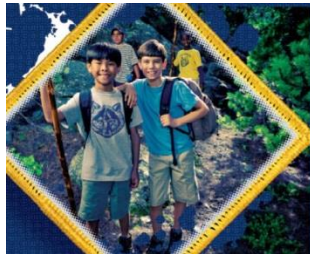


Cub Scout Recruitment Initiative



EARN YOUR
**"IT'S MORE FUN
WITH FRIENDS"** BADGE.

BeAScout.org



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Cub Scout Recruitment Initiative Goals

- Solicit a variety of Cub Scouters from each district to serve on council-wide initiative
- Research national, regional, and local best practices on Cub Scout recruitment strategies
- Reformulate a council Cub Scout Recruitment Plan, inclusive of suggested step-by-step actions
- Obtain critical feedback from the field
- Widely distribute and market the plan



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CSR Initiative Members

- **Black River** – Gregory Bubniak
- **Fishawack** – James Danus
- **Munsee** – Sean Mirek & Bob Grimaldi
- **Raritan Valley** – Carole Cooke
- **Sussex** – Steven and Kathleen Smith
- **Watchung** – Gina Caburis & Edgar George
- **Council** – Geoff Zoeller, Art Lobdell, & Grant VanEck

Meetings on: Oct 24th, Nov 12th, Dec 17th, Jan 14th, & Feb 13th



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Research on Cub Scout Recruitment



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School Week for Scouting

(Nearly 45% of Cub Units Using Council Resources)

2012 Training Dates for SWFS

- 8/21 - Somerville
- 8/27 - Florham Park
- 9/4 - Clark
- 9/4 - Succasunna
- 9/5 - Somerville
- 9/5 - North Plainfield
- 9/6 - Morris Plains
- 9/6 - Hamburg



School Week for Scouting

School Week for Scouting (SWFS)



is a council wide recruiting initiative to have one night when families can join scouting in each town. To make it easy to find a place to join, recruiting nights are held in elementary schools. The plan is to have recruiting during the week of September 16-20, 2013 at 7:00 pm in elementary schools in Patriot's Path Council. Members of the Scouting community are available to help support this initiative by volunteering on that date to help the units.

- Review the [School Week for Scouting Guide Book](#).
- Learn more by attending one of the [orientations](#).
- Stay on course with the [School Week timeline](#).
- Order custom recruiting fliers and other materials using the [School Week Order Form](#).



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An Example Monthly Plan

January, February, & March:

- **Units** update BeaScout.org pin information with recharter (Dec).
- **Units** begin making connections with Kindergarten families - Invite to Kinder-Derby.
- **Units** identify SWFS Champion who will head up recruitment efforts for coming year.
- **Council** sets agenda and recruit presenters for the School Week training meetings.



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An Example Monthly Plan

April & May:

- **Districts** provide brief, preliminary meeting at Roundtables on School Week.
- **Council** sends superintendent letters for School Week approval and facilities usage.
- **Council** "Train the Trainers" for School Week trainings.
- **Districts** reserve locations for district SWFS training meetings and advertise to units.
- **Units** have current Tigers run a kickball tournament. Invite Kindergarteners to attend.
- **Council** updates the parents guide.
- **Units** confirm superintendent's support and school/classroom access.
- **Districts** begin more in-depth School Week training meeting in each district.
- **Units** begin to recruit new Tiger Den Leaders - Get them trained.



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An Example Monthly Plan

June & July:

- **Council** provides SWFS training at the Tradeshow.
- **Units** ensure School Week is in the superintendent's district-wide calendar.
- **Units** secure help (BOE members) as needed to assure school and classroom access.
- **Units** place order with council for fliers, posters, BL mini-magazines, road signs, etc.
- **Units** get on the principals' summer meeting agenda (August).
- **Units** engage local media through articles, press releases, display ads, etc...

Be conscious of vacation schedules and plan accordingly.



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An Example Monthly Plan

August & September:

- **Units** meet with principal(s) and confirm details of usage for SWFS event(s).
- **Units** follow-up with local media through articles, press releases, display ads, etc...
- **Council** provides units with flyers, road signs, etc.
- **Units** deploy road signs in strategic points where parents and students will see them.
- **Council** gives final, council-wide SWFS trainings.
- **Units** hold a "Welcome Back/Bring a Buddy" campfire/outdoor event.
- **Units** give Boy Talks. Deliver all materials the week prior and week of School Week.
- **Units** have table at school *Back to School Nights* promoting unit recruitment event.
- **Units** distribute reminder "business cards" 2-3 days before School Week.
- **School Week for Scouting Event:** community-wide or school-by-school.

Be conscious of vacation schedules and plan accordingly.



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An Example Monthly Plan

October, November, December:

- **Units** register all new scouts with the council.
- **Units** hold second-chance recruitment events -- tie this to the Regatta or other event?
- **Districts** hold Cub/family camping event.
- **Units** ensure new leaders get trained and attend September Cub events.
- **Units** write thank-you notes to principals (include actual results for each school).
- **Council** collects data and informal feedback to better inform practices for next year.
- **Council** holds University of Scouting, trains leaders, and collects more information.
- **Council** revises SWFS Plans for next year and sets SWFS dates.



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Invite Kindergarten Families!!

You already know who next year's Tiger Families are. Start making connections now!

