



Guide to Cub Scout Family Recruiting

SIX KEY STEPS FOR PACK LEADERS AND HELPERS

PACK-LED RECRUITING

- ✓ Activity Calendar
- ✓ Program Promotion
- ✓ Recruiting Leaders
- ✓ School Presence
- ✓ Sign-Up Events
- ✓ More Fun Activities



ScoutingATL.org/RecruitingResources



RECRUITING RESOURCES

Scan the QR code to learn more about online and downloadable resources you may use for making your program fun.



Guide to Cub Scout Family Recruiting



Make Cub Scouting Fun, Family + Friends!

Keep It Simple, Make It Fun!

Den and Pack activities should be built around **Fun, Family and Friends** with **fun, simple and easy activities** – where you welcome new friends and enjoy the best of Cub Scouting like hiking, biking, camping, cooking (eating!), fishing, service, Pinewood Derby, exploring, games and more.

Six Key Recruiting Steps – *any* time you recruit, Spring, Summer or Fall

Click links below for more – or scan the QR Code to land at the Recruiting Resources page



Table of Contents

1. Plan Your Pack Program (Calendar of Fun Activities)	3
2. Promote Your Program - Let People Know!	4
3. Recruit Leaders and Helpers (Parents!)	5
4. School and Community Profile	6
5. Sign-Ups: Pack Fun Events + School Sign-Up Night (both are now “Pack Run Recruiting” events)	7
6. More Fun Events and Program. Extend your Fun Activity Calendar	8
A Timeline View to Apply the Six Key Recruiting Steps:	9
Planning Phase – Year-Round (With a Big Spring + Summer Investment)	9
Pack Promotion (year-round, but fully functioning by 4 weeks before school)	9
Open House / Meet & Greet / Registration Day Opportunities (July/August)	10
“Pack Run” Sign-Up Events: Pack Fun Events + School Sign-Up Night (Aug/Sept)	11
Follow Up Phase (day after the Sign-Up Events ... and beyond)	12
Appendix of Other Resources	13
Recruiting Team Members – New Member Coordinators and More Ways to Help	13
Sample Pack Program Flyer Back Page with a Sample Pack Activities Plan	14
Pack-Run Family Sign-Up Event Plan + Script	14



Six Key Recruiting Steps – Spring, Summer + Fall

1. Plan Your Pack Program (Calendar of Fun Activities)



Focus on fun family events – **activities**, not meeting dates! Families join to “do things” – that’s how to attract them to join your Pack.

- What activities can you do to have big **fun with friends and family**?
 - Especially outdoor fun.
 - The Number One satisfaction driver in Cub Scouting is “**we have great outdoor activities!**”.
- So, we say: **Get Out and Cub Scout!**
 - Have a big plan with many events.

Ask Scouts and Families “*what else would you like to do?*”

- And if it’s safe, find a way for your families to do it!
 - All Scouting is Local – right in your neighborhood.
- Share ideas about where to hike, bike, fish, camp, explore and more as Den or Pack activities. [Build Your Calendar Around Those Activities!](#)
- **Make Every Fun Den or Pack Event into a Welcoming + Joining Event – let families “test drive” Scouting and get to know you!**
 - And then let them Sign Up with Your Pack

Don’t forget Day Camp and Summer Camp options – Scouts *can* attend as a Pack or as a single family and have a great time with great activities.



See the [Activity List with Cub Recruiting Flyer Template](#).

- Download a Word Version you can edit with **your** activities – more versions at scoutingatl.org/promotingthepack#resources
- This recent Atlanta Area Council [Program Kickoff Presentation on "Build Your Best Year Ever in Cub Scouting"](#) might be helpful – resources found [here](#).
- More [Fun, Simple, Easy activity ideas](#) are [here](#).

Your program will include **Advancement** ... share Cub Adventure resources – Den Leader Guide Plans and simpler plans, plus videos and more through links at scoutingatl.org/CubScoutAdvance and at ➔

← More Pack Planning ideas at scoutingatl.org/cubcalendarplanning.

Also: scoutingatl.org/FunActivities for pure Fun*Simple*Easy activities!



2. Promote Your Program - Let People Know!



How Can You Promote Your Program? Use what you, your school, your churches, and your families use and read or view (*You have Many Media Methods*):

- Share Stories for School, PTA/PTO, Church, Chartered Org and community or neighborhood or HOA newsletters / email lists / websites / newspapers
- **Pictures are worth 1,000 words.** Video can be worth 10,000 words! Share good pix!



WHAT CUB SCOUTS IS ABOUT:

Cub Scouts is an active program for boys and girls in kindergarten through fifth grade, and their families, that encourages learning, friendship—and most of all—getting out and having fun! Your child will join with others in the same grade in a “den” led by the parents and have a Handbook of adventures for their grade level. All of the Cub Scouts and families in the dens make up the “pack”, also led by parents. With an emphasis on outdoor events, small gatherings, and activities with family, Cub Scouts is a great way to let your kids safely socialize, learn, and have fun.



FLEXIBLE EXPERIENCES THAT FIT YOUR FAMILY

From big overnight pack trips to small local den adventures, camping in a tent to building a pinewood derby car, trying new things and playing sports to learning STEM, there's truly something for everyone to do and enjoy in Cub Scouts. Bring the whole family to participate in activities with you!

- Parents work together to establish the den schedule and program
- Cub Scouts works around sports schedules and you participate as your time allows
- And at home with AtlantaBSA.org/ScoutingOnDemand

Join Cub Scout Pack [#_____]! We're a Cub Scout Pack for Girls and Boys from Kindergarten through Fifth Grade. Our activities this year will include Bike Rides, Fishing, Nature Hikes, Camping in October and April, a Pinewood Derby model car race, Rocket Launching, a trip to Space Camp, and more activities with the families in each grade!

For more information, contact [Name], Cubmaster, at [Phone Number] or [Email Address], or [Alternate Name], [Pack Role Title], at [Phone Number] or [Email Address].

Please also visit our Website at [URL] (scan it in the QR code) and our Facebook page at [URL].

[NOTE: A QR code should direct the reader to your preferred landing page—your website, or Facebook page. You may download your pack's QR code image through the Invitation Manager on your My Scouting.org page. Click the icon to upload your QR code image onto this flyer.]



LEARN MORE ABOUT OUR PACK!



- A “**Pack Packet**” *could* be a big envelope with your Calendar of Fun Activities, contact lists, FAQs about Program Fees (or dues), fundraisers, uniforms, advancement, activities + more.

Who Should Share your Program Plan and Pack Packet?

