emails (“**Emails**”), and (3) plus on Friday after each email a Weekly Social Media “echo” of the email topics (“**SM**”):

1) Monthly Scout Leader News “Membership” Spots (“SL News”)

- In addition to “Recruiting” spots, in June through November, Cub Leader Training Spots if not separately highlighted in any Training Spot in SL News.
 - In other words, if Training has a general SL News message without (a) a list of dates and (b) a direct link to scoutingatl.org/cub-leader-training, then a Cub Leader Training spot needs to be added.
 - Why? Because Recruiting Leaders and engaging them is critical to retention. If we’re recruiting 6000 new Cub Scouts, we need to recruit and train 1200 new adults. Cub Leader Training needs to be constantly in front of Cub Leaders and Parents – even if not requested in an AAC Training email.

- 2) In addition to the Scout Leader News spot, **Weekly Leader or Activity Emails (“Email”)** most often to these groups: (1) all Cub Scout Leaders and/or all Troop Leaders (the messages listed below will call out one or both), **but sometimes also** Cub Scout Parents and/or Troop Parents (not “instead of” Leaders, since that’s not a pure overlap), plus (2) all District Chairs and Committee, all Commissioners (not just District Commissioners), and all Field Staff (“District People”), so they can see what their leaders/parents are getting and can support the message – otherwise too many are “blind” to AAC messaging to Leaders. Marketing can pick the launch dates each week – Monday, Tuesday, or Wednesday would be best, to allow for a Friday Social Media “Echo” (add a good photo if one doesn’t “pop” from the link).
- Some will be designated “**Leader Emails**”, to go to all Cub Scout and/or Troop Leaders.
 - As discussed over the years, “All Cub Scout Leaders”. Not some. All. Please do not try to guess which leader “type” on the My.Scouting Roster is “the one” to get recruiting support messages. *You don’t know who is driving the function inside a Pack.*
 - Better that a greater number of adult leaders open emails than a high percentage of a small group.
 - Some will be designated “**Activity Emails**” because they are about what Cub Scout families might do in a den or a pack or a troop – their “local” activities, led by local parents and leaders.
 - Examples are emails about Cub Scout Adventures, Activities and Service Projects.
 - **These would go to (a) all Cub Scout Leaders** (and/or all Troop Leaders), (b) **District People**, and (c) **all Cub Scout Parents** (and/or all Troop Parents).
 - Emails will be Weekly in heavy recruiting months (June through October – SL News plus 3 emails – at least one an “Activity Email”) and drop to SL News plus 1 or 2 emails during quieter recruiting months.

3) Weekly Social Media “echoes” of the Weekly Membership or Activity topics – similar, but shorter, messages to echo the main weekly message. (“SM”)

- Unlike Email to all Cub Scout and/or Troop Leaders, these SM posts have a bit of a different target:
 - They **won’t** be seen by all Cub Scout and/or Troop Leaders – not all follow Social Media.
 - They **will** be seen by some rank and file parents, so more parent targeting even on “leader” echoes.
- So Social Media and Email are not interchangeable, though this follows a message arc of Leader Email (or Scout Leader News) on a Topic followed by a Social Media “echo” (add a photo if a good one doesn’t “pop” from the link – if it’s just the AAC Fleur de Lis, it needs a picture).
- On the calendar, these are showing as launching on Friday, but they could go Saturday or Sunday.

Photos: feel free to use better quality from your galleries. So long as on topic. (*No Active Shooter Drills!*)

Calendar Overview with links to monthly messaging content in the calendar:

June (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One						
			SL News: Guide to Recruiting		SM Echo: Guide	
Week Two			Leader Email: Activity Plan + Fun Activities		SM Echo: Activity Plan	
Week Three			Leader Email: Promotion		SM Echo: Promotion	
Week Four	Leader Email: Flyers and Pack Packet		SM Echo: Flyers and Pack Packet	Leader Email: Update BeAScout	SM Echo: Update BeAScout	

July (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Recruiting Leaders + Cub Training		SM Echo: Recruiting Leaders	
Week Two			Leader Email: School / Community		SM Echo: School / Community	
Week Three			Leader Email: Sign Up Event Planning		SM Echo: Sign Up Event Planning	
Week Four						
			Leader Email: Recruiting Refresher		SM Echo: Recruiting Resources	

August (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Recruiting Videos+ Cub Training		SM Echo: Cub Training	
Week Two			Leader Email: Pack Parent Orientation		SM Echo: Pack Parent Orientation	
Week Three			Activity Email: Cub Scout Advancement		SM Echo: Cub Scout Advancement	
Week Four			Leader Email: Parent Engagement		SM Echo: Parent Engagement	

September (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Follow Up Joining Events, Orientation + Cub Training		SM Echo: Follow Up Welcome	
Week Two			Activity Email: Fun Activities and Service		SM Echo: Advancement Resources	
Week Three			Leader Email: Synergies: Troops and Packs		SM Echo: Synergies: Troops and Packs	
Week Four			Leader Email: Turn Parents into Helpers, Leaders		SM Echo: Turn Parents into Helpers, Leaders	

October (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Leaders + Cub Training		SM Echo: Cub Training	
Week Two			Leader Email: Troop Recruiting		SM Echo: Troop Recruiting	
Week Three			Leader Email: Tell School + Community What You Do		SM Echo: School + Community	
Week Four			Activity Email: Activity Resources		SM Echo: Activity Resources	

November (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Advancement Resources		SM Echo: Advancement Resources	
Week Two			Leader Email: Activities Bring Engagement		SM Echo: Activities Bring Engagement	
Week Three			Activity Email: Thank Your Leaders		SM Echo: Thank Your Leaders	
Week Four						

December (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Activity Planning for Winter+Spring		SM Echo: Activity Planning for Winter+Spring	
Week Two			Leader Email: 5 th Grade Crossover		SM Echo: 5 th Grade Crossover	
Week Three						
Week Four						

January (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Scout Sunday, etc.		SM Echo: Scout Sunday, etc.	
Week Two			Leader Email: Scouts Serve		SM Echo: Scouts Serve	
Week Three			Activity Email: Catch Up On Adventure Advancement		SM Echo: Catch Up On Adventure Advancement	
Week Four						

February (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Troop Recruiting		SM Echo: Troop Recruiting	
Week Two						
Week Three			Leader Email: Fun Activities		SM Echo: Fun Activities	
Week Four			Leader Email: Reprise: Troop Recruiting		SM Echo: Reprise: Troop Recruiting	

March (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Spring Into Scouting		SM Echo: Spring Into Scouting	
Week Two			Leader Email: Finding Leaders		SM Echo: Finding Leaders	
Week Three						
Week Four			Leader Email: Pack Run Recruiting		SM Echo: Pack Run Recruiting	

April (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Take it Easy		SM Echo: Take it Easy	
Week Two			Activity Email: Plan Your Best Year Ever		SM Echo: Plan Your Best Year Ever	
Week Three			Leader Email: Council Cub Events		SM Echo: Council Cub Events	
Week Four						

May (Click to Jump to Drafts)

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Year End Recognition		SM Echo: Year End Recognition	
Week Two			Activity Email: Got Plans? Promote Now!		SM Echo: Got Plans? Promote Now!	
Week Three			Activity Email: Cub Scout Community		SM Echo: Cub Scout Community	
Week Four						

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

June

SUN	MON	TUE	WED	THU	FRI	SAT
Week One						
			SL News: Guide to Recruiting		SM Echo: Guide	
Week Two						
			Leader Email: Activity Plan + Fun Activities		SM Echo: Activity Plan	
Week Three						
			Leader Email: Promotion		SM Echo: Promotion	
Week Four						
	Leader Email: Flyers and Pack Packet		SM Echo: Flyers and Pack Packet	Leader Email: Update BeAScout	SM Echo: Update BeAScout	

Week One - SL News Email – Two Segments



Training is Powerful! Take returning parents and new parents with you to a live Cub Leader Training! The best Packs create a culture where ***Every Parent Helps*** and you [turn parents into helpers and helpers into leaders](#). The next Cub Leader Training dates are:

___ day, __, __:___ am at _____
 ___ day, __, __:___ am at _____
 ___ day, __, __:___ am at _____.

[Click here to Register for an upcoming training](#)



To support Pack Run Recruiting, we've posted an updated **Guide to Cub Scout Family Recruiting** as part of our new and improved [Recruiting Resources](#) for the Atlanta Area Council.

The [Guide](#) and related resources provide:

- An overview of the [Six Steps to Successful and Sustainable Recruiting](#)
- A timeline from late Spring into the back-to-school recruiting season of steps to take to Be Prepared!
- A roster of possible recruiting team members to welcome new families.
- Several examples of [flyers and other tools](#) to Promote Your Pack and share your big fun activities.
- The [Playbook](#) to work with your District Professional and your School to set up a School Sign Up Night.
- A [plan and script](#) for Sign-Up Events – both “fun” Pack Events and School Sign Up Night.

[Download the guide to Cub Scout Family Recruiting](#)

Week One – Social Media Echo (add a photo if one doesn't “pop” from the link)

Grow Your Pack! To support Pack Run Recruiting, check out the updated **Guide to Cub Scout Family Recruiting** – part of our new and improved Recruiting Resources for the Atlanta Area Council. Comment below ... what's your favorite recruiting method?

<https://www.scoutingatl.org/recruitingresources>

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Word Count: 40

Week Two – Email (ALL Cub Leaders, All District People)

Make a Calendar of Fun Activities for Your Cub Scouts!



Build A Calendar of Fun Activities for Families!

A message to all Cub Scout Leaders and District Helpers,

Want to recruit more families into your dens and pack? More families will join if they know what fun activities you've got scheduled! That's why our number one recruiting recommendation is to **Build A Calendar of Fun Activities!**

Check out the resources below so you can build your perfect calendar of fun programs!



[Learn How to Plan Your Calendar!](#)

[Watch: Plan Your Best Year Ever in Cub Scouting](#)

[Discover Ideas for Fun Activities!](#)

Don't forget that summertime is a great time for simple fun events to get to know your families and future families – [any fun den or pack activity can be a joining event](#).

Planning your pack and den calendar can happen in groups large and small, in front yards and on local park walks, around a campfire or on the sidelines of a kickball game or soccer match – so invite your families to gather, have fun, and *share ideas for your best year ever*.

More at [scoutingatl.org/cubcalendarplanning](https://www.scoutingatl.org/cubcalendarplanning)

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Word Count: 168

Week Two – Social Media Echo (add a photo if one doesn't "pop" from the link)

Did You Hear? Now is a Great Time to Build Your Calendar of Pack Activities for the upcoming program/school year. **"Build A Calendar of Fun Activities"** is the first best step to recruiting more families to your Pack. More families will join you when they see what fun activities you've got scheduled! Comment below about your most fun activity!

To build that fun, we've got ideas about how to build your Pack Program of activities on our "Step One: Make a Calendar of Fun Activities" page and in the videos and other resources linked there. Summertime is a great time for simple fun events to get to know your families and future families – any fun den or pack activity can be a joining event.

<https://www.scoutingatl.org/cubcalendarplanning>

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Word Count: 124

Week Three – Email (ALL Cub Leaders, All District People)

Get The Word Out – Promote Your Pack Program!



A message to all Cub Scout Leaders and District Helpers,

Once you've started a [Calendar of Fun Activities](#), it's time for Recruiting Step Two: [Promote Your Program](#).

Why Promote Now? Don't wait for school to start. Get your returning families fired up NOW when you share your new Activities Plan! And have [fun summertime activities](#) for all – returning and new families.

Who Can Promote? Anyone in your Pack Community - *not just Leaders*. Leaders should empower parents to Promote to their friends and fellow parents. Peer to Peer is the most successful way to recruit – both Parent to Parent and Kid to Kid.

