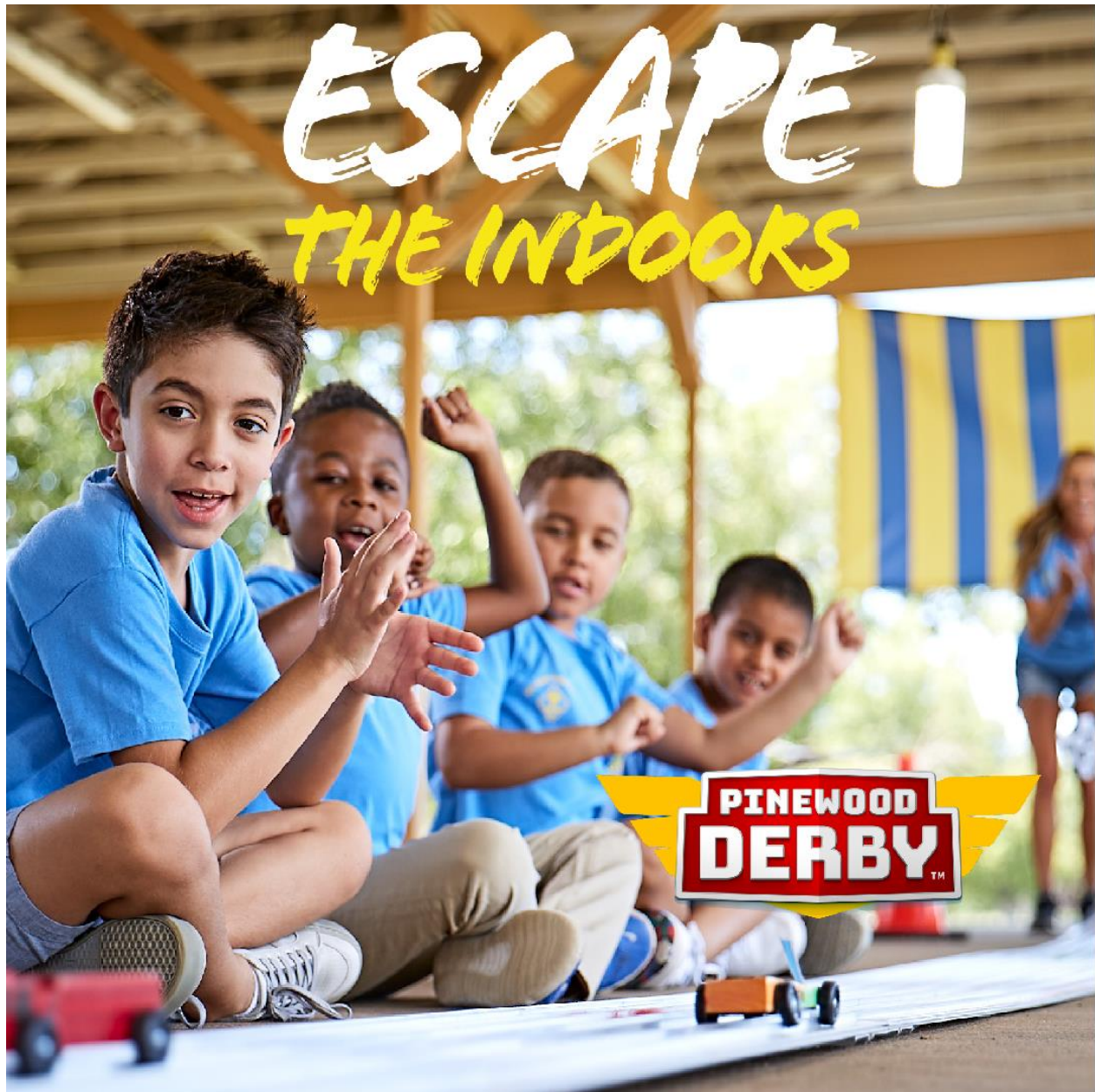




THREE HARBORS COUNCIL  
BOY SCOUTS OF AMERICA®

## 2021 School Night for Scouting Plan





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.



