



THREE HARBORS COUNCIL
BOY SCOUTS OF AMERICA®

2020 School Night for Scouting Guidebook



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School Night for Scouting Overview

The Purpose: Help each Pack and Troop **enroll** prospective Cub Scouts and Scouts BSA into existing packs and troops; to **enlist** parent participation in the program; and to **organize** new units as needed provide programming for boys & girls who want to join.

The Plan:

- To promote Scouting in your community by providing council-wide media publicity, flyers, posters, yard signs, and Scout Talks inviting all youth to a ***School Night for Scouting*** near them.
- To actively engage school leaders (administration, volunteers, and parents) in supporting our efforts to share the opportunity of Scouting to all the youth in their schools by allowing us to promote our ***School Night for Scouting*** program in the most conspicuous ways possible in their school.
- To actively engage volunteers as key persons in the success of each Pack's individual ***School Night for Scouting***. Volunteers will serve in key roles such as District School Night Chair (coordinates all District school nights), Presenters (presents information on Scouting program at School Night for Scouting), and Organizers (helps new parents sign-up for volunteer positions). This will provide more support to existing and new Scouting volunteers.
- Each **elementary school** will hold a ***School Night for Scouting***. During this event parents will hear a seven to ten-minute overview of Scouting, fill out applications for their son and/or daughter and be encouraged to consider volunteering with the Pack. All left-over presentation items AND all new member applications and fees will be collected at the end of the ***School Night for Scouting*** presentation and returned to the Council Service Center the following day.
- To establish, where necessary, new Cub Scout Packs to serve underserved communities or populations to engage more youth and families in the Scouting program.
- Youth will attend their first Den Meeting, excited and ready to reap all that Scouting offers.

Timeline

February-April: Superintendent & Principals visits by professional staff.

April 23-24: Field Staff School Night Conference.

May 15: District School Night Chairs recruited.

May-20 June 25: Council School Night for Scouting Kick-off.

June-July July-August: Cub Scout Camp opportunities for current Cub Scouts.

June 15: All external materials (flyers, posters, yard signs, buddy cards, popcorn sales guides, applications, etc.) rendered and/or ordered.

July: Conduct School Night for Scouting District Advisory Committee Meeting.

July 1: All internal materials (onboarding envelopes, rosters, report envelopes, Parent Orientation Guides, Scout Shop info, etc.) revised and sent to printing for internal production.

July 1: Council sends “Back to the Pack” Letter & Pack Leadership Survey.

July 15: All external materials delivered to Council Service Center.

July 15: All internal materials for printing completed and available in Council Service Center.

July 31: All allotted School Night contents sorted by district and distributed to district professional staff.

July-August: District professional staff contacts school principals to solicit their cooperation for School Night for Scouting, confirm School Night for Scouting date, and schedule Scout Talks for the day prior to School Night for Scouting.

July-August: Unit Commissioners and district professional staff contact ALL packs to determine status of leader needs in each pack, especially Den Leaders and Cubmasters.

August: Each pack conducts a “Back to the Pack” program for current members.

One Week prior to District School Night Kick-off: District sends District Kick-off Invitation Letter & Pack Leadership Survey.

August: District School Night Kick-off held for School Night Presenters and Organizers, and unit representatives. Afterwards, a thank you letter goes out to all District Kick-off attendees thanking them for their attendance and providing them with a reminder on follow-up items that units need to accomplish.

August: Commissioners and district professional staff meet with each pack to review School Night preparations and plans for the 2020-21 program year. Coach unit leaders on presenting that plan to new families, best practices for calendaring, fundraising, programming, etc.

August/September: Each pack participates in the school’s Back to School / Sign-up Night / Ice

Cream Social program to promote School Night for Scouting night to sign-up for Cub Scouts.

By August 17: All schools are scheduled and confirmed to host School Night for Scouting presentations.

August/September: Scout Talks are scheduled by the district professional staff to take place the day before School Night for Scouting and arranged no less than seven days prior to the scheduled presentation.

September 1: Most school districts open (or already open).

September: School Night for Scouting presentations held in every school on a Tuesday, Wednesday, or Thursday evening. The 2nd & 3rd full weeks of school are optimal weeks for School Night for Scouting presentations. Ideal School Night for Scouting dates are September 15, 16, 17, 22, 23, and 24, 2020. School Night for Scouting presentations are separate, stand-alone events; they should NOT be conducted in conjunction with a pack meeting/outing/etc. involving all current pack members and families.

Key dates to avoid scheduling against: Packers games, large community events/festivals, Parent-Teacher Conferences & other school meetings, etc.

September: 2nd Chance recruitment materials distributed immediately after School Night for Scouting presentations in each school.

September-October: 2nd Chance recruitment should be held within 4 weeks of the original School Night for Scouting presentation. 2nd Chance recruitment can be successfully done in conjunction with an already scheduled pack event.

October: Cub Scout Leader Trainings scheduled in each district to provide at least one face-to-face opportunity for new leaders to get Cub Scout Leader Training.

October: 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.

By November 15: Pack leadership provides a copy of the full unit roster to the district professional staff after all new youth are registered and participating in the pack to ensure that the council records reflect each youth member on the pack roster is registered in the BSA.

School Night Organization & Tracking

The School Night for Scouting campaign requires organization and tracking to manage a successful School Night campaign. You will need to use a tracking tool to help you know which School Night Presenters and Organizers are going to which schools to support School Night for Scouting. You will need to use a tracking tool to help you know which Cub Scout Pack recruits from which school. You will need to use a tracking tool to know what your results are at a School Night for Scouting presentation and what your follow-up opportunities are from those School Night presentations.

Key leading indicators will help us be able to know, even before a single School Night for Scouting presentation takes place, how likely we will be to have successful School Night presentations in each of our schools. Three leading indicators will help us know that we are on track for a successful School Night for Scouting campaign:

- **Superintendent & Principal Visits** – Ensuring that professional staff is meeting with your principals IN ADVANCE of the beginning of school will help you be set-up for success at your School Night presentations. Getting the buy-in of the principal often will help your access to promoting Scouting to youth and ensure that they know the night of your School Night presentation which will help to make sure the building is open and available as scheduled.
- **School Nights Scheduled** – Planning your School Nights out in advance and getting these scheduled far in advance will help you be set-up for success at your School Night presentations. Sharing the dates of your School Night presentations with School Night Presenters, Organizers, unit representatives and your schools far in advance gives each of these parties a deadline to aim for to prepare for their pieces of the entire School Night for Scouting process, including pack leaders being a presence at their school's Back to School Night, communicating with the school on the day of the presentation to make sure the school will be open, and Presenters, Organizers, and unit leaders coordinating the pieces of the presentation to the new families so the presentation is clear, efficient, exciting, and non-repetitive.
- **School Access** – Knowing what your level of School Access is into your schools and understanding what steps you will have to take to promote the sign-up opportunities of Scouting, well in advance of your School Night for Scouting presentations, will help you be set-up for success at your School Night presentations. Our plan is to provide promotional support at all levels of the Scouting organization: unit, district, and council. If there are barriers at one or two of those levels, we will deploy resources at other levels to try to boost the promotion so that families still hear and see how to join Scouting. By understanding what is and isn't allowed in a school and/or school district early enough, we can collaborate to plan how to utilize our volunteer and financial resources to grow Scouting in our communities.

School Night for Scouting Personnel

School Night for Scouting requires many volunteers for it to be successful. Volunteers are needed to help promote, present, and coordinate all aspects of the School Night for Scouting program. Below is a breakdown of who will be involved. The following provides a complete overview of the responsibilities of each of these positions and their role in the School Night for Scouting campaign.

- Council School Night Chair
- District School Night for Scouting Advisory Committee
 - District Chair
 - District Commissioner
 - District Vice-Chair of Membership or Membership Chair
- District School Night for Scouting Team
 - District School Night for Scouting Chair
 - District School Night for Scouting Presenters
 - District School Night for Scouting Organizers
- Pack and Troop Unit Leadership, District Scouters
- District Cub Scout Leader Training Chair and Training Team
- District professional staff

Council School Night Chair Role & Responsibilities

- Give leadership to the Council School Night for Scouting Campaign
- Assist in securing material and media sponsorships to provide resources for School Night for Scouting campaign
- Regularly provide support, guidance and encouragement to District School Night Chairs
- Report progress of the campaign to the Council Board of Directors as appropriate
- Be a part of key meetings with community and education leaders in the lead up to the School Night for Scouting campaign

District School Night for Scouting Advisory Committee Role and Responsibilities

District Chair

- Serve as chair of the District School Night for Scouting advisory committee
- Give suggestions on persons who could be recruited as School Night volunteers
- Assist with the recruitment of the District School Night for Scouting Chair
- Assist with the District School Night for Scouting Orientation and Kick-off meetings
- Assist with follow-up efforts to ensure that the district meets Cub Scout recruitment goal

District Commissioner

- Serve on the District School Night for Scouting advisory committee
- Give suggestions on persons who could be recruited to be School Night volunteers
- Assist in determining where new Cub Scout Packs may be needed

