



Mayflowerbsa.org

SCOUTING»»FORWARD

GROWING. MOMENTUM. TOGETHER.

Every child needs Scouting's values: life-changing and life-directing character traits, decision-making abilities, and teamwork and leadership skills. Children need mentors and positive adult role models in their lives. Scouting provides those in a structured, fun environment.

Compared to their non-Scout peers, Scouts grow up to do better in school, graduate from high school and college at a higher rate, value and practice their faith more consistently, are more financially responsible, attain higher incomes and home ownership, report higher confidence in their abilities and satisfaction with their lives, and give back to their communities.

Because you give time and effort to Scouting, kids will have the advantages in life they may not otherwise have. However, kids will not get all that you and Scouting have to offer if they don't join. It all starts with giving every eligible child the opportunity to join. It starts with you!

What is a Playbook?

A playbook is a manual with a set of strategies and methods that are tried and true practices to achieve success. The Joining Night Playbook is a basic step-by-step instruction manual on how to run a recruiting effort for your pack. Part of our definition of winning in Scouting is bringing in new youth. The Cub Scout Joining Night Playbook is designed to assist unit leadership in bringing in new youth into their pack.

Does this playbook include everything you'll do? Of course not. Every pack is a different and will serve different communities. As a result you'll have different opportunities and challenges. But this is meant to provide a solid foundation for your pack's playbook. Although this playbook is geared towards Cub Scout packs, almost all the best practices can be utilized in Scouts BSA Troop recruiting.



In This Guide

- PREPARING FOR THE JOINING NIGHT
- PROMOTING THE JOINING NIGHT
- CONDUCTING THE JOINING NIGHT
- FOLLOWING-UP AFTER THE JOINING NIGHT



FIRST THINGS FIRST

Don't overthink this! Families are coming to your Joining Night to join Scouting. It is important to have a quick, "in-and-out" registration event.

- Make every family feel welcome.
- Make joining easy.
- Make joining accessible to all eligible kids.
- Make joining that night the priority.

Follow the best practices in this plan to have a successful fall recruitment!

Preparing for the Joining Night

Identify the leader/parent responsible for each task. Remember, many hands make light work

✓	Tasks	Who will complete this task?	Date Completed
	Reserve location for your Joining Night—typically school gym or cafeteria.		
	Secure date of your school's open house. Contact school to request a table. This is to promote your Joining Night, not replace it.		
	Submit the Joining Night Info Card to request FREE professionally produced flyers.		
	Read about the FREE Facebook Geofencing Pilot Program in this guide. Submit your Joining Night Info Card to participate.		
	Families can apply online this fall. Make sure your unit's contact info and details are correct through your My. Scouting.org account.		
	Update your pack's BeAScout.org pin so future families can find you.		
	Finalize your unit's 2019-2020 Program Calendar.		
	Assign leaders and parents to run stations at the Joining Night.		
	Familiarize yourself with the Family Scouting updates (next page).		
	Attend your district Roundtable in September to pick up the unit "Recruitment Kit" supplies.		

Preparing for the Joining Night (Continued)

FAMILY SCOUTING: The Boy Scouts of America (BSA) believes we owe it to families to structure our program offerings in a way that fits into their busy lives to deliver character development and values-based leadership training that Scouting promises.

CUB SCOUTS: Last year, the BSA opened the Cub Scouts program to the entire family—allowing parents to choose it for their sons and daughters.

It is important to note that this is a local choice, decided by a pack's chartering organization. With their approval, packs can now welcome even

more youth to the character development and values-based leadership that Scouting promises.

WHY THE CHANGE?

Families today are busier than ever and with less free time, families want convenience. In fact, convenience beats cost as the #1 concern.

Research shows that our programs are extremely appealing to today's busy families.

In a recent survey of parents not involved with Scouting...

90%

are interested in a program like Cub Scouts for their daughters

87%

are interested in a program like Boy Scouts® for their daughters



SCOUTS BSA: This year, the Boy Scouts program—for older boys, ages 11-17—was renamed to Scouts BSA. The program maintains the time-tested, proven Scouting methods—including the patrol method, merit badge program, and Eagle Scout rank—but is now also available for older girls, ages 11-17. Scouts BSA troops remain single- gender. Since launching in February, more than 25 new Scouts BSA troops for girls have started in our council!

