

JOIN SCOUTING NIGHT

7 HABITS OF HIGHLY EFFECTIVE JOIN SCOUTING CAMPAIGNS

WHY YOU DO IT:

Your recruiting campaign gives every youth the opportunity to benefit from Scouting.

ANY OTHER REASON?

It's the best way to find new Den Leaders and volunteers for your Pack Committee.

Ready? Let's go!

7

Second Opportunity

Schedule a second joining event for families who can't make the first

6

Turn In Applications

Collect youth applications with payment, turn in to district volunteer or executive

5

Program

- Keep it fun
- Quick, easy for new families
- Not time for history lesson

4

Promotion

- Flyers out 1-2 weeks prior
- Posters, Yard Signs
- Scout Talks 1 or 2 days before
- Buddy cards

1

PRO TIP

A goal tells the district how many incentive items you'll need

Set a Goal

Use the Total Available Youth data from your District Executive

2

Location

Host the Join Scouting Night (JSN) at your school cafeteria

3

Part of another meeting?

A stand-alone JSN provides better service to families instead being part of larger "back to school" or "meet the teacher" night

A separate meeting?

PRO TIP

The best JSN days are Tuesdays, Wednesdays, or Thursdays



TIME WITH YOUR CHILD IS PRECIOUS.
GET THE MOST OUT OF IT.

Join Scouting Night
TONIGHT!
7PM



BOY SCOUTS OF AMERICA
CAPITOL AREA COUNCIL

Fall Join Scouting Night Timeline

Goal	Activity	District	Unit
End of June	Contact all superintendents and arrange principal meetings	<input checked="" type="checkbox"/>	
End of June	Confirm all unit membership champions and set unit units goals for boys and girls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
End of July	Set Join Scouting Nights (JSNs) with school	<input checked="" type="checkbox"/>	
End of July	Set 2 nd chance JSNs (non-school)		<input checked="" type="checkbox"/>
End of July	Order JSN materials (flyers, signs, posters, rotational boards, etc.)		<input checked="" type="checkbox"/>
End of August	Host and attend district JSN Training	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
End of August	Distribute JSN materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
End of September	All JSNs completed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Mid-October	All 2 nd chance JSNs completed		<input checked="" type="checkbox"/>
End of October	Hold district or unit "Blast into Scouting" Rocket Day	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Fall Join Scouting Night Timeline

When	Activity
1-2 weeks before	Place yard signs and posters
1 week before	Flyers delivered to families
1-2 days before	Scout talks
0-1 days before	Reminder stickers to youth
0 days	Hold JSN
2 days after	All applications and fees turned in to Scout Service Center
1 week after	First den meeting for Scouts
1 month after	First outdoor activity (Rocket Day)

Promotion Before Join Scouting Night

There are countless ways to tell families about the opportunities youth will have in Cub Scout Packs. This is by no means a complete list. If there are additional recruitment tools that your pack uses, please share those so that other packs can consider using those invitation methods in the future. Below are some of the best proven methods of inviting families to join your pack. There are *must have* ideas that always work, and the District Executives are prepared to help with, and *great extras* that also work well, but will need to be done by your pack more than the *must haves*.

MUST HAVE:

BeAScout.org Presence:

All local and national publications point families to www.BeAScout.org to find a Pack. Make sure the most up to date information for your pack is available there by updating your pin through your my.scouting.org portal. Through BeAScout, you can advertise your meeting time, location, pack website, contact information, and more. **If you choose, families can even register for your pack directly online with no paper applications.**

Yard Signs and Posters:

Two yard signs and posters will be given for each school. Yard Signs can be placed by the front doors, in the pickup line for parents, anywhere high traffic (for parents). Maybe the neighbor across the street from the school would let you place these in their yard? Posters should be put in school as early as possible placed in a high traffic area. Consider hanging the poster at a height that youth will see, and not quite level to draw the eye. **It is recommended that these signs go up at least two weeks before the Join Night.**

Flyers:

Share flyers at each school with the date, time, location, and contact information for the Join Scouting Night are the first way most parents hear about their child's opportunity to join. **Flyers should go home a week before the rally.**

Scout Talk:

Scout talks are an opportunity to visit with and talk to the kids about the fun of Cub Scouts for about a minute and a half. Through your district membership volunteers, your District Executive can be asked to come to the school to help with this. Scout talks can be done in many formats: in the lunch room, at an assembly, or the best option, going from classroom to classroom. Remember to bring an old pinewood Derby Car or model rocket so you can show the youth some of the fun activities they will be doing this year. **This should be done one or two days before the Join Scouting Night.**

Stickers:

A reminder sticker with the date, time, location, and contact person for the Join Scouting Night is our last point of contact for first Join opportunities. **Stickers should be passed out the day before or day of the Join Night.** This can be done during the Scout talks, but some schools will pass the stickers out the next day for us for more days of contact leading up to the Join Night.