- Make recommendations on Troops which can be assigned to support various Packs
- Recruit commissioners to serve as School Night for Scouting Presenters and Organizers
- Assist with the District School Night for Scouting Kick-off meeting
- Assist with follow-up efforts to ensure that the district meets Cub Scout recruitment goal

District Vice-Chair of Membership or Membership Chair

- Serve on the District School Night for Scouting advisory committee
- Give suggestions on persons who could be recruited to be School Night volunteers
- Assist with the recruitment of the District School Night for Scouting Chair
- Assist in determining where new Cub Scout Packs may be needed
- Work with District Executive and District School Night for Scouting chair to assign Presenters and Organizers to schools
- Assist with the District School Night for Scouting Orientation and Kick-off meetings
- Assist with follow-up efforts to ensure that the district meets Cub Scout recruitment goal

Qualities of a Great School Night Volunteer

- Whenever possible, at the unit level, this should be your Pack Committee Chair
- Organized, can keep track of dates and their commitments, as well as paperwork
- Personable, can connect well with new parents and existing Scouting volunteers
- Has a passion for Scouting
- Involved in their community
- Can understand a process and follow a plan
- Effective presenter
- Accepts direction well from campaign leadership
- Can be recent Eagle Scouts

School Night for Scouting District Advisory Committee Meeting Agenda

- I. Recap of Previous Year's Campaign: Successes and Gaps

- II. Review Schools & Packs in District
 - a. School Access
 - b. School-Pack Relationships
 - c. School Night Scheduling; Review Entire Timeline
 - i. Number of School Nights Needed
 - ii. Any Schools Without Packs?
 - iii. Ideal Dates
 - iv. Volunteer Needs
 - v. Any Packs that Need a Crucial Conversation?

- III. Review Personnel
 - a. Review School Night for Scouting position descriptions
 - b. Evaluation of Previous Year's Volunteer Team
 - i. Enough?
 - ii. Strengths and Weaknesses?
 - c. Establish Number of Volunteers Needed for Current Year
 - d. Prospect Presenters / Organizers / Cub Scout Trainers for Current Year

- IV. Review Membership Data
 - a. Determine need to show Cub Scout growth
 - b. Number of Cub Scouts Recruited by School / Pack in Previous Year
 - c. Review Current Year District School Night Goal (established at School Night Conference)

- V. Confirm date/time/location for District School Night for Scouting Kick-off
 - a. Assign committee members to contact unit leaders by phone to confirm attendance; report attendance back to DE within one week of this meeting

- VI. Ideas for Additional Cub Scout Promotion in Your District

- VII. Take-Aways, Assignments, Next Steps

- VIII. Challenge & Closing

District School Night for Scouting Team Members Role and Responsibilities

2020 District School Night for Scouting Chair Position Description

Prepared especially for _____ on _____

General Information

Reports To: Council School Night for Scouting Chair
Staff Advisor: _____, district professional staff

Description: The School Night for Scouting Chair gives leadership to the overall effort and success of School Night for Scouting in the district.

Specific Duties

- Accept the responsibility of achieving the District's School Night for Scouting objectives.
- Meet with the School Night for Scouting Advisory Committee in the District which will include the District Chair, District Commissioner, District Vice-Chair of Membership or Membership Chair, and District Executive.
- Recruit adequate number of presenters/coordinators and organizers so that each School Night for Scouting has sufficient coverage. Work with the District Executive to determine the number of volunteers needed.
- Lead the District School Night for Scouting Kick-off for Presenters, Organizers, and unit leaders.
- Work with District Executive to coordinate the selection of School Night for Scouting dates.
- Establish a central report meeting to collect paperwork on each night of School Night for Scouting presentations.
- Assist in the implementation of council School Night for Scouting marketing plan
- Track and report on progress to district leadership

Time Commitments

- **May-20 June 25:** Attend Council School Night for Scouting Kick-off
- **June/July:** Meet with Advisory Committee. Recruit Presenters and Organizers for School Night for Scouting Campaign.
- **June-August:** Confirm scheduling of School Night for Scouting presentations.
- **August:** Lead District School Night for Scouting Kick-off.
- **August:** Recruit Presenters and Organizers for School Night for Scouting Campaign.
- **September:** Attend School Nights for Scouting as needed. Follow up with Presenters. Attend District Committee meetings as needed.
- **September/October:** Coordinate follow-up and 2nd Chance recruitments as needed.

District School Night for Scouting Team Members Role and Responsibilities

2020 District School Night for Scouting Presenter Position Description

Prepared especially for _____ on _____

General Information

Reports To: District School Night for Scouting Chair
Staff Advisor: _____, district professional staff

Description: The School Night Presenter is the key presenter at School Night for Scouting sign-ups. Using a prepared program, they provide information to families regarding the Cub Scouting program.

Specific Duties

- Provide presentation regarding Cub Scout program to prospective families at School Night for Scouting events in September. Each Presenter may be asked to cover 1-3 presentations.
- Attend the District School Night Kick-off.
- Work with the local Pack and District School Night for Scouting Chair to provide additional promotional efforts as needed.
- Contact host school for School Night for Scouting on day of event to ensure facilities, etc. are in line.
- Collect all paperwork, including applications and registration fees at the end of the School Night for Scouting presentation.
- Turn in reports, applications, and fees to District Executive or District School Night for Scouting Chair following the School Night for Scouting as requested.
- Recruit pack leadership to help staff the pack's School Night for Scouting presentation.

Time Commitments

- **August:** Attend District School Night for Scouting Kick-off session to learn their role as Presenter, to receive training on presentation methods and materials and meet unit leaders for your assigned presentations.
- **September:** Attend and present School Nights for Scouting as needed (1-3 per Presenter).

District School Night for Scouting Team Members Role and Responsibilities

2020 District School Night for Scouting Organizer Position Description

Prepared especially for _____ on _____

General Information

Reports To: District School Night for Scouting Chair
Staff Advisor: _____, district professional staff

Description: The School Night for Scouting Organizer is a key support person for the School Night for Scouting sign-up, providing information to new families, assisting with paperwork, and helping to recruit Den and Pack leadership.

Specific Duties

- Attend the District School Night for Scouting Kick-off.
- Ensure that all parents fill out attendance roster at the School Night for Scouting.
- Assist parents with the completion of new youth applications and the payment of fees.
- Share Pack specific information (calendar, meeting nights/location) as needed.
- Share details about the Pack's Parent Orientation Meeting following sign-up.
- Ensure that all paperwork collected is turned in to the Presenter at the end of the School Night for Scouting.

Time Commitments

- **August:** Attend District School Night for Scouting Kick-off session to learn their role as Organizer, to receive training on presentation methods and materials and meet unit leaders for your assigned presentations.
- **September:** Attend and support School Night for Scouting as needed (1-3 per Organizer).

Pack, Troop & District Roles & Responsibilities

Pack Leadership Role & Responsibilities

- Unit leadership attends School Night Kick-off in August
- Unit works with District Executive and District School Night for Scouting Chair to select School Night for Scouting date
- Unit holds “Back to the Pack” event in August
- Unit creates and staffs an “Open House in a Box” display at their school’s open house
- Unit has all Cub Scouts wear Scout uniforms to school on day of School Night for Scouting
- Encourage Cub Scouts to invite a friend to School Night for Scouting
- Pack leadership announces School Night in chartered organization newsletter, church bulletins, and other appropriate publications and social media
- Pack promotes School Night for Scouting with yard signs and posters around school and community
- Pack leadership attends School Night for Scouting to introduce themselves to new families, share unit calendar and meeting information, and staff presentation tables

Troop Leadership Role & Responsibilities

- Unit leadership attends School Night Kick-off in August
- Provide support for School Night for Scouting presentations at specific schools as requested to assist with set-up, as greeters, or with other tasks
- Provide a display of activities and outings your Troop has participated in
- Be ready to orient any 5th graders or Scouts BSA age youth in attendance at School Night for Scouting
- Encourage parents of new Scouts BSA to participate in training as available

District Scouters Role & Responsibilities

- Provide support School Night for Scouting at specific schools as requested to assist with set-up, as greeters, or with other tasks
- Promote School Night for Scouting with yard-signs, posters, and e-mail / social media blasts

District Professional Staff Responsibilities

General Information

Reports To: Director of Field Service, through immediate staff leader

Description: The district professional staff is responsible for managing and supporting the entire School Night campaign, working cooperatively with volunteers at the district and unit levels to ensure that every eligible youth is provided the opportunity to join Cub Scouts.