What Can You Use To Promote? Write up your Pack Program in a website, [flyer](#), or 'pack packet' with key information that you can easily share. Use pictures and videos of your Scouts and Families. Use methods that work for you, from Facebook to Instagram to emails to websites to texts.



When Can You Promote? Now! As soon as you have a Pack Program Plan to share. And any time you update the plan, winter, spring, summer or fall.

Where Can You Promote? Places families go - neighborhood, church, school, restaurants, stores, den - pack activities, social media, bulletin boards. Got families who love Scouting? Encourage them to [promote on social media](#).



BeAScout Tips: Tailor Your Pin and Online Registration

This is a great time to update your BeAScout pin and your Online Registration. Visit scoutingatl.org/updateBeAScoutpin to learn more. Three key spots to update and help onboard new families:

1. **Unit Pin Blurb.** In My.Scouting == > Organization Manager == > *Unit Pin*, there is expanded space for "Additional Unit Information" (500 characters) visible by anyone seeing your "BeAScout.org" profile.

Don't just publish "when you meet" but share "what you do"!

2. **Fee Email.** In My.Scouting == > Organization Manager == > *Settings*, click the box called "Include Fees/Fee Explanations", and enter a "Fee Amount" for just your local program costs. Then you can explain the program fees/dues you collect.
3. **Welcome Email.** Right below the Fee Email box, check the box for "Welcome Emails" that launch when an Online Application is submitted. You can write a brief welcome email.

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Word Count: 363

Week Three – Social Media Echo (add a photo if one doesn't "pop" from the link)

Does your Pack and do your Dens have fun plans for the summer and the school year? Let people know! Promote your Pack program to returning families and new families and empower all Pack parents to share too! More ideas at ...

<https://www.scoutingatl.org/promotingthepack>

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Word Count: 42

Week Four – Part One – Email (ALL Cub Leaders, All District People)

The Power of a Pack Packet with Pictures!



Fascinating Flyers and Pack Packets!

This message is for all Cub Scout Leaders and District Helpers,

With a [Calendar of Fun Activities](#), a key tool to [Promote Your Program](#) is a "[Pack Packet](#)" of key information. Have an easy, simple handout you can share with new families.

Keep it Simple, Make it Short. The best and simplest "Pack Packet" is a one-page (two sided) **flyer with pictures**, some **key contact information**, some **key dates**, and a **QR code** to link to your Pack Website (or a QR Code that will launch an email to a Pack leader who can respond) so families can get more information.



A Pack Packet is not just a flyer to advertise a Sign Up Event. It should be about **what you do!** Empower your parents to hand it out at [spring and summer fun events](#), at church, at the grocery, at the pool or park ... wherever you meet new families. And in August: at school, at “Meet the Teacher” days, and in the carpool line.

More at scoutingatl.org/promotingthepack#packet and scoutingatl.org/promotingthepack#resources

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Word Count: 175

Week Four – Part One – Social Media Echo (add a photo if one doesn't “pop” from the link)

Does your Pack have a Fantastic Flyer? Promote your Pack Program with a Pack Packet with Pictures and key information and a QR code for new families to seek more information about who you are and what you do!

<https://www.scoutingatl.org/promotingthepack#packet>

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Word Count: 40

Week Four – Part Two – Email (ALL Cub Leaders, All Troop and Crew Leaders, All District People)

BeAScout Tips: Tailor Your “Pin” and Online Registration



If a family is searching for Scouting online, BeAScout.org is where they will often end up – the tagline on the BeAScout.org site is “Find Scouting Near You”. To help attract as many families as possible to your Unit, you will want to update your BeAScout.org “pin” that describes your Unit, and opens into an invitation to join and to submit an online Application – you can set up automatic emails about your Unit that can explain how you operate, what your activities are, and how you collect for the costs of the program.

Online Registration Can Make New Member Intake Easier. Most successful units have new Youth and Leaders register online through BeAScout.org – for many, it is faster and easier than ever.

- This is a great time to update your BeAScout pin and the Online Registration.

- You can see the steps at [scoutingatl.org/updateBeAScoutpin](https://www.scoutingatl.org/updateBeAScoutpin), and find examples for how to complete your “BeAScout.org” profile, and to tailor automatic emails that generate when someone interacts with [BeAScout.org](https://www.beascout.org) and submits an online Application.

Three key spots to update and help onboard new families:

- 1) **Unit Pin Blurp.** In My.Scouting == > Organization Manager == > Unit Pin, there is expanded space for “Additional Unit Information” (500 characters) visible by anyone seeing your “[BeAScout.org](https://www.beascout.org)” profile. Don’t just publish “when you meet” but share “what you do”!
- 2) **Fee Email.** Second, in My.Scouting == > Organization Manager == > Settings, click the box called “Include Fees/Fee Explanations”, and enter a “Fee Amount” for just your local program costs. Then you can explain the program fees (or “dues”) you collect.
- 3) **Welcome Email.** Right below the Fee Email box, check the box for “Welcome Emails” that launch when an Online Application is submitted. You can write a brief welcome email.

For more, including a document with suggested attractive ways to write those pieces, see <https://www.scoutingatl.org/updateBeAScoutpin>.

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Word Count: 308

Week Four – Part Two – Social Media Echo (add a photo if one doesn’t “pop” from the link)

If a family is searching for Scouting online, BeAScout.org is where they will often end up – the tagline on the BeAScout.org site is “Find Scouting Near You”. To make the post of your Pin and the Online Messaging and Application tools, see [scoutingatl.org/updateBeAScoutpin](https://www.scoutingatl.org/updateBeAScoutpin).

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Word Count: 43

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

July

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Recruiting Leaders + Cub Training		SM Echo: Recruiting Leaders	
Week Two			Leader Email: School / Community		SM Echo: School / Community	
Week Three			Leader Email: Sign Up Event Planning		SM Echo: Sign Up Event Planning	
Week Four			Leader Email: Recruiting Refresher		SM Echo: Recruiting Resources	

Week One - SL News Email – Two Segments after this intro

Let's Get Ready to Recruit!

Hello Scout Leaders!

We are in the midst of summer camp season, but the fun doesn't end there! The Atlanta Area Council is offering plenty of opportunities for your Scouts and families to enjoy. Check out updates on [____](#), [Spooky-Ree](#), [University of Scouting](#), [Merit Badge Summit](#), and [Scout Days](#)!

Recruiting season is upon us! Read below and learn about more of the [Six Steps to Successful Recruiting](#).

Successful Recruiting Means Recruiting Adult Leaders!

As you develop a [Calendar of Fun Activities](#) and [Promote Your Program](#) to returning and prospective families, you want to also use Recruiting Step Three: [Recruit More Adult Leaders](#). No leaders, no program.



Recruiting adult leaders is a challenge, we know. There is no one way, no simple single silver bullet that will work on everyone every time. Instead, on that [Recruiting Leaders](#) page you'll find many videos, tips, and tools geared towards **Turning Parents Into Helpers and Leaders**. You'll find many that will work for your Pack and Den!

Yes, that [Recruiting Leaders](#) page has *everything*:

- An “Every Parent Helps” Commitment Policy you can adapt for *your* Pack.
- Den Leader Recruiting Scripts ... for when you have to have “the talk” with parents.
- A “Fifty Ways to Lure a Leader” piece and PowerPoint and Video from how to build a team culture of volunteering, to how to organize to be effective at recruiting adults, using recognition, ways to right-size jobs and programs to enable adults to volunteer, how to message and invite (from large groups to one-on-one asks), to using activities to lure leaders, to “the Godfather method” (yes).
- The “Yardstick Timeline” Script.
- Adult Skill Survey (updated to the current Cub Scout program)
- A brand new “Pack Organization Overview and Team Role Descriptions” document that gets practical about what adults can do (plus a Word version you can edit).

Take Your Team To Training!



Cub Scout Leader Team Training is Powerful! Take your returning and new parents with you to a live Cub Leader Training! See the [list of upcoming Cub Leader Trainings here](#). The next Cub Leader Training dates are:

___ day, __, __:___ am at _____
___ day, __, __:___ am at _____
___ day, __, __:___ am at _____.

Fun Cub Camping Training! Register for Basic Adult Leader Outdoor Orientation (BALOO). See scoutingatl.org/baloo

Week One – Social Media Echo (add a photo if one doesn't “pop” from the link)

The best part of Cub Scouting for parents is ... the pride your Scouts feel when they see you as a leader! Having fun with the Den or the Pack, respected by the other Scouts and families, part of a Team of Leaders! If you're a parent, please register as a leader! If you're a leader, don't hog all the fun to yourself ... tools to build a leader team and invite others to join the team are here.

<https://www.scoutingatl.org/RecruitingLeaders>

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Word Count: 80

Week Two – Email (ALL Cub Leaders, All District People)

Connect with Your Schools to Recruit More Cub Scout Families!



A message to all Cub Scout Leaders and District Helpers,

A strong presence in your school and community helps with your recruiting! Be sure that you've got a [positive profile with your school](#) and let them know the value of Scouting.

Let them see how your unit delivers that value and **help them help you share what your pack does!**



Open House – Meet the Teacher – Meet and Greet – Registration Day

- If your school has a **"meet the teacher day"** (or **"open house"**, **"meet and greet"**, **"registration day"**), get Pack parents of that school to hang around before and after their "meet the teacher" slot for peer-to-peer promotion and to hand out your [Pack Packet Flyer](#).
- Maybe also a display indoors or outdoors with a tent or other display.
- Ask what you can do – let them say "Yes"!

Helpful ways that packs – and parents – can work with schools!

- When you have a [Pack Packet Flyer](#), ask if you can get it linked on School or Community Websites with hard copies at the front desk.
- Share **Cub Scouting's aims: Character, Citizenship, Personal Fitness, and Leadership**. Those are in line with the school's aims.
- Pack Parents know other school parents – encourage them to promote the pack!
- When you've done activities and service projects – share the pictures, video and stories with the school and community.

Wondering about Sign Up Nights and School Access?

- Pack Leaders and District Professionals: Work together to contact schools.
- Be Patient with Schools — an administrator's summer is full of planning for the next year.



Be sure to say thank you! Send a thank you note, email and/or text to Principal and staff – a basket of baked goods would be wonderful too!

Let them know you're grateful for all they do, and we're here to help the community together!

More at scoutingatl.org/recruitingpresence.

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Word Count: 291

Week Two – Social Media Echo (add a photo if one doesn't "pop" from the link)

Be True To Your School! As you develop a Pack Program and promote it through your parents and leaders ... be sure that you've got positive presence with your school and your community. If your school has a "meet the teacher" day, you might be allowed to attend for peer to peer promotion. If you've done those, share a comment below about what worked well at your school.

Say "Thank You" to School Staff and let them know the value of Scouting – let them see how your Unit delivers that value. For more ideas on how to grow your profile with your school and community groups, see <https://www.scoutingatl.org/recruitingpresence>.

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Word Count: 108

Week Three – Email (ALL Cub Leaders, All District People)

Sign Up Events ... Not Just "School Sign-Up Night", but Fun Pack Events Too!

Plan Your Sign Up Events – The More, The Better!



This message is for all Cub Scout Leaders and District Helpers,

[School sign-up nights](#) are here! You can also create fun pack events as a great way to engage returning families and give prospective families an opportunity to see what Cub Scouts is about!

Sign-Up Events are "Step Five" in our Steps to Successful and Sustainable Recruiting, after (1) building a [Calendar of Fun Activities](#), (2) [promoting your Pack Program](#) with tools like a ["Pack Packet" Flyer](#), (3) [working to Recruit Leaders](#), plus (4) building your [School and Community Presence](#). Those steps will make any Sign-Up Event and Fun Den and Pack Joining Events much more successful at recruiting new families and keeping them in the program.