Great Extras

Family Events at School:

These events go by many names. Math night, Spring-fest, Curriculum Night, and more. Have a table. This is a good chance to answer questions from parents. You could even take applications that night. Have a table in the hallway with pictures from your pack to show the fun families have. **Some Packs have Scouts hold the entry door for families.**

Peer-to- Peer:

Youth want to be a part of something that their friends do, and they want to be invited. **Buddy Cards** can be made for your pack for existing Scouts to personally hand to other youth inviting them to join. A **Uniform Day** is a great way for Scouts to show that they are present and provide a visual reminder for other youth to attend the Join Night.

School email/constant contact/directory lists:

More and more schools are using email flyers for families. See if you can add our flyer there! Many schools also have class phone lists; a call from an existing **Scout parent can help a new family feel personally invited to join.**

Sidewalk talk:

Volunteers with something to catch the attention of the families as they are leaving school from being in uniform, to having a tent set up on the grass, will remind the families about the Join Night and prompt parents to ask any early questions before the Join Night. Talk to the families as they visit the tent and invite them to the rally. **Give them an extra flyer or sticker when they visit you.**

Chalk message on sidewalk:

“Join Cub Scouts April XX” written wherever possible.

PTA meetings:

Great opportunity to let the parents know the benefits for their son and the school community. **A Pack leading the Pledge of allegiance to open the meeting goes a long way.**

Get the (written) word out:

Press release should be given to local newspapers the week leading up to the rally. Most packs are sponsored by a church; often there is space in the bulletin to promote events.

School and business marquees:

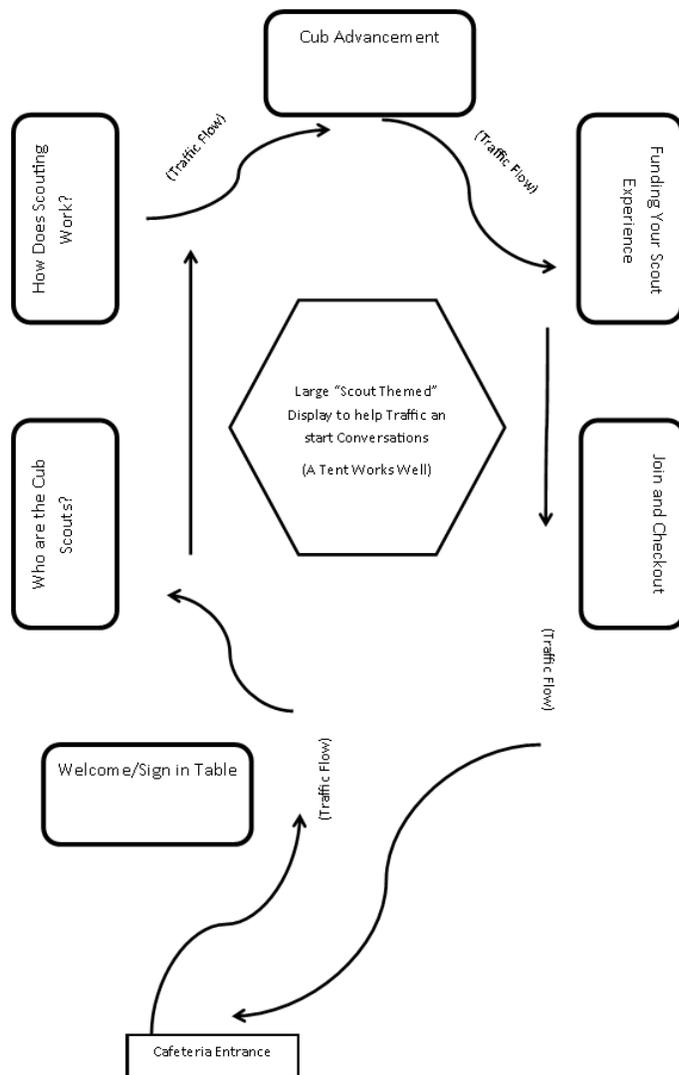
Anything that has a place to display information in the community is a place to promote Join Scouting Night. **The school marquee is a BIG yard sign that adds credibility to Scouting in the community**

Pack leadership volunteer day:

The pack leaders arrange with the Principal to come to the school (in uniform) to do things as simple as opening the doors for the kids. **Just be seen!**

Sample Rotational Model JSN Agenda

The Rotational Model was used by most packs this past fall. It meets family needs by allowing both more flexible timing and greater one on one conversation with new families than our historic lecture approach. Families show up and sign in at the first table, and then can go on a self-paced journey through five stations to learn how Scouting and your pack work. A Diagram below shows the stations.