- Not just Cubmaster and Other Leaders ... **any Pack Parent can Promote the Pack!**
- Leaders might **create** content and share it with Parents.
- Empower parents to share to drum up interest. **Parent to Parent Promotion – Peer to Peer – is key to success.**
- New families will pay more attention to friends + peers



Share your Program Plan at School (posters, flyers, website, eBlasts, carpool, PTA/PTO) // on **Social Media** (pack and parent FB pages, plus groups and events) // in the **Neighborhood** (email, NextDoor, websites) // Direct to friends, families, organizations // on beascout.org (see scoutingatl.org/updateBeAScoutpin for how)



<[Click to go Back to the Table of Contents](#)>

3. Turn Parents into Helpers and Leaders

We need to recruit families – not just youth, parents too – because **parents must provide the leadership for Dens + Packs.**



As you plan and promote, seek out possible leaders, and create a culture where **“every parent helps”** or “every parent leads”:

- contact your good Den and Pack Leaders to renew.
- parents who “watched” last year could “step up” and become Den Leaders and Assistants and Committee
- *new parents can lead too*, with tools and teams – consider using **Den Co-Leaders** to form a team to share the lead

Many are willing to “help”, so sign them up as “assistants”:

- With enough assistants, a leader can take the leap to step up.
- Create and share a list of the “helper” jobs you need to run Pack and Dens fun activities – small parts of a bigger job.
 - **Slice big jobs into small bits** so parents say, “I can do that!”
 - **Make leading fun!** Have “socials” for Pack Leaders
- **Turn Parents into Helpers and Leaders.** By encouraging parents to join you on the leader team, you’ll turn most parents into helpers, and some of those helpers will be leaders!



Use Spring and Summer “Simple Scouting” events – both just for fun and as a great time to scope out new leaders!

- Got Rank? Get Fun! Have some **fun, simple, easy activities** for families in the Spring and Summer.
 - Cub Scouting should be **Fun with Family and Friends**
- **Get to know parents** better, and find the right role for them

Every parent can be a leader – every parent IS a leader already ... they lead their own Scout and family every day!

- “Never Been A Leader Before” should not be an excuse.
- Every Parent can lead – with the right tools and support.
- Pack and Den Leaders can provide resources like the plans and resource pages with videos [at this District Website](#).



So ... Get **Organized! Make + Share a List of Leaders** and contact information for them **plus Open Roles:**

- Start with Cubmaster, Den (Co-)Leaders, Assistants, Chair, Committee ... and include smaller roles too so that **Every Parent Helps!**

For many more Leader Recruiting ideas, see the QR at the top, or scoutingatl.org/RecruitingLeaders

[<Click to go Back to the Table of Contents>](#)

4. School and Community Presence

Show your School + Community the Fun of Cub Scouting and the value of building “Stronger Families Through Scouting”.



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 in 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! Show and Tell the highlights of your Scouting Year.
 - Show the value of a values-based Scouting program.
 - Share your “**Adopt a School**” [service plan](#) ... how you help!

Year-Round School and Community Profile – here are some ideas to schedule:

Spring Profile – Schedule an End of School Year Pack Picnic or Party where you can:

- 1) **graduate Scouts from one rank to the next** (some Packs present new handbooks to Scouts or pass on neckerchiefs from rank to rank),
- 2) **invite School and Chartered Organization and Community leaders** for “Thanks”
- 3) **invite classmates and families – make it a “Fun, Family + Friends” event!**



- give a **special invite to Pre-K Families** (next year's Lions)
- and “invite them all” to your fun!
- 4) **recognize and thank all your leaders!**
 - Recognize “retiring” leaders and “commission” new leaders.
 - When you recognize leaders, it helps you recruit more leaders to join them.

Back to School: Open House / Registration / Meet + Greet Day

- Meet families at Open House / Registration / Meet + Greet Days
- Use your resources! Have school parents for “one on one” contact.

Cultivate Community Interest and awareness – that Scouts Serve!

- Share the word – + pictures + video – to School, Neighborhoods, more
- Share via Facebook, email, newsletters, press releases, more.

More tips to grow you School + Community Profile at scoutingatl.org/recruitingpresence



5. Sign-Ups: Pack Fun Events + School Sign-Up Night

- Not just “School Sign-Up Nights” organized by you with a Council Professional
- ... also [more Pack Fun Events](#) in Spring and Summer and ... any time.
- And at Back to School time, before and/or after the “School Sign-Up Night”.

Packs have the Power to do their own Sign-Up Events. Any Time.



Spring + Summer Recruiting??? Really? Yes!

- Families can join any time ... they can jump right in to do great spring + summer events and [“test drive” your den and pack](#)
 - Do [Fun, Simple, Easy events](#) in Spring and Summer— you and your families will like events without complex meeting plans.
 - Just relax, have fun, and get to know each other better.
 - New families can join in without advancement anxiety – and make new friends with your current families.
- They will be fully onboard for the next full school year – when you get to know parents, it’s easy to recruit some as leaders 1 by 1

Two Types of Sign-Up Events – Fun Events and School Sign-Up Night



(1) Fun Pack and/or Den Welcoming Events before or after any School Sign-Up Night.

- Maybe swimming, fishing, hiking, biking, kites, rockets, service, sports, boating, cookout, s’mores, another pinewood derby?
- Any parent can be on the “Welcome” team – meet, greet, share a copy of the [Pack Packet](#), help them apply with [beascout.org](#).
- Do these any time ... even “den joining events” if only your den needs new members

(2) The second type is School Sign-Up Night now “Pack Run Recruiting” – organized by the Pack in cooperation with your District Professional

- Packs and Professionals contact Principals in late Spring/early Summer to schedule a Sign-Up Night in August (or September).
- District professionals and volunteers advise and supply flyers and more for these, maybe do a school “buzz-up” (usually) a day before.
- **But Pack Volunteers Run Recruiting!** Professionals coach and let you recruit how and when it works for your Pack and Dens.



“How” to Do Sign-Up Events: Any Sign-Up Event – School Sign-Up Night or Pack Fun Event – will need to include (1) welcoming into the Den and Pack! (2) giving information (but not information overload), and (3) taking applications (easier for many online through beascout.org).

- **What to Say to Families?**

- See the [Family Sign-Up Event script attached in the Appendix](#). Tailor to fit your Pack using the word version [attached here](#).
 - Adapt to fit your Pack and People and Place for your Sign-Up Event. Share the “lead” so people see that your Pack and Dens are **led by teams!**
- The script works for both types of Sign-Up Events:
 - **Group presentation events** – whether a School Sign-Up Night or on the side at a Pack Fun Event while the kids play.
 - **Station to Station events** – if you have enough help to staff stations to cover the script topics



For more ideas on Sign-Up Events, see scoutingatl.org/signupeventstips

Then ... Do a Parent Orientation after a big Sign-Up of new families

- Do it during a fun event for Scouts for best attendance.
- While the kids have fun, the parents get the information needed about how the Pack operates.
- This should supplement any [Pack Packet](#) handout and share how parents participate, as leaders and helpers.



To lead the fun for the Scouts, enlist former Pack members and leaders and/or a Scouts and Leaders from a Scouts BSA Troop.

Find scripts for “**the talk**” with families about how “***we need to step up to be leaders***” – they are attached at scoutingatl.org/NewParentOrientation



6. More Fun Events and Program. Extend your Fun Activity Calendar

For more ideas on Den and Pack Program, see scoutingatl.org/PPG, scoutingatl.org/FunActivities and this District’s pages on [Program Planning](#) and [Cub Scout Advancement](#).
<[Click to go Back to the Table of Contents](#)>

A Timeline View to Apply the Six Key Recruiting Steps:

(This timeline assumes a spring start, but Dens and Packs can plan and promote at any time)

Planning Phase – Year-Round (With a Big Spring Investment)

- Yes, plan year-round, but definitely in the spring so you share plans for the next program year.
- Remember that the goal is **not** just to sign up new youth. **The goal is to sign up new families!** Cub Scouting is a family program. That shouldn't scare parents -- Scouting makes stronger connections between youth and adults, making parenting easier!
- **Step 1 of Successful Recruiting is building a fun Pack Activity Calendar / Program Plan.**
 - Families don't join Cub Scouts for "meetings" – **they join to do fun things** with their family and friends.
 - They want hiking, fishing, Frisbees, food, bowling, biking, bb guns, golf, s'mores, camping, fun places, kites, critters, puppets, whatever kids + families like
- **"If you build it, they will come":**



If you build it (a calendar of fun activities)

they (kids and families)

will come (and join your Pack)

Families want *activities*, not *meetings*. Kids *need* activities!

