

2022 Cub Scout Fall Recruitment Campaign Summary

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.

Goal: Recruit at least **950 new Cub Scouts** council-wide into our existing, restarting, and new Cub Scout Packs between August 1 – October 31, 2022.

Timeline:

- May – August: Council and district volunteers and professional staff organize resources
- June 27 – Council Cub Scout Fall Recruitment Kick-off
- August – September: Council, district & unit marketing & promotion efforts
- Early/Mid-August: District Cub Scout Fall Recruitment Kick-offs
- September 20-22; 27-29: Unit Cub Scout Fall Recruitment events
- September – October: Follow-up online leads, families that missed Fall Recruitment events
- October 31: All new Cub Scouts are registered (applications turned-in or online approved)
- November – December: Roster checks and additional follow-up

Manpower: Volunteers at the council, district and unit levels will be involved in all aspects of the Cub Scout Fall Recruitment campaign to help promote, present, and coordinate all aspects of the program, and will be responsible for the successful implementation of the Cub Scout Fall Recruitment campaign. Professional staff is responsible for managing and supporting the entire Cub Scout Fall Recruitment campaign, working cooperatively with volunteers at the council, district, and unit levels to ensure that every eligible youth is provided the opportunity to join Cub Scouts.

Marketing & Promotion:

Three Harbors Council provides membership recruitment resources resources to units free of charge:

- | | |
|---------------|----------------------------------|
| • Flyers | • Scout Talks |
| • Posters | • Facebook Geofencing |
| • Yard Signs | • Parent Orientation Guides |
| • Buddy Cards | • Sign-up packets |
| • Stickers | • Pre-recorded Scout Talk videos |

Unit marketing resources and efforts could include the following, and more:

- | | |
|---|--|
| • Current information on BeAScout.org | • Peer-to-peer recruiting (Scouting youth inviting non-Scouting youth; Scouting parents inviting non-Scouting parents) |
| • Unit display board and/or videos | • Unit Facebook page |
| • Participation in Back-to-School / Curriculum Night / Ice Cream Social school events | • School / community / chartered organization Facebook posts and/or newsletter articles |
| • Participation in community parades, events, service projects | |

School Access: Having access to put Scouting in front of youth in elementary schools and meet at schools is helpful to the Cub Scout Fall Recruitment campaign and unit operations. The more school access Scouting has, typically, the more successful our recruitment, retention, and unit programs will be. Volunteers AND professional staff that have good relationships with school principals and

superintendents should use those relationships this fall to leverage school leaders to provide any access they can give to help promote Scouting. In areas where Scouting does not experience ideal access, volunteers and professional staff will collaborate to approach school leadership to learn the full extent of what is allowed and take advantage of all we can to promote Scouting to potential new Scouts.

Unit & District Collaboration: Unit leaders, volunteer district leaders, and district professional staff will become familiar with the Cub Scout Fall Recruitment campaign through the District Cub Scout Fall Recruitment Kick-off. Working together, unit and district leaders will:

- Understand their roles in the campaign
- Select mutually agreed-upon dates for unit Fall Recruitment events
- Order and distribute marketing material well in advance of Fall Recruitment events
- Plan unit promotion to encourage potential Scouts to attend the Fall Recruitment event
- Learn to present the council's standard Fall Recruitment presentation
- Ensure all new Cub Scouts that sign-up at a Fall Recruitment event are registered promptly

Much of the success of the Cub Scout Fall Recruitment campaign lies in early planning, marketing, and promotion. Having a plan and contingencies for promotion if school access is more limited than previous years or changes along the way will help everyone find alternative ways of promoting Scouting. Early, ongoing communication between unit leaders, district volunteers and district professional staff is necessary to support unit Fall Recruitment events and adjust if necessary.

Some key Best Practices for Cub Scout Fall Recruitment presentations:

- Fall Recruitment presentations in every eligible elementary school in Three Harbors Council
- Arrive early to set-up your presentation space
- Ask a Scouts BSA Troop for help with activities for potential new Cub Scouts
- Practice your presentation before making it
- Assume families attend with the intention of signing-up AND paying fees that night
- Do not send families home telling them to bring the application to the next Pack meeting
- Presentations are concise and high-level
- Many families attending are not familiar with Scouting; don't get caught up in Scouting jargon, acronyms, or event details
- Be organized; be prepared, be flexible
- Submit all applications and fees and approve online applications the night of your presentation

Follow-up:

- 2nd Chance Recruitment events for families that missed the Fall Recruitment event due to schedule conflicts or other circumstances
- Unit leader responds to EVERY BeAScout.org lead within 24 hours of initial contact; if the unit leader does not respond, district volunteer/professional responds within next 24 hours
- Review the sign-in roster to follow-up with families that attended but did not register at the Fall Recruitment event; call them to find out their plans to join Scouting
- Hold a Parent Orientation meeting for all new parents within 7-10 days of the Fall Recruitment event; this meeting is intended for new parents only to provide additional details about the Pack and discuss the active role all parents play in the success of your Cub Scout Pack
- All follow-up applications are turned-in or approved by October 31
- Your unit-maintained Pack roster is submitted by November 15 to district professional to crosscheck council records for accuracy