Our 2021 School Night for Scouting Plan is designed to enroll past and new Cub Scouts in packs and enlist parent participation in the program.

Our 2021 School Night for Scouting Plan blends traditional recruiting methods with new campaign strategies that will help your Pack welcome many new members this fall!

Our 2021 School Night for Scouting Plan is a partnership between your unit and the district to help maximize your opportunity to grow your pack and be creative!



# 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 School Night event for new Cub Scouts to join your Pack (promotion is backdated from this night!).
6. Schedule to attend your school's Meet the Teacher Night (this is part of your promotion plan!).
7. Schedule a "Back to the Pack" event for your current Cub Scout families.
8. Enlist help of all families to help recruit new members.
9. Engage your school, community, youth sports leagues, day cares, chartered organization, and anyone else to help you spread word about joining Cub Scouts.
10. Share your unit plans with your District Membership Team.

**Use the checklist on the last page to complete School Night 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.
  - At Meet the Teacher Night
  - 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 Meet the Teacher Night.**
- **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?

## COUNCIL & NATIONAL MARKETING RESOURCES



Access all council marketing resources at [www.threeharborsscouting.org/cubrecruitment](http://www.threeharborsscouting.org/cubrecruitment).

### Promotional Support

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

### Event Support

- School Night for Scouting Plan
- School Night for Scouting PowerPoint Presentation
- Pack Leadership Needs Survey
  - New Den Member Roster
    - Parent Packet
- Parent Orientation Guide
  - Scout Life Mini-Mag
    - And more!



### National Resources

- [Recruitment – 2021](#)
- [Welcome Back Past Cub Scouts](#)
  - [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](http://www.threeharborsscouting.org/cubrecruitment).

Looking for additional support or have additional ideas to share, contact your District Executive.

## **SCHOOL NIGHT FOR SCOUTING EVENT**

### **INDOOR EVENT**

#### Preparation

- Confirm location is scheduled
- Arrive early to set-up
- Review everyone's roles
- Recruit help from Scouts BSA Troop

#### Families Arrive

- Everyone signs-in
- Families sit by grade level
- Each family receives a Parent Packet
- Consider having a short activity for new Cub Scouts

#### Presentation

- Start on-time
- Use School Night PowerPoint (parents can follow PowerPoint with Parent Orientation Guide)
- Presentation should be done in less than 15 minutes

#### After Presentation

- Share Pack-specific information
- Answer questions
- Assist families in completing applications (families expect to register THAT NIGHT!) on paper or ONLINE
- Collect paper applications & registration fees; Accept online applications submitted

#### Families Leave

- **THANK FAMILIES FOR JOINING SCOUTING!!!**

#### Event Wrap-up

- Collect all applications and fess in Report Envelope
- Make sure unit has new member information
- Turn-in applications and fees that night to district leadership for membership entry

### **OUTDOOR EVENT \***

#### Preparation

- Confirm location is scheduled
- Arrive early to set-up
- Review everyone's roles
- Recruit help from Scouts BSA Troop

#### Families Arrive

- Everyone signs-in
- Families gather by grade level
- Each family receives a Parent Packet
- Consider having a short activity for new Cub Scouts

#### Presentation

- Start on-time
- Use School Night Presentation Guide Notes (parents can follow PowerPoint with Parent Orientation Guide)
- Presentation should be done in less than 15 minutes (adapt for weather)

#### After Presentation

- Share Pack-specific information
- Answer questions
- Assist families in completing applications (families expect to register THAT NIGHT!) on paper or ONLINE
- Collect paper applications & registration fees; Accept online applications submitted

