



THREE HARBORS COUNCIL BOY SCOUTS OF AMERICA®

2022 Cub Scout Spring Recruitment





Dear Cub Scout Leader,

This guidebook will assist you and your pack with recruiting new families. This is one of many tools available to help you engage your community in an exciting conversation about Scouting, both with new and former families of the Scouting program. The more ideas used in your community, the more successful your results will be!

Please continue to invite families to join Scouts and encourage your friends and neighbors to join local units so more youth can benefit from this incredible program. You and your family have experienced many of the things Scouting has to offer, and it all started with an invitation. Now it's time for you to make that same invitation to someone else. Whether it be through a friendly conversation or a post on social media, your efforts make a difference.

Thank you for all you do to support Scouting.



Cub Scout Spring Recruitment is supported by the council through a structured program for Packs that are willing to meet the expectations of conducting a Spring Recruitment campaign.

For Cub Scout Packs that are active in the summer, providing their own program as well as opportunities to attend council summer camps, Spring Recruitment is a great opportunity to grow your Pack and engage new families!

UNIT EXPECTATIONS

1. Complete Spring Recruitment Plan worksheet in this packet.
 2. Pack is active throughout the summer (Pack offers at least one Pack activity monthly in June, July, and August) for current and new Cub Scout families.
 3. Pack promotes participation in [council summer camp opportunities](#) for current and new Cub Scout families.
 4. Recruit potential Cub Scouts that are finishing their K-4th Grade year.
 5. Pack conducts recruitment event between April 1 – June 15. Applications for new Cub Scouts are submitted to the Scout Office in Milwaukee or Scout Shop in Kenosha or approved online within 24 hours of event.
 6. Engage new families immediately in Pack events/activities.
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UNIT PREPARATION

1. Pack calendar, budget, fundraising plan & leadership roster in place.
2. Update your Pack website, Facebook page (public-facing), and BeAScout pin.
3. Determine leadership positions that need to be filled.
4. Set a new Cub Scout recruitment goal.
5. Schedule a Spring Recruitment event for new Cub Scouts to join your Pack (promotion is backdated from this event!).
6. Schedule to attend a school or community event to promote joining Cub Scouts.
7. Enlist help of all families to help recruit new members.
8. Engage your school, community, youth sports leagues, day cares, chartered organization, and anyone else to help you spread word about joining Cub Scouts.
9. Share your unit plans with your District Membership Team.

Use the checklist on the last page to complete Spring Recruitment preparation!

MARKETING STRATEGIES YOUR UNIT CAN COMPLETE!

- Scouts wear your Scout uniform or Cub Scout Pack t-shirt.
 - At school
 - At community events
 - At public parks or other public places
- Parents/leaders wear your Scout uniform or Cub Scout Pack t-shirt.
 - Visiting your child at school during lunch
 - At community events
- **Call former families and invite them to rejoin your Pack.**
- **Set-up a table or booth at your school's Parent-Teacher Conferences.**
- **Meet with your school principal. Offer your Pack to help with an ongoing project at the school. Ask how you can get in front of families to talk about Scouting (email blasts, newsletters, video announcements, social media, digital flyers, etc.).**
- **Ask to insert joining information in your school newsletter.**
- **Get a school contact list and directly invite each family to join Scouting.**
- Include a Scouting activity in birthday parties.
- Ask to put joining information in your weekly church newsletter.
- Ask a local grocery store to put a poster to join Cub Scouts.
- Ask local pizza shops to include your unit's contact information on their pizza boxes.
- **Put up yard signs in high-traffic areas (Three Harbors Council can help with this!).**
- Have Pack Information Sheets at local ice cream shops.
- Put our Pack contact information at local coffee shops.
- **Have joining information available (QR codes, Pack Information Sheet) at your popcorn sale or other unit fundraisers.**
- Ask to display information about Scouting at your child's doctor's and dentist's offices.
- Recruit leaders/parents to hold banners/posters at school during student drop-off/pick-up.
- Write messages about joining Scouting on your car.
- **Share service project stories with your local school district and community newspapers. Always include information to join Scouting.**
- Organize or participate in "Join Cub Scouts" parades in your neighborhood.
- Create your own "Proud Parent of Pack xxx" or "Proud Pack xxx Family" yard sign.
- Host a Scout Carnival.
- Offer "Cub Scout Childcare" for school events.
- **Set-up an activity or display at neighborhood events and community festivals.**
- Host a fun event to attract families.
- Build a display board of all your Pack activities.
- Share your Pack events and opportunities to join through social media.
- Increase your social media awareness through boosted post advertising.
- **Encourage each Scout in invite one friend not in Cub Scouts to join Scouting.**

What other techniques have you used successfully? What other ideas would you like to try?