Yes, Sign Up Events are not ONLY "School Sign-Up Nights". Sign Up Events are both:

- **Fun Pack Events.** These are [Pack run events](#) full of fun for families (not just new ones, this is fun for your returning families too), planned by your pack in a place you like with the activities you want for welcoming families. Could be a cookout, a bike ride (doesn't need to be a full "rodeo", just a ride), fishing, games, pool party (safe swim), field sports, rocket launches, kites, maybe Pinewood Derby Track

and cars and run for fun, or S'mores – and you can have multiple fun Pack events. More ideas [here](#).

- **School Sign-Up Nights.** These events should be concise/quick and short/sweet events that give a brief introduction to Cub Scouting and your Pack and collect applications and National Scouting America registration fees. New in 2024: No longer will District Professionals “run” School Sign-Up Nights. **School Sign-Up Nights will now be run by local Pack Volunteers.** Your District Professional will coach Pack Leaders about how to put on a “School Sign-Up Night”.

Visit our [Sign-Up Events page](#) for more on conducting your own sign-up events as well as great resources like the [sign-up event plan and script](#) that can be customized for both your fun event and your school sign-up night.



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Word Count: 319

Week Three – Social Media Echo (add a photo if one doesn't “pop” from the link)

Did you know? Any fun Pack or Den event can be a welcoming joining event! Your Pack Families might want a cookout, bike ride (doesn't need to be a full “rodeo”, just a ride), fishing, games, pool party (safe swim), field sports, rocket launches, kites, S'mores – you can have multiple fun Pack events. And invite new families to join you. Sign Up Events are no longer just “School Sign-Up Nights”. More at: <https://www.scoutingatl.org/signupeventstips>

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Word Count: 73

Week Four – Email (ALL Cub Leaders, Troop Leaders, Crew Leaders, All District People) – Think of this as the “Scout Leader News” Recruiting Reminder

Recruiting News: Share The Scouting Fun Ahead!



This message is for all Cub Scout, Scouts BSA, and Venturing Leaders and District Helpers,

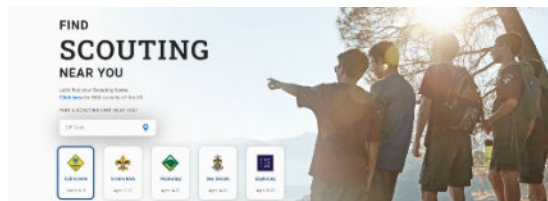
School is just about back and that means recruitment season is on – especially when Cub Scout leaders [turn out your Pack families at their school's "open house" or "meet the teacher" days](#)! Let's take a moment to review the key steps to successful and sustainable recruiting – and [these tips apply as much to Troops, Crews and Ships](#) as to Cub Scout Packs. This email is a little longer but the information inside will help your programs enjoy an amazing year of Scouting!

Our Guide to Recruiting outlines the six steps, offers detailed timelines for a recruiting process, ideas about monthly program themes, ways to engage families to welcome new members, and plenty of other resources!

[Guide to Cub Scout Family Recruiting](#)



Step 1: Build a Calendar of Fun Activities. Check out our [resource page](#) for tools and tips on planning your calendar of fun activities! Share *what you do*, not just *when you meet*.



Step 2: Promote your Program.

Share your Activity Plan with families, friends, and future members of your Pack. Our [program promotion resource page](#) has tools to help you tell your story and advice about many ways to get the word out – from flyers to social media to a helpful, simple (one page), powerful ["pack packet"](#) handout.

Part of promotion is keeping your online registration tools current by [updating your unit's BeAScout pin](#).

Set up your online registration page with personalized email messages to inquiring families and to your new signups when they submit an application. [Learn More](#)



Step 3: Recruiting Leaders

If you're receiving this, you're a leader, and you know that successful programs turn parents into helpers, and helpers into leaders – but it's hard! Visit our [Recruiting Leaders page](#) for "50 Ways To Lure A Leader".

Step 4: School and Community Presence

Another aid to recruiting and strong program is a strong rapport with your school(s) and your community. Visit our [School and Community Presence page](#) for ways to elevate your profile!



Step 5: Sign Up Events

With the groundwork laid, it is time for sign-up events – not just a **School Sign-Up Night** (coordinated with your District Professional) but also one, two, three or more **Fun Sign-Up Events** – or **"Back to the Pack" events** – like a cookout, bike ride, fishing, field trip, or other activity – mostly for your returning families, but also for those families to invite new ones.

Fun **"Back to the Pack"** or Fun Sign Up Events can be:

- A fun event for new and returning scouts.
- An opportunity to join.
- A chance for fellowship among adults
- Recognition of new and returning leaders
- Time to share upcoming fun activities.

Any fun den or pack event can be a welcoming joining event! A sign-up event plan and script and more can be found at our [Sign Up Events Page](#).



As part of a Fun Joining Event, you might **put Parents on the Proper Path at Parent Orientation!** There are many ways to do this meeting (and you might do more than one) – making it a side part of a fun event for kids is a way to generate attendance. We've got [resources for the orientation meeting](#) to keep your new and returning parents engaged as you kick off the year!

Have fun and make time for briefing parents on what they need to get started in your den and pack. **Do you tell them everything about Cub Scouting? No!** Decide what they need to know now and make information available for all who can't attend. More resources can be found at scoutingatl.org/NewParentOrientation.

Step 6: More Fun Events

Don't limit fun events to your "Back to the Pack" joining events ... have a full, fun calendar. If Scouting is not fun,

we're doing it wrong. More ideas at [scoutingatl.org/activities](https://www.scoutingatl.org/activities)

===30===

Word Count: 626, but important

Week Four – Social Media Echo (add a photo if one doesn't "pop" from the link)

So much Scouting Fun – so many families to reach. You probably would like more Scouts and Leaders and fun this coming year, and ways to grow your Pack, Troop, Crew or Ship are found in our Recruiting Resources at <https://www.scoutingatl.org/recruitingresources>.

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Word Count: 40

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

August

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Recruiting Videos+ Cub Training		SM Echo: Cub Training	
Week Two			Leader Email: Pack Parent Orientation		SM Echo: Pack Parent Orientation	
Week Three			Activity Email: Cub Scout Advancement		SM Echo: Cub Scout Advancement	
Week Four			Leader Email: Parent Engagement		SM Echo: Parent Engagement	

Week One - SL News Email – 2 Segments (Recruiting Videos + Training)

How to Recruit? *Let's Go To The Videotape!*

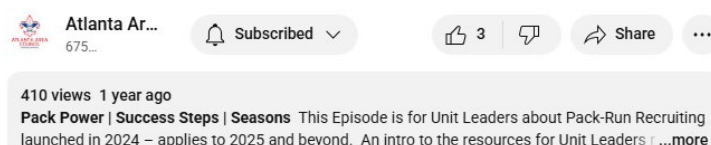
Our [Recruiting Resources](#) have plenty of tools and tips, flyers and scripts, calendars and lists – all to help you recruit to grow your Den, Pack, Troop or Crew. Want more? We have videos at youtube.com/@ATLScouts/videos

Each of them has jump links to segments on specific topics ... so click to jump to the parts you need to know!

The “go to” video for most Units – especially Cub Scout Packs – is the “**Pack Leader Info Session on Pack-Run Recruiting Plan**” found [here](#).



Pack Leader Info Session on Pack-Run Recruiting Plan



Some of the Key Segments (and links):

- Why Should Packs Run Their Own Recruiting? [2:02](#)
- Professional Role = Partnership with Packs [8:43](#)
- Steps for Successful Recruiting Intro [12:37](#)
 - 1: Calendar of Fun Activities (5 minutes) [13:28](#)
 - 2: Pack Promotion of your Local Plan [18:37](#)
 - 3: Turn Parents into Helpers + Leaders [23:35](#)
 - 4: School and Community Presence [29:05](#)
 - 5: Sign Up Events – School Nights and Fun Pack Events Intro [31:55](#)
 - Sign Up Event Plan, Script and Resources [35:48](#)
 - Scheduling and School Buzz Ups [47:05](#)

There's more, including Year-Round Recruiting at your Fun Den and Pack Events [1:00:22](#)

What About Recruiting into Troops and Crews? We got You! See [this Video](#) with 15 Segments.

I'm a District Volunteer and I want to help Units Recruit. What Should I watch? [See this](#).



Professional + Volunteer Collaboration

District Volunteer Rollout of Pack-Run Recruiting



125 views 1 year ago
District Support | Helpful | Coaching For District and Council Volunteers and Professional Staff, the Rollout of the Pack-Run Recruiting Plan for 2024 and beyond, with info about how District te ...more

Scouts BSA Troop Recruiting Ideas



334 views 1 year ago
Troop | Recruiting | Action Want more Scouts in Your Scouts BSA Troop? In your Venturing Crew? This video shares ideas to help you reach your target markets of Troop and Crew-aged youth ...more

We need Help Planning Our Cub Scout Year – What Should We Watch? Try [this Video](#) with 28 Segments.

Need Help Recruiting Leaders? Binge watch [the Cub Scout Engagement Series](#).



Six Episodes:

- 1) [Create a Culture of Leading](#)
- 2) [Activities as a Lure for Leaders](#)
- 3) [Communicating About Leading](#)
- 4) [Resources to Recruit](#)
- 5) [Recognition](#)
- 6) [Legacy / Succession](#)

But Wait! There's More!

The [Best Practices for Recruiting Leaders Video](#) (or ... 50 Ways to Lure a Leader)



Plan Your Best Year In Scouting!



411 views 1 year ago
Action | Practical Planning | Help 4 Leaders This Video has Ideas and Resources about How to Plan Your Best Year Ever in Cub Scouting. Video segments are listed below. Key Segments: ...more

Team Training for Cub Scout Parents and Leaders!

Grow Your Cub Scout Leader Team! Take returning and new parents as a group to a live Cub Leader Training! See a growing [list of upcoming Cub Leader Training here](#). You'll be glad you did! The next Cub Leader Training dates are:

___ day, __, __:___ am at _____
 ___ day, __, __:___ am at _____
 ___ day, __, __:___ am at _____.

===30===

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

A Message to Cub Scout Parents from "Future You": the BEST PART of being in Cub Scouting with your child was being part of your Den and Pack Team of Leaders. Yes, you can lead and succeed. Especially if you and others from your Pack come to a live Cub Scout Leader Training ... sessions on August __, __, __, __, __ and __. More to come.

<https://www.scoutingatl.org/cub-leader-training>

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Word Count: 68

Week Two – Email (ALL Cub Leaders, All District People)

Cub Scout Pack Parent Orientation Tools

Put Parents On The Proper Path – Parent Orientation!



They've signed up and are part of the Pack. Don't let them "drop off" their Scouts – get your Parents engaged! You'll want to connect with families as you kick off the year so that they know what Cub Scouting is in your Pack and Dens and how they need to help ... and your returning parents should be invited so that they can be up to date. Ideas for how to successfully bring parents on board are found in these [resources for the orientation meeting\(s\)](#).

Fun + Facts: Plan a Fun Pack Event with Parent Orientation

Is orientation just a boring meeting – or can you make it fun for families?

When and how you do a Parent Orientation is up to you – here's three ways that work together:

1. **Live In Person Orientation Social.** With questions and socializing. Often on the side of a Fun Pack Event. Live In Person is best!
2. **Zoom and/or Video.** For those who can't make the live event. A recording of a good, crisp, fun orientation can be useful – and if you record it, you can onboard new families at any time!
3. **Handouts and/or Website.** With a deeper dive into written information about "how you Cub Scout". You need a script for a live event, so Handouts (maybe on a Website) are helpful – and some people learn better by reading than by listening. No Website? Put it in a document you can share by email.