- Even if your plans are not firm (like if you don't have an activity leader yet for future events), have faith and find families: put those activities on your calendar with a "need Leaders" note.
 - If it's a good activity, people will want to do it, and someone will lead it!
 - Evolve your plan as you grow with added activities new families want to do and lead.
 - See [this resource page](#) and [YouTube](#) for "How to Plan Your Best Year in Cub Scouting" as well as this Atlanta Area Council online program planning guide: scoutingatl.org/PPG

Pack Promotion (year-round, but strong by 4 weeks before school)

- Got Activities? **Step 2 is Promote Your Program - Let People Know!**
 - First, share with Pack families so that everyone knows what the Pack and Dens might do! Do it as soon as you have a plan – even a partial plan – so families can plan their calendars.
 - Second, share beyond current families – using the ways described in [Promote Your Program - Let People Know](#) – encourage families to share with their friends/classmates.



Build a Welcome Team: [have a big welcome team of parents](#), because any parent can welcome new members, share your [Pack Packet](#), and help you spot new leaders.

- New Member Coordinators support Cubmaster, Den Leaders and Chair, so that khaki leaders are not the only "welcomers".

- In a large recruiting program, *different New Member Coordinators might split up recruiting tasks* depending on interest and ability (below is a [list of possible leader and helper recruiting roles](#)).
- Make a “[Pack Packet](#)” for everyone to share with friends and in the community with info about how your Pack and Dens operate. Simplest is a one-page (two sided) flyer with pictures, contact information and a QR code to link to your Website or to an email so you can answer questions.
 - Need printing? Ask your District Professional for help – they will help you.



- [Advertise with many methods](#) – no method works all the time, but every method succeeds sometimes!
- Put your activities + Sign-Up Events in school, neighborhood, HOA, sports, and church newsletters, e-blasts, websites, Facebook.
- Posters and flyers and yard signs and cards are good too!
- Circulate it before Open House: families may come looking for you at Open House and be more aware of the value of Cub Scouting.
- You might use Facebook ad tools and “[geofencing](#)”.
- **Got Fun Flyers?** Your [Pack Packet](#) can be distributed (ask to get permission if needed):
 - (1) by hand at school, or in carpool, or at PTA/PTO meetings, or the Church’s information desk, or local community centers, or pools or parks or other places where families appear,
 - (2) by email to friends + neighbors, including postings to neighborhood, HOA or school email lists,
 - (3) by posting on key websites, such as school and church, neighborhood, HOA, etc., and
 - (4) by sharing on social media, through Facebook pages, Instagram, NextDoor, etc.
- If you have photos (*you know you do, somewhere*), maybe **make multiple versions of Fun Photo Flyers with different Scouts** to say “Welcome to our Pack / Here’s What We’re Doing” with different photos of *many of your* Scouts in action on different flyers.
- **Yard signs** work if you use BIG LETTERS and/or a GREAT BIG QR CODE.
- Use [beascout.org](#) to attract interest (and online apps). See [scoutingatl.org/updateBeAScoutpin](#)

Open House / Meet & Greet / Registration Day Action (July/August)

- **Open House / Meet the Teacher / Registration Day.** Open Houses are “open season” for all sorts of signups – don’t miss this great opportunity to have a strong Pack presence at these back to school events for peer to peer recruiting.
- **Every Open House is different**, so when you meet with school staff, **figure out what you can bring:**
 - Flyers and Handbooks? Sure. Pack info like packet / brochure / handout (your [Pack Packet](#))? Yep.
 - What about posters / foldouts / photos / videos? Projector? Pinewood Derby track? Tents? Maybe.
 - Can you also set up something/someone outside?
 - Can you have a portable campfire pit and s’mores outside? *If you don’t ask, they can’t say “yes”.*



- Have An **Open House Team** of New Member “Welcome” Coordinators. Parents and Scouts!
 - Parents who like the program are your best salespeople. One on One contact is great, because every kid is different – there will be something in Cub Scouting for everyone.
 - Adult to adult recruiting at Open House is terrific. You can quickly size up whether the adult has potential to be a leader – and can tailor your “one on one” talk to “prime the pump” for when you might ask to consider being a leader or co-leader or assistant.
 - People purchase based on peer reviews – “peer to peer”.
 - Kid to kid recruiting is terrific. (Tip: have a stash of “Recruiter” patches and put Scouts to work!)
- **Action at Open House / Meet the Teacher / Registration Day.** You’ve got your plan, materials, and team. Smile. Have fun. Make friends.
 - Keep a list of names and grades, with phone numbers and parental emails, of anyone who is at all “interested” or “undecided” – invite them to School Sign Up Event and upcoming Fun Events. (Keep notes about leadership prospects or interests for follow up.)
 - Help new families submit applications at beascout.org, or if you use paper applications, have blanks with you – get them completed and signed whenever you get a new family interested.



Repeat When Necessary.

- Identify other school events like PTA/PTO meetings, and school and community / neighborhood / HOA festivals that will be great places for your Pack and Dens to have a positive presence for “peer to peer” persuasion.
- Take advantage of these unique and fun opportunities as you develop your **School and Community Profile**. All Scouting Is Local ... look for your local events.

Sign-Up Events: Pack Fun Events + School Sign-Up Night (Aug/Sept)

- **School Sign-Up Night, plus one or more Fun Events.** Have both types of Sign-Up Events at the end of Summer / start of school. From [Step Five - Sign Up Events](#), have:
 - (1) **Fun Pack or Den Welcoming Events** – before or after any School Sign-Up Night. Pool Party, Fishing Derby, Bike Ride ... what do your families like to do?
 - (2) **School Sign-Up Night** is now “Pack Run Recruiting”, but keep your District Professional in the loop for Coaching, Support, and School classroom “Buzz Ups”.
- **No School Access?** No Problem. [You can be successful without a School Sign-Up Night.](#)
- **Sign-Up Event Planning.** For any Sign-Up Events, develop and share the Plan with your leader team and, for School Sign-Up Nights, share with your District Professional.
 - A Plan and Script that can be **revised by you** for any type of Sign Up Event is in the Appendix to this Guide. Be sure your team know the script and who will talk.
 - Promote **your** Pack Program, and how your Pack operates, like Pack Program Fees (or dues) collection, and share your [Pack Packet](#) or handout, with contact list and calendar.