#### Families Leave

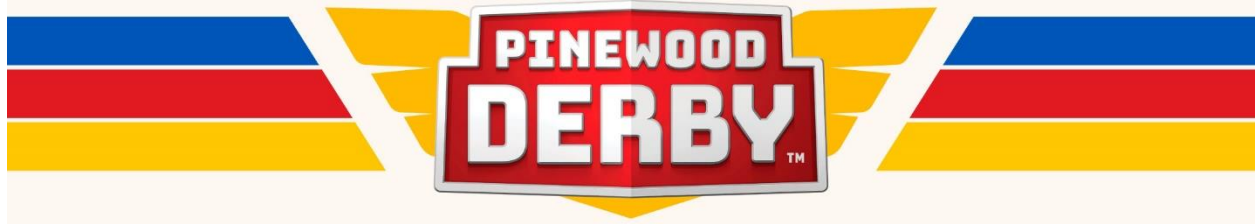
- **THANK FAMILIES FOR JOINING SCOUTING!!!**

#### Event Wrap-up

- Collect all applications and fess in Report Envelope
- Make sure unit has new member information
- Turn-in applications and fees that night to district leadership for membership entry

\* Outdoor events should only be used if indoor recruiting is not an option due to COVID restrictions.

## 2021 SCHOOL NIGHT FOR SCOUTING INCENTIVES





- All new Cub Scouts registered between August 1 – October 31, 2021 will receive a Pinewood Derby car from Three Harbors Council.
- All Cubmasters and Pack Recruiting Chairs that achieve their agreed upon Cub Scout recruitment goal between August 1 – October 31, 2021 will receive a Three Harbors Council fleece vest.
- The Cub Scout Pack in each district with the highest percent growth of Cub Scout membership between August 1 - October 31, 2021 will receive pizzas paid for by Three Harbors Council at a pack meeting/event of their choice between December 1, 2021 - May 31, 2022 with up to 20 pizzas for your event.

2021 recommended recruitment goals will be shared during your District School Night Kick-off. Work with your district recruitment team to determine an agreed upon goal for your Pack.

Youth registered through the online application process **WILL** count towards your unit goal and incentives. Scouts that register online will be verified by council staff.

## TIPS FOR SCHOOL NIGHT SUCCESS

### Use Social Media

- Facebook
  - Post picture of Scouts and families having fun frequently and year-round. 
  - Geofence your events.
    - You can do it for as little as \$1 a day.
    - Geofence around the areas where families are located.
  - Post on relevant school or community groups.
- Nextdoor
  - Advertise specific events and use engaging subject lines. 
  - Include what is happening and where. Include a link to your Facebook page (note that links in Nextdoor will not be clickable unless they include **http://**, so make sure your links begin with **http://** like <http://www.threeharborsscouting.org>).
  - Keep your post short. Get to the point or call to action quickly. Attach pictures.

### Update Your Unit's BeAScout.org Pin

- Managed by your Cubmaster, Committee Chair or Chartered Organization Representative through their my.scouting.org accounts.
  - Update contact information, meeting location, unit description and more
  - View and respond to leads
  - Send invitations to join to leads and accept online applications

### Unit Level Promotion

- It is better to show your own Pack members having fun; however, there are picture and videos available to download in the BSA Brand Center.
- What makes your pack unique? Make that your selling point.
- Make your Pack visible accessible. Be in the school, community, etc.

ESCAPE THE INDOORS  SCOUT ME IN™

# JOIN THE PACK

AN ALL-ACCESS PASS TO AMAZING ADVENTURES



### Council & National Resources

- Check back often for updated and new resources during recruitment season.
- Available 24 hours a day, seven days a week!



### School Night Scheduling Best Practices

- Tuesday, Wednesday, or Thursday
- During the second or third full week of school
- Begin between 6:00 – 7:00 p.m. (no earlier, no later)
- Dates to avoid: Mondays, Fridays, weekends, Tuesday after Labor Day, Thursday night Packers games, major community events



### School Night Presentation Best Practices

- **Assume people attend to register their child(ren) in your Cub Scout Pack!**
- Do NOT “collect applications and registration at the pack meeting next week!”
- Track EVERYONE who attends.
- Do NOT combine your School Night with a Pack Meeting or other Pack function.
- Keep the School Night experience short. Respect new families time!
- Keep the School Night for Scouting experience focused on the new families.
- As a leader, you can represent Scouting well by wearing a field uniform or Scouting activity polo shirt or Pack t-shirt at your School Night for Scouting presentation.
- Do NOT use Scout jargon!
- Turn-in new Cub Scout and adult leader applications as soon as possible.

