



BLAST into SCOUTING!



2016 Fall Recruitment Guide

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Ignite the Adventure...Blast into Scouting

2016 Cub Scout Fall Recruitment Overview

The W. D. Boyce Council is preparing to launch an exciting Cub Scout recruitment campaign for 2016. Our goal is to have a Council wide sign up night on **Thursday September 15th** at your local elementary school. The campaign will also include an incentive for new Scouts who sign up- **a free rocket!**

Plan Overview

1. Planning a sign-up night at every elementary school on Thursday, September 15th from 6:30-7:30pm.
2. Introducing an "open house" concept for our School Night for Scouting.



Ignite the Adventure...Blast into Scouting

Plan Overview (Continued)

3. Activate parents in your Cub Scout pack to help facilitate the joining night at your location.
4. Introduce a parent orientation that is separate from September 15th.
5. Develop community marketing strategies that bring together one joining message.

2016 Recruitment Campaign Timeline

July and August

- Units attend Council wide school night trainings.
- Packs have an information table at school open houses.
- Units, along with Unit Serving Executives, work to cover all recruitment locations with at least three to five volunteers.
- Finalize Pack calendar.
- Update Beascout.org pin.
- Promote Scouting in the local communities (festivals, parades, churches, etc.)
- Ten day 11x17 flyer is distributed to schools to pass out from August 29th through September 1st.

September

- Pep-Rally Talks are happening in schools from September 12th through September 14th.
- 8x11 flyer is distributed at the Pep-Rally Talks from September 12th through September 14th.



2016 Recruitment Campaign Timeline

September (Continued)

- Parents, Volunteers, Scouters, etc. share multi-media messages to promote September 15th.
- **September 15th - Council wide recruitment night**
 - Distribute calendar and contact lists. Collect applications and fees.
 - Turn in applications and fees to district headquarters that night.
- **Conduct New Parent Orientation 7 to 10 days form September 15th.**
- September 16th through September 30th are second chance recruitments before the membership popcorn deadline.

October

- Cub Scout Launch events. For event details, please visit www.wdboyce.org/cubscoutlaunch.

Tips and Tricks to recruiting the 15 new youth!

- **Promote your sign-up night.**

Utilize all of your community promoting opportunities. Encourage families to update their social media. Ask boys to wear their Cub Scout Uniform or Cub Scout T-Shirt to school on September 15th.
- **Help make sure your night is fully covered.**

Having three to five volunteers at your school night will help your new parents get all of their questions answered while completing the stations in 15 to 20 minutes.
- **Create excitement.**

Every pack and troop has their own tradition. Bring it to life, and build build the excitement.



Tips and Tricks to achieving the 15 recruited!

- **Keep track of who attends.**
Make sure every family attending signs in on the parent attendance sheet when they arrive. At the end of the night, please mark the appropriate columns on the parent attendance sheet to indicate if the application and fees were collected and/or the family is interested in volunteering. The pack can keep a copy but please return the original in the recruiting envelope.
- **Share information about Cub Scouting and your pack.**
Every family should receive a pack calendar that includes leader contact information.
- **Help families fill out and submit their application to join September 15th.**
Most applications that go home with parents will end up lost.

September 15th - It's Blast Off!

This year's school night is designed to help accommodate the "busy parent." The 6:30-7:30pm timeframe will be set up as an open house where families can stop by and get through the sign-up process in 15 to 20 minutes.

The key to making them successful is planning. The following is an outline of how to execute this type of event. This model features four stations that give information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.



September 15th - It's Blast Off!

Stations

Below is an outline of what happens at each station. Depending upon anticipated size of turnout and available volunteers, packs may combine stations as needed.

Station 1: Welcome

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

- Greet every family that comes to your station and ask them to sign in.
- Provide the "New Scout Parent Orientation Packet."
- Tell each family there are four stations that they will visit to complete the sign-up process, and it will take 15 to 20 minutes.

Materials

- Parent Attendance Roster.
- Pen.
- Station 1 Welcome Sign.

Station 2: What We Do

This is where you will share the excitement of Cub Scouting and your pack activities - consider speaking to several families at once. This is a great opportunity to utilize Boy Scouts to talk about some of the amazing adventures they have experienced because of Scouting.



September 15th - It's Blast Off!

Station 2: What We Do (Continued)

- Talk about what makes your pack special.
- Refer to a display board with pictures or a running slideshow of activities.