- Coordinate with your District Professional about signed paper applications and fees. Those who register online at beascout.org will pay National Scouting America fees directly.
- **Pack Leaders: keep a copy of sign-up sheets and copies of paper applications.** Packs can collect Pack Program Fees (dues) if it doesn't interfere with collecting National fees.
- **Use Parent Helpers.** Have a team of greeters, with [Pack Packets](#) and sign in sheets with names, grade levels, phone numbers and emails, maybe a space for parents to write "How I Can Help" (feel free to put some ideas on the sheet for parents to pick from).
- It can be good to have a fun activity for youth during parent presentation at a "Just Joining" Event like Sign-Up Night. Keeps the parents focused, and the kids will have fun.
- **Heavily promote your next Fun Event(s)** ... if they have fun, they are more likely to stick in your Den and Pack. Invite all who didn't register too – they can register at the next event.



Follow Up Phase (day after the Sign-Up Events ... and beyond)

- **Quick: Communicate! Invites to Fun Activities.** From your sign in sheets, email new families and "maybe" families, and invite them to the next activities of the Pack and the Dens.
- **Quick: Communicate! How We Cub Scout.** As part of on-boarding of new families, be sure that you communicate with new families (and all families) about how your Pack operates. The Council and National Scouting America organization will send emails in the first few days after sign-up – so should you to be sure your families know about *your* Pack. If your Pack does anything that is different than what is in those messages, you need to quickly let new families know. More at scoutingatl.org/promotingthepack and scoutingatl.org/NewParentOrientation
- **Follow Up With "Maybes".** A New Member Coordinator can call anyone who didn't turn in an application or pay to remind of applications that need to get completed and fees paid.
- **Den Formation.** The Chair and/or Cubmaster should visit with each Den Leader to be sure the new youth are fitting into dens. If Dens exceed about 8 or so youth, maybe recruit a new leader and splitting the Dens. It's easier on youth and leaders this way – and retains more Scouts.
- **Training.** Get new leaders and prospects to attend training as soon as they can. Make sure that each new leader completes an application and takes Youth Protection Training right away.
- **Thanks.** Thank the school principals and staff and let them know how many families joined your Pack, and share with them your upcoming plans, including any "Adopt a School" service.



<[Click to go Back to the Table of Contents](#)>

Appendix of Other Resources

Recruiting Team – New Member Coordinators and More:

Engage **New Member Coordinators** (leaders and helpers/greeters): knowledgeable volunteers who at the very least welcome new members, and ideally provide a recruiting program that helps you recruit leaders and helpers.

- New Member Coordinators will work closely with the Cubmaster, Den Leaders and Chair, so that those leaders are not the only “welcomers”. Parents who “like” Scouting are ideal for this “welcome” role – the key role is to **just be a welcoming host greeting families with a smile, and share information like your Pack Packet**.

In a large Pack with a big recruiting program, *different New Member Coordinators might split up recruiting tasks* depending on interest and ability – like the ones listed below (and *if you don’t do all of these, don’t worry about it* – we share the ideas so that maybe you’ll find someone who will be perfect for one of these jobs):

- ☐ **“Fun Den or Pack Activity Welcomers”**: This job is key and easy. A parent to greet people as they arrive at an event: **smile, say hello and welcome (or welcome back)**, and be sure that new families get integrated into the activity and meet other families – and receive your **Pack Packet** of information.
- ☐ **“End of Year Pack Party Coordinator”**: Retention is recruiting too, so help retain current members with a big party ... have an end of year Pack Party or Picnic (or maybe just ice cream).
- ☐ **“Open House Organizer”**: Be sure that your Pack is present at any **Registration Day, Open House, Sign Up Day, Meet the Teacher Day**, for **peer to peer, parent to parent recruiting**.
- ☐ **“Sign-Up Event Coordinator”**: A New Member Coordinator who can organize logistics at Family Sign-Up Events, working with the District Professional, Cubmaster, Chair and Den Leaders. Script has ideas.
- ☐ **“Plan Promoter”**: Someone to push your Pack Program using promotion **tools available to your Pack**, and to keep your families updated on upcoming events and information, like “how does this Pack and the Dens operate?”
- ☐ **“Publisher”**: Someone to do the work of **creating Flyers, other Handouts, Info Sheets/FAQs, Calendars, Cards, Stickers, or other material** – the Publisher can either use your Pack resources for printing, or contact your District Professional to use the Volunteer Service Center printing/copy facilities.
- ☐ **“Photographer or Photo-Gatherer”**: Just **take pictures** at events. Encourage parents to share photos so that you can have lots of pictures *and video* of your Scouts in action. As they say: A Picture equals 1,000 Words.
- ☐ **“On Line Presence Promoter”**: Someone computer savvy to update your PIN at beascout.org (see scoutingatl.org/updateBeAScoutpin for how to update that and fine tune the online application tool) and to update your contact and other information wherever you have it, like any website or Facebook page. Maybe see if you can get space on any school or Church website too ... *If you don’t ask, they can’t say “yes”*.
- ☐ **“PTA/PTO and Principal Pal”**: One or more parents needs to know the schools you draw from ... to **know the Principal, Administration, Teachers, and Staff** (*your maintenance staff is your friend!*), and the PTA/PTO, their programs, meetings and opportunities ... the goal is to get in front of them (and on their email lists / newsletter / websites). All to build up your **School and Community Profile**.
- ☐ **“Pre-K Liaison”**: Reach out and invite Pre-K families to end of year Pack events appealing to them (*psst: have Pack events that are appealing to them*) and invite them to do your summer stuff.
- ☐ **“Application Analyst”**: Someone to monitor online submittals and to review / correct paper Youth and Adult Applications so that they are accepted. And gently remind those who need to turn in Applications.
- ☐ **“Supply Store”**: If your Pack gives “stuff” to dues paying members, like Handbooks, T Shirts, custom patches, neckerchiefs, hats or the like, someone needs to take on the logistics of supply and delivery.

New Member Coordinators will be looking for prospects to be program leaders too – den leaders and assistants – and sharing those ideas with Cubmaster, Den Leaders, and Committee Chair.

[<Click to go Back to the Table of Contents>](#)

Fun, Family, Friends *and* Adventure – Join our Cub Scout Pack!

Cub Scout **Pack** ____, chartered by ____, is for boys and girls in Kindergarten through 5th Grade who like adventure fun with family and friends. A “**Pack**” has “**Dens**” of Scouts in the same grade (ideally 6 to 8, not more than 10) **who do fun Adventures together, led by a team of parent leaders.**

Every Scout can get a Handbook of Adventures and every family will receive lots of resources to bring the program to life as parent leaders lead their Scouts and Dens in those Adventures.

Here's some of the fun things that Cub Scouts in our Pack can do over the next year*:

Let's go Biking Back to the Pack on Saturday July 11 at _____!

A Welcome Back to the Pack Pool Party on Saturday August 1 at the _____ lifeguarded pool, starting at __:00 .m., and we'll all celebrate being “back to school – in the pool”!

Let's do a Water Rocket Launch and Pack Cookout on Saturday August 15 at _____!

What's more fun than **Scout Night with your World Champion Atlanta Braves** at Truist Park, Saturday, _____ – Scouts and Leaders parade around the field before the game, then ... go Braves!

Yes, let's do it – attend the **DragonCon Parade** in downtown Atlanta Saturday, September 5

Walk in the Woods hike day at Atlanta's **Westside Reservoir Park** on Sept. 12, starting at __:00 .m.