### Interested & Newly Registered Cub Scouts and Families

- Always have sign-in sheets (physical or digital) at promotional event and School Night events to collect information. Follow-up within 48 hours to make invites or follow-up with those that did not register that night.
- Use online applications as much as possible. No paperwork to deal with and members sync to your Pack’s roster and Scoutbook account within 24 hours!
- Paper applications and fees should be turned in the day after a School Night event. Families expect to be member as soon as they submit their information, not when the paperwork can be turned-in!



Follow-up with EVERY lead that shows in your Pack. Online leads, families that express interest at Meet the Teacher Night or a community parade, and the family that may leave your School Night without turning in an application ALL need to be contacted to make sure they have the chance to register for Scouting!

**HAVE FUN AND BE POSITIVE!**

## FOLLOW-UP RECRUITMENT, PARENT ORIENTATION & FIRST 30 DAYS



### Follow-up Recruitment

Always be prepared to hold a follow-up recruitment.

There will be a family that wants to be in Scouting that can't attend your School Night because of a family commitment or soccer game.

Your follow-up recruitment could be part of something you already have planned like a Pack Meeting, Cookout, or Outing.

Finally, make sure your follow-up recruitment takes place within 2-3

weeks of our School Night event. Having your follow-up recruitment in early to mid-October ensures those new families are registered to participate in activities available from the council!

### Parent Orientation

The School Night presentation briefly covers many of the details about which parents may have questions. The Parent Orientation Meeting should be for parents only and goes into depth on your Pack programs and getting started in Scouting.

- Follow the Parent Orientation Guide
- Review Pack program, leadership, costs, etc.
- Enlist parent commitment to support their child's Scouting journey
- Set expectations for parent involvement in Pack's success
- Answer parent's questions about uniform, handbook, fundraising, advancement, and special programs including council events and summer camp
- Be up-front about costs and fundraising to help families cover Scouting expenses

### The First 30 Days

- Attend first Den Meeting within one week of registering! If a parent can attend, regardless of rank, that's a plus!
- Families attend their first Pack Meeting within first month of registering!
- New parents attend Parent Orientation Meeting.
- New Cub Scout earn the Bobcat Badge.
- New Cub Scouts begin their first Cub Scout Adventure.
- Families can participate in Pack fundraiser to help with Scouting costs.
- Family attends a district or council event.

## PACK SCHOOL NIGHT PREPARATION CHECKLIST

\_\_\_\_\_ 2021-22 Pack Calendar complete

\_\_\_\_\_ 2021-22 Pack Budget complete

\_\_\_\_\_ 2021-22 Pack Fundraising Plan complete

\_\_\_\_\_ 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: \_\_\_\_\_

\_\_\_\_\_ 2021-22 Pack Leadership Roster complete

We need to fill the following key roles: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ 2021-22 Pack Information Sheet complete

\_\_\_\_\_ Pack Website is updated

\_\_\_\_\_ Pack Facebook page is updated

\_\_\_\_\_ Pack BeAScout Pin is updated

**PACK \_\_\_\_\_'s 2021 RECRUITMENT GOAL IS: \_\_\_\_\_**

**MY PACK'S SCHOOL NIGHT FOR SCOUTING NIGHT:**

**DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ LOCATION: \_\_\_\_\_**

**MY PACK'S MEET THE TEACHER NIGHT:**

**DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ LOCATION: \_\_\_\_\_**

**MY PACK'S BACK TO THE PACK EVENT:**

**DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ LOCATION: \_\_\_\_\_**