District Executive Role and Responsibilities

- Maintain the proper attitude and set the proper tone for the District School Night for Scouting effort. Through timely preparation and attention to detail the professional staff member helps create the environment for success.
- Work with the District School Night for Scouting advisory committee and District Chair to recruit the District School Night for Scouting Chair.
- Work with District School Night for Scouting Chair to recruit quality personnel to serve as Presenters and Organizers.
- Promote and ensure that all Presenters, Organizers and unit leaders attend the District School Night for Scouting Kick-off.
- Work with District School Night for Scouting Chair to conduct the District School Night for Scouting Kick-off.
- Work with District School Night for Scouting Chair and units to schedule School Night for Scouting dates for each Pack. Dates should be selected to give each school and Pack the best opportunity for successful recruiting.
- Contact school buildings or school district to schedule dates for School Nights for Scouting.
- Deliver initial set of flyers to each school building far enough in advance so that flyers will be distributed one week before the School Night for Scouting.
- Deliver yard sign and posters to the school building at beginning of school year. Personally put up the posters. Use high traffic areas like the main entrance to the school, in the cafeteria, etc. Yard signs should be put in an area that parents will see during drop-off and pick-up.
- If school has a marquee or billboard, inquire about usage to promote School Night for Scouting. Inquire about announcements to promote School Night for Scouting in days prior to the sign-up night.
- Contact each school principal to schedule a Scout Talk for that school. Scout Talks should be one day before the School Night for Scouting. A second set of flyers will be distributed during the Scout Talk whenever possible.
- Provide information on unit leadership needs to School Night for Scouting Presenters.
- Prepare and properly stock boxes/kits with presentation material for each School Night for Scouting. Ensure that presentation material is delivered to each School Night for Scouting Presenter in a timely manner. Collect left-over materials after School Night for Scouting so that they can be re-stocked or that materials can be re-used.

- Work with School Night for Scouting Chair to schedule a report meeting on each night of School Night campaign.
- Review each School Night for Scouting packet prior to turn-in at the Council Office. Ensure that information is complete and correct and that money balances.
- Make an appearance at Cub Scout Leader Specific trainings to thank trainers and cultivate relationships with new volunteers.
- Send appropriate thank you notes to key volunteers, unit leaders, and new leaders.
- Ensure that you receive all pack rosters in November, before Thanksgiving, to cross check their roster with ScoutNet to ensure that each youth is registered in the BSA.
- Send information to school principals in November letting them know the results of the School Night for Scouting at their school.

School Night for Scouting Council Marketing & Promotion Efforts

Council Resources Available to You:

- Flyers – ordered through the council and printed by the council at no cost to you. Delivery by the professional staff directly to the school. Flyers are still proven to be the second-most effective tool we have to recruit new members, next to a personal invite from a person a youth or parent knows!
- Posters – ordered through the council at no cost to you. Delivery by the professional staff directly to the school.
- Yard Signs – ordered through the council at no cost to you. Delivery by the professional staff directly to the school.
- Buddy Cards – ordered through the council at no cost to you. These can be used by your pack to give to current Cub Scouts to invite a friend of theirs to join Cub Scouts who is not already a member. These will also be included in each Parent Orientation Packet that new families receive to encourage new youth to invite a friend to Cub Scouts after they start as a Cub Scout.
- Scout Talks – wherever allowed, our field staff will schedule a time to visit a school to talk to the youth and invite them to join Cub Scouts. Whether going to each classroom, visiting an assembly or lunchroom, or recording a closed-circuit TV message, our field staff is available to visit schools, if they allow it, to invite youth to join Cub Scouts. Ideally, the visit should be the day before the School Night for Scouting presentation.
- Facebook Ads / Geofencing – targeted advertising through Facebook to reach more parents who pass through a pre-determined geographic area to invite them to sign their child(ren) up in Cub Scouts. Certain criteria must be met to utilize this service.

These resources are all things that you can use to help supplement your efforts at the unit level and are available through from the council at no cost to your unit. Please plan and communicate with your district professional staff to take full advantage of these resources available to you.

While these resources are definitely helpful to you, the best tool we have always had and still have today is a personal invite from someone involved in Cub Scouts people know and trust to join Cub Scouts.

School Night for Scouting Council Marketing & Promotion Efforts

Scout Talks:

Scout Talks are typically done a member of the professional staff during the school day. These are done in any every school that allows them. They are meant to excite the youth about Cub Scouts and remind them to tell their parents that they want to join Cub Scouts. These are most effective in accomplishing those two goals if they are done the day before a School Night for Scouting presentation. The following guidelines need to be followed when doing a Scout Talk:

- Wear Field Uniform
- Bring necessary materials
 - Stickers (or other allowed giveaways; council-supplied)
 - Sample Flyer – Hand out flyers to everyone again if they let you!
- Scout Talk Presentation (HAVE FUN!!)
 - Introduce yourself
 - Tell them you are there to invite them to join Cub Scouts
 - Talk briefly about several fun activities youth do in Cub Scouts
 - Pinewood Derby, fishing, rockets, day camp
 - Do not advertise things you don't do!
 - Emphasize date and location of School Night several times.
 - Show flyer that went home already
 - Explain the sticker will help mom and dad remember
 - Review key information again
 - Avoid taking questions during presentation
 - Walk around, distribute stickers and/or flyers when you're done speaking

District School Night Kick-off

The purpose of the District Kick-off is to train Presenters, Organizers and unit leaders on their roles and responsibilities for a successful School Night for Scouting campaign. At the District School Night for Scouting Kick-off the School Night for Scouting Chair will share the School Night for Scouting plan with Presenters, Organizers and unit leaders. The Presenters and Organizers will learn their role in the School Night for Scouting process and be oriented to the presentation techniques and materials. Unit leadership will be informed of how the School Night for Scouting plan supports their unit and what their steps and responsibilities to assist are. The kick-off will be a great opportunity for all Presenters, Organizers and unit leaders to meet each other. The District School Night for Scouting Advisory Committee should be present to assist the School Night chair as needed during the kick-off and help in answering questions and concerns from fellow volunteers.

The Kick-off should be conducted, and the room should be set-up like an actual School Night for Scouting to model the processes that will be used including reviewing all paperwork and collection of applications and fees. As volunteers arrive, they should fill out the attendance roster like a family attending a School Night for Scouting presentation would. The School Night for Scouting Chair should model an actual presentation as well as model how to fill out and collect all paperwork and fees. The room should be set in the same way that a Presenter would set up a room at a school for a School Night for Scouting. The meeting should be conducted by the District School Night for Scouting Chair, District Executive, and other members of the District School Night for Scouting Advisory Committee.

Agenda for District School Night for Scouting Kick-off

Notes: Meeting should begin at 7:00 p.m. (same as all School Nights). Room should be set-up to look like your School Night for Scouting presentations.

District School Night for Scouting Kick-off

Date, 7:00 p.m., Location

I. Pre-Opening

- Have room set-up like a School Night for Scouting presentation. As all volunteers arrive, they need to sign-in. Volunteers will receive the following items:
 - School Night Guidebook
 - Family Onboarding packet
 - Sample flyer, poster, yard sign and buddy card
 - Sample pack calendar, pack leadership roster, pack parent orientation flyer

II. Opening

- School Night for Scouting Chair should welcome all participants and lead the group in the pledge of allegiance.

III. Purpose & Plan of School Night for Scouting

- All youth and families are invited to join Cub Scouting
- All families seeking to sign-up receive consistent information about Cub Scout program
- Enlist parent participation in Cub Scouting
- Parent(s) invited to Parent Orientation Meeting
- Organize new units as necessary
- Volunteers from community & Scouting involved in the process

IV. Your School Night Job**A. School Presenter (can be a district or unit leader)**

- Every School Night for Scouting is facilitated by a Presenter
- Conduct School Night Presentation
- Contact school on the day of presentation to ensure that building will be open
- Turn in all paperwork, fees, applications at report meeting location

B. School Organizer (ideally unit leaders; can also be district leaders)

- Each School Night for Scouting is supported by 3-4 Organizers
- Assist families in completing application
- Share the Parent Orientation Meeting flyer and overview of that meeting
- Share pack-specific info such as calendar, meeting time/location, leader roster, etc.
- Ensure that all applications and fees are collected from families; turned in to the Presenter

V. School Night Marketing & Promotion**A. Printed Materials**

- Flyers – printed at Council Service Center, delivered by professional staff at least one week in advance of School Night for Scouting presentation

- Posters
 - Yard Signs
 - Buddy cards
- B. Scout Talk:** 2-3-minute visit with youth at their elementary school about Cub Scouting. Conducted by District Executive.
- C. Facebook Ads / Geofencing**
- Provided by Three Harbors Council at no cost to units
- D. Open House Display:** display board at school showing Pack highlights, staffed by Pack volunteer in uniform with interactive items for youth
- Interactive display at the first day school / open house / etc.
 - Pack should staff it with volunteers in uniform
 - Make it fun, derby cars, camp slideshows, etc.
 - Flyers will be provided to you with a sign in sheet for prospective families
 - Send email invite to those prospective families
 - Use the FAQ and talking points as a further resource as well
- E. Other things your pack can do**
- Existing Cubs wear uniforms to school
 - Recommend Cub Scouting to Friends/Family in person, via email, via Facebook
 - Current Cub Scouts fill out five council-provided buddy cards at a Den Meeting and hand them out the next day at school
 - Announce School Night in Church bulletin, etc.
 - Forward email invitation and social media invitation

VI. School Night Program

A. School Night for Scouting

- School Night for Scouting occurs at school building on a Tuesday, Wednesday, or Thursday night. This is a **proven best practice**.
- Volunteers should be dressed cleanly and neatly in proper BSA field uniform or activity uniform, positively representing Scouting.
- Presentation covers basic information about Cub Scouting.
- School Night for Scouting Chair and/or District Executive should model the School Night for Scouting presentation.
- Round Robin Tables
- Organizer Assists with Round Robin tables and paperwork (BSA Apps/Postcards/Den Roster). Organizers are ideally pack leaders and parents who can share pack-specific information.
- All volunteers in attendance should have a copy of the script/outline to follow along.
- Details of Parent Orientation Meeting to follow

B. Registration Procedures

- All families signing-up need to complete a youth application **that night**. Application needs to have these spots filled out: Youth's name, Address, DOB, Phone Number, School, Grade. Parent portion at bottom needs: Name, Phone Number, Email, DOB, and signature.
- The national membership fee to join will be pro-rated, based on the date of the School Night and the unit's recharter month. This cover's a Scout's registration/insurance.