NATIONAL SUMMERTIME PACK AWARD

National Summertime Pack Award Application



Cub Scout Pack No. _____ of Chartered Organization _____ Name

has qualified for this award by conducting a pack activity in the summer months of _____.

	JUNE	JULY	AUGUST
Type of pack activity	_____	_____	_____
Number of dens participating	_____	_____	_____
Number of dens qualifying (50 percent of the den's Cub Scouts participating)	_____	_____	_____
Number of the pack's Tiger Scouts participating	_____	_____	_____
Number of the pack's Wolf Scouts participating	_____	_____	_____
Number of the pack's Bear Scouts participating	_____	_____	_____
Number of the pack's Webelos Scouts participating	_____	_____	_____
Number of parents/family members participating	_____	_____	_____

Please send us the following National Summertime Pack Award items:



One Pack Award Certificate, No. 33731



One Pack Award Streamer, No. 17808



_____ Den participation ribbons, No. 616254



_____ Tiger pins, No. 14332



_____ Wolf pins, No. 14333



_____ Bear pins, No. 14334



_____ Webelos pins, No. 14335





Spring Recruitment Plan for Pack _____

Coordinator Name: _____ **Phone:** _____ **Email:** _____

Choose your recruitment date/time/location, between April 1st and June 15th:

Date: _____ **Time:** _____ **Location:** _____

_____ We would like a District Representative to assist at our recruitment

OR

_____ We have a unit leader to present at our recruitment night **Name:** _____

To keep the interest of our new Scouts, we will conduct the following Pack activities over the summer (example: Day Camp, Bowling, Bike Rodeo, Zoo, Brewers Game, Pack Swim):

June: _____ **July:** _____ **August:** _____

Please select your top recruitment/marketing effort(s) for your Pack's spring recruitment:

- We would like a Scout Talk conducted at _____ School
- We will collect the school roster and work with my leaders to call each boy in grades: _____
- We will hold a Parent social event and ask existing scout parents to invite potential scout parents
- Other _____

Please provide us the list of our dropped Scouts to personally call and invite back: Yes No

Please select at least 3-5 additional marketing efforts your Pack will implement for spring recruitment:

<ul style="list-style-type: none"> <input type="radio"/> Order flyers from Council <input type="radio"/> Order yard signs from Council <input type="radio"/> Order posters from Council <input type="radio"/> Order peer-to-peer cards from Council <input type="radio"/> Facebook geofencing from Council <input type="radio"/> Youth will wear uniform to school <input type="radio"/> Parent lunch at school, pass out flyers <input type="radio"/> We will advertise at School Event <input type="radio"/> Announcement at church <input type="radio"/> Church Sunday School presentations <input type="radio"/> Church bulletin inserts <input type="radio"/> Intercom announcement 	<ul style="list-style-type: none"> <input type="radio"/> PTA/PTO presentation <input type="radio"/> Marquee display at school <input type="radio"/> School lunch tray liners <input type="radio"/> Local newspaper <input type="radio"/> Display boards at community events <input type="radio"/> Volunteer for community events <input type="radio"/> Youth sports team recruitment <input type="radio"/> Community marquees <input type="radio"/> Posters/booth at library <input type="radio"/> Community access television <input type="radio"/> Business window / counter displays <input type="radio"/> Other _____
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Select 3-5 additional *technology specific* marketing efforts your Pack will implement for spring recruitment:

<ul style="list-style-type: none"> <input type="radio"/> School text alert <input type="radio"/> Email invitations from parents <input type="radio"/> Facebook event <input type="radio"/> Facebook post <input type="radio"/> Facebook geofence <input type="radio"/> Electronic school newsletter 	<ul style="list-style-type: none"> <input type="radio"/> Twitter <input type="radio"/> Blogging <input type="radio"/> Instagram <input type="radio"/> Other: _____ <input type="radio"/> Other: _____ <input type="radio"/> Other: _____
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COUNCIL & NATIONAL MARKETING RESOURCES



Access all council marketing resources at www.threeharborsscouting.org/cubrecruitment.