Core Principles Adopted Locally

- **Leader training:** Leaders should understand these new options and emphasize keeping the child and family first. If your pack is not enrolling girls, or you are involved with a Scouts BSA troop for boys, then know what programs are available nearby where interested families can join. They must feel welcomed by Scouting. Your district executive and membership committee can help. It is important to have a Family Scouting plan prior to the promotion of the Joining Night. Work through your district executive and membership committees.
- **Respect and maintain chartering organization relationships:** They can choose to have a pack of all-boy dens, all-girl dens, or boy and girl dens. For older youth, they can choose to charter a Scouts BSA troop for boys, a troop for girls, or two troops—one for boys and one for girls. These are local choices.
- **Keep everything local:** Serve youth and families where there is a need.



Cub Scouts
Ages 5-10

Single-gender dens



Scouts BSA
Ages 11-17

Single-gender troops



Venturing
Ages 14-21

Coed programming

Promoting the Joining Night

Promotion is much more than flyers and school presentations. It requires many points of contact.

Families today are overwhelmed with advertising messages. Your pack needs to use a variety of ways to get the Joining Night message across. Building the buzz should start at least six weeks before your Joining Night. Schools are your best first line of marketing – but each principal has their own view on what they are happy for you to do in their school. How much access to your school will help you build your ideas to get the word out – some ideas are listed below but you are encouraged to be creative. It is your community – you know it best.

- Youth join Cub Scouts for fun and adventure, not to have their character developed
- Parents want both fun and character development for their children
- Principals and teachers are concerned with results in the classroom
- Parents are the decision-makers for their children – stress the life advantages Scouting brings

✓	Tasks	Who will complete this task?	Date Completed
	Post yard sign at school or across street		
	School lunch/fast food restaurant tray liner		
	Display poster in school hallway		
	Post recruitment date on school marquee		
	Have a table at school open house		
	Ask school to post flyer to social media and website		
	Deliver approved full-sheet flyers to school		
	Request to utilize school phone and email blasts		
	Visit schools and give student presentation		
	All current leaders and parents share recruitment invitation at their place of work (if permitted)		
	Post to community online groups, Facebook pages		
	Announce on city or bank marquees		
	Deliver extra flyers/posters to places kids and families frequent (e.g. libraries, trampoline parks)		
	Get your charter organization involved and post to their social media, website, newsletter, or bulletin		
	Hang flyers on community announcement boards		
	Attend community parades, expos, and festivals		
	Contact local media with a Scouting story		
	Ask parents who are on Facebook, LinkedIn, Twitter, Instagram, Snapchat, NextDoor, etc. to update their status to talk about your pack's website and the Joining Night, or simply have them go to www.BeAScout.org for more details.		
	Promote at places parents shop for back to school supplies		
	Ask the parents in your pack to send an email invitation to all of their friends that have Scout-age youth. People like to join organizations where they know other people. An email message helps them understand their friends are involved, too.		

Promoting the Joining Night (continued)



GEOFENCING

#1 Best Practice from 2018

Now Available to All Cub Scout Packs at No Cost

Last fall, Cub Scout packs on average recruited 9% fewer new kids than the previous year... except those that participated in the BSA's Facebook Geofencing pilot program. **THEY RECRUITED 7% MORE!** As a result, this pilot program is now available to all packs in our council at **NO COST!**

WHAT IS GEOFENCING: Geofencing allows you to promote an event through Facebook by creating a geographic virtual

boundary around a specific location that triggers various actions, like newsfeed ads or notifications, when someone enters that area.

REQUIREMENTS TO PARTICIPATE: All packs can participate. The cost is fully paid by the Mayflower Council and the National Council BSA. Your event **MUST** be held at your local elementary school—events at churches, parks, etc. are ineligible for this pilot program. This promotion is limited to one event per pack, and event details must be received by August 31.

HOW IT WILL WORK

Submit your Joining Night Info Card by August 31.

A Facebook Event is created for you on the Official Cub Scouts Facebook Page. It will have a unique URL so your families can also share it with their friends.