We said, **“Live In Person is best!”** When you do a Parent Orientation on the side of a Fun Sign-Up or **“Back to the Pack”** event, you’ll get better attendance. So maybe make it:

- A fun event for new and returning scouts.
- An opportunity to join for those that couldn’t make the school sign-up night or the earlier Fun Sign Up Events.
- A chance for fellowship among adults.
- Recognize new and returning leaders.
- A time to share upcoming fun activities.
- Engage parents to lead their Scouts – show them tools to do it!



Have fun for kids and families and make time to brief parents on what they need to get started in your den and pack. **Do you tell them everything about Cub Scouting? No!** Decide what they ***need to know now*** (like ... maybe not Scoutbook+ data entry) and make information available for all who can’t attend.

Pro Tip: Work with an affiliated Scouts BSA troop to lead kids in the fun while parents get oriented. More resources can be found at [scoutingatl.org/NewParentOrientation](https://www.scoutingatl.org/NewParentOrientation).

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Word Count: 250

Week Two – Social Media Echo (add a photo if one doesn’t “pop” from the link)

Cub Scout Packs: It’s Time for Parent Get-Togethers ... also known as “Parent Orientation”. Whether your Pack has a bunch of new families who don’t know how you do Cub Scouting or returning families who could benefit from a refresher on “How you Cub Scout”, now is at time to gather parents together. Share how you do Cub Scouting. Ideally on the “side” of a fun event for your Scouts. Ideas are at:

<https://www.scoutingatl.org/NewParentOrientation>

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Word Count: 74

Week Three – Email (ALL Cub Leaders, All Cub Parents, All District People)

Take Your Scouts on Adventures! Here’s Help on Leading Den Meetings.



What Do We Do In Our Cub Scout Den?

Hello Cub Scout Parents! Your Scout's "Pack" has smaller units called "Dens" that should be about 6-8 Scouts in the same grade with at least two registered leaders attending (and at least one female registered leader if girls attend).

But What Do You Do in Your Den? For most dens, advancement Adventures from the Handbook are the biggest part of your Cub Scout program.



How Do We Lead Our Scouts? The Atlanta Area Council [Cub Scout Advancement page](#) has useful information for leaders to use and share with parents to help lead the Scouts in their den, including links to [this AAC District Resource Page](#) that has Rank by Rank and Adventure by Adventure pages with:

- The adventure requirements and links to National Scouting America resources.
- "Assembled" Den Meeting Plans to make the adventures easier to lead. (Like [this](#) or [this](#))
- Even more videos, resources, and website links that will make you an expert in the eyes of your Scouts.

And learn even more at live Cub Scout Leader Training – see the list at <https://www.scoutingatl.org/cub-leader-training>.

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Word Count: 184

Week Three – Social Media Echo (add a photo if one doesn't "pop" from the link)

Are You Smarter Than Your Cub Scout? Be smarter by checking out the Atlanta Area Council Cub Scout Advancement page, with the Rank by Rank (and Adventure by Adventure) pages that link from it.

The Adventure by Adventure pages include the Adventure Requirements, links to simple and easy "Assembled" Den Meeting plans, useful videos and website links that will make you an expert in the eyes of your Scouts! What's your favorite Adventure?

More at <https://www.scoutingatl.org/CubScoutAdvance>.

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Word Count: 76

Week Four – Email (ALL Cub Leaders, All District People)

Keep Recruiting New Parent Leaders!



Scouts Need Leaders. *Parents Are Leaders.* **HELP THEM LEAD!**

A message to all Cub Scout Leaders and District Helpers,

Now that you're into your [calendar of fun activities](#) and your [pack program promotion](#) and [sign up events](#) have landed new families in your Dens and Pack- it's time to [keep recruiting new leaders and helpers](#)!

You will need the essential roles like Cubmaster, Assistants, Den Leaders, and Committee Members, but plenty of smaller support roles are available so that every parent can help. Strong packs and dens create a culture of collective leadership, **every parent helps** and through this process, you [turn parents into helpers and helpers into leaders](#). More ideas there:

- [Show Organization, Set Expectations, Extend Invitations](#)
 - [Ways to help your Den Leader or Co-Leaders](#)
 - [Ways to Help the Cubmaster and Committee Chair](#)
 - [Set Expectations of Parent Helping](#)
- [The Key To Leader Recruiting: Start with a “Little Task Ask”](#)
 - [Using Activities as a Tool for Asking for Help and Leadership](#)
 - [Plan Your Events for Adult Engagement](#)
 - [Advancement as a “Gateway” to Adult Recruiting](#)
- [Get to Know Your Prospects, Personally](#)



Create a culture that gets parents involved. No one leader recruiting tool works for all – but all tools work for some. Find the tools that work for you at [scoutingatl.org/RecruitingLeaders](https://www.scoutingatl.org/RecruitingLeaders).

Team Training is Powerful! To engage parents as helpers and turn them into leaders, go as a group to live Cub Leader Training! See [a growing list of upcoming Cub Leader Training here](#).

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Word Count: 259

Week Four – Social Media Echo (add a photo if one doesn't “pop” from the link)

Recruiting Adult Leaders is the most important part of a great Scouting program. Be on the lookout for leaders – and give them the tools to lead and succeed. Parents! – your Scout is happy when you help, and proud of you for leading! There is no “one way” to get more leaders and many ways to help – see the ideas at <https://www.scoutingatl.org/RecruitingLeaders>.

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Word Count: 61

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

September

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Follow Up Joining Events, Orientation + Cub Training		SM Echo: Follow Up Welcome	
Week Two			Activity Email: Fun Activities and Service		SM Echo: Advancement Resources	
Week Three			Leader Email: Synergies: Troops and Packs		SM Echo: Synergies: Troops and Packs	
Week Four			Leader Email: Turn Parents into Helpers, Leaders		SM Echo: Turn Parents into Helpers, Leaders	

Week One - SL News Email – Three Segments

Any Fun Den or Pack Event Can Be A Joining Event!



Sign Up Events – Yes, Have More Than One!

Every Pack should have more than one sign up event, because [any fun Den or Pack event can be a “welcoming” event for new families](#), and a time to join. A sign up plan with a strong foundation is built on these steps: [A Calendar of Fun Activities](#), [Pack Promotion – Flyers and Media and More](#), [keep Recruiting Leaders and Helpers](#), and build a strong [School and Community Presence](#). If you follow those steps, your Pack and Dens can take off big time.

Your big [Sign Up Events](#) may be [“School Sign Up Nights”](#) scheduled jointly by the Pack and your District Professional (if your school allows that), and one **or more** [“Fun Pack Sign Up Events”](#) planned by your Pack in a place you like and with activities you like for welcoming families (your District Professional can help, and will help get your event promoted in your school).

Best: have *both* Pack Fun Events *and* a School Sign Up Night! Sign Up Events are not “one and done”. The Sign Up Event Plan posted on the Council’s resource page can be downloaded and edited for your Fun Event and, with the input of your District Professional, your School Sign Up Night.

That plan and script, and more, is at www.scoutingatl.org/signupeststips.

Having a Fun Pack Event? – Orient Your Parents Too!



Fun + Facts: A Fun Pack Event with Parent Orientation

You have new families signed up for your pack – now what? How do the new parents get up to speed – and remind returning parents about how your Pack runs? Is it just a boring meeting – or can you make it fun for families?

A fun “**Back to the Pack**” event can be how you **bowl a strike** with (1) fun for returning and new families, (2) another joining event for those that couldn’t make “School Sign Up Night”, (3) fellowship for all adults, (4) recognition of returning and new leaders, (5) confirming upcoming fun activities, (6) food!, and (7) maybe **engage parents to lead their Scouts** to learn and earn [the Bobcat Adventure for their Rank!](#)

So have fun for kids and families (maybe engage a Scouts BSA Troop to lead kids in fun while parents get oriented) – and make time for briefing parents on what they need to get started in your den and pack. Do you tell them everything about Cub Scouting? No! Decide what they need to know now – and make information available for all who can’t attend.

More resources are found at scoutingatl.org/NewParentOrientation.

Team Training for Cub Scout Parents and Leaders!



Cub Scout Recruiting isn’t just about recruiting youth – **you need to recruit adults to help lead!** Our upcoming live Cub Scout Leader training sessions are a great introduction for all parents who want to help – for best results,

bring a carload of parents as you take the program again!

These programs are guaranteed to give any parent the skill to be a great leader, and trained parents make Scouting a better experience for everyone involved! Find dates this fall at scoutingatl.org/cub-leader-training and upcoming outdoor leader training for Cub Scout leaders at scoutingatl.org/baloo.

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Even if you had a "School Sign-Up Night" plus a couple of fun "Back to the Pack" events in August, you can still (1) have more fun, and (2) recruit more families. Any fun Pack or Den event can be a welcoming joining event! Power up your Pack and Den Programs and invite new families to join you. More at: <https://www.scoutingatl.org/signupeventstips>

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Word Count: 61

Week Two – Email (ALL Cub Leaders, All Cub Parents, All District People)

Hello Parents! Tips for Cub Scout Fun!



Cub Scout Advancement Resources. See scoutingatl.org/CubScoutAdvance and the Rank by Rank pages that link from it with useful information for leaders and parents about how to do Cub Scouting. For even more help leading Cub Scout Adventures, see [this local Atlanta Advancement Resource page](https://scoutingatl.org/CubScoutLaunch) with Rank by Rank (and 126 Adventure by Adventure) pages with all of the National inputs, plus 126 "Assembled" Den Meeting Plans (like [this](#) or [this](#)) and more videos, links and tips.

More Fun, Pure Fun! Want a list of Fun, Simple, Easy Activities for Dens and Packs and Families? See scoutingatl.org/FunActivities.

New Cub Scout Videos. Does it seem hard to make sense of your "launch" into Cub Scouting? Families can get an introduction to Cub Scouting through videos found at scoutingatl.org/CubScoutLaunch that cover Scout Life, Camp Life, and Family Life.

Scouts Serve! Cub Scouting is both fun and service. For how to give to the community, see scoutingatl.org/serviceprojects.

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Word Count: 160

Week Two – Social Media Echo (add a photo if one doesn't "pop" from the link)

Cub Scout Advancement Resources. See our Advancement Resource pages with the Rank by Rank pages (and Adventure by Adventure links) to help all leaders and parents lead and succeed in Cub Scouting. What's your favorite Adventure?

<https://www.scoutingatl.org/CubScoutAdvance>

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Word Count: 36

Week Three – Email (ALL Troop Leaders, All Cub Leaders, All District People)

Scouting Synergies: Scouts BSA Troops and Cub Scout Packs

Troop and Pack Activities and Interaction!



Troops: Your future Scouts are in Cub Scout Packs – *are you showing Cub Scout families what you do?*

Packs: Your Scouts' future can be in exciting Troop activities – *are you inviting Troops to share what they do?*

The Cub Scout Program is aligned with what the older Scouts do in Troops. Both have hiking, camping, fitness, and other outdoor active adventures, like cycling, swimming and fishing.

- Cub Scout Packs would love it if your Troop helped them put on [Cub Scout Adventures](#) that relate to hiking and camping and other Scout skills.
- All other adventures are linked through [scoutingatl.org/CubScoutAdvance](https://www.scoutingatl.org/CubScoutAdvance).

Fifth Grade Arrow of Light Dens **need** Troops to help. One of the Arrow of Light Bobcat requirements is “With your patrol or with your parent/legal guardian **visit a Scouts BSA Troop.**”

- This doesn't have to be a Troop “meeting” – it could be a local hike or cookout or bike ride or field trip or fishing or invite them to a campout or service project.
 - Whatever it is, make it special for the Cub Scouts and their families.
- Here's [a resource page for “Bobcat Arrow of Light”](#) with the requirements and a plan that needs Troop input and help – which will help your Troop attract those Fifth Grade Scouts.
- Arrow of Light Dens are advised to do that Adventure early in the program year, so ... now is the time to make contact.

