

# School Night Sign-Ups

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How to get the most out of your night in front of the parents

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# Why would a family not want to join?

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- Boring/disorganized sign-up presentation.
- Costs.
- Not the right fit for the family.
- Others?



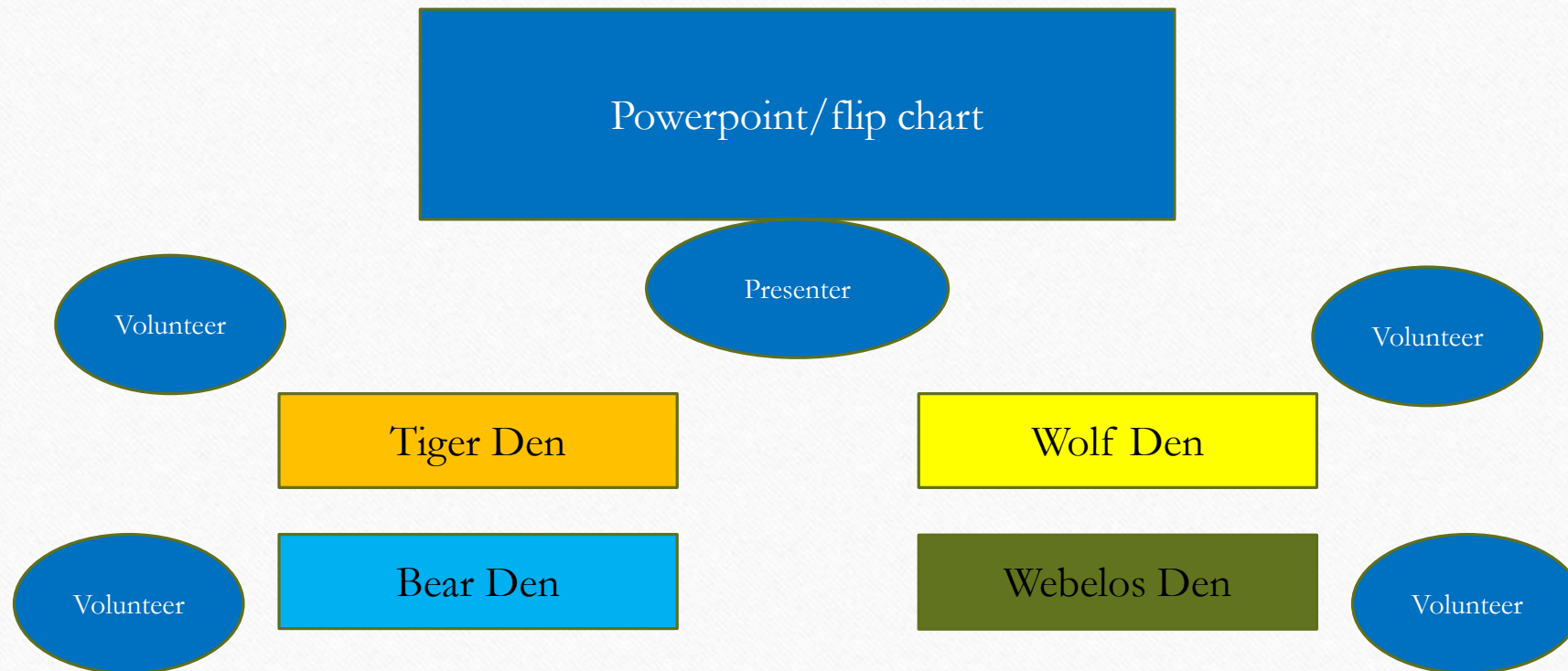
# Strategies for a Successful Recruitment

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- Classic Presentation
- Round Robin Stations
- Carmax Style

# Classic Presentation

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# Classic Presentation

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- Presenter leads the event and supported by 1 volunteer per table.
- Gives introduction to program (Be BRIEF)
- Activity!!!
- The ask for volunteers
- Paperwork, payment and calendar (See ya!)
- Advantages/Disadvantages?



# Round Robin Stations

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Station 1  
What is Cub  
Scouting?

Station 2  
Our Pack

Station 3  
The Dens

Station 4  
Costs and  
Fund Raising

Station 5  
Work  
Tables

Entrance/Sign in

Exit/Turn-in

# Round Robin Stations

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- 1 volunteer per station.
- Families sign in and rotate at their own pace.
- Stations have their area of expertise in about a 2 minute sound bite.
- After passing through stations, a volunteer/s help the families fill out forms and turn in.
- Follow-up parent meeting is necessary.
- Advantages/Disadvantages?

# CarMax Style

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Our Pack  
Display

Fundraising  
Display

Cub Scouting  
Display

Table

Table

Table

Table

Activity  
Display



# CarMax Style

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- Family comes in, volunteer greets them and gives them the tour.
- Take them through the displays, answer questions and get them excited.
- Sit down at tables, and review applications and payments.
- Push for both applications.
- Advantages/Disadvantages

# Helpful Hints

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## Do's

- Get volunteers (PLURAL!!!)
- Respect people's time.
- Bring Displays
- Make it Fun!!!

## Don'ts

- Be long winded. (It's about them)
- Let applications walk out the door.
- Separate kids from adults.
- Charge more than the prorated amount for registration.



# Questions? The End

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