Starting on August 1, 2020, a \$25 one-time joining fee will also be collected for new members. All membership fees go to the national council; none of those fees stays with Three Harbors Council.

- Boys’ Life Magazine is pro-rated at \$1.00/month through the end of the unit’s recharter. Families can choose at recharter to renew their Boys’ Life subscription.

VII. Model School Night Presentation

VI. Details – District Executive

- School Night Assignments not already made will be made before the end of August
- After you conclude your School Night, please bring completed applications to the assigned drop-off location to turn in all School Night applications, payments and leftover material.

IX. Closing

- Build enthusiasm!
- Packs need to begin working on making their Open House Displays.
- District leadership will maintain contact with unit leaders about their School Night.
- Familiarize yourself with the School Night for Scouting plans. Ask questions. Be in touch with district and unit leadership to ensure success.

Items Needed for District School Night for Scouting Kick-off

Welcome Signs w/directions	Campaign Guidebooks	Attendance Rosters
Sign-in Rosters	School Night PowerPoint	New Den Rosters
Presenter Job Description	Onboarding Packets	Report Envelope
Organizer Job Description	Youth Applications	Marketing Material samples
Presentation Scripts	Adult Applications	Pack resources samples

2020 District School Night for Scouting Presenter Task Sheet

Completing these tasks will ensure that the new Cub Scouts in this Pack are set up for success!

Before you leave home:

- ___ Prepare your presentation
- ___ **Call the school (the day of) to remind them about School Night**
- ___ Practice your presentation and review the agenda
- ___ Take a calculator with you
- ___ Make plans to arrive at the school at least 30 minutes before the scheduled start time

When you arrive at the school:

- ___ Arrive at least 30 minutes before the scheduled start time
- ___ Spread out your materials and set up the room properly
- ___ Visit with Pack leadership and Organizers about tonight's roles and responsibilities
- ___ Pack representatives put up any displays they have
- ___ Either you or another School Night worker must be positioned by the door to ensure each family signs the attendance roster and welcomes families to School Night for Scouting
- ___ Be sure the youth and parents stay in the assigned room, don't let them wander

The Presentation:

- ___ Begin promptly at the scheduled start time; don't punish the punctual
- ___ Introduce yourself and welcome everyone on behalf of the Three Harbors Council, Boy Scouts of America and the local Pack
- ___ Introduce the other School Night workers and unit leaders
- ___ Stay on script for your presentation; The main part of your presentation should not exceed 10 minutes

Assisting the families throughout the evening:

- ___ Assist families in completing the youth application for their son and/or daughter. Portions that need to be filled out include: Youth name, address, phone number, DOB, grade, & school; Parent name, phone number, email, and DOB. Ensure a parent/guardian and unit leader have signed all youth applications.
- ___ Answer parent's questions about Scouting as you are best able
- ___ Briefly review pack information and program with families; provide current leadership roster and calendar to new families
- ___ Each adult should complete the Parent Talent Survey
- ___ Explain to parent's the role of the Den Leader, sharing current resources such as "The New Den Leader Experience" available at www.Scouting.org/DenLeaderTips.

2020 District School Night for Scouting Presenter Task Sheet (cont.)

Completing these tasks will ensure that the new Cub Scouts in this Pack are set up for success!

- _____ Collect registration (\$66/year, pro-rated), joining (\$25) and Boys' Life (\$12/year, pro-rated) fees from each joining family. Check applications to make sure all information is correct.
- _____ On the bottom portion of the application make "paid cash," "paid check," "paid credit card," or "still owe." Be sure the Boys' Life box is marked if they are subscribing.
- _____ Thank the family for joining Scouting and re-invite them to their next Den and/or Pack Meeting

After the families have left:

- _____ Presenter needs to collect all applications and registration fees and place them in the School Night Report Envelope
- _____ Complete all the information on the front of the School Night Report Envelope with attendance and enrolled youth and fees collected. You may do this at the report meeting site if you have a deadline to be out of the school.
- _____ Provide the Pack representative the opportunity to scan or take pictures of the submitted applications for their records; all applications will be entered at either Council Service Center as soon as possible after submission.
- _____ Leave the room and the school in at least as good a condition as you found it
- _____ Go immediately to the School Night Report Meeting at _____ to turn in your report envelopes and any left-over materials

Congratulations on a successful School Night! Thank you for giving the new youth and parents a great presentation and introduction to Scouting.

2020 District School Night for Scouting Organizer Task Sheet

Completing these tasks will ensure that the new Cub Scouts in this Pack are set up for success!

Before the presentation:

- _____ Either you or another School Night worker must be positioned by the door to ensure each family signs the attendance roster and welcomes families to School Night for Scouting
- _____ Be sure the youth and parents stay in the assigned room, don't let them wander
- _____ Give each family an onboarding packet with general scouting information

Assisting the families throughout the evening:

- _____ Assist families in completing the youth application for their son and/or daughter. Portions that need to be filled out include: Youth name, address, phone number, DOB, grade, & school; Parent name, phone number, email, and DOB. Ensure a parent/guardian and unit leader have signed all youth applications.
- _____ Answer parent's questions about Scouting as you are best able
- _____ Briefly review pack information and program with families; provide current leadership roster and calendar to new families
- _____ Each adult should complete the Parent Talent Survey
- _____ Explain to parent's the role of the Den Leader, sharing current resources such as "The New Den Leader Experience" available at www.Scouting.org/DenLeaderTips.
- _____ Collect registration (\$66/year, pro-rated), joining (\$25) and Boys' Life (\$12/year, pro-rated) fees from each joining family. Check applications to make sure all information is correct.
- _____ On the bottom portion of the application make "paid cash," "paid check," "paid credit card," or "still owe." Be sure the Boys' Life box is marked if they are subscribing.
- _____ Thank the family for joining Scouting and re-invite them to their next Den and/or Pack Meeting

After the families have left:

- _____ Turn in any paperwork (applications and registration fees, rosters, etc.) you received from new families to the School Night Presenter
- _____ Assist in straightening up the room to the condition it was when you started.

School Night for Scouting Preparation: Your School Night Kit

Council-supplied Support Materials – *Used for Room Set Up and Adult Volunteer Recruitment*

- Parent Onboarding Packets
 - Youth Application
 - Parent Orientation Guide
 - Popcorn Sales Brochure
 - Wreath Sales Brochure
 - Family Talent Survey
 - Scout Shop Sale Sheet
 - Haunted Hayride Flyer
 - New Scout Fun Day Flyer
 - Blank Buddy Card
 - Cub Scout Leader Training Information
- Report Envelope
 - Completed Youth/Adult Applications and Registration & Boys' Life Fees (preferably one pack check covering all fees) are collected in this envelope
 - Completed Attendance Roster
 - Completed Family Talent Surveys
 - Fill-in ALL info on the front of the Report Envelope
- School Night for Scouting Guidebook
- School Night Presentation Script
- School Night Presenter & Organizer checklists
- School Night PowerPoint Presentation
- Adult Applications
- Pens
- Carbon credit card slips
- Grade Table Tents

Pack-supplied Support Materials – *Used for Room Set Up and Adult Volunteer Recruitment*

- Open House Display
 - Sample youth handbooks
 - Sample uniform
- Nametags for all attendees
- Current Leader Roster
- Current Pack Calendar
- Direction signs to School Night Room
- Pack Flag / banners for room entrance
- Change (if needed for people who register with cash)
- Pack check to make single payment for School Night registrations & Boys' Life fees