And [the Fifth Grade “Arrow of Light” year](#) in Cub Scouting is all about preparing those Cub Scouts with skills to succeed when they “crossover” to a Troop and with making sure they've had meaningful contacts with Troops and found one they want to join! See [this Scouting America resource page](#) about Arrow of Light to Troop transition – the time to plan is now.

More at [scoutingatl.org/ScoutsBSARecruiting#Contacts](https://www.scoutingatl.org/ScoutsBSARecruiting#Contacts)

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Word Count: 306

Week Three – Social Media Echo (add a photo if one doesn't "pop" from the link)

Packs and Troops: Don't be strangers to each other! Cub Scouts seeing Troops in action can help them on the Scouting path to higher adventure, skills and leadership. Scouts in a Troop helping Cub Scouts or doing joint activities will help Troop recruiting this year and for years to come.

<https://www.scoutingatl.org/ScoutsBSARecruiting#Contacts>

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Word Count: 51

Week Four – Email (ALL Cub Leaders, All District People)

Turn Parents into Helpers and Leaders



...and turn HELPERS into LEADERS!



A message to all Cub Scout Leaders and District Helpers,

Thanks for being a Leader! Congratulations on the many new Cub Scouts recruited to join your Den and Pack. Many of you are probably wondering now – **how do we lead all these new Scouts?** **How can I Get More Help?**

Good News: with more Scouts you have more parents and guardians to support your unit as Den Leaders, Co-Leaders, Assistants and Committee Members! And [we have ways to turn Parents into Helpers and Helpers into Leaders.](#)

- Do you have **enough leaders for dens of 6 to 8 Scouts?** That's the right size because Scouts can get "lost" in larger groups and those "lost" often leave.
- New adults – and those who watched you lead last year *or last month* – have the potential to **lead their**

Scouts as den leaders or co-leaders or assistants.

- **All adults can thrive early in smaller roles with simpler jobs.** When a parent succeeds with a small part of a Den Activity, that transition into leadership is not as scary as it initially appears.

Strong packs and dens **create a culture** of collective leadership – one where [every parent helps](#) and where leaders [plan to engage those parents by organizing and inviting](#). For more ideas on how to turn those new parents into volunteers, visit [scoutingatl.org/RecruitingLeaders](https://www.scoutingatl.org/RecruitingLeaders) and check out more resources below.

Fun, simple and easy tools let leaders succeed.

From [fun activities](#) to [early meeting “Bobcat” ideas](#) to our [“Assembled” Den Meeting plans](#) (like [this](#)), give parents part of the program to lead with their kids + let them succeed!

There is no “one way” to get more leaders.

Learn how to create a culture of stronger parent involvement from [planning a menu of jobs and setting expectations](#) to [ways to ask for help](#) to [succession planning](#).

Team training can be powerful!

To engage parents as helpers and turn them into leaders, go with them as a group to live Cub Leader Training! See the current list of upcoming [Cub Leader Trainings](#).

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Word Count: 336

Week Four – Social Media Echo (add a photo if one doesn't “pop” from the link)

Cub Scouting Needs Adult Leaders ... check out ideas shared about how to create a culture of helpfulness and leadership. What ideas do YOU do that work for YOUR den and YOUR pack?

<https://www.scoutingatl.org/RecruitingLeaders>

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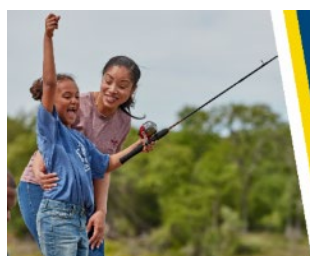
Word Count: 34

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

October

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Leaders + Cub Training		SM Echo: Cub Training	
Week Two			Leader Email: Troop Recruiting		SM Echo: Troop Recruiting	
Week Three			Leader Email: Tell School + Community What You Do		SM Echo: School + Community	
Week Four			Activity Email: Activity Resources		SM Echo: Activity Resources	

Week One - SL News Email – Two Segments



**Scouts Need Leaders.
Parents Are Leaders.
HELP THEM LEAD!**

Packs and Dens need Leaders and Co-Leaders.

The best Packs and Dens create a culture of collective leadership where *every parent helps*.

Having small, **simple and easy parent participation roles at Den meetings** is a great way to help you [turn parents into helpers and helpers into leaders](#).

How?

- By [assigning attending parents just a small part of the Den Meeting](#) to lead.
- Did you know? The 126 simple **“Assembled”** Den Meeting Plans found through our Cub Scout Advancement pages at scoutingatl.org/CubScoutAdvance help you do this.
- Each **“Assembled”** Den Meeting Plan breaks up an Adventure activity into small pieces to **help parents lead and succeed**. Like [this](#) and [this](#). (Word versions of those Plans are on [each rank's advancement page](#))
- Each Adventure resource page ([126 here in six rank by rank pages](#)) has also has tips, videos, links and all of the National resources to help parents know what the Adventure is all about, and to help families who miss a meeting catch up at home!



For more ideas to help recruit leaders, see scoutingatl.org/RecruitingLeaders. There is no “one way” to get more

leaders on your team – but we have many ideas there.

Team Training for Cub Scout Parents and Leaders!

One way to build your team is to take parents as a group to live Cub Leader Training! See the current [list of upcoming Cub Leader Training here](#). The next Cub Leader Training dates are:

___ day, ___, __:___ am at _____
___ day, ___, __:___ am at _____
___ day, ___, __:___ am at _____.

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Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Cub Scouts is fun! Leading Cub Scouts is more fun – especially when you're on a team of fellow leaders. Parents are invited to learn how to lead and succeed by attending a Cub Leader training with your team ... dates are listed in the link below.

More at <https://www.scoutingatl.org/cub-leader-training>.

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Word Count: 49

Week Two – Email (ALL Troop Leaders, All District People)



Most of our Recruiting messages are aimed at Cub Scout Packs – this one also targets Scouts BSA Troops. The same [steps that work for successful and sustainable recruiting](#) of Cub Scouts apply to Troops:

1. **Make a Calendar of Activities** – What You Do, not just “when you meet”. Youth get excited by challenging activities – not lectures in a classroom or troop meeting. Some ideas on [this page](#) and [the links there](#).
2. **Let People Know** – Promote Your Program! Let Scouts share what they do – youth to youth – selling the “fun stuff”. Parents can share too, parent to parent, selling the virtue and leadership building components.
3. **Recruit More Leaders and Helpers:** Bring parents onto your leader team and have backup and succession plans.
4. **Grow your School and Community Presence:** Build relationships and use them as your allies.
5. **Sign-Up Events** – With Exciting Hands On Activities: Not just to “welcome Arrow of Light Scouts” who might cross over into your Troop in a few months – also have welcoming activity events for the peers of current Scouts. Fun. Fire. Hands-on.
6. **More Activities:** Scout out new places to go, and fun things to do.



Troops will want to invite Arrow of Light Cub Scouts to one or more Troop Activities right now as part of the new [“Bobcat Arrow of Light” Adventure](https://www.scoutingatl.org/ScoutsBSARecruiting). Many Cub Scout Packs and Scouts BSA Troops find opportunities to do activities together. You can too! Learn more at [scoutingatl.org/ScoutsBSARecruiting](https://www.scoutingatl.org/ScoutsBSARecruiting).

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Word Count: 242

Week Two – Social Media Echo (add a photo if one doesn't “pop” from the link)

Troops: Are you reaching out to local Cub Scout Packs and families to share what you do? Cub Scout Packs: are you reaching up to local Scouts BSA Troops to do some activities together, especially with your Fifth Grade Scouts. Everyone: what are your favorite activities that involved Scouts from a Troop and Cub Scouts?

<https://www.scoutingatl.org/ScoutsBSARecruiting>

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Word Count: 56

Week Three – Email (ALL Cub Leaders, all Troop Leaders, All District People)



A message to all Unit Leaders and District Helpers,

Don't hide your light under a basket!

When your Pack, Troop or Crew does good things – from service projects to campout accomplishments, rank advancements to recognizing your leaders – share it with your worlds.

Use the tools at our [Promote Your Program page](#) to share what you've done with your School, your Churches and other local communities – and invite families to future fun events.

Remember: any fun den or pack or troop or crew activity can be a [joining event](#) – including [Service Projects](#)!

Share with the community the great job your Leaders are doing for the children in the community – and maybe help [attract more parents to your unit's leader team](#). More at [scoutingatl.org/recruitingpresence](https://www.scoutingatl.org/recruitingpresence).



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Word Count: 122

Week Three – Social Media Echo (add a photo if one doesn't "pop" from the link)

Did you know? Some families in your School, your Church and your local community don't know what you do! If they did, they might join you. What are your favorite ways to share with your School, your Church and your local community? Tell us in the comments ...

<https://www.scoutingatl.org/recruitingpresence>

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Word Count: 49

Week Four – Email (ALL Cub Leaders, All Cub Parents, All District People)

Cub Scout Parents and Leaders: Did You Know?



Check Out All Our Resources to Help Den Leaders and Parents!

Find meeting plans and resources for every Cub Scout rank and adventure!

Visit scoutingatl.org/CubScoutAdvance and click the badge for your den's rank. You'll find resources for each rank's adventures and helpful links to the Adventure Resources on the Scouting America national website!

But wait ... there's more!

- Do you want a page that explains the “parts of a den meeting” in one place? [Find it here](#), and the downloads at the bottom also include all of the most recent “Den Leader Guides”, edited to reflect the current advancement program.
- Do you want a simpler Den Meeting Plan that doesn't make you juggle 15 “activity cards” for 5 Requirements? Linked through the Council page is [this Atlanta District Page](#) with 126 Adventure Resource pages over six Rank by Rank pages.
- Each of those Adventure Resource pages (like [this](#) and [this](#)) has all of the requirements and Scouting America content, but also even more videos, links and tips, plus “Assembled” Den Meeting Plans with prompts for different parents to lead parts of the Meeting.
- At the bottom of each page, you will find **“Assembled” Den Meeting Plans** that are easier to use and share! Like [this](#) and [this](#). (Word versions of those Plans are on [each rank's advancement page](#))



Need ideas for easy den activities that are just pure fun?

Check out scoutingatl.org/FunActivities for dozens of fun activity ideas in areas like Wheels, Outdoors, Water Sports, Cooking, Nature, Hiking, Sports, Games, Arts/Crafts, Field Trips, Performance, Pets, and Science!

Want ideas for service projects? Visit scoutingatl.org/serviceprojects for ideas.

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Word Count: 266

Week Four – Social Media Echo (add a photo if one doesn't “pop” from the link)

From fun activities to early meeting ideas to our streamlined den meeting activity plans, give parents a piece of the program to lead with their kids and let them succeed! What's your best tip about engaging families to help?

<https://www.scoutingatl.org/FunActivities>

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Word Count: 40

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November

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Advancement Resources		SM Echo: Advancement Resources	
Week Two			Leader Email: Activities Bring Engagement		SM Echo: Activities Bring Engagement	
Week Three			Activity Email: Thank Your Leaders		SM Echo: Thank Your Leaders	
Week Four						

Week One - SL News Email – Two Segments

An announcement to all Scout Leaders

As the back-to-school recruiting season nears a close, we're excited to announce that we have welcomed ___ new Scouts and ___ new leaders this year! Thank you for the hard work and service dedicated to recruiting new Scouts over these last few months.

With so many new families joining Scouts, retention is key! Continue to **grow your calendar** of [fun Den and Pack activities](#)! And [Troop activities](#)! The end of the year is quickly approaching so please find our final few Council events below and begin marking your calendars for the many exciting opportunities that lie ahead next year!

Retain Your Newly Recruited Cub Scouts!

Take advantage of the resources found on [our Cub Advancement pages](#) and [the links there](#)!