Materials

- Display Board of Pictures or Running Slideshow of Activities.
- Pack fact sheet including calendar dates, major events, leader contact information, and cost to join.
- Station 2 Sign.

Station 3: Registration Paperwork

This is where we assist families to properly complete the application.

- Have BSA Youth Applications and pens available.
- Be prepared to answer questions about pack fees.
- Make sure the application is properly completed.
- Collect fees for BSA registration and Boy's Life subscription.
School Night for Scouting Fee Recommendation: **\$48.00**
*BSA Registration & Boy's Life from September 2016 until
December 31st, 2017.*
- Forms and payments should be collected, signed by the Cubmaster, and put in the Cub Scouting Recruiting Reporting envelope.
- Upon completion of the application and fee collected, Scouts receive their model rocket.



September 15th - It's Blast Off!

Station 3: Registration Paperwork (Continued)

Materials

- Extra applications.
- Pens.
- Cub Scouting Recruiting Report envelope for applications and fees.
- Station 3 Sign

Station 4: Questions and Answers

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

- Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to meet leaders.
- Answer questions about the type of activities their child will be doing.
- Remind the parents of their next meeting and the date of the parent orientation.

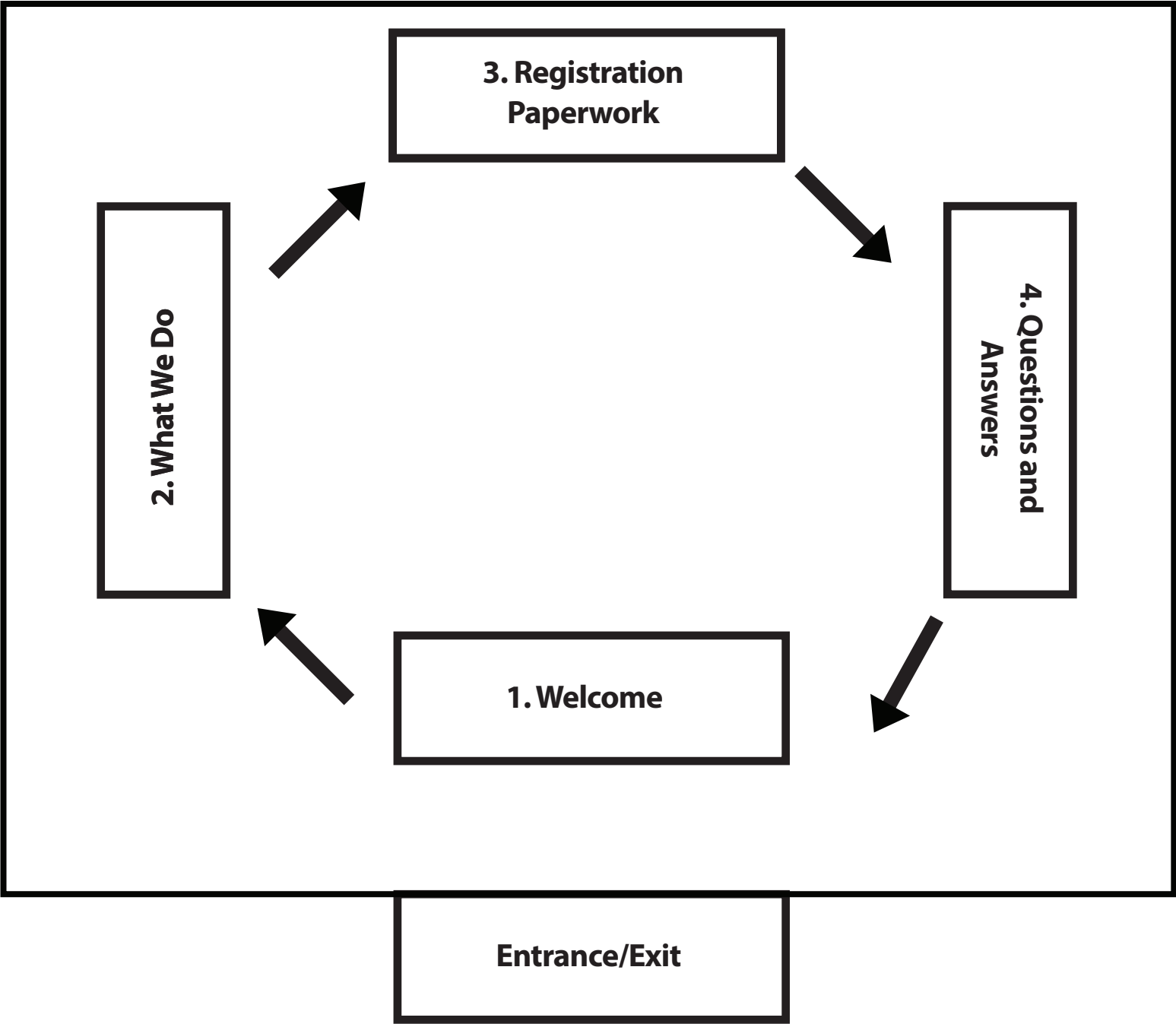
Materials

- Station 4 Sign.

Note: Please make sure each station sign is clearly visible to help make sure things go smoothly!



Sample Room Layout



School Night for Scouting Resource Kit

School Night for Scouting Resource Kits will be available Tuesday, September 6th, 2016 and can be picked up at either service center or dropped off by a Unit Serving Executive.

Contents:

- (24) Welcome packets which include, Cub Launch information, and new parent quick guide. *Larger anticipated recruitment nights will be given more welcome packets.*
- (30) youth applications.
- (4) 8.5x14 table signs.
- (12) Pens.
- (24) Cub Scout Recruiting Report Envelope.
- (24) Model Rockets. *Larger anticipated recruitment nights will be given more rockets.*
- (4) 8.5x11 signs directing where to go.

Parent Orientation Meeting (7 to 10 days after)

It is important to have the parent orientation meeting near September 15th. Parents will have 7 to 10 days to look over the New Parent Orientation Guide and compile questions.

During this meeting, present the information in the orientation guide. This introduces your new parents to pack structure, programs, and training resources.