Let's do a Trailblazer Day at Bert Adams Scout Camp south of Covington, GA October 3.

Then we'll do **Our Big Spooky Ree Weekend Campout** at Bert Adams Scout Camp October 23 to 25!

Celebrate our Vets at the Veterans Day Parade in midtown ATL on Saturday, November __.

Sleep with the fishes at a Georgia Aquarium Sleepover Overnight on Saturday, November 14.

Service and Celebrate! We'll do a Service Project December 12, with a party afterwards.

Start Your Engines! **Pack Pinewood Derby**, on Saturday, January 23, 2027.

Celebrate the Anniversary of Scouting with a **Scouting for Food Drive**, on Saturday, February 6 and [Scout Sunday / Sabbath / Jumu'ah](#) programs in February.

All Aboard the Aircraft Carrier at **Patriot's Point**, Charleston, SC, February 26-28.

Civil Rights Heritage Hike March __, starting at Ebenezer Baptist Church.

We will go Spring Camping April 23-25, at a new (to us!) camp to be selected.

Join our “**Blue & Gold Awards Banquet**” to recognize Scouts and Leaders, Friday, May 7

Let's have a Fishing Derby at Sweetwater Creek State Park May 15

Cub Adventure Camp at Bert Adams Scout Camp, May __-__. Bring Your Bikes!

We can go to one or more **Cub Scout Day or Twilight Camps** in June.

June 12: **Kites and Cookout.** June 26: **Splash and Swim.**

Each grade level Den will have additional activities organized by parent leaders, doing what the Den families want to do as they **Get Out and Cub Scout!**

(* dates and activities may change + need organizers; more may be added!)

For more info, or to join, please contact _____ at _____. or _____@_____

Or Scan this QR to receive an email or website access and more Information ➔

Paste
Your
QR Code
Here

Pack-Run Family Sign-Up Event Plan + Script

Yes, **Pack Volunteers Run Sign-Up Nights**

Council Professionals and District Volunteers Coach and Support Packs

Part of the coaching and support from your Council and District is providing this Sign-Up Event Plan and Script that you can **download and edit to fit your Pack** and what makes you unique: your Program Plan, your People, and how you do Cub Scouting! A Word Version of this is in [the downloads](#) at the bottom of our Sign-Up Events page at ScoutingATL.org/SignUpEventsTips.



This Pack-Run Sign-Up Event Plan and Script can work at any Sign-Up Events, both:



Pack Fun Sign-Up Events with new families before or after any School Sign-Up Night – like a cookout or swim party or bike ride or game event. Sometimes called “Back to the Pack, these can be longer with fun activities for kids + families – and can include “Pack Parent Orientation” time if you want.

Any Fun Den or Pack Event can be a Welcoming Joining Event!

With a small group (like just new families at a Fun Event), you can further tailor what you say – but this makes a good checklist.

A School Sign-Up Night that your Pack schedules with your School and your District Team – the District wants every School to get a chance to join Scouts.

Note: most schools need these to be quick events since they are “after hours” and require paid staff to stay late.

This Pack-Run Sign-Up Script works for quick events.



Are You Ready to Recruit? A Checklist View of the Six Steps ...

← ScoutingATL.org/RecruitingResources has Steps to Successful and Sustainable Recruiting and in [this YouTube Video about Pack Run Recruiting](#):

- 1) **Make a Calendar of Fun Activities** that families like – your Pack’s program. Planning Elements include:
 - ☐ Your Monthly Big Fun Activities through next summer, plus Sign-Up Events, Back to the Pack Fun Days, Meeting Days and other events like Service Projects and Blue + Gold Awards Banquet.
 - ☐ Determine your Budget and how much Pack Families need to pay for local program fees or dues.
- 2) **Let People Know – Promote Your Program!** Start when you have a Program, go big as school returns.
 - ☐ Make a “**Pack Packet**” – a one-page (two sided) flyer with pictures, key contact + event info and a QR code.
 - Your **Pack Packet** should show some pictures of your families enjoying Cub Scouts – and list your key Pack Fun Activities (include those still in planning) plus contact information to reach key Leaders.
 - A QR Code can link to Pack info – *the FAQ about “How Your Pack Scouts”* – with detail about Activities, When + Where You’ll Meet, Pack program fees (dues), fundraisers, uniforms, advancement and dens.
 - The QR can link to a Website or it **can launch an email** to you – then you can reply with information.
 - ☐ Don’t forget to **update your BeAScout Pin and Online Registration Tools and Emails**.

- ☐ Gather and launch other promotion items like social media posts (encourage parent posting), “Join Cub Scouting” signs, plus the “Sign-Up Event” flyer that your District Executive can create with your input.
- 3) **Recruit More Leaders and Helpers** - one by one, find ways parents can help their Den and Pack.
- ☐ Develop your [Every Parent Helps](#) policy, use a [parent skill survey](#) or other [list of Pack and Den Team Roles](#) or “pledge card” for parents to pick from as they join the team (there are several options [here](#)).
 - ☐ Show all “open” positions and be creative about “slicing and dicing” roles so that parents say **“oh, I can do *that*!”** and not **“no not me – *that* job is too big”**. Tip: Advertise for “Den **Co-Leaders**” and a team!
- 4) **School and Community Presence** – show them the Fun of Cub Scouting, and you’ll get more support.
- ☐ Good relations with School Staff are key to [the Playbook for School Sign-Up Nights in these downloads](#).
 - ☐ Includes school scheduling with your District Pro, and confirming your dates are still good with the school.
- 5) **You Are Here: Step Five is Sign Up Events** – yes, you should have more than one (at least one with **fun!**)
- ☐ Have you edited the Script below to fit your Pack – especially your activities and your local program fees?
 - ☐ Do you have a Team trained to put on the Sign Up Event, including Welcome Greeters, Presenters (at least 3), Application helpers, printers, décor and signage? You’ll need at least 6 on the team – more is better!
 - ☐ Print handouts: your [Pack Packet](#), [Youth and Adult Applications](#), [Parent Skill Survey](#) or other [leader volunteer resource](#) like “[Every Parent Helps](#)”, maybe some [Bobcat Den Meeting plans](#).
 - ☐ You’re collecting Scouting Registration and/or Pack Dues – have a Mobile Credit Card Reader / Card Swipe.
 - ☐ Do you need Professional help? Contact + confirm what they will provide among: Slime Toys, Handbook Vouchers, Pop-Up Banner, Yard Signs, Parent Guides, Waffle House Cards, Braves Bookmarks, Stickers.
 - ☐ After your Sign-Up Events (or alongside your final Fun Sign-Up), have a [Parent Orientation](#) ready to go!
- 6) **Step Six is More Fun Events.** Every Fun Den or Pack Activity can be a Welcoming and Joining Event.
- ☐ With a foundation of a **strong activity calendar** that families want to participate in and a **team of leaders** they want to help, you’ve got a Den and Pack Program that families will want to join.



Sign-Up Events should aim to recruit new *families*.

- **Youth and Parents!** Cub Scouting is a family program.
- Without parent leaders, a Pack can’t have a Scouting program.

Capture the imagination of *parents* about the value + fun + adventure of Cub Scouting, so that they join together with their children in Cub Scout activities.