Our [Den Meeting page](#) provides a simple introduction to den meetings – and more!

Need fun ideas for Den and Pack activities? Check out our [Fun Activities page](#)!

Den and Pack Leaders: Did New Cub Scouts Join After You've Started Meetings?

Are You Conflicted Because They Missed Out On Some "Adventures" Covered In Earlier Meetings?

And, What Do You Do If A Scout Misses A Meeting?

Well, you don't have to "re-do" meetings for your recent signups and those who missed a meeting – you can point the parents to [the applicable Adventure Resource page links](#) found also through [our Cub Advancement pages](#). The "Assembled" Den Meeting Plans (like [this](#) and [this](#)) on the 126 Adventure resource pages (like [this](#) and [this](#)) are an easy way for parents to work with their Scouts from home to catch up.





Cub Scout Recruiting isn't just about recruiting youth – you need to recruit adults to help lead! Our upcoming live Cub Scout Leader training sessions are an excellent introduction for all parents who want to help! Dates for upcoming training sessions can be found at scoutingatl.org/cub-leader-training.

<Extravaganza Logo? Or Picture>

Sign up for Training Extravaganza!

Training Extravaganza is another great opportunity for leaders to get their position-specific training! This event is open to Cub Scout, Scouts BSA, and Venturing leaders. Join us on **November** __ from __ am to _ pm at the Volunteer Training Center for a great morning of training!

[Learn More and Register Today!](#)

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Word Count: 256 for the Recruiting Part

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Hey Cub Scout Leaders: How can you help families who missed a meeting (and completion of an Adventure) or just joined up after the rest of the Den had done several adventures? No, you don't have to re-do past meetings – instead, point parents to the applicable Adventure Resource page found in the applicable Rank page on this website shared by the AAC.

<https://southfultonscouting.com/node/3163>

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Word Count: 76

Week Two – Leader Email (ALL Cub Leaders, All Troop and Crew Leaders, All District People)

Activities Brings Parent Engagement!



To All Unit Leaders and District Helpers,

The final Step to Successful and Sustainable Recruiting is planning **More Fun Activities!** Many Packs, Troops, and Crews start the school year with firm plans for great activities, but not all programs have a full year-round set of “Get Out and Cub Scout” activities at the outset of the school year.

The simplest solution is to just ask! Survey your families (Troops: survey your Scouts) and ask ***what else would you like to do?*** When families and Scouts respond with suggestions, you can:

1. Add that activity to your calendar.
2. Recruit the family who shared the idea to help lead the activity!

Check out our great ways to use [Cub Scout Advancement](#) and [Fun Activities](#) as ways of getting parents involved and letting new families “test drive” your Den and Pack program and join you. Troops: see [this page and the links there](#).

You might also want to see this [great big list of things to do around Atlanta](#) collected by volunteers in several of our Districts for more great ideas on planning fun activities.

A strong foundation for sustainable recruiting is built on [a Calendar of Fun Activities](#) as the first step, followed by [Pack Promotion – Flyers and Media and More](#), keep [Recruiting Leaders](#), and a strong [School and Community Presence](#). Plus more fun activities! [Troop Recruiting is a year-round project too!](#)

Visit [scoutingatl.org/cubcalendarplanning](https://www.scoutingatl.org/cubcalendarplanning) for more helpful tips!



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Word Count: 237

Week Two – Social Media Echo (add a photo if one doesn't “pop” from the link)

The final Step to Successful and Sustainable Recruiting is planning **More Fun Activities!** (That also makes doing Scouting worthwhile). Many ideas and activities are found here and in the links of the Atlanta Area Council activities pages. <https://www.scoutingatl.org/activities>

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Word Count: 38

Week Two – Email (ALL Leaders and Parents, All District People)

Thank You Scout Leaders!



This Thanksgiving month is a time for all of us to thank our Scout Leaders!

Thank you to all the Den, Pack, Troop, Crew and Ship leaders and helpers who have given time and effort to help young people grow in Scouting. Your efforts allow young people to develop character, learn leadership and experience skills they will use throughout their lives. Without you, our programs wouldn't exist.

Parents: now is a great time to thank the leaders who are providing this program and shaping the lives of your Scouts. We are thankful that you have entrusted Scouting by supporting your child's participation in Scouting America programs.

Thank you to all who make our world a better place to live while building stronger families through Scouting and preparing young people to make ethical and moral choices by instilling in them the values of the Scout Oath and Law.

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Word Count: 147

Week Three – Social Media Echo (add a photo if one doesn't "pop" from the link)

This month of Thanksgiving is a time for all of us to thank the Scout Leaders (don't forget your youth leaders). Recognition is not only the right thing to do for those who serve, but it also helps grow your team of leaders!

https://www.youtube.com/watch?v=Q93zmU_dODs

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Word Count: 44

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

December

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Activity Planning for Winter+Spring		SM Echo: Activity Planning for Winter+Spring	
Week Two			Leader Email: 5 th Grade Crossover		SM Echo: 5 th Grade Crossover	
Week Three						
Week Four						

Week One - SL News Email



Making a List, Checking it Twice – Update your Calendar of Fun Activities!

As you make lists for the holiday, maybe spend some time with Pack parents and leaders to **fine tune your Pack activity calendar**. You probably have new families since you created your fall and winter calendar – what would they like to add for late winter and spring?

- Program calendars around town for the coming year have filled out since summer ... see what you would like to do!
- A month-by-month view of activities through the Atlanta Area Council is [here](#).
- A growing list of things to do and places to go around Atlanta created by several Districts is [here](#).



Check out the resources below so you can build your perfect calendar of fun programs!

[Learn How to Plan Your Calendar!](#)

[Watch: Plan Your Best Year Ever in Cub Scouting](#)

[Discover Ideas for Fun Activities!](#)

Don't forget that [any fun den or pack activity can be a joining event](#).

Updating your calendar can happen in groups large and small, live and virtual, sipping cocoa around a campfire or during halftime of a football match on TV – so invite your families to gather, have fun, and share ideas for the upcoming spring and summer.

More at [scoutingatl.org/cubcalendarplanning](https://www.scoutingatl.org/cubcalendarplanning)

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Word Count: 207

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Make a List, Check it Twice, Schedule Activities not Naughty but Nice! **"Build A Calendar of Fun Activities"** is the first best step to recruiting more families – and you may have filled up the fall calendar but felt "we'll do spring and summer later". Later is now ... Updating your calendar can happen in groups large and small, live and virtual, sipping cocoa around a campfire or during halftime of a football match on TV – so invite your families to gather, have fun, and share ideas for the upcoming spring and summer.

<https://www.scoutingatl.org/cubcalendarplanning>

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Word Count: 93

Week Two – Leader Email (ALL Cub Leaders, All Troop Leaders, All District People)

New Year, New Scouting Program for Fifth Grade Scouts!



Are Your Fifth Grade Scouts Ready to Join a Troop?

A message to all Pack and Troop Leaders and District Helpers,

Now more than ever before, [the Fifth Grade "Arrow of Light" year](#) in Cub Scouting is all about preparing those Cub Scouts with skills to succeed when they "crossover" to a Troop and with making sure they've had meaningful contacts with Troops and found one they want to join!

- See [this Scouting America resource page](#) about Arrow of Light to Troop transition.
- Your Fifth Graders who've completed the eight Adventures to earn Arrow of Light could transition now.

- And they will benefit from earlier integration into Troop membership, activities, and fellowship so that they are fully integrated into Troop operations and more likely to go to summer camp.

But are you ready?

- **Packs:** Have your Fifth Grade Scouts participated in Troop activities – if not, make contact and find out how you can join in something with a Troop near you.
- **Troops:** Have you reached out to nearby Packs to [invite Fifth Grade Scouts to exciting Troop activities](#) – if not, make contact and invite them to some .

Also, if your Pack has a tradition of “we do crossover at our Blue & Gold Awards Banquet in the spring” and if some think “if they cross over now, they can’t go to that Awards Banquet”, ask:

- Why not let them attend the Blue & Gold Awards Banquet in the spring after crossover?
- Invite them! Recognize them (again) for the accomplishment of the Arrow of Light!
- Maybe let these now-more-experienced Scouts regale the audience with stories, pix and video of their Troop adventures (and entice the younger Cub Scouts to want to cross over in *their* Fifth Grade year).

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Word Count: 288

Week Two – Social Media Echo (add a photo if one doesn't “pop” from the link)

Be Prepared! This Scout motto is important advice now for both Troops and Packs, because now is the time to be sure that Fifth Grade Cub Scouts are prepared – by completing the Arrow of Light Rank – to transition to a Troop this winter. Ideas about recruiting Fifth Grade Scouts into Troops are part of <https://www.scoutingatl.org/ScoutsBSARecruiting>.

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Word Count: 55

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January

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Scout Sunday, etc.		SM Echo: Scout Sunday, etc.	
Week Two			Leader Email: Scouts Serve		SM Echo: Scouts Serve	
Week Three			Activity Email: Catch Up On Adventure Advancement		SM Echo: Catch Up On Adventure Advancement	
Week Four						

Week One - SL News Email – One Segment



Celebrate Scout Sunday, Scout Sabbath, and Scout Jumuah!

Scouting America designates the days of worship are on or prior to the Scouting Anniversary Day (February 8) as **Scout Sunday, Scout Sabbath, and Scout Jumuah.**

2026 Scout Days of Worship

- Scout Sunday - February 8
- Scout Jumuah - February 6
- Scout Sabbath - February 6-7

These days of worship offer an opportunity for congregations to honor Scouts and learn more about the value of Scouting as a youth program chartered to their respective religious organizations.

If your unit is unable to participate in Scout Sunday on these dates, you are welcome to select a different weekend this month – or any month! – to celebrate!

We have customized materials for Scout Sunday, Scout Sabbath, or Scout Jumuah?

Download our [Scout Sunday PowerPoint template](#)! Customize it with your unit's pictures and information to share with the congregation. Visit our website at [scoutingatl.org/dutytogod](https://www.scoutingatl.org/dutytogod) to either download customizable bulletins for your unit or request printed copies from the Atlanta Area Council.

You can additionally find a [guide](#) to Scout Sunday, Sabbath, and Jumuah, and learn more about Scouting America's [religious emblems programs and awards](#).

Share your Scout Sunday, Scout Sabbath, and Scout Jumuah photos on social media with #ScoutSunday!

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Plan now for Scout Sunday, Scout Sabbath, and Scout Jumuah in February (or when your Pack, Troop, Crew or Ship can schedule with your local congregations). Scouting America designates the days of worship are on or prior to the Scouting Anniversary Day (February 8) as Scout Sunday, Scout Sabbath, and Scout Jumuah. Resources to help plan are here:

<https://www.scoutingatl.org/dutytogod>

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Word Count: 59

Week Two – Email (ALL Cub Leaders, All Troop Leaders, All Crew Leaders, All District People)

Scouts Serve! Be Sure Your Communities Know How Your Scouts Serve!



Scouting Service Projects

A cornerstone of Scouting is doing a good turn daily. You don't need to look far to find many families and communities in need – and **your Den, Pack, Troop or Crew can help**. It could be as simple as a clean-up project at a school or park or a food drive through your neighborhood – hey, that sounds like Scouting For Food! Many ideas like that are found in [the Atlanta Area Council Service Projects page](#) and in links there like [this compendium](#) of Unit Service Projects, Service Organizations you might help out, and smaller projects that can be done by families and individuals

And don't just Show Up to Serve ... make it Show and Tell! [Let your communities know what you did](#): notices, articles, pictures, posts of your Scouts in your local Church, School, Neighborhood, City Website, local newspaper, the AJC, Facebook, Insta ... let the world know that Scouts Serve. And how your Pack, Troop or Crew is making the world better.