Some ideas might include:

- *Tiger/Kindergarten Kickball Tournament*



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• *Tiger/Kindergarten Stomp Rocket event*

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Cub Scout Recruiting Night Rocket Launch!

Originator: seattlepioneer
Date: 01 Jul 2011
Council No. & Name: #609 - Chief Seattle Council,
Contact Info: will Siu / skubz_will@hotmail.com
Top Category: Journey to Excellence
Category: Membership,
Sub-Category: Recruiting,


Gold Seal Entry

When I talk to young boys about Cub Scouts, often they don't have much of an understanding of Cub Scouts to which they can relate. However, when I take a model rocket and launcher into a school at lunch, and ask boys if they would like to make and launch model rockets and see if their rocket will go the HIGHEST and the FARTHEST --- they can relate to that real easily! And they will persuade their parents to bring them to the rocket launch/recruiting night in unusual numbers. Search U-Tube for "stomp bottle rockets" for some videos of stomp-bottle rocket launches! When families show up at the rocket launch, parents register their boys, providing their name, phone number and e-mail address and the name and grade of their boy. In exchange for the registration, the families receive a Cub Scout Rocket Pilot License for their boys and the makings for a stomp bottle rocket. It usually takes boys and parents about ten minutes to make and decorate their rocket, made from an 8x10" sheet of paper rolled around a mandrel of 1/2" PVC plastic pipe, with three fins scotch taped on the bottom of the rocket. When several boys are ready, we move out to the field or parking lot set up with several rocket launchers (I use six). Boys put their rockets on the launcher, and when all the rockets are set we do a count down and the boys stomp on their 2 liter soda bottle which sends their rockets 60-80 feet downrange! Each boy whose rockets travels a certain minimum distance gets a sticker for their rocket pilot's license each time they launch. After parents observe the rocket launch a few times and satisfy themselves that it's well supervised, parents are invited inside to sign up for Cub Scouts. That's usually pretty easy--- we don't have to TALK about how Cub Scouts is a fun family activity --- they've already experienced that! We don't promote this as a Cub Scout recruiting night, we promote it as a free family activity for boys and parents to participate in --- which is exactly what it is. This is



• *Bring a Buddy Summer Campfire*



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Let's take a closer look at the Kinder-cub Derby

KINDER-CUB DERBY



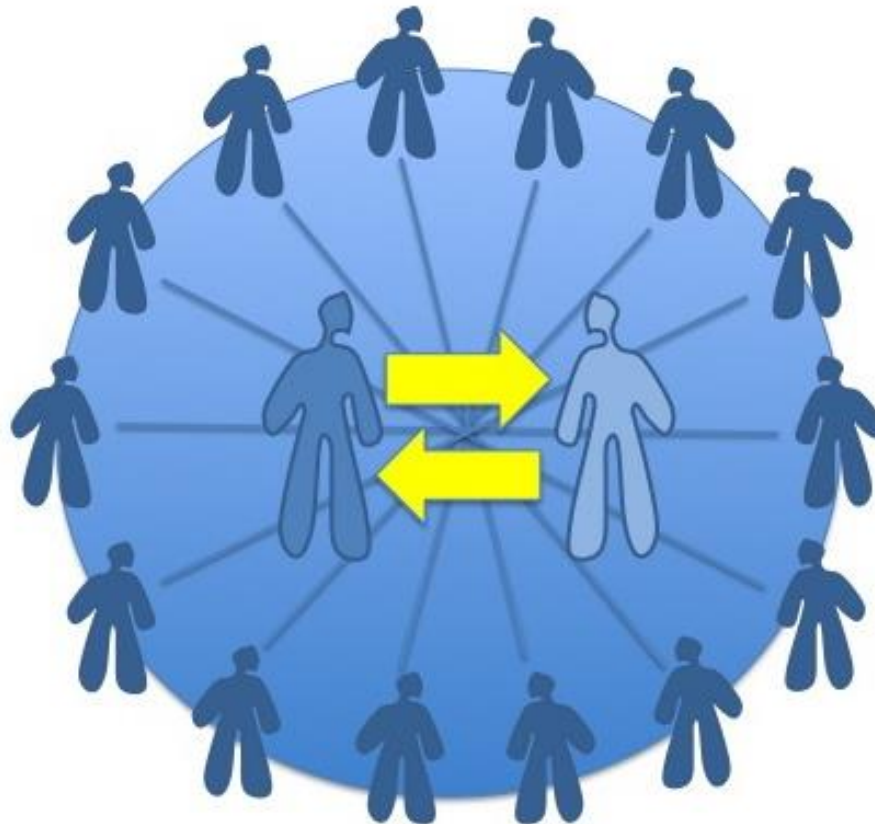
Great way to “hook” kids on one of the premier activities in Cub Scouts prior to 1st grade.

Send out flyers to local school's kindergarten classes two to three weeks prior. Have parents call you to register prior, but expect a few walk-ins too. Plan with other den leaders in your pack for additional ideas, suggestions and supplies. Set up a 4 lane track to run their own hot-wheel cars. Run races the same night (1.5 to 2 hours prior) as your actual Pine Wood Derby so they see the real track, the cubs' cars and the building excitement. Have a few older cubs there to help or run as you talk to parents about your program and answer their question.



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Feedback on the draft CSR Plan



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