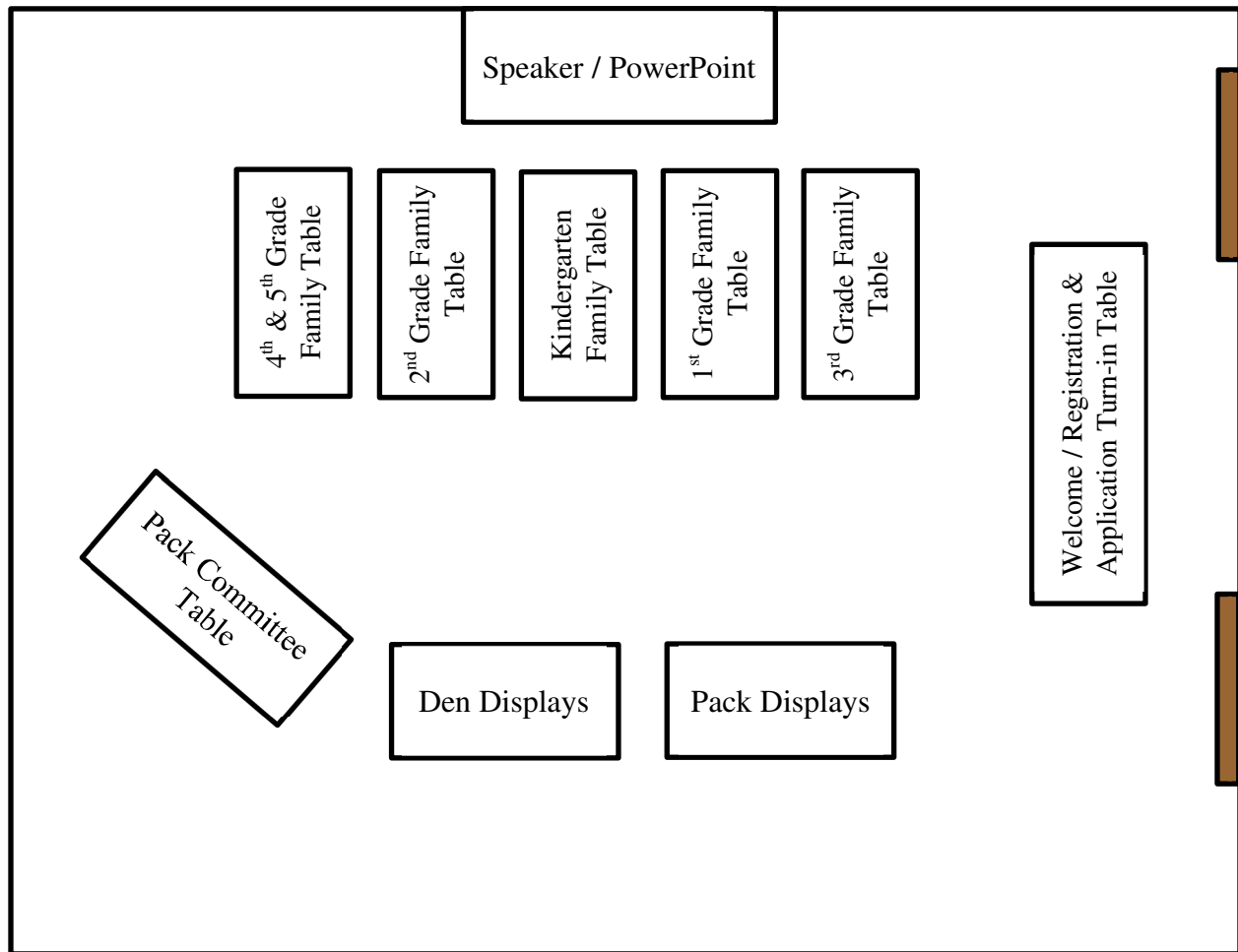
Presenter-supplied Support Materials – *Used for Room Set Up and Adult Volunteer Recruitment*

- Calculator
- Markers, highlighters, blank paper, other office supplies

School Night for Scouting Preparation: Preparing the Presentation Room

School Night Room Lay-Out

- Every room will be different. Do your best to set your room up like the diagram below.
- Depending on how many families you expect to show, you may need to set-up more Opening Tables at the front of the room and put your additional tables further toward the back of the room.
- Seating families by grade may allow them to start to make the connections necessary to form a new Den. Families may already know each other from school, allowing for a more comfortable atmosphere. Use sections of the tables to seat families of the same grades together, or, if you expect a large turnout, set-up individual tables by grade.



- Families will sign-in at the Welcome / Registration table as they enter. They will receive their School Night packets here as they arrive. This will also be the table they will submit their applications and fees at the end of the night as they leave. A School Night Organizer should always be at this table to catch people coming in or leaving!
- Previous Lion and Tiger Leaders should be recruited to sit at these tables to help answer new family's questions about getting started in Cub Scouts.

School Night for Scouting Preparation: Welcome Table

Welcome Table

- 2-3 School Night Organizers are stationed here.
- School Night Organizers here are responsible for ensuring that EVERY family that comes in signs-in on the attendance roster.
- Make sure the School Night Organizers welcomes EVERY family that comes in.
- Let families know that they can have a seat at the tables in the front of the room.
- Let families know that we will have a short 5-10-minute overview of Cub Scouts and how to sign-up to start the evening
- Thank EVERY family for attending and let them know that the presentation will start promptly at the scheduled time.
- Make sure that any families that arrive late sign-in on the attendance roster.

Supplies needed:

- Attendance Roster
- Pens
- Parent Onboarding Packet

School Night for Scouting Preparation & Presentation: Grade Tables

Grade Tables

- The School Night presenter welcomes families that have signed-in and shows them where they can sit, by grade.
- About two minutes before the presentation is scheduled to start, remind everyone that, if they have not signed-in, they need to do so at the Welcome Table.
- Make sure the presentation starts at the scheduled time.
- Make sure the presentation stays on script and lasts no longer than 10 minutes. This is brief, high-level overview, not every detail necessary.
- Ask anyone who came in late to make sure they signed-in at the Welcome Table.
- Once the presentation is complete, thank everyone for listening to your presentation and encourage them to begin filling out their youth applications.

Supplies needed:

- Grade-specific table tents
- Projector for PowerPoint presentation (if available)
 - Parents can follow the presentation in their Parent Orientation Guide regardless of availability of PowerPoint

School Night for Scouting Presentation

Each page in the following section is designed to be a different portion of the School Night for Scouting presentation. Most pages have a PowerPoint slide image or poster included on them. All presenters will be provided with access to the PowerPoint presentation for their presentation(s). This presentation is laid out to coordinate with the Parent Orientation Guide so families can follow the presentation with their Guide in hand. Also, if there is no opportunity for the PowerPoint to be shown, you can still do this presentation using the Parent Orientation Guide.

School Night for Scouting Agenda

Our goal during the School Night for Scouting presentation is to:

- Give parents very basic information about Cub Scouting
- Get their child(ren) enrolled and registration fees collected
- Let Scouts/families know about the next Pack and Den meeting they should attend
- Invite them to attend upcoming council Cub Scout activities

School Night for Scouting Presentation

Slide 1: Welcome

- Begin at the scheduled start time; introduce yourself and key pack leaders
- Ensure all families have signed-in, have an Onboarding Packet and are seated by grade
- Review the purpose of tonight's meeting:
 - Provide basic information about Cub Scouting
 - Enroll your child(ren) in Cub Scouting
 - Provide key dates for upcoming Pack meetings
 - Invite them to upcoming council Cub Scout activities




School Night for Scouting Presentation




Slide 2: What is Cub Scouting

- Program for elementary-age youth and their families. Through activities and meetings, youth are involved in a program which focuses on Character Development, Participatory Citizenship, Personal Fitness, Outdoor Skills & Awareness, and Leadership & Life Skills. Let's not forget that the youth... and adults have FUN!.

What is **Cub Scouting**?



- Program for boys and girls kindergarten - 5th grade
- Builds Character
- Teaches Citizenship
- Strengthens Families
- Tons of **FUN!**



School Night for Scouting Presentation

Slide 3: Scout Oath & Scout Law

- The Scout Oath and Law have guided the Boy Scouts of America for more than 110 years and help emphasize the bedrock principles by which we expect every participant to live their entire lifetime by.





School Night for Scouting Presentation

Slide 4: What Parents Want

- Cub Scouting is a great way to have positive personal and family experiences together. Your children will gain skills and leadership abilities they would not otherwise gain. You'll have the chance to know and work with parents of the other children in your child's class and school. Finally, you'll see your child learn cooperation and self-confidence in Cub Scouting.

What Parents Want

- Bring the family together
- Help their children develop skills and leadership
- Connect with others
- Learn to get along
- Build self-confidence
- Be happy!



School Night for Scouting Presentation

Slide 5: What Scouts Want

- Your children are looking for FUN. Cub Scouting will provide many opportunities for fun. Along the way, your child will make new friends and learn a lot of new skills. Everything in the Cub Scouting program is designed to help their personal growth and those advancements are recognized regularly. And it's all FUN!

What Scouts Want

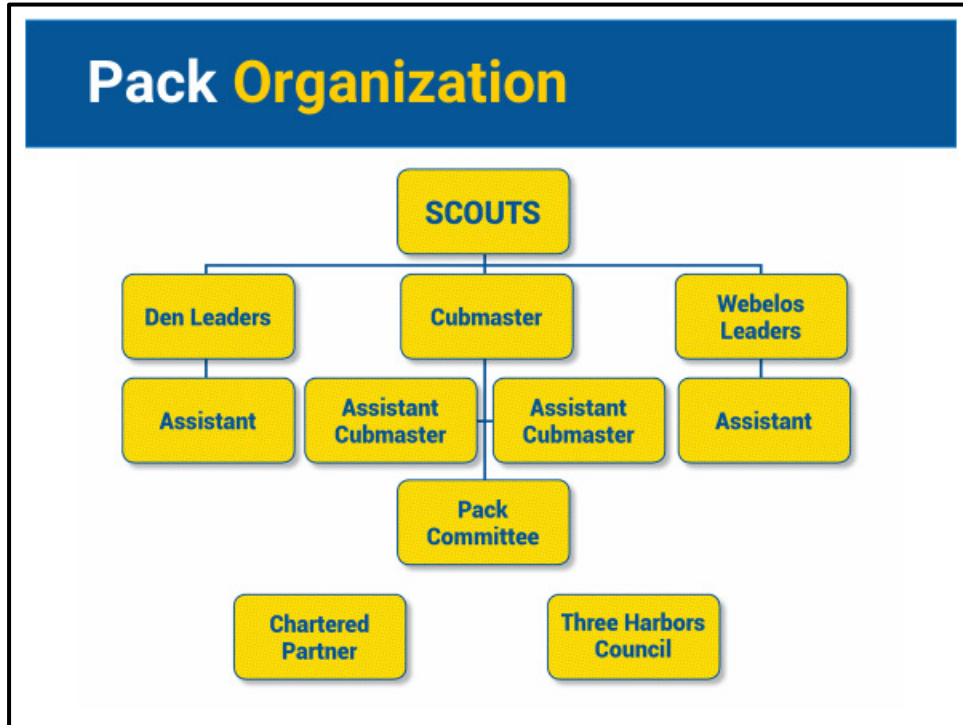
- FUN!
- Make new friends
- Master new skills
- Recognition and praise
- FUN!



