

Additional Fall Recruitment 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. In addition to showing 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 Fall Recruitment 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 Fall Recruitment experience short.** Families are attending this with the expectation to get in and out in a reasonable amount of time. Respect their time!
- **Keep the Fall Recruitment 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 Fall Recruitment 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 Fall Recruitment will not know what you mean when you refer to Lions, Tigers, 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 Fall Recruitment 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 Scout Life, etc. Waiting to turn-in applications could leave your chartered organization, your pack leadership, and you 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 in a timely manner.