

Recruiting Cub Scouts 101

Patriots' Path Council Membership Committee

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Agenda

- Does your Unit have a New Member Coordinator?
- Objective & Strategy
- Focus on Lions and Tigers
- Recruiting Planning Overview
 - Determine Your Buzz-worthy Event
 - Create Awareness
 - Put Your Best Foot Forward
 - Follow-up! Follow-up! Follow-up!
 - Do it Again!
- Tips and Advice
- Appendix



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Does your unit have a New Member Coordinator?

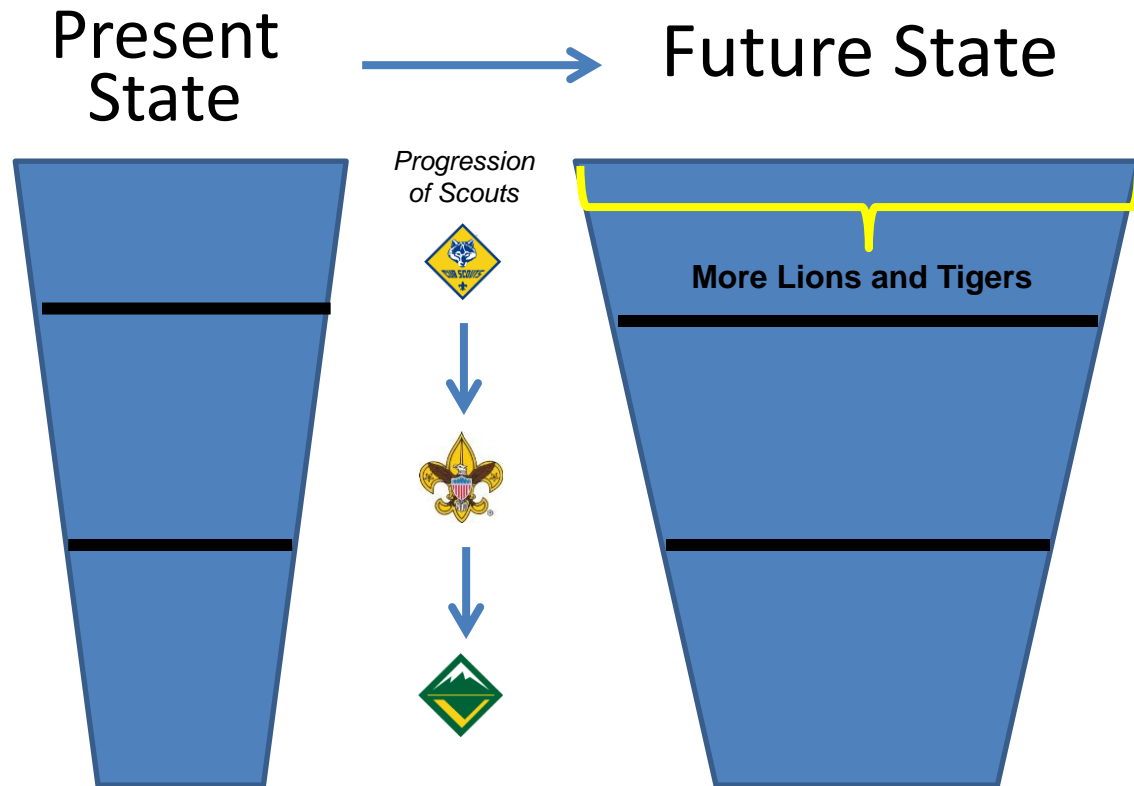
- If yes, great! You are 1 step ahead in the game! Please make sure that person is attending PPC & District Recruiting trainings
- If not, you really need to find a person to take point on recruiting. You would like to find a strong recruiter(s) before the recruiting season starts. This person(s) should be personable, a good listener and driven to make the 'sale'



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Objective & Strategy

- **Situation:** Dramatic decrease in Cub Scout membership due to COVID, continued historical decline
- **Objective:** Increase the size of Patriots' Path Council Cub Scout Units
- **Strategy:** Focus recruiting efforts on Lion and Tiger Scouts to increase the 'opening' of the funnel
- **Rationale:** By focusing on Lion and Tiger recruitment, we can widen the funnel. And if we do that, and minimally hold everything else constant, we can grow the ENTIRE BSA Program



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Why Focus on Lions and Tigers? They are easier to reach and recruit

- Day care centers are very receptive to Scouts – build a relationship with them NOW!
- Parents of kindergartners and 1st graders are more willing to try new activities – they are in the ‘try everything mode.’
- Lions cost less (i.e. no uniform, just a t-shirt)
- Den Meetings are short and fun – perfect for busy parents
- A good Lion and Tiger program will help with next year’s Lion’s, Tigers’ AND Wolves’ recruitment because parents will tell other parents about how much fun their son / daughter is having.



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Determine Your Buzz-worthy Event

- Put yourself in the shoes of a kindergartener or 1st grader – what would you want to see or do?
- There are lots of ideas that other units have used* or use your imagination! But ask your current Lions and Tigers to make sure that THEY think the recruiting idea is cool and fun.
- Don't be afraid to spend some \$\$\$ put on an awesome event – if you get a good turn out, it was worth the investment.
- Ultimately, you want these prospective youth to be excited about coming to your Pack so much so that they are pestering their mother or father to go.



