

Recruiting Cub Scouts 101

Patriots' Path Council Membership Committee

Last updated: August 2021



Prepared. For Life.™



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

Agenda

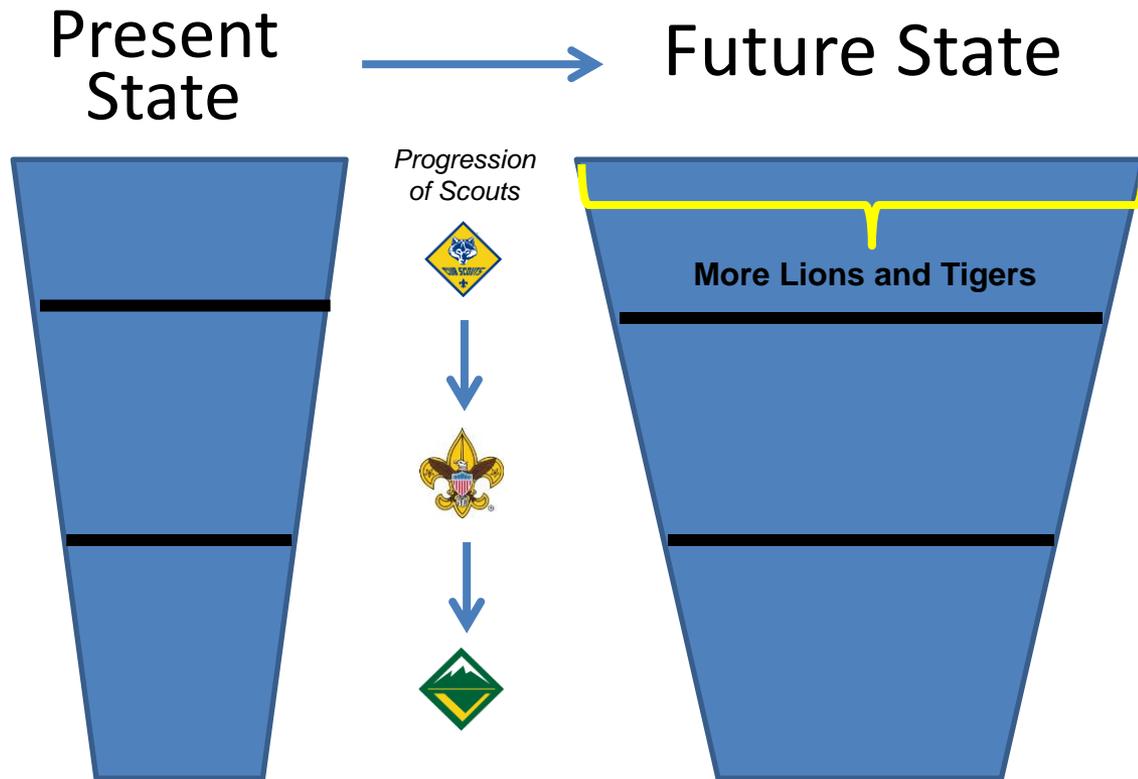
- Objective & Strategy
- Why Focus on Lions and Tigers?
- Recruiting Planning Overview
 - Determine Your Buzz-worthy Event
 - Create Awareness
 - Put Your Best Foot Forward
 - Follow-up! Follow-up! Follow-up!
 - Do it Again!
- Tips and Advice
- Appendix



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

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



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

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.



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

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.



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

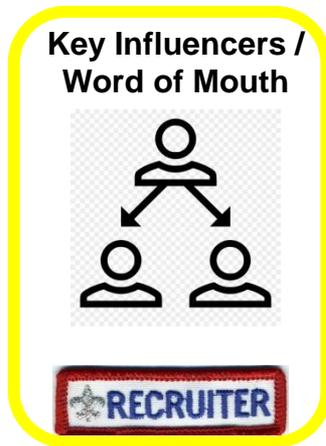
* See the Appendix
for a list of ideas

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



Target Audience:
Kindergarten and 1st Grade Parents

Public Relations



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

* 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!



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

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



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

Do it Again!

- A unit that wants to grow conducts multiple recruiting events in the Spring and the Fall
 - Use a Pack meeting as a recruiting event, 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.



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

Tips and Advice

- BSA has a lot of free marketing, on-line digital materials and additional suggestions. Go to <https://www.scouting.org/recruitment/>
- 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’
- 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



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

Appendix



Prepared. For Life.™



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

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.



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL

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



BOY SCOUTS OF AMERICA®
PATRIOTS' PATH COUNCIL