A geofence of two-mile radius is set up around the school where your Joining Night will be held.

Beginning 14 days before your Joining Night, adults aged 30-49 entering that area are triggered to receive additional Facebook promotion of your event.



Conducting the Joining Night

Sample Joining Night Agenda

All Joining Nights are designed to be fast-paced for today's busy parents. The table rotation method has been used very successfully in recent years in packs across the country. It allows families more flexible timing and it allows the pack to have better one-on-one conversations with new families as they visit the tables. Families sign in at the first table, then they go on a self-paced journey through five stations to learn how Scouting and the pack work. Families who are familiar with Scouting, or who have limited time, may hurry past some tables and go directly to checkout. The diagram below shows the stations and the recommended room setup. A model campsite with a tent, camp chairs, fishing poles, etc. should be in the center of the room so everyone circles some Scouting fun while they're there!

The key to making any Joining Night successful is advanced planning and preparation, including recruiting a sufficient number of enthusiastic volunteers to help.



Welcome/Sign In

This is the first place interested youth and their parents stop. They sign in, while a greeter provides a brief overview of the process.

- Greet each family as they arrive and ask them to sign in.
- Provide each family with a Welcome Packet – youth & adult applications, Pack Information sheet, etc.
- Invite each family to visit the five stations and learn more about Scouting – sign up and checkout is at the final station.

Station 1: Who are the Cub Scouts?

Share basic information about the Cub Scouts ... FUN! ... Scouting is “a game with a purpose” ... FUN! ... the big picture of character development, citizenship, and personal fitness ... FUN! ... the timeless values of the Scout Oath & Law ... the uniform ... plus FUN, FUN, and more FUN!

Materials:

- Station 1 tri-panel display
- Scout Shop Guide to the Uniform
- Pack pictures

Station 2: How Does the Program Work?

This station touches on dens, pack meetings, outside activities, and the importance of volunteers. Start a friendly discussion about all parents helping out wherever they can...everyone is busy, but everyone does something...and reassure that our

pack helps new parents get started off well!

Materials:

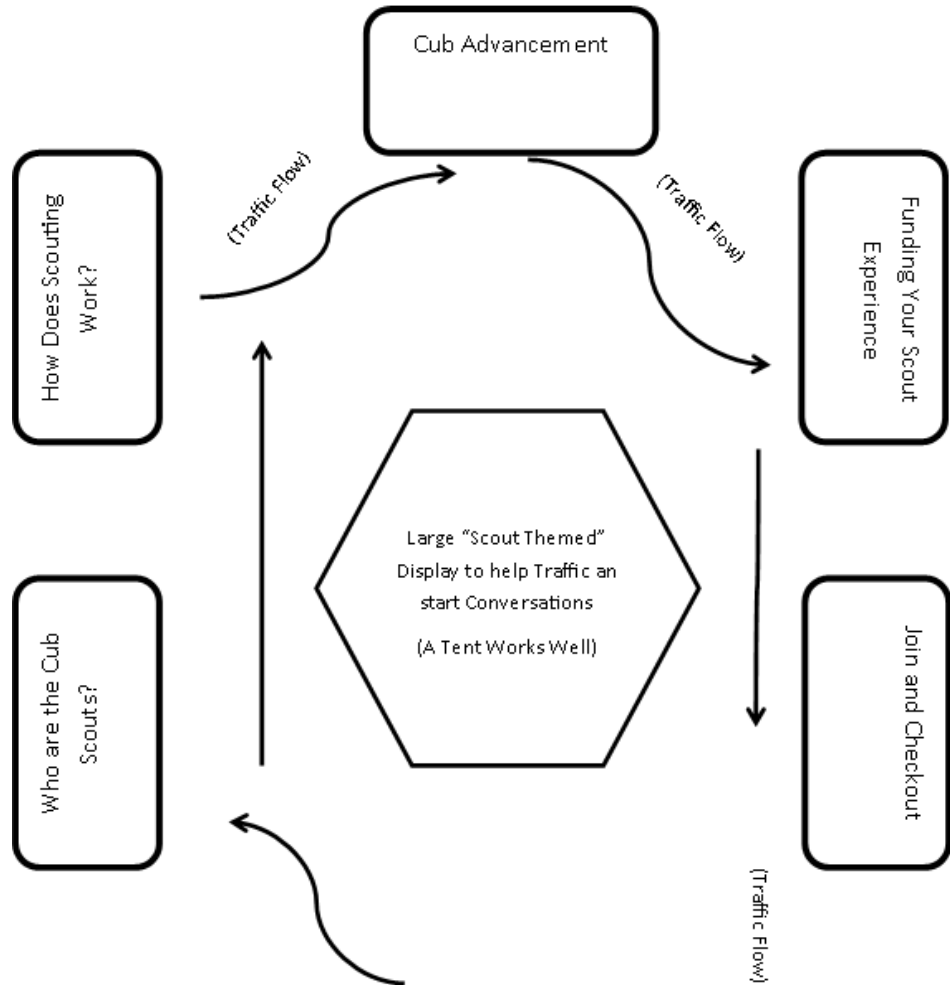
- Station 2 tri-panel display
- Fun stuff from pack activities...Pinewood Derby Cars, keepsakes from outdoor activities, pictures of youth and parents having loads of fun, camping gadgets youth have made, etc.