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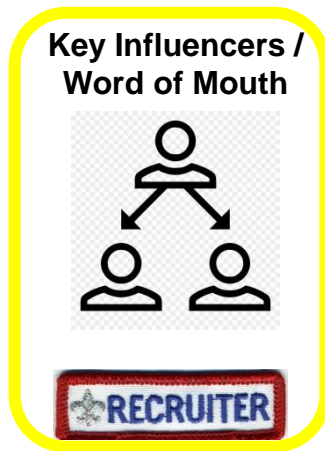
* See the Appendix
for a list of ideas

Create Awareness

- You know your community better than we do — you need to use this knowledge to build your communications plan in order to make parents aware of your event.
- But don't rely on 1 tactic only – use several tactics like the ones below to drive awareness*

ONE OF THE MOST EFFECTIVE TACTICS!

- Challenge your Scouts — Offer an incentive to Scouts that are successful in getting a friend to join



Signage



Social Media



Unpaid Advertising: Share events and info to local interest groups and among current parents

Paid Advertising: Create an ad or event and pay to have it sent to an audience within your community via GeoFencing**

Houses of Worship, Schools, Libraries, Playgrounds, Eateries, Barber/Salon



Public Relations



Target Audience:
Kindergarten and 1st Grade
Parents



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* See the Appendix for more tactics. Also, PPC provides free recruiting materials to units

** Go to <https://www.scouting.org/recruitment/> to learn how to GeoFence – it's really easy!

Put Your Best Foot Forward

- So, you've got a buzz-worthy event planned and all the kindergarten & 1st grade students and their parents know about it...don't disappoint them with a poorly run event!
- Key tips:
 - Plan out your event well in advance to determine key action items and assign responsibilities
 - Have designated greeters (Cubmaster, other leaders), and a check-in station (or two) manned by the Recruiting chair. If you are expecting a big-turn out, there is nothing worst than parents having to wait to sign in.
 - Have a sign-in sheet or laptop to capture contact details for follow-up
 - Stress time with your child. Scouting is a program where the parents share the experiences with their kids, not just drop and run!
 - Provide key info about your Pack, its activity calendar, fees, etc
 - **START AND END THE EVENT ON TIME!**
 - Mingle with the parents during the event
 - **Close the deal!** Bring a laptop so that parents can sign up via BeAScout.org (use your phone as a hotspot) and be prepared to accept credit cards, Venmo, etc. for unit fees.
 - And don't forget to send a welcome email with key info!



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Follow-up! Follow-up! Follow-up!

- Seems simple, right? But too often, we don't do this well enough. Here is a suggested timeline:
 - **24 hours after the event:** Follow-up with an email with all key info on how to join via BeAScout.org and Unit info, etc
 - **5-7 days later:** Forward your original email but now invite the youth to the next Den or Pack meeting
 - **10-14 days later:** Ask if the parent has a question about the program, etc – something to elicit a response from the parent so that you can engage with the person and understand barriers to joining
 - **21 days later** – invite the youth to the next Den or Pack event
 - **30-35 days later** - invite the youth to the next Den or Pack event
 - **40 days later** - At this point, the youth is probably not going to join – it happens, but you tried your best to get that youth to join



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Do it Again!

- A unit that wants to grow conducts multiple recruiting events in the Spring and the Fall
 - Use “Fun” Pack and Den meetings as recruiting events, too
- Use these recruiting events as Pack events as well so that current Scouts have a ‘hook’ to invite their friends
 - Plus prospective parents can see a Pack event in action while also interacting with current parents to get the ‘un-official’ report on what Scouts is like.



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Tips and Advice

- BSA has a lot of free marketing, on-line digital materials and additional suggestions. Go to <https://www.scouting.org/recruitment/>
- In the Fall, schedule your activity early in the school year
- If you don't get a good turn-out for your one or two recruiting activities, Consider "Dynamic Recruitment", which is continual and intentional. Make every activity a recruitment activity.
- Find a strong Lion Den Leader(s), ideally before the Scouting year starts. If not, the Cubmaster should be prepared to lead the first meeting until you do.
- Overall, use the Journey To Excellence Model to improve your unit



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Appendix



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Recruiting Event Ideas

- **Model or stomp rockets**
- **Fishing**
- **Exotic animals** (Rizzo's Wildlife Word, Eyes of the Wild)
- **Dinosaurs** (Dinosaurs Rock!)
- **Swimming Party**
- **Bike rodeo**—Set up a championship course of fun!
- **Derby day**—take your derby track outdoors and have lots of cars for the boys to race.
- **Cub Olympics**—an outdoor field day of games and fun; various activities. In the heat of summer, consider a “water themed” day
- **Ice cream social**
- **S'mores and fun**

Remember – these events can also double as Pack activities so that not only your Scouts can enjoy them but they can also invite their friends.



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Awareness Building Tactics

In-School Promotion

- Distribute sign-up event fliers the week before the sign-up event
- Posters and yard signs around school
- School rallies or youth talks at the school
- Back-to-school open house events, school carnivals, and conferences
- Electronic backpacks
- Invite current youth and parents to attend lunch at school in uniform
- Videos on in-school video networks
- School newsletter or website
- School marquee signs

Out-of School Tactics

- Ask current members to use social media to let their friends and family know about sign-up event nights
- Create unit profiles on Facebook and Instagram and join local 'mom' and town groups to promote the Pack
- Personalized invitations, emails, and personal phone calls to prospective parents
- Recruit-a-friend and other peer-to-peer recruiting initiatives
- Fliers and youth talks at after-school programs
- Houses of worship and community websites, calendars, and bulletin boards
- Press releases
- Posters and yard signs in the community
- Community fairs, parades, and other events
- Hang flyers at the local barber / salon, ice cream shop, etc — wherever youth go
- Door hangers and door-to-door invitations



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