Suggestion for adult leaders who want to recruit parents as leaders:

- **Wear regular clothes, not uniforms**, so parents see that “*you’re a regular person just like them*” and they too can be leaders.
- Don’t let them think “*those khaki wearing people are the Scout Coaches – so we don’t need to be part of the Leader Team.*”
- You may not have a full slate of Pack and Den Leaders at the start of school ... few Packs do. Keep trying!
- We suggest a Pack **“Every Parent Helps”** policy. That and more is at [ScoutingATL.org/RecruitingLeaders](#)
- Your level of engaged Pack and Den Leadership will affect how you pitch families. Packs with lots of leaders can give a quick pitch about parents stepping up to be leaders. Others need more leader recruiting focus.

Each Pack is different, so **revise this Plan and Script to reflect your Pack’s program and needs** (especially leader needs) and coordinate with any District Helpers who attend so that they echo **your** Pack program.



Packs that need den leaders will need a stronger pitch for leaders – we have options in this script and more “We Need Den Leader” discussion ideas at [ScoutingATL.org/NewParentOrientation](#)

Set Up The Space.

Arrange the space to make the event work for you and the families:



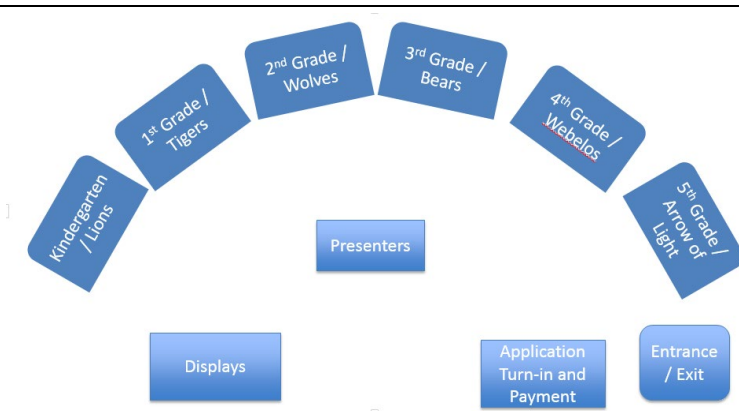
- A **“Welcome” table – with sign in sheets + Greeters** near the entrance.
 - Get names of **everyone** on your [Sign-Up Sign-In Sheet](#) – kids and parents (plus grade, phone # and email) – *key to “follow up” invitations.*
 - Your greeters might also **note “leader prospects”** as you meet them.
- **Multiple Welcoming Parents and Families is a huge help!**
 - If you have a “kid play” area, returning Scouts can take new kids there!
 - Returning parents can take new parents and introduce them to others.

- **Projecting pictures and video of your Scouts in action is powerful.**
- **Online applications through BeAScout are efficient** – National fee collection is done directly online. For how to set that up and tailor messages and invitations, see ScoutingATL.org/updateBeAScoutpin.
 - Bring a [How to Sign Up Online](#) handout to help families register online.
 - **Check:** Can you login to **BeAScout**? Share any Wi-Fi password.



Presentation Set Up:

Set up groups of tables for each grade (to let den families get to know each other).



Make signs using both Grades and Den names:

“Kindergarten = Lions!”

“First Grade = Tigers!”

“Second Grade = Wolves!”

“Third Grade = Bears!”

“Fourth Grade = Webelos! (or WE’ll BE LOyal Scouts!)”

“Fifth Grade = Arrow of Light!”

Have families of current Scouts sit with new families to welcome and answer questions.

Station to Station Set Up:

Have tables for the topics listed below, with signs for the “table topics”.



With enough help and tables, expand with separate Den tables for Lions/K, Tigers/1st, Wolves/2nd, Bears/3rd, Webelos/4th and Arrow of Light/5th



This can work outdoors too

Station Helpers Point Families to the Next Station

Welcome + Goodbye Station:

“Entrance/Exit” is a key spot to staff well in each layout. Greeters need to **welcome both coming and going**, to be sure you’ve captured them on your Sign In Sheet and can follow up.

People you want to have at a Sign-Up Event

- **Cubmaster, Chair, any Den Leaders, Assistants + Committee** already recruited have the key speaking roles.
- **Parents can make up a Welcome Team** to greet families and help answer questions peer to peer.
- **All Current Pack families** to help welcome new families. Parent to Parent. Kid to Kid, hopefully having fun!
- Use a playground or room where new and returning kids can play games + have fun! + make friends! **Members of a Scouts BSA Troop and parent helpers** can watch the youth and let parents focus on the presentation.
- **District Helpers** like your District Executive, Membership Committee Helpers, and Unit Commissioners can play a role at Sign-Up Events, by sharing resources like this, coaching speakers, and supporting as needed.

Script Outline. The script below has the following sections – **please edit to fit your Pack:**

1) Welcome and Overview of Signup Event 2) Pack Activity Calendar Highlights 3) Dens, Handbooks & Advancement 4) Den Leadership 5) Uniforms 6) Costs (National Fees and Pack Program Fees) 7) Close the Sale (Collect Applications + Fees)	These script ideas can work for: • a group presentation to everyone indoors or out • a “station to station” signup event, using the individual topics as your “stations”, ideally with handouts at each	A Word Version of this Plan and Script is here: 
---	---	--

- For group presentations, give speaking parts to more than just the Cubmaster and Chair – **sharing speaking roles reinforces the idea of shared leadership by parents! But Keep it Brief and Crisp!**

SCRIPT: Sign Up Event Presentations (or Station to Station Presentations)

- Welcome Team parents greet families, get them to “sign in”, deliver handouts, and guide to den tables with others at their grade level (or topic tables in a “station to station” format).

WELCOME GREETING Cubmaster or Chair (2-3 min.) <i>Note: The script here is for a “group”.</i> <i>A one-on-one welcome, or a “welcome station” at a “Signup and Applications” table would be very informal.</i> <i>Be sure to capture “applications and payments” when people depart!</i>	“I’m ___ and I’d like to welcome you to the Pack ___ Cub Scout Sign-Up. Today you can: • Learn about Cub Scouting and get a calendar that shows our Pack activities this year • Get to know our leaders so far and find out how you can help bring the fun • Sign-Up with us and fill out an application to join” “First, let’s open with the Pledge of Allegiance and the Scout Law. (Lead each.) Second, let me recognize some of our parent leaders and helpers here: _____. All of them are happy to talk with you and answer your questions about Cub Scouts. • “Cub Scouting is pretty simple: <i>If it’s fun for kids, fun for families, and safe – then it’s Cub Scouting.</i> Scouting is called a “Game with a Purpose” ... in Cub Scouting, our game is to have fun with families while raising our kids ...for our kids and parents to make friends with other kids and parents ... we’re here for the whole family! “In Scouting, we also teach the values of the Scout Law: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean and Reverent. • [OPTIONAL: “How many here are Eagle Scouts? How many were Cubs or Boy Scouts as kids? Girl Scouts? Fantastic! You know your kids are in for a great adventure.” <i>(Take notice – these may be targets to recruit to be leaders!)</i> end Option] “You’re here, and we want to be sure we’ve got your contact information to stay in touch with you, and we hope that you will join up with us with applications and payment. • [BE SURE YOU HAVE THESE ON HAND: “We also have a special fun item for kids plus free Handbook Vouchers if you sign up tonight and pay the National Scouting fees.] • [OPTIONAL (if you have someone leading kids in games): And let me introduce ___ and ___ who are happy to lead your kids in some games <_outside? In the gym?_>.]
--	---