Station 3: Advancement

This station touches on the different ranks in Cub Scouts, listing out some of the specific adventures for each rank...mention "age appropriate activities" and all the opportunities for fun. Again, a good opportunity to mention great ways to volunteer...personal hobbies, or just an interest in specific advancement requirements, is the perfect way for a new parent to help their child's den!

Materials:

- Station 3 tri-panel display
- Rank patches, belts full of adventure loops, patch vest, parent's ribbon full of parent pins
- Patches from campouts, pack & district activities

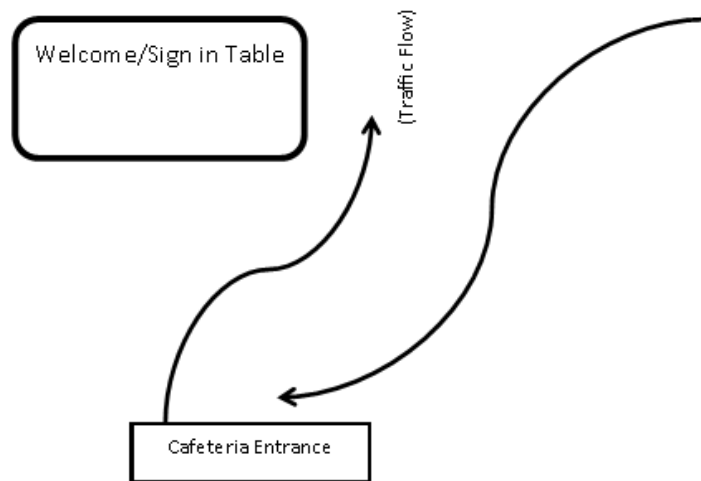


Station 4: Funding the Program

This station covers registration and fundraising, giving an opportunity to briefly touch on pack fees and additional expenses. Remember that more financial details, like fundraising specifics, will be covered during Parent Orientation, so focus on the big picture.

Materials:

- Station 4 tri-panel display
- Popcorn brochures, fundraiser trophies or other prizes from prior sales



- Program/Camp pictures – show where the money goes!
- Copies of Boys' Life (new magazine coming soon)
- Be prepared to briefly answer questions about pack fee payment plans and/or financial assistance.

Station 5: Join and Check Out

Leaders at this station are responsible for final “check out,” including proper completion of applications, payment, and registration of new leaders. Units with experience using the rotational model recommend multiple tables and extra, experienced leaders at this station to be sure that the flow doesn't back up here.

Materials:

- Station 5 tri-panel display
- Extra youth and adult applications, pens, calculators, clear instructions about payment options
- Electronic gear for online registration, if WiFi available...always have paper, just in case!
- Make sure all applications are properly completed, including signatures.
- Collect the proper fee amount for BSA membership fee and magazine, if added.
- Forms, signed by Cubmaster, and all payments should be collected and put in envelope for turn in.
- Secure adult volunteers, especially den leaders for new dens. Encourage adults to register...can finalize positions at Parent Orientation, if needed.
- Make sure parents know when and where the first meeting is (Parent Orientation) and answer any other questions parents may have.