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Word Count: 167

Week Two – Social Media Echo (add a photo if one doesn't "pop" from the link)

If your New Year's Resolutions include anything like "help other people" or "do a good turn daily" or be sure my Cub Scout completes the "Citizenship" Adventure for their rank, then it might be time for some service. That's what Scouts do! And when your Den, Pack, Troop or Crew serves, let your communities know!

<https://www.scoutingatl.org/recruitingpresence#Service%20Projects>

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Word Count: 56

Week Three – Activity Email (ALL Cub Leaders, All Cub Parents, All District People)

Wrap Up Your Ranks and Keep On Doing Fun Adventures.



How Does Our Cub Scout Finish Rank Advancement?

Hello Cub Scout Parents! Your Scout's Pack and Den will probably be keen to see your Scout complete "rank advancement" for his or her grade. Your Scout will be excited to complete the fun and exciting Adventures, and you will probably be more excited for your Scout to also complete the Adventures about safety, leadership and character.

What Do We Need To Do? If you've not heard from your Den or Pack Leaders about how your Scout is progressing with Rank Advancement, now is a good



time to reach out to them. Every Pack is different about when they plan to complete Cub Scout Ranks, some as early as February, while many schedule their big rank advancement awards event later in the Spring.

What Are The Rank Advancement Requirements? We Missed Some Meetings – How Do We Catch Up? Hopefully you have your Scout’s Handbook as a resource, but if not, the Atlanta Area Council [Cub Scout Advancement page](#) has useful information for leaders to use and share with parents to help lead their Scouts, including links to [this AAC District Resource Page](#) that has Rank by Rank and Adventure by Adventure pages with:

- The adventure requirements and links to National Scouting America resources.
- “Assembled” Den Meeting Plans to make the adventures easier to lead, even from home. (Like [this](#) or [this](#))
- Even more videos, resources, and website links that will make you an expert in the eyes of your Scouts.

Every Den and Pack is different about their process, so contact your Den or Pack leaders about how you can help your Scout complete this year’s Cub Scouting journey!

Got Rank? Keep active! If you like Loops and Pins and checking off completed Adventures, don’t forget that there’s 16 to 20 “elective” Adventures that your Cub Scout can complete this Spring and into the Summer.

- Also pure fun adventures at [scoutingatl.org/FunActivities](https://www.scoutingatl.org/FunActivities)

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Word Count: 319

Week Three – Social Media Echo (add a photo if one doesn’t “pop” from the link)

Catch Up with your Cub Scout’s rank advancement progress by checking out the Atlanta Area Council Cub Scout Advancement page, with the Rank by Rank (and Adventure by Adventure) pages that link from it.

Those Adventure by Adventure pages include the Adventure Requirements, links to simple and easy “Assembled” Den Meeting plans, useful videos and website links that will make you an expert in the eyes of your Scouts and help them on their Advancement trail!

More at <https://www.scoutingatl.org/CubScoutAdvance>.

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Word Count: 79

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February

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Troop Recruiting		SM Echo: Troop Recruiting	
Week Two						
Week Three			Leader Email: Fun Activities		SM Echo: Fun Activities	
Week Four			Leader Email: Reprise: Troop Recruiting		SM Echo: Reprise: Troop Recruiting	

Week One - SL News Email

Troops: Recruit More Scouts Now!

[Add Photo](#)

Now is the time to recruit 5th-grade Arrow of Light Scouts and their fellow students to join your Troop!

- **Start** by reaching out to your local Packs and their Arrow of Light Den.
- **Continue** by reaching out to **all** 5th-grade families – because *any 5th-grader aged 10 or older may join a Troop after March 1*, even if they are not in Cub Scouts now!
- **Finish** by following up with all, and inviting them to participate in your fun, active Troop activities attractive to 5th Graders.

[Learn More on Recruiting 5th Graders](#)

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Word Count: 96

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Spring is Coming! Time to grow your Troop. Invite your Fifth Grade Arrow of Light Cub Scouts ... and their classmates, even if they haven't done Cub Scouting! (Any Fifth Grader age 10 or older can join your Troop as of March 1).

<https://www.scoutingatl.org/ScoutsBSARecruiting#Contacts>

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Word Count: 44

Week Three – Activity Email (ALL Cub Leaders, ALL Cub Parents, All District People)

Spring Into Scouting – With Fun Activities!



Cub Scouting Needs to be Fun * Simple * Easy

Not all Den and Pack activities need to have complex agendas with adventure lessons taught – you can just have fun, fishing, riding bikes, exploring interesting places, cooking and eating with your community of Cub Scout friends and future families you invite to join with you.

Scouting is often called “A Game With A Purpose”; especially at the younger grades, Cub Scouting is “A Play Date With A Purpose”.

You won’t run out of fun activities if you check out scoutingatl.org/FunActivities ... and as a bonus, your fun activities can help you [build a foundation this spring](#) for a better Cub Scout Pack!

Invite New Families To Join Your Fun!

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Word Count: 124

Week Three – Social Media Echo (add a photo if one doesn’t “pop” from the link)

Two steps for better Cub Scouting in your Den and Pack: schedule some fun * simple * easy activities for your den and pack communities and invite new families to join you in those. Just fun and community ... and more friends for you and your family.

You won’t run out of fun activities if you check out scoutingatl.org/FunActivities

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Word Count: 59

Week Four – Leader Email (ALL Troop Leaders, All District People)



Time to Recruit More Scouts Into Your Troop!



Scouts BSA Troops and Leaders,

Did you know there are three types of 5th graders who can join your troop?

1. Any youth aged 11 or older at any time
2. Cub Scouts who are 10 years old and have earned their Arrow of Light Award
3. Any youth who is 10 years old and registers on or after **March 1**

That's right! A 10-year-old 5th grader **does not need to have been a Cub Scout** to join your troop on or after March 1.

Now is the time to reach out to all 5th graders and their families!

- Start by connecting with your favored packs.
- Work with packs to see if they retained contact information for 5th-grade youth who “almost” joined in the fall.
- Contact families in your scouts' 5th-grade classes and invite them to join!
- Follow up with all – invite them to your fun, active Troop activities attractive to 5th Graders.

For more information on how to recruit for your Troop, visit [scoutingatl.org/ScoutsBSARecruiting](https://www.scoutingatl.org/ScoutsBSARecruiting)



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Word Count: 173

Week Four – Social Media Echo (add a photo if one doesn't “pop” from the link)

Spring is Coming! Time to grow your Troop. Have exciting, active, hands-on activities that kids want to do and makes them want to join your Troop. More at <https://www.scoutingatl.org/ScoutsBSARecruiting>

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Word Count: 29

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March

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Spring Into Scouting		SM Echo: Spring Into Scouting	
Week Two			Leader Email: Finding Leaders		SM Echo: Finding Leaders	
Week Three						
Week Four			Leader Email: Pack Run Recruiting		SM Echo: Pack Run Recruiting	

Week One - SL News Email



Traditionally, Cub Scout recruiting happens in the fall after School starts back, but recruiting can happen any time your unit wants to welcome new families!

The Atlanta Area Council supports Pack-Run Recruiting – how and when you want to invite new families to your pack! We have ideas and resources to help you – we invite you to review our [Pack-Run Recruiting Video](#).



[Find more Recruiting Resources here!](#)

Fun Cub Scout Spring and Summer Activities

Recruiting Cub Scouts is much more than “fall” recruiting.

Cub Scouting communities should be full of fun, simple, easy activities that are great for your current families and recruiting new families to join.

For more on this, see this [Spring into Scouting](#) section of our Atlanta Area Council recruiting resources, including an On Scouting blog post titled “[All the Advantages of Recruiting New Cub Scouts in the Spring](#)”.

Spring and summer activities and recruiting can ease some of the headaches commonly encountered when starting new dens from scratch in the fall.



[Download the Spring & Summer Recruiting Guide!](#)

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Word Count: 164

Week One – Social Media Echo (add a photo if one doesn't “pop” from the link)

Did you know? Cub Scouting isn't over when you earn your Grade's “rank”. Keep the Cub Community going with spring and summer fun activities – and invite new families to enjoy the ride with you. Many ideas for fun (and for how to use that fun to grow your Pack and Dens) are in this Spring + Summer Guide.

<https://www.scoutingatl.org/files/46650/Spring---Summer-Cub-Scout-Fun-Ideas---Recruiting-Guide---Short>

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Word Count: 62

Week Two – Leader Email (ALL Cub Leaders, All Troop Leaders, All District People)

Now Is A Great Time To Recruit Adult Leaders!

To all Pack and Troop and Crew Leaders, and All District Leaders and Volunteers.



Involving more parents in your Pack, Troop or Crew as helpers and leaders will help your Scouts and benefit those parents – becoming an active, engaged volunteer is a rewarding and enriching experience.

You see which parents are interested in their Scout’s success. Maybe they were new last fall when they joined – but now they see how you do Scouting. **Spring is a great time to help them find their place on your team!**

There is no one way, no simple single silver bullet that will work on everyone every time. On [our Recruiting Leaders page](#) you’ll find many videos, tips, and tools geared towards **Turning Parents Into Helpers and Leaders**.
Like:

- An “Every Parent Helps” Commitment Policy you can adapt for *your* Pack or Troop.
- Den Leader Recruiting Scripts ... for when you need to have “the talk” with parents.
- A “Fifty Ways to Lure a Leader” piece and PowerPoint and Video.
- Adult Skill Survey (updated to the current Cub Scout program)
- A Troop “Pledge Card” you can adapt and collect from parents at your events.
- A “Pack Organization Overview and Team Role Descriptions” document that gets practical about what adults can do (plus a Word version you can edit).

And join us for a Zoom discussion of how to recruit leaders on Wednesday, March 18 at 7:00 pm (and an encore at 8:00 if that time works better) ... register at _____.

===30=== <and drop or adapt the last bit if there is no upcoming session>
Word Count: 258

Week Two – Social Media Echo (add a photo if one doesn't “pop” from the link)

Spring is a great time for parents to join the Scouting Team of your Pack, Troop or Crew. Warmer weather, more fun, plan for the next program year, and become part of the Leader Team. If you’re a current leader and want more to join, see <https://www.scoutingatl.org/RecruitingLeaders>

===30===
Word Count: 47

Week Four – Leader Email (ALL Cub Leaders and All District People)

Now Streaming! Pack-Run Recruiting!

To Cub Scout Leaders and District Volunteers:

This YouTube about Pack-Run Recruiting has been our plan from 2024 through today. Check out this introduction to resources for Unit Leaders recruit new families – more found at scoutingatl.org/recruitingresources.

Video segments are listed below.



- Why Should Packs Run Their Own Recruiting? (6 minutes) [2:02](#)
Role of Professionals = Partnership with Packs (4 minutes) [8:43](#)
Steps for Successful Recruiting Intro (1 minute) [12:37](#)
- Step One: Calendar of Fun Activities (5 minutes) [13:28](#)
 - Step Two: Pack Promotion of your Local Plan (5 minutes) [18:37](#)
 - Step Three: Turn Parents into Helpers and Leaders (6 minutes) [23:35](#)

- Step Four: Elevate Your School and Community Presence (2:5 minutes) [29:05](#)
- Step Five: Sign Up Events – School Nights and Fun Pack Events Intro (4 minutes) [31:55](#)
- Sign Up Event Plan and Script and Resources (11 minutes) [35:48](#)
- Scheduling and School Buzz Ups (6 minutes) [47:05](#)
- District and Council Support [53:08](#)
- Step Six: Signup Follow Up and More Fun Events (1 minute) [59:45](#)

Year-Round Recruiting at your Fun Den and Pack Events Intro (3 minutes) [1:00:22](#)

- Spring/Summer Recruiting Ideas – Relax and Retool (4 minutes) [1:03:00](#)
- Fall: Back to School Recruiting and Roll Out Your Program (1 minute) [1:06:47](#)
- Winter: Run (program) and Retain (Scouts) (1 minute) [1:07:42](#)

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Word Count: 207

Week Four – Social Media Echo (add a photo if one doesn't "pop" from the link)

Now Streaming! Pack-Run Recruiting! Check out this introduction to resources for Unit Leaders recruit new families.