[OPTIONAL] (if you like this) NOISE + CUB SCOUT SIGN Cubmaster or _____ (2 min.)	“Let’s see what kind of a group we have ... can we ‘make some noise’? In Scouting, we do cheers, so let’s do The Neckerchief Cheer. Here’s how it goes: I’ve got this Scout Neckerchief, and I’ll throw it into the air. When I do, I want <i>everyone</i> to cheer and yell and clap as loud as you can – but stop if it hits the floor or I catch it. Let’s try!” • “Great job! But now, let’s get quiet. We use the Cub Scout sign to get your attention. • “The 2 fingers represent the ears of a wolf. Like a wolf, we get silent to hear. When we need attention, we hold up this sign and the Pack should go silent in order to hear. • “Let’s practice. Make some noise!” (Let all get noisy – hold up the sign until quiet.)
PACK ACTIVITY CALENDAR Pack Volunteer: _____ (2-3 min.) Stations: could be at a “Pack Activities” table	“Let’s Talk About What We Do! We’ve got handouts with our calendar of fun events. Please hang onto this – and call me or any other leaders if you think of questions afterward. • “You’ll see that our fun events and weekend activities are for the whole family ... not just kids, but parents, siblings and more (<i>briefly pump up a few key fun activities for the year: your Pack’s camping trips, pinewood derby, summer camp, hikes, biking, fishing, etc.</i>). • “Now, these are just what’s planned so far – you guys will also have great ideas of more fun things we can all do together. • If there is something you like to do or want to do, let’s try to do it. Whether all of us together as a “Pack”, or in your Grade Based Dens.
DENS (based on School Grade), HANDBOOKS & ADVANCEMENT Pack Volunteer: _____ (2-3 min.) Stations: this info could be at a “Handbooks / Advancement” table	“Let’s cover how our Cub Scout Pack is organized. Your child will do age-appropriate activities and advancement with others from the same grade, in groups we call Dens. Dens ideally have from 6 to 8 Scouts at the same or similar grades: ○ Kindergarteners and their adult partners are in a Lion den working on Lion Rank. ○ 1st Graders and their adult partners form a Tiger den working on the Tiger Rank. ○ 2nd Graders are Wolves working on the Wolf Rank. ○ 3rd Graders are Bears working on the Bear Rank. ○ 4th Graders work towards Webelos Rank (Webelos = WE’LL BE LOYal Scouts). ○ 5th Graders work towards the Arrow of Light rank and will aim to join a Scouts BSA Troop of older Scouts early next year. “The fun of Cub Scouts is that Scouts get to try different things – and earn recognition for completing adventures. Science, hiking, camping, family life, government, sports, you name it ... Cub Scouting has a badge for it at some level. “Each Den level has a handbook of adventures [<i>show the handbooks_____</i>]. • These handbooks have fun “Adventures” for your kids – and important information, skills and values you want your kids to learn and know. • If you register and pay the National Scouting America fee tonight, you get a Voucher for a free Handbook at the Checkout Station! If we run out, we’ll have more at our next event.
DEN LEADERS and DEN + PACK HELPERS Pack Volunteer: _____ (2-3 min.)	“Each Den needs a team of volunteer leaders from among the parents to help Cub Scouts do handbook adventures in their Dens. Den Leaders, Co-Leaders and Assistants. • “Cub Scouting is a family program ... you need parent participation. When you participate, you’ll have fun and make new adult friends while we do fun Scouting adventures. We’re all in this together as we raise children into adults. <i>You can share all your skills and hobbies with your child and the other Cub Scouts.</i> • “Scouting isn’t “me” leading “your” Scouts ... <i>it’s “we” leading “our” Scouts.</i> A Team! • In our Pack, we have an “Every Parent Helps” policy ... each Parent leads in some way. • Each parent and guardian is a leader in the ways you can help – and you will enjoy it.

Stations: <i>could be shared at a “Den Leadership” table or tables for each Den Level with a leader or mentor</i> More on Den Leader Teams (Den Leaders, Co-Leaders, and Assistants) Tip: Maybe have a “tag team” of Den Leaders do parts of this – with a message of “I did it and you can too! I loved it and you will too!”	“You are a leader when you share what you know and do ... Do you help coach a sport? Did you play one? <i>You’re perfect to lead that!</i> ... Do you cook at home or grill out? <i>You can help Scouts learn that too!</i> ... Taken care of cuts and scrapes? <i>Teach these Scouts some First Aid!</i> What are your Hobbies, what’s your Job, what did you used to do? Every parent should have our “Every Parents Helps” policy and our Skill Survey (or “How I’ll Help” pledge card) that lists a menu of ways to help your child have Cub Scouting in your Den and the Pack – we ask every parent to complete that today when you sign up your child. [OPTION (if you have Den Leaders at the Event): “We have some Den Co-Leaders already for some of our dens. Let me introduce them: _____. They’ll need more Co-Leaders and assistants on the team, and we still need den leaders at some other levels.” End OPTION] • “As we get together for our fun events like _____ coming up on _____, we’ll discuss how to form one or more Dens at each grade level to get the full Cub Scout experience. • Now, if you’re worried about being a leader, know this: I’ve never heard a parent say, “<i>I wish I never got involved in Cub Scouting with my child.</i>” • But I’ve heard many say, “<i>I wish I would have spent more time with my kids when they were young.</i>” Which kind of parent are you? “To see how Den Adventures can be done, each family will receive an example of an Early Meeting Plan for the Bobcat Adventure. At your table you can plan who will do which parts next time you meet – each of you can easily lead part of that Adventure. • “Dens need to be the right size to work for kids and leaders ... ideally 6 to 8 kids (not more than 10). Too few is not enough fun – too many is hard to lead and kids get lost. • When a grade level goes over 10 kids, it’s best to split into two dens – but you can still do some joint activities, field trips, and meeting parts like games with the whole grade. “Girls can join our Pack too [OPTION: Girls can join Cub Scouts too, and Pack ____ is here to welcome girls end OPTION]. Boys and girls can be in the same den, though 5th Grade Arrow of Light Dens will have some separate program activities about joining separate Scouts BSA Troops, because today those are separate for Boys and for Girls.”
UNIFORMS Pack Volunteer: _____ (2-3 min.) Stations: <i>this info could be at a “Uniforms” table</i>	“Let’s talk uniforms. Kindergarten Lions can wear a T Shirt. First through 4th Grade Scouts wear the Blue Cub Scout Shirt, and move into the Tan or khaki one in 5th Grade. Buy them with room to grow – you can shop for them at the Scout Shop at 1800 Circle 75 Parkway (across from Truist Park). Your child can wear their badges on the uniform and feel like a part of the Pack. It isn’t necessary to get one before our next event, but kids would want to have them soon. If you need help with a uniform, let us know.” • [NOTE: please explain any local Pack practice, like if you have an “above the waist” uniform practice to “keep it simple” and thrifty. Share any about “uniform banks” too.]
Timeline Option (2-3 min.)	[OPTIONAL (if you like it): For an inspirational message about how now is when you need to help kids, see the Yardstick Time Line Script at ScoutingATL.org/LeaderRecruiting]
COSTS (National and Pack Fees) Pack Volunteer: _____ (2-3 min.) Stations: <i>share at a “Pack Program Fees/dues” table</i>	“There’s two parts of payment to be in Cub Scouts. One part is National Scouting America Registration Fees, and the other part is local Pack Program Fees. • The National Scouting America Registration Fee to join up is \$85 for the next 12 months. • [ADAPT FOR YOUR PACK PLAN: For local Pack Program Fees, we collect an additional \$__ 40 / 60 / 80 __ for the school year. That local Pack Program Fee (or dues) pays for items that the Pack provides, like ____ (<i>pick what you pay for</i>) Adventure Loops + Pins + Rank Badges, Pinewood Derby Cars, thrifty event supplies, Adult Leader National Scouting Registration Fees and background checks, Pack T Shirt, Blue & Gold Award Banquet costs, and other items needed for a fun program ____.