Other important items to cover:

1. Pack Calendar.
2. Popcorn Sale and Funding the Program.
3. Cub Scout Launches.
4. Key activities and responsibilities for parents to sign-up and participate.
5. Provide information on uniforms, books, etc. and location of Scout Shops.



Parent Orientation Meeting (Continued)

Things to do between the School Night for Scouting and the New Parent Orientation Meeting:

- Review parent information on youth application to help determine possible areas for new parents to be involved.
- Have all den leaders contact the new parents to remind them about the next meeting.

Tips for Recruiting Parents to be Scout Leaders

- Provide a updated calendar of upcoming events and activities
- Provide brief expectations for the available volunteer roles. It should include the name of the position, the task needed, the time frame, and whom they can go to for help or guidance.
- Provide a date, time and location for any training sessions that would help them to be successful.
- Make it personal - don't sound negative or generic. Make the individual feel important.
- Share why they have been chosen, what particular skills or abilities they have that are needed. This prevents the fear of the unknown or failing.
- Create an energetic and fun environment emphasizes that Scouting is a family program and parents are involved in something throughout the year.
- Have them be a part of planning the program by asking what they would like to see throughout the year. Their idea could be the missing role you need on your pack committee.



I have questions... Help?

Northern McLean, Livingston, and Ford Counties:

Mike Kraynak: 309-828-6983 ext. 204 or Mike.Kraynak@scouting.org

Southern McLean, Dewitt, and Logan Counties:

Haley Evans: 309-828-6983 ext. 205 or Haley.Evans@scouting.org

Northern Peoria and Marshall Counties:

Jessica Thomas: 309-673-6136 ext. 123 or Jessica.Thomas@scouting.org

Southern Peoria and Fulton Counties:

Kyle Kocher: 309-673-6136 ext. 122 or Kyle.Kocher@scouting.org

LaSalle, Bureau, and Putnam Counties:

Michael Charlesworth: 815-410-5139 or Michael.Charlesworth@scouting.org

Mason, Tazewell, and Woodford Counties:

Kim Morrison: 309-673-6136 ext. 120 or Kimberly.Morrison@scouting.org

Our offices/shops are located at:

Peoria Scout Service Center
614 NE Madison Ave.
Peoria, IL 61603
309-673-6136

Bloomington Scout Service Center
203 E. Locust St. Ste. #C
Bloomington, IL 61701
309-828-6983

Council School Night for Scouting Coordinator:

Greg Voyzey, Director of Sales and Relationships
309-828-6983 or Greg.Voyzey@scouting.org