Promotional Support

- Flyers
- Yard Signs
- Posters
- Buddy Cards
- Facebook Geofencing
- Scout Talks

Event Support

- Cub Scout Spring Recruitment Plan
- Pack Leadership Needs Survey
 - New Den Member Roster
 - Parent Packet
- Parent Orientation Guide
- Scout Life Mini-Mag
 - And more!



www.threeharborsscouting.org/cubcamp

National Resources

- [BSA Brand Center](#)
- [BeAScout.org](#)
- [Online Registration](#)
- [Recruiting Webinars](#)
- [Social Media Planning](#)

Access to all these resources is available to you at ANYTIME by visiting www.threeharborsscouting.org/cubrecruitment. Looking for additional support or have additional ideas to share, contact your District Executive.

PACK SPRING RECRUITMENT PREPARATION CHECKLIST

_____ 2022 Pack Calendar complete

_____ 2022 Pack Budget complete

_____ 2022 Pack Fundraising Plan complete

_____ Our Pack is participating in the Camp Card Sales

_____ Our Pack is signed-up for the Annual Popcorn Sale & plans to attend the Kick-off

_____ Our Pack is signed-up for the Annual Wreath Sale & plans to attend the Kick-off

_____ Our Pack is conducting this fundraiser: _____

_____ 2022 Pack Leadership Roster complete

We need to fill the following key roles: _____

_____ 2022 Pack Information Sheet complete

_____ Pack Website is updated

_____ Pack Facebook page is updated

_____ Pack BeAScout Pin is updated

PACK _____'s SPRING RECRUITMENT GOAL IS: _____

MY PACK'S SPRING RECRUITMENT EVENT:

DATE: _____ TIME: _____ LOCATION: _____

MY PACK'S SCHOOL / COMMUNITY RECRUITMENT PROMOTION EVENT IS:

DATE: _____ TIME: _____ LOCATION: _____

2022 Cub Scout Spring Recruitment Timeline

Late January: Staff Planning Conference

February – March: District leadership contacts units to gain specific commitments to conduct Spring Recruitment. Only Packs able to commit to Spring Recruitment expectations should conduct Spring Recruitment.

February – April: Principals visits by professional staff to secure commitment to support Spring Recruitment promotion.

March – April: Pack leadership prepares information for new Cub Scout families (calendar, budget, roster, etc.). Promotional material ordered from council at least five (5) business days in advance of recruitment event.

April 1 – June 15: Spring Recruitment events conducted. New registrations and payment submitted to Council Office or Kenosha Scout Shop or approved online within 24 hours of submission.

By April 30: All pack recruitment events are scheduled.

June – August: Packs put on Pack events for current and new Cub Scout families. Council Cub Scout Camp opportunities for current and new Cub Scouts.

July: All thank you notes sent to volunteers, principals, chartered organizations. Follow-up letters to principals and chartered organizations should share success and growth of Cub Scouts in their schools and organizations, respectively.

September: Pack submits Summertime Pack Award to Council Office or Kenosha Scout Shop for processing.

District	Total # of Packs	30% of Total Packs	Spring Recruitment Pack Goal	# Packs Scheduled	% of Spring Recruitment Pack Goal	# Youth Attended	# Youth Recruited	# Youth Recruited Goal	% Youth Recruited Goal
AU	32	10	0	0	#DIV/0!	0	0	30	0.0%
RA	26	8	0	0	#DIV/0!	0	0	20	0.0%
SR	3	1	0	0	#DIV/0!	0	0	30	0.0%
SS	24	8	0	0	#DIV/0!	0	0	10	0.0%
TOTALS	85	27	0	0	#DIV/0!	0	0	90	0.0%