<https://www.youtube.com/watch?v=zQopXHRBLYs>

===30===

Word Count: 17

<[Click to go to the Top](#) or to messages for [June](#), [July](#), [Aug](#), [Sept](#), [Oct](#), [Nov](#), [Dec](#), [Jan](#), [Feb](#), [Mar](#), [Apr](#), [May](#)>

April

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Take it Easy		SM Echo: Take it Easy	
Week Two			Activity Email: Plan Your Best Year Ever		SM Echo: Plan Your Best Year Ever	
Week Three			Leader Email: Council Cub Events		SM Echo: Council Cub Events	
Week Four						

Week One - SL News Email

Cub Scouting Tip: Take It Easy this Spring!

Celebrate Spring and Summer with some **fun, simple, and easy activities** that your den and pack families can enjoy together. No complicated meeting plans, no data entry – just relaxing fun and making memories.

Why? Cub Scouting is all about fun, family, and friends – spring is a time to relax in your Cub Scout community. If you like, your den and pack parents can recruit more families to join your fun activities. And more families means even more parents who can share **ideas about your future fun activities** – some might also **step up as leaders!**

[Learn More](#)



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Word Count: 104

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Celebrate Spring and Summer with some fun, simple, and easy activities that your den and pack families can enjoy together. No complicated meeting plans, no data entry – just relaxing fun and making memories. And maybe grow your Cub Scouting community while you're at it!

<https://www.scoutingatl.org/FunActivities>

===30===

Word Count: 45

Week Two – Leader Email (ALL Cub Leaders, All District People)

Now Streaming! Plan Your Best Cub Scout Year Ever!

To all Cub Scout Leaders and District Helpers! Check out this video to help you plan an amazing year of programs for your Cub Scouts!



Action | Practical Planning | Help 4 Leaders [This YouTube](#) has Ideas and Resources about How to Plan Your Best Year Ever in Cub Scouting. Key video segments are listed below:

- **Importance of a Strong Activities Calendar** – Step One for Successful Recruiting (2 minutes) [2:17](#)
- **Goals:** (1) Build Your Best (local) Plan (2) Keep It Simple Make It Fun and (3) **Fun for Kids and Families** (and Safe) equals Stronger Families Through Scouting (3 minutes) [4:17](#)
- **Scouting Is Outing** – Two Examples of a Year Long Activity Calendar (7.5 minutes) [6:55](#)
 - Do Activities With Troops Too! (1 minute) [14:35](#)
 - When Should **You** Schedule **Your** Blue + Gold Banquet? (1.5 minutes) [15:30](#)
 - Outdoor Ideas, Local Places to Go, and Unique Overnight Activity Destinations (4 minutes) [16:42](#)
 - Any Fun Activity Can Be a Welcoming Joining Event (1 minute) [20:35](#)
- **A Safety Moment and S:A:F:E: Checklist** (3.5 moments) 21:62
- **Planning Methods** – Surveys and Sharing Intro (1 minute) [25:30](#)
 - Critical Analysis of Your Plan: Is It Too Hard? Does it “Spark Joy”? (4 minutes) [26:20](#)
 - Pack Planning Process – Leaders **and all Parents!** (2+ minutes) [29:53](#)
 - Key Dates to Identify to Focus Planning (2+ minutes) [32:15](#)
 - Survey Options (2 minutes) [34:45](#)
 - Parent and Leader (“PAL”) Planning Conference (2 minutes) [36:32](#)
 - Pack “Activities” and Pack “Meetings” (Apply the FunMeter) (2 minutes) [37:50](#)
 - Den Meetings: How Often? When? Where? What Works For Your Families? (3.5 minutes) [39:58](#)
- **Now, Who Will Lead These Dens? Or How To Turn Parents Into Leaders!** (2 minutes) [43:38](#)
 - Advancement Help for Den Leaders and Parents (2.5 minutes) 45.43 (see [these Den Meeting plans](#) aligned with current program)
 - A Plethora of Fun*Simple*Easy Activities Dens and Packs Might Do (1.5 minutes) [47:43](#)
- **Budget Introduction** (1 minute) [49:15](#)
 - National Registration Fees and Your Budget (2.75 minutes) Note: refers to 2024 fees which might change [49:43](#)
 - Other Expenses a Pack Might Build into a Budget for Pack Local Program Fees (or “dues”) (1 minute) [52:58](#)

- Revenue Options, including Fundraisers – and Balancing the Budget to Set Your Local Fees or Dues (2.5 minutes)
[53:42](#)

Get Out and Cub Scout!

===30===

Word Count: 391

Week Two – Social Media Echo (add a photo if one doesn't "pop" from the link – also, **change the YouTube "cover" image from the Aims of Scouting to the image below that's at the front of the video**)

Cub Scout Parents and Leaders: Check out this video to help you plan an amazing year of programs for your Cub Scouts!



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Word Count: 22

Week Three – Activity Email (ALL Cub Leaders, All Cub Parents, All District People)

Council Summertime Fun Events!

<Photos: Use some from <https://www.campbertadams.org/files/52956/Cub-Overnight-Camp-Program-Guide>, pages 8 & beyond, like these (but drop the page numbers):



To all Cub Scout Leaders and Parents, and All District Helpers:

Did you know about Cub Scout Camping Opportunities – for families? Yes, a Pack can go as a group, but these events also accommodate individual families who register, attend, and have a blast!

- [Cub Scout Summer Camp is coming May 29-31 at Bert Adams Scout Camp](#). Tents pitched for you! Meals catered in the Dining Hall. The air-conditioned dining hall. Pool! Lake! Fishing! Fun!
- Cub Scout Day Camps in many of our Districts in the Atlanta Area Council, mostly in June. [See this page for dates, locations and how to register](#). (Yes, you may register to attend Day Camps outside “your” District.)
- It’s not too early to think about [Family Camping Weekends in October](#). Packs will want to sign up early – many of these sell out fast.
- Our friends in neighboring Scouting America Councils like [Flint River](#), [Northeast Georgia](#), and [Northwest Georgia](#) also put on Cub Scout programs and likely would welcome you to attend if that’s more convenient (we welcome them to our events) – just follow their registration process.

More at <https://www.scoutingatl.org/cubcamping>

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Word Count: 187

Week Three – Social Media Echo (add a photo if one doesn’t “pop” from the link)

Did you know about our Cub Scout Camping Opportunities – for families? Yes, a Pack can go as a group, but these events also accommodate individual families who register, attend, and have a blast!

<https://www.scoutingatl.org/cubcamping>

===30===

Word Count: 34

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May

SUN	MON	TUE	WED	THU	FRI	SAT
Week One			SL News: Year End Recognition		SM Echo: Year End Recognition	
Week Two			Activity Email: Got Plans? Promote Now!		SM Echo: Got Plans? Promote Now!	
Week Three			Activity Email: Cub Scout Community		SM Echo: Cub Scout Community	
Week Four						

Week One - SL News Email

End of School Year Recognition

Scouting is great at recognition of our Scouts at Blue + Gold Banquets and Courts of Honor, and of [our Leaders](#) who deliver the program to our Scouts. But don't forget to **Be True To Your School(s)**. And other community supporters.



The Power of Thanks!

Visit – **thank** – your School Principal and Staff and your Chartered Organization

- Coordinate school visits with your District Professionals ... they want to be in contact with principals by early summer.
- The Atlanta Area Council provides a gift to principals in the summer.
 - Don't forget other school staff.
 - And PTA/PTO!
- Do Teachers/Staff appreciate coffee and snacks? Yes!
 - The end of the school year is a great time to

Show and Tell the highlights of your Scouting Year.

- Show them about how you help the School, the Community, and the families in both. Share pictures and video of your [service projects](#).
- Tell them about the value of a values-based Scouting program .

Strong relations with schools and community groups helps build Scouting. More at <https://www.scoutingatl.org/recruitingpresence>

===30===

Word Count: 181

Week One – Social Media Echo (add a photo if one doesn't "pop" from the link)

Be True To Your School (and Local Community Groups). Thank them for their support and show and tell how your local Pack, Troop, Crew or Ship helps the school, the community, and the families in both.

More at <https://www.scoutingatl.org/recruitingpresence>

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Word Count: 39

Week Two – Activity Email (ALL Cub Leaders, All Cub Parents, All District People)

Pack Promotion! By Parents to Parents!

A message to Cub Scout Leaders and Parents, and District Helpers



Got A Program Plan? – or Are You Planning to Prepare a Plan?

Get The Word Out!

- Let current and prospective parents know what you're cooking up for the summer (hopefully cookouts!) and the coming program year.

And Pack Promotion of upcoming events isn't just "the Cubmaster's job" or "something the Den Leader does" – every parent can share what's coming, why they like Cub Scouting, and invite fellow families to join in your activities.

And there's many methods to sharing ... especially as you get a calendar of events started (even just summer events) – messaging methods include:

- A **"Pack Packet" Flyer** with *your* Pack Fun Activity List
 - And Photos of *your* Cub Scouts in action
 - And QR Codes – if you have a Website, or a QR that sends an email to a responsive leader
- Social Media: Facebook, Insta, TikTok, Pinterest & More
 - Videos and Pictures of What Your Pack Does!
- Newsletters, Websites + Bulletin Boards at:
 - School and Church and Neighborhoods
- Yard Signs + Posters
- **Peer to Peer Cards** and Letters and Post Cards
- School Delivery – Inside if you can, at Carpool, at PTA/PTO if you can
- **Parent to Parent** Calls and Chats and Visits and Presentations
 - Emails and texts: blast and personal

For ways to build your community and promote your Pack, see scoutingatl.org/promotingthepack

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Word Count: 236

Week Two – Social Media Echo (add a photo if one doesn't "pop" from the link)

Like Cub Scouting? Let your world know. Promoting your Den and Pack and sharing about upcoming events isn't just "the Cubmaster's job" or "something the Den Leader does" – every parent can share what's coming, why they like Cub Scouting, and invite fellow families to join in your activities.

More at <https://www.scoutingatl.org/promotingthepack>

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Word Count: 51

Week Three – Activity Email (ALL Cub Leaders, All Cub Parents, All District People)

Cub Scouting Can Be A Year Round Cub Community

<Maybe some pix from this sequence in the brand center, no uniform, casual



>

To all Cub Scout Leaders and Parents, and All District Leaders and Volunteers.

Got Rank? Congratulations, and keep Cubbing all Spring and Summer. Cub Scouting doesn't end when you've completed 8 Adventures for your Rank. Keep connected with your Cub Community with more activities and adventures!

- If you like Loops and Pins and checking off completed Adventures, don't forget there are 16 to 20 "elective" Adventures at each Rank that your Cub Scout can complete this Spring and into the Summer.
- See the Atlanta Area Council [Cub Scout Advancement page](#) for more information.

And your Cub Community doesn't even need "advancement" ... your families can just do pure simple, easy, fun adventures like the lists at [scoutingatl.org/FunActivities](https://www.scoutingatl.org/FunActivities)

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Word Count: 126

Week Three – Social Media Echo (add a photo if one doesn't "pop" from the link)

Two steps for better Cub Scouting in your Den and Pack: schedule some fun * simple * easy activities for your den and pack communities and invite new families to join you in those. Just fun and community ... and more friends for you and your family.

You won't run out of fun activities if you check out [scoutingatl.org/FunActivities](https://www.scoutingatl.org/FunActivities)

===30===

Word Count: 59

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