[PICK YOUR OPTION – JUST NATIONAL FEES TONIGHT? OR “SOME LOCAL DUES” TOO?]	“To get you signed up today as a member of our Pack: • [Option One: Just National Fees: To get you signed up tonight all we need to collect is \$85, the National Scouting Registration Fee. If you do online registration, you’ll be prompted to pay that amount. We’ll collect Pack Program Fees or dues later.] • [Option Two (Some Local Dues and National Fees): What we want to collect today is in two parts, the National Registration Fee of \$85 plus a partial payment of \$___ of our Pack Program Fees (or dues). The rest of the Pack Program Fees can be paid later.] “To help pay the costs, Scouts can participate in fundraisers like popcorn sales or camp card sales. [NOTE: Explain how <i>your</i> Pack applies the revenues collected from fundraisers ...] There are also “ScoutReach” funds to help pay some costs if that is a barrier to joining. • “<i>Scout Life Magazine</i> is a great option. It is \$1.25 per issue plus tax, geared for youth, with stories about activities, the outdoors, sports, plus lots of humor that only kids understand. A Scout is Thrifty, so you can also read it online free at ScoutLife.org.
CLOSE THE SALE! – LET’S SIGN UP! Pack Volunteer: _____ or Chair or Cubmaster (2-3 min.) Stations: <i>this info could be shared at a “Signup and Applications” table</i> Any Event: test BeAScout.org to be sure your Pack pin shows right; see this page for help.	“We are ready for your Child to join us in Cub Scouting adventures! All you must do is turn in your completed and signed Applications and payment. • [IF YOU HAVE THEM: “And you get a Voucher for a free Handbook when you join tonight!] “You can sign up online through “BeAScout.org”: go to BeAScout.org, enter zip code 30____, click “Cub Scouts”, and click “Find a Unit”. You’ll see “Pack ____” on the list. • Follow the instructions to create a profile, complete the Youth Registration, and pay the National Registration Fee with a Credit Card. [OPTION: if you use “Invitation Manager”: Or, check your email for an invitation to complete a Registration Online.] • We’ll follow up with you for Pack Program Fees (or dues) shortly. “You can also sign up on paper ... just let us know if you need a paper application. • Explain how to complete the application, and where to turn it in tonight.” “We are ready for YOU to help lead these Scouts! We are also taking Adult Applications for those who will join our Team of Leaders – we want you all on our team, whether as Den Leaders or Assistants or Co-Leaders or helpers on the Pack Committee. You’ll need to take Youth Protection Training to be a leader, but that training is very valuable for every parent because it is all about protecting these kids. Adult Registration can be done online through “BeAScout.org” or on paper. • “Some of you are clearly ready to join and you can pay your registration and Pack Program Fees today – we welcome you! If you are uncertain, please attend our next Pack and Den activities and see for yourself what a great program Cub Scouting is.” “We look forward to seeing you when we go to _____ on _____, and when we go to _____ in September and to _____ in October! I will be here along with our Den leaders for a few minutes if you have any questions. Thanks - and welcome to the Pack!”
GOODBYE + SEE YOU SOON! Welcome Team + Leaders	Not a “Speech” but ... as people leave, say “goodbye” one by one and “see you are the next event at ____ on ____”. Be sure you have them on your Sign In Sheet so you can contact them – and ask (if not obvious) if they submitted an Application tonight. If “no”, check the comfort level, and maybe follow up with an offer like “maybe I can help ... can you share what might be holding you guys back?” and see if you can help solve it.



PACK _____ SIGN-UP STRATEGY

Data, Direction + Dates as of ___/___/2___:

DATA (enter numbers or ☒ the box that fits your Pack below):

How Many Scouts Expected to Return? From *this spring's* Grades: K ___ 1st ___ 2nd ___ 3rd ___ 4th ___

How Many Adult Leaders Expected to Return? ___ total, including Den Leaders, Co-Leaders + Assistants willing to serve dens in *this fall's* grades in these numbers: K ___ 1st ___ 2nd ___ 3rd ___ 4th ___ 5th ___

Our **“meeting” or “activity” days / schedule** for Den Meetings and Pack Activities will likely be:

☐ Most Den Meetings will be held the same day/time/place: ☐ M ☐ T ☐ W ☐ Th ☐ F ☐ Sa ☐ Su

☐ Or – our Dens will meet on different days and/or places as selected by the families in the den.

Dens will meet: ☐ Once a month ☐ Twice a month ☐ Every week ☐ Varies by den

☐ Most full pack meetings will be held on: ☐ M ☐ T ☐ W ☐ Th ☐ F ☐ Sa ☐ Su

Do most pack meetings have den meeting breakouts? ☐ Yes ☐ No

☐ No full pack “meetings”. We do pack “activities”, mostly on weekends, mostly going places.

We plan to recruit from this **School**: _____

Our key **Recruiting Team** is: _____, _____, _____, _____

We aim to reach a Total Pack Size of _____ active Scouts (plus one adult leader for every 5 Scouts)

DIRECTION:

What level of support should council staff provide your pack for back-to-school recruiting? Are you ready to run fun and efficient Sign-Up Events – both Fun Events and a School Sign-Up Night?

☐ **We Got This!** We just need our Executive to provide Council items like signs and Handbooks.

☐ **Let's Be Equal Partners** Pack leaders and AAC Executives partner 50/50 on sign-up night and planning the script, splitting the “lead” on presenting different topics.

☐ **We Need Help!** We need our Executive to lead school sign-up night – we'll help and learn!

DATES (for Key Events to Recruit – Broadcast Your Calendar To Your Pack):

___/___ June/July Summer Fun Den and Pack Events – maybe more than one on 6/___ and 7/___

___/___ School Open House / Registration Day / Meet the Teacher / Sneak a Peek / Meet and Greet Day

___/___ “Back to the Pack” fun Pack event(s) in early August to welcome back families and bring new ones

___/___ School Sign-Up Night – bring plenty of returning families for “peer to peer” persuasion

___/___ Fun Pack Sign-Up Event – a Fun Event for all families, both returning and prospective Scouts

___/___ Pack Parent Orientation – with a Fun Event for returning and prospective Scouts on the side



When a den or pack leader gives parents a way to help -- we're building stronger families.