THINGS TO AVOID

- ARRIVING OR STARTING LATE
- POORLY LIT PARKING LOT
- POOR SIGNAGE AT DOORS
- LOCKED DOORS
- UNINVITING ROOM
- POWERPOINT SLIDE SHOWS
- OVERWHELMING NEW FAMILIES WITH INFO
- KICKING OFF POPCORN FUNDRAISER THAT NIGHT
- SENDING FAMILIES HOME TO APPLY LATER

Sample Parent Orientation Meeting Agenda

To be conducted within two weeks (ideally within one week) of the Joining Night

Before the meeting (20-30 minutes)

- Set up table and chairs, as needed
- Roster from Joining Night
- Youth and Adult registration applications (for new families)
- Review Parent Orientation Agenda
- Ceremony and games equipment
- Pens

Opening (5 minutes)

- Lead the Pledge of Allegiance
- Introduce pack leaders

Pack Program/Fundraising (10 minutes)

- Discuss the pack's plans for the future, mentioning some of the more exciting activities
- Discuss the upcoming fall events and distribute event registration information
- Impact of popcorn sale as a fundraiser for the pack and each family

Dismiss the Cub Scouts to another room for games and activities with proper supervision

Unit Leadership Needs (15 minutes)

- Prepare list of unit leadership opportunities in advance...separate needs by jobs that need to be done every month (like advancement) or things that get done seasonally (like organizing a campout)
- Using whiteboard, blackboard, or poster board—have list of all open positions in the pack, with the number of volunteers needed for each position
 - Example: Pinewood Derby 3 adults, Blue & Gold 3 adults, holiday party 1 adult, etc.
- Ask for at least one adult from each family to participate in one of the roles until you have adequate leadership
- Discuss adult registration fees and uniforms
- Talk briefly about helping new leaders get started—training requirements, meeting resource guides, etc.
- Simple recognition for all parents who have just volunteered

Den Organization (20 minutes)

- Have the Cub Scouts rejoin the group and sit by grade level
- For dens that already have a den leader:
 - The den leader discusses den meeting dates, times and locations
 - Recruit parents to assist with den meetings
- For dens that do NOT have a den leader:
 - Another pack leader will need to guide the discussion
 - Discuss the possible meeting dates, times and locations
 - Talk with individual parents to secure den leadership

Reminder Announcements (10 minutes)

- Date, time, and location of the first pack meeting
- Upcoming training courses
- Fall activity information
- Popcorn sale dates

After the meeting—enjoy fellowship and refreshments

Following Up After the Joining Night

- Welcome your new families. Do not wait. Invite all families to first-night den and pack events the very next week. These meetings are the **ONLY** chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls and send welcome email messages with meeting dates, location, pack calendars, and any other important information.
- Follow up with families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns and offer to drop an application by their home and invite them to the first meeting to see Cub Scouting for themselves.
- Conduct your next pack within two weeks. Hold a parent orientation at that meeting. This is your opportunity to talk about volunteer needs, training opportunities, fundraisers to offset costs, purchasing uniforms and handbooks, etc.
- Follow-up with any new Scout that did not come to that meeting. Make sure they know how much you want them to be a part of your pack.



Joining Night Information Card

Submit this card digitally to receive FREE, professionally produced, color flyers for distribution at schools. As a reminder packs are not permitted to produce and distribute their own flyers. Cub Scout packs must also submit the information below in order to participate in our FREE Facebook Geofencing Program this year. This information must be received by your district executive no later than August 31. Submit your Joining Night Info Card at mayflowerbsa.org/membership.

District:

Sign-up Night Date:

Sign-up Night Time:

Sign-up Night Location/Address:

Pack Number:

Contact Person:

Contact's Phone:

Contact's Email:

Distributing Flyers to Schools:

- ✓ I will pick up flyers at the September Roundtable.
- ✓ Please contact me when flyers are ready.
- ✓ Please deliver flyers to schools on my behalf.





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