School Night for Scouting Presentation

Slide 6: Pack Organization

- Organization chart that shows basic structure of a Cub Scout Pack.



School Night for Scouting Presentation

Slide 7: How Does it Work?

- Key programs that make Cub Scouts and their families successful in Scouting.

How Does it Work?

Den Meetings: small groups organized by grade & gender

Program Delivery: meeting tips, den meeting lesson plans, new den leader experience

Pack Meetings & Activities: family events combining all dens

Boys' Life/Handbook/Uniform: the basics

Advancement: celebrating achievement and building self confidence

Special Programs, Events & Community Service: Scouting for Food, Haunted Hayride, and Day Camp



School Night for Scouting Presentation

Slide 8: Parent Participation

- Discuss parent/family participation in Cub Scouting. The Pack is made up of all volunteer leaders providing the Cub Scouting program. We are all parents, just like you, who got involved and learned how to make the program exciting for our children.

Parent Participation

- Cub Scouts in detail
- Volunteering & Leadership opportunities for parents
- Starting my child in Cub Scouts
- Cost of Scouting
- Additional Resources



School Night for Scouting Presentation

Slide 9: Volunteer Leader Training

- My.scouting.org
- Youth Protection Training
- Position-specific leader training
- Roundtable
- Ongoing supplemental training

Volunteer Leader Training

- Available online at My.Scouting.org
- Youth Protection Training
- Position Specific
- Roundtable



School Night for Scouting Presentation

Slide 10: Finance

- BSA membership fee is \$66/year, pro-rated at \$5.50/month. There is also a one-time joining fee of \$25. These will be collected tonight.
- The uniform is a key method of the BSA and helps young people feel a shared identity with each other as part of Scouting. A new uniform, including uniform pants and belt, and the corresponding youth handbook totals approximately \$90. Without the pants and belt, these total approximately \$55.
- Some packs may collect dues to cover the cost of Pack activities, supplies and other operating costs. Pack leadership here tonight can address that for you.
- The council offers several approved money-earning projects including popcorn sales and wreath sales in the fall, and camp card sales in the spring. Units may participate in their own money-earning projects which must be approved by the council. Money earned from these projects help teach youth key Scouting lessons such as salesmanship and courtesy and can be used to help offset the direct cost to families for their Scouting experience.
- Friends of Scouting takes place each winter and is an optional program where families are asked to make tax-deductible contributions directly to the council to support programs and services available from Three Harbors Council directly to Scouting units.
- The United Way supports Three Harbors Council. Your contribution to the United Way indirectly helps the council offer programs and services directly to Scouting units.

Finance

- Registration Fees
- Dues / Uniform
- Money Earning Projects
- Friends of Scouting
- United Way Support



Greater Milwaukee
& Waukesha County



School Night for Scouting Presentation

Slide 11: Pack Specific Information

- Conducted by Pack leaders on site (3-5 minutes)
 - Distribute copy of Pack 2020-21 calendar & leader roster
 - Share date/time/location of the next Pack Meeting
 - Collect completed Family Talent Surveys
 - Time Commitment: 2-4 meetings/month, about one hour in length each (2-3 den meetings, one Pack Meeting) and other activities/outing as available
 - Family Commitment: An adult needs to attend meetings with youth as Lions & Tigers, adults should attend all Pack Meetings with youth, all Pack leadership comes from parent volunteers
 - Share brief overview of volunteering opportunities in the Pack that can be discussed and committed to at a later date
 - Share dues information including amount, what is covered by dues, when it is due to be paid to the pack, and opportunities to offset direct payment through money-earning projects

Pack Details

- Calendar
- Leader Roster
- Pack Website/Facebook Page
- Scoutbook
- Collect Family Talent Surveys
- Family Commitment/Volunteering Opportunities
- Time Commitment
- Dues



School Night for Scouting Presentation

Slide 12: Registration

- Completing the registration form and paying registration fees tonight.



Registration

To Register Scouts:

- Completed form tonight
- Registration & joining fee
- Boys' Life Subscription
(recommended)

To Register Adults:

- Completed form, proper signatures and training
- Registration fee: insurance, training costs, and Scouting magazine subscription are included.



School Night for Scouting Application Turn-in Table

Application Turn-in Table

- At least one School Night Organizer is stationed here along with the Pack Treasurer or someone within the pack that can be responsible for pack finances. Depending on anticipated turnout, you may want to consider having additional pack leaders available to help collect family's applications and fees at this table.
- School Night Organizer here is responsible for ensuring that EVERY turns-in the youth application(s) and correct registration and Boys' Life fees to ensure their child(ren) register for Cub Scouts.
- Help review the applications to ensure the following is completed:
 - Ensure the child's birthdate is completed
 - Ensure the child's grade is completed
 - Ensure Boys' Life circle is filled in if they want a subscription
 - Ensure parent birthdate is completed (required for parents of all Lions and Tigers; strongly recommended for other program levels)
 - Ensure parent signs the application(s)
- Ensure the pro-rated registration and Boys' Life fees are collected.
- All applications and fees (preferably one pack check to cover all fees, if possible) need to be collected in the School Night Report Envelope.
- Answer whatever questions families may have about turning in the application and fees.
- Make sure the School Night Organizer welcomes EVERY family that comes in.
- Thank EVERY family for attending and re-invite them to the upcoming Parent Orientation Meeting.

Supplies needed:

- Extra youth applications
- Extra adult applications
- Prorated registration fees chart
- Cash box/bag
- Change
- Pack checkbook (to write a single check at the end of the night to the council for all registration and Boys' Life fees)
- School Night Report Envelope

School Night for Scouting Wrap-up: Preparing to Close the Evening

Closing

- The School Night Presenter is responsible for filling out the front of the Report Envelope and bringing it back to the Pick-up and Turn-in location for the District Report Meeting after all applications and fees have been collected.
- Make sure to count all applications and fees and ensure that the right amount of money has been collected for all the applications turned in that night.
- The School Night Presenter needs to collect any remaining council support material (Parent Orientation packets, applications, School Night script, etc.) and bring that back to the Pick-up and Turn-in location so that material can be redistributed to upcoming School Night presentations.
- As a best practice, that pack should be prepared to write a single check to cover all fees collected that evening.
- All volunteers helping at the School Night should help clean-up and reset the room as they found it. A Scout is clean!
- Once everything is accounted for and the room is clean, you're School Night is complete, and everyone should head to their next destination.

District Report Meetings

District Report Meetings are an essential part of your School Night for Scouting campaign and will help your team maintain accountability and build excitement as they see more youth join Cub Scouting in your district and throughout the council.

Report Meetings should be held EVERY night you have School Night presentations scheduled within your district. There are several ways you can do these.

If you have a small number of School Night presentations on a given night, or you have School Night presentations spread over a lot of geography, you may have your Presenters call you with their results at a given time and celebrate that night's successes with that small group or people. If you have one presentation, your Report Meeting may happen in that school cafeteria after all the new families have left!

If you have several presentations happening on a single evening and can coordinate a specific location where everyone can meet at the end of the night to bring all their applications, fees, etc. to be audited, you can hold a report meeting there. Bring something with you to be able to show your results to everyone coming to your report meeting locations and tally those results as people report to you.

At the Report Meeting, School Night Presenters will bring all undistributed material back to the District Executive so that material can be repurposed for future School Night presentations. The School Night Presenter will also bring back the Report Envelope with applications and fees. The Report Envelope will be audited at the Report Meeting and the District Executive will be responsible for reporting the totals from each School Night Presentation.

Ultimately, your goal with a district report meeting is to create an atmosphere of progress and success during your campaign and to use these report meetings to generate ideas among your volunteers on how to make strategic changes that need to be made in the middle of the campaign to improve your result in coming presentations.

Back to the Pack Letter, District Kick-off Invitation & Leadership Needs Survey

Packs will receive two letters during the summer season regarding plans for the Fall School Night for Scouting campaign. This is in addition to phone calls and emails that they may get from their District Membership Committee.