The Rotational Model

- Provides a more personal experience for each family.
- Is more respectful of limited time families sometimes have.
- Table displays provided by the Capitol Area Council to make this easier for your pack.
- Needs an existing Scout family at each station to be successful.
- Makes the JSN fun and interactive for youth and adults.

****Have the stations set up for about 1½ Hours****
Families will Come and Go, they may only be there for 10 minutes

Sample Lecture JSN Agenda

- 6:50-7:10** **Gathering and Greeting**
Greeters meet youth and adults
Have them sign in with Name, (next years) Grade, Phone, and Email Address
Give them a name tag
Guide them to their tables (each grade should be at a different table)
Provide a “gathering game”
- 7:10-7:20** **Opening Ceremony**
Introduce pack leadership
Explain and demonstrate Scout salute
Conduct a short flag ceremony
- 7:20-7:35** **Cub Scout Activity**
All current and new Cubs line up to do an activity
Several current leaders go with scouts to teach them the Cub Scout Promise, Cub Scout Sign and Motto
- 7:20-7:35** **Explain parent involvement (while youths are doing activity)**
Brief overview of Cub Scouts (den meetings, pack meetings, Advancement, etc.....)
Explain parent involvement and why it is important.
Emphasize that Cub Scouts is a family activity.
Discuss Cost of membership, National Registration, and any Pack Fees along with fundraising opportunities and Scholarships
Answer general questions for new families.
Fill out applications and recognize new adult volunteers
- 7:35-7:45** **Youth Return and share new Skill**
Cub Scouts return and recite a Bobcat requirement together in the front of the room, then teach their parent the Scout Handshake
Collect applications and present youth with joining incentive item
Close with a brief flag ceremony
- 7:45-8:00** **After the Meeting**
Answer individual, or specific questions for families
Visit with new Den Leaders to add important pack dates to their calendars

****One hour maximum****

How is a 2nd chance opportunity different from the Join Scouting Night?

Just like us, the families interested in joining Scouting already have very busy schedules. And, like us, they cannot make it to every activity or opportunity that presents itself for their kids. Even when things are on the calendar, sometimes *life happens*, and things come up. To help make sure that we give every youth a fair chance to join, our solution is two join opportunities, and spring recruitment.

For the Join Scouting Night be sure to host your meeting in the school. This is the first impression our new families have of Scouting, so we want to help make them comfortable. This means that if your pack recruits from more than one school, you will need to have more than one JSN. Make sure that your *Join Scouting Night* is separate from your pack meeting. Joining Scouting is a big enough deal that it justifies its own night, and you will be better organized and equipped to answer parents' questions as a result.

The second chance joining opportunity can be a repeat of the traditional *Join Scouting Night* in the school cafeteria, but many packs use this time to put a personal touch on their activity, and at a different location than the school. If you have a pack picnic that could be an opportunity for new families to come out and see the fun of Scouting.

Families need this second opportunity for various reasons. It could be a subtle reminder that we are here, or showcasing the fun we have, or maybe the weather was bad for your first opportunity. No matter; every family deserves a chance to join Scouting.

Things to remember

Those who have been around Scouting for a while know why we put so much energy into recruitment. It's because everything we do to help serve youth starts with having youth in our Packs. You have asked for help and special resources to make this happen.

Welcoming the Full Family to Scouting:

Don't forget that young ladies are welcome to join Cub Scouts. Last year's response to this change in policy was very positive and we are looking forward to continued growth in the number of girls that join the program.

Remember, with co-ed packs, single-gender dens must be formed. That means there will be a boys Tiger den and a girls Tiger den.

“Den in a Bag” is available:

Our volunteer leaders are our greatest resource. They ensure the program is delivered every week and are the face of Scouting in their community. To support and help them, we have developed a “Den in a Bag” to help them through those first few weeks and provide them some relief until they can get fully trained (in-person or online).

Online Registration:

The Boy Scouts of America have made online registration easier for your families and your leaders. The online registration system is live so visit www.Scouting.org/OnlineRegistration to learn more. Make sure your personal www.My.Scouting.org profile and your Unit www.BeAScout.org pin is up to date to provide this opportunity in your community. Visit with your District Membership Chair, Commissioner, or District Executive for more help.