The first letter encourages Packs to hold a Back to the Pack event for existing Cub Scouts prior to the school year starting. The purpose of this event or meeting is to reengage existing Cub Scouts prior to the beginning of the school year so that when new youth join in the second or third week of school, the Pack is ready to begin full program right away. Fees can be collected for the returning youth at the beginning of the year allowing for the rechartering process to be simplified. The Back to the Pack letter will go out from the Council Membership Committee around July 1. The concept should also be shared at your Spring Program Kick-off.

The Back to the Pack letter also has an invitation to attend the District School Night for Scouting Kick-off in August and a request that the Pack submit a roster of projected leaders for the Fall. Knowing the projected leadership vacancies will allow the School Night for Scouting presentation team to assist in recruiting adult volunteers to fill those vacancies.

The second letter which will be mailed out is an invitation to the August School Night for Scouting membership and popcorn kick-off. The District Kick-off Invitation letter will go out from the District Membership Committee no less than one week prior to the District School Night Kick-off. This letter will also have a form again requesting information on leadership needs.

Both letters are found on the following pages. The Pack Leadership Needs form is only enclosed once in this guide, following these two sample letters.

Back to the Pack Letter

Cubmasters and Committee Chairs:

Thank you for volunteering as a leader! As the school year begins, every Pack will hold a “Back to the Pack” event. The purpose is to help your pack prepare for the fall by reengaging current members and recruiting needed leadership before your September School Night for Scouting event.

A “Back to the Pack” event is a meeting or other event which draws in existing families. Many Packs will hold a picnic or similar event. More information on “Back to the Pack” is found below:

“Back to the Pack”

Each fall, Cub Scout Packs get a “new start” due to the Fall School Night for Scouting. New Cubs sign up at their School Night and are assigned to a den. When needed, new den leaders are recruited from those parents in attendance.

Prior to your School Night for Scouting event, you will need to conduct a “Back to the Pack” promotion in late July or early August to make sure every Cub Scout family currently on your roster reengages with the Pack before the school year starts. The purpose of the meeting will be to get old members signed up for the coming Scouting year; recruit leadership to fill vacancies (whether it be for Cubmaster, Den Leader, Webelos Leader, or Committee Member), and to discuss plans for Pack activities for the Fall.

The Council will help you promote your “Back to the Pack” meeting or event, but the individual Pack must develop its own promotion plan in order that all members are contacted personally, preferably by telephone, to get a commitment for their attendance. Research has shown many youths will not continue without being personally contacted. These families need to be contacted to start attending Cub Scout meetings again.

District School Night Kick-Off Dates

Last year more than 1300 new Cub Scouts were recruited council-wide during School Night for Scouting campaign. Packs that attended their District’s School Night Kick-off were best prepared for the increase of new Scouts and leaders. On the back of this letter you will find a list that shows the dates, times and locations of every School Night for Scouting Kick-off in the Council. It is vital that your Pack be represented. At the kick-off you will meet your School Night for Scouting team and set the dates of your pack’s recruitment night. You will receive a reminder invitation in late July.

Pack Leadership Needs

Also attached you will find a Pack Leadership Needs worksheet. Please take some time to fill it out. You should submit this form to your District Executive or bring it with to your School Night for Scouting Kick-off. Knowing about any Pack leadership vacancies will help us assist your Pack in finding additional adult volunteers. Your cooperation is appreciated!

Please contact the Council Office or your District Executive with any questions and thank you for your help. It’s going to be an awesome year for Scouting!

Thuy Barron
Council Board Chair of Membership
tbarron@deloitte.com

Cortland Bolles
Director of Field Service
cortland.bolles@scouting.org

District School Night Kick-off Invitation Letter

Cubmasters and Committee Chairs:

Thank you for volunteering as a leader! Our Packs have all had a great summer with highlights including day camp programming and trips to Cub World.

Our kick-off to the year is rapidly approaching. Next month District School Night Kick-off's will be held where information will be shared regarding the 2020 *School Night for Scouting* campaign and the 2020 Popcorn Sale.

New youth will join each Pack, primarily, in the months of September and October. It is equally important to ensure that existing families are invited to continue with Scouting in your Cub Scout Pack. You may want to consider holding an August meeting or event to re-engage your current Cub Scouts and their families before the year starts. Each Pack should plan their own event; many Packs will hold a picnic or similar event. Talk with your District Executive about resources available to promote your pack event.

As we enter the Fall, our Unit Commissioners and district professional staff want to ensure that your Pack has the necessary adult leadership in place to have a fun year of programming. Please take a moment and complete the *Pack Leadership Needs* form and bring it with to your District Kick-off next week. This will let District leadership know which vacancies need to be filled in your Pack and allow them to help you develop a plan to find adults to fill those roles.

Please contact the District School Night Committee or your District Executive with any questions and thank you for your help. It's going to be an awesome year for Scouting!

_____ District Membership Committee

Pack Leadership Needs Survey

Please Return at your District Kick-off or to your District Executive prior to District Kick-off

Pack No. _____ **Form Completed by:** _____

Unit Leaders continuing from last year are (name, cell phone, email):

Committee Chair _____

Committee Members _____

New Member Coordinator _____

Popcorn Chair _____

Cubmaster _____

Lion Cub Coordinator _____

Tiger Den Leader _____

Wolf Den Leader _____

Bear Den Leader _____

Webelos Den Leader _____

Arrow of Light Den Leader _____

If you have more leaders returning please attach a list of their position and name

Number of Youth in each Den

Lion Den _____ Tiger Den _____ Wolf Den _____

Bear Den _____ Webelos Den _____ Arrow of Light Den _____

Does your pack require dues? If so, how much are your dues? _____

What do your dues cover? _____

Date of Back to the Pack Event _____ **Please attach you Pack Calendar.**

Thank You for providing this information so that the District Volunteers can best assist you with recruitment of New Leaders and Scouts.

Pack Open House Displays

Each Pack will be asked at their District *School Night for Scouting* kick-off to commit to creating and staff an “Open House Display” at their elementary schools open house. This is a fantastic way to promote Scouting to youth and parents at your school.



Each Pack will have a terrific opportunity to tell their story using an Open House display board at their School. The best time to display this information is at the Schools’ first day, Welcome Back night, or similar event. The goal is for parents and youth at the school who are not Cub Scouts to be able to see all the fun that existing Scouts have by observing the display. Talk to your school to arrange to be present at your school’s Open House / Registration Day.

Each Pack should build their display board using some of the following resources:

- One three-panel display board with a spot to write in your School Night date, time, location (**customize for your Pack with pictures of active Scouts**).
- Sample youth handbooks
- Sample uniform (include council strip, pack numbers, proper patches and placement)
- Flyers promoting your School Night for Scouting
- Sign up form that new families can add their names to that day if interested in joining. This will allow for an email reminder to be sent to them by your Pack.
- Support to plan and have your best Open House display. Talk to your District Executive if you need pictures or someone to have a conversation with your school about the importance of having a display board at school events.

Things your Pack can do to have a great Open House Display:

- Staff the display with an adult volunteer or parent in uniform (**this gives new families a person to answer their questions**). If possible, ensure that the display is staffed throughout the day.
- Show all the fun of the last year. Make sure your pictures include Scouts in your pack that potential new families recognize. In addition to pictures on the display board think about including interactive items such as projects completed by Scouts, Pinewood Derby cars, or a slideshow of pictures from Cub World.
- Have a game or activity of some sort to engage youth.
- Make it fun! Add posters, yard signs, Cub Scout items, etc. to your display if able.

Other Things Your Pack Can Do to Promote School Night for Scouting

- Build a great Open House in a Box display and staff it with volunteers and Scouts in uniform
- Make posters advertising your Pack's School Night for Scouting and hang them at local convenience stores, restaurants, coffee shops, supermarkets, library, post office, etc.
- Submit a press release to your local newspaper, radio station, local community blogs, etc.
- Put an invitation to join Cub Scouting in your church's bulletin. Many Packs will use their Open House display board at church as well.
- Have all Cub Scouts wear their Scout Uniform to school on the day of the School Night for Scouting
- Put up yard signs in your neighborhood, busy intersections, traffic circles, at school, at work
- Personally invite co-workers, friends and other families you know to join Cub Scouting
- Send out an e-blast via email inviting others to a School Night for Scouting
- Make phone call to prospective Cub Scout parents
- Share an invitation to join Cub Scouting on Social Media
- If you can obtain it, request a student directory from the school(s) in which you recruit to make direct contact with prospective Cub Scout families
- Encourage every Cub Scouts in your pack to invite his/her best friend that isn't in Cub Scouts to join
- Set-up a display at community fairs, parades, or other community events
- Ask your families to share social media posts about joining your pack and invite other friends and neighbors to join Cub Scouts
- Ask your chartered organization, school(s), parent groups, and others to post your Cub Scout information on their social media platforms
- If possible, properly acquire a student roster from the school to contact families to join Cub Scouts
- Other ideas:

Additional School Night for Scouting Presentation Tips

- **Assume people attend to sign-up their child(ren) in your Cub Scout Pack!** Families are attending this with the expectation to complete paperwork and pay their registration fees. Rather than selling families that Cub Scouts is for them, educate them on what their experience in Cub Scouts will be.
- **Track EVERYONE who attends.** Everyone who attends should sign-in so they can be followed-up with individually until they've signed-up in Cub Scouts or decided not to participate in Cub Scouts.
- **Do NOT combine your School Night for Scouting with a Pack Meeting or other Pack function.** Families coming to sign-up can feel out of place because they don't know what's going on, don't know many of the people there and don't understand the dynamics of Cub Scouting. This commonly makes them feel out-of-place and unwelcome to join Cub Scouts.
- **Keep the School Night experience short.** Families are attending this with the expectation to get in and out in a reasonable and efficient amount of time. Respect their time!
- **Keep the School Night for Scouting experience focused on the new families.** Families are not expecting to end up listening to a 40-minute story about the pack campout 12 years ago where it rained all weekend long and the tents floated down the river. Hearing something like that may turn some people off to join Scouting.
- **As a leader, you can represent Scouting well without wearing a uniform at your School Night for Scouting presentation.** Sometimes, the uniform can create an us-versus-them mentality to new families; consider wearing a Scout polo shirt with a nametag instead of the uniform. If you wear the uniform, make sure it is clean and wear it properly.
- **Do NOT use Scout jargon!** Most of the families attending your School Night for Scouting will not know what you mean when you refer to Lions, Tiger, Bears, Day Camp, Pinewood Derby, Blue & Gold, Roundtable, etc. Avoid using Scout jargon as much as possible.
- **Do NOT “collect applications and registration at the pack meeting next week!”** The overwhelming majority of families that attend a School Night for Scouting presentation expect to sign-up for Cub Scouts and start participating right away. Turning in the application and fees commits those new families to you and your Pack and commits you and your Pack to those new families.
- **Turn-in new Cub Scout and adult leader applications as soon as possible.** Every new Cub Scout should be registered as soon as possible so he/she is covered by insurance, can be tracked in Scoutbook, can start getting Boys' Life, etc. Waiting to turn-in applications could leave your chartered organization, your pack leadership and you, personally, liable if something happens to that new Cub Scout. Knowing the importance of youth safety today, it is vital that all our members, youth and adult, complete their applications fully and properly as soon as possible and that each unit submit those approved applications to the council for processing as a member of the BSA.

School Night for Scouting: Sample Parent Orientation Meeting Agenda

The School Night presentation is designed to incorporate all these items into the School Night presentation to help save time for new parents joining your Pack. However, if your Pack chooses to hold a separate Parent Orientation Meeting or finds it necessary to hold one at some other point throughout the year, this agenda is a sample you could follow. This sample agenda is designed to follow the Parent Orientation Guide that each family received at your pack's School Night for Scouting presentation. Additional Parent Orientation Guides may be obtained from your district professional staff.

Pack ____ Parent Orientation Meeting Agenda Date, Time, Location

I. Pre-Opening

- Set-up tables & chairs
 - Families sit by den
 - Families sign-in on Den Roster forms
- Have as much of your pack leadership in attendance as possible, especially Den Leaders
- Have resources available for your new parents
 - Extra Parent Orientation Guides
 - Pack calendar & leadership roster
 - Parent Talent Survey
 - Pack leadership opportunities list
 - Cub Scout Leader Training Information
 - Popcorn Sales Brochure
 - Wreath Sales Brochure

II. Welcome

- Ask everyone to open their Parent Orientation Guide to follow the presentation.

III. Why Cub Scouts?

- Scouting's Impacts
- Scout Oath and Law

IV. Overview – The Cub Scout Journey

V. Getting Started in Cub Scouts as a Parent

- Pack Organization Chart
- What is a Den and what is a Pack?
- How do parents help make Cub Scouts work?
- Why should I volunteer?
- What do I need to know about volunteering in Cub Scouts?
- Review the Pack calendar & leadership roster
- Have each family complete the Parent Talent Survey
- Review the Pack Leadership Opportunity list with parents

- Review the Training Information sheet with parents

VI. Getting my Child Started in Cub Scouts

- Registration – hopefully you did that at our School Night sign-up!
- Basic Material
 - Boys' Life
 - Handbook
 - Uniform
- Advancement program
- Special Programs
 - Summer Camp
 - Scouting for Food
 - Scouting the Zoo
 - Pinewood Derby
 - Blue & Gold Banquet

VII. The Costs of Scouting

- Registration, Boys' Life, Insurance
- Pack Dues
- Uniform
- Pack Activities (share flyers on anything specific or unique to your pack)
- Council/District Activities
- Summer Camp
- Money-Earning Projects (refer to brochures from the beginning of the meeting)
 - Popcorn Sales
 - Wreath Sales
- Friends of Scouting
- United Way

VIII. Resources

- Other Pack leaders
- Roundtable
- District volunteers
- Council staff & website

IX. Questions

X. Closing

Cub Scout Pack Leadership Roles

Committee Chair:	Conducts monthly Pack Leader's meeting. Ensures that adequate support is given to the Cubmaster and Den Leaders by committee members to run program. Helps recruit additional leaders as needed. Helps plan program. Attends training. Attends Roundtable.
Committee Members:	Provide support by taking care of records, finances, advancements, activities, membership, special project, etc. Attend monthly Pack Leader's meeting to help plan program. Attends training. Attends Roundtable.
Cubmaster:	Emcees monthly Pack meeting. Aids Den Leaders by coordinating monthly program. Helps committee recruit new leaders as needed. Attends training. Attends monthly Pack Leader's meeting. Attends Roundtable.
Lion Den Leader:	Coordinated with parents to oversee one den meeting a month with a den of 5-8 boys or girls. Helps other parents assist the lead parent each month to learning Scouting. Ensures the den participates in various Pack activities throughout the year. Attends training. Attends monthly Pack Leader's meeting. Attends Roundtable.
Tiger Den Leader:	Coordinates with other parent to conduct 2 den meetings and one "Go and See It" field trip per month with a den of 5-8 boys or girls. Other parents attend the meeting and assist the leader. Meeting locations and day are determined by the leader. Attends training. Attends monthly Pack Leader's meeting. Attends Roundtable.
Wolf or Bear Den Leader:	Meets weekly for one hour with den of 5-8 boys or girls. Den meeting is held in Den Leader's home, a school, or another suitable place. Den Leader determines time, day and location of Den Meeting that is most convenient for him/her. Attends training. Attends monthly Pack Leader's meeting. Attends Roundtable.
Webelos Den Leader:	Same as Den Leader except works with older Cub Scouts and conducts periodic overnight parent/son or daughter camp outs. Attends training. Attends monthly Pack Leader's meeting. Attends Roundtable.

New Member Coordinator

Sustaining strong membership in a unit depends not only on, 1. having new members join the unit but also on, 2. engaging youth and their families in the unit experience so that they stay. The role of the New Member Coordinators is to ensure that both keys to success take place.

The **New Member Coordinators** are appointed by and report to the Unit Committee Chair. The **New Member Coordinators** work with and are supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners.

In general, all New Member Coordinators are responsible for:

- Serve as welcoming ambassadors for the unit.
- Work with the unit committee to develop and implement the Unit Membership Plan.
- Participate in New Member Coordinator training and collaborate with the district membership team.

Each of the three action elements listed should be included in the Unit Membership Plan developed with the leadership of New Member Coordinators:

1. **Share the benefits of Scouting.**
 - a. Share your Scouting story to show the impact of Scouting on your family.
 - b. Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
 - c. Promote Scouting benefits through all avenues of communication.
 - d. Showcase Scouting through engagement in local community events and service.
2. **Coordinate unit recruitment.**
 - a. Oversee unit recruitment efforts such as joining events, informational presentations, and peer-to-peer initiatives.
 - b. Appeal to potential youth members and their families through well-designed and widely distributed invitations shared through electronic media, handouts, and personal contacts.
 - c. Ensure the unit's BeAScout pin is up-to-date and prompt follow-through happens.
 - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.
3. **Guide the joining and welcoming process for youth and their families.**
 - a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
 - b. Develop a unit welcome packet, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
 - c. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
 - d. Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
 - e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means.

What To Do In Case Of.....

The school is locked. Stay calm! If you don't know where to go or who to call to get a key, hold the meeting in the parking lot or at any nearby facility. If that won't work, have everyone fill out an attendance card and tell them they will be contacted shortly to reschedule the sign-up night.

You run out of applications. Stay calm! Go ahead and collect the fees and use the attendance cards as applications. Have the new den leader complete a New Den Membership Roster. Applications will be filled out at the report meeting from the cards.

Your School Night partner (Presenter or Organizer) doesn't show up. Stay calm! Using this check list, do your best to fill in for him/her and go ahead with School Night. If you don't have a bag of materials, be sure to get everyone's name, address, etc. Scramble....be flexible!!!

A youth shows up without a parent or adult. Stay calm! If he/she has brought his/her fees with him/her, ask another adult to help him/her fill out an application and go ahead and sign him/her up. If he/she does not have his/her fees, send the application home with him/her and tell him/her to bring it and his/her fees to his/her first meeting. Make sure his/her name & phone number is collected and put on the den roster.

The parents don't have any money with them. Stay calm! Have the family fill out an application and ask the family to bring their fees to the first meeting. Collect the application as you would any other one.

What else???