



Drive Through recruitment event

How to promote:

1. Social media posts: Facebook, Instagram, Nextdoor, Twitter
2. Meeting with the principal
3. Open House and school visits
4. PTA/PTO presentations
5. Table at curriculum day
6. Pack website and school website
7. Stickers & wristbands
8. Customized invitation letters
9. Flyers
10. Community events
11. Personal phone call
12. School and library display cases
13. Lunch tray liner
14. School intercom announcement
15. Community events and parades
16. Community reader-boards and marques
17. Church Bulletin inserts, articles, and calendars
18. Local newspapers "news stories", radio, TV.
19. Door hangers
20. Pack information sheet

Click on this link for detailed Invitation Methods for Cub Scouting:

<http://www.scouting.org/filestore/membership/pdf/50MethodsofCSInvitation.pdf>

PACK NEW MEMBER COORDINATOR

So, you are the Pack Sign-Up Night Representative. That means that you are an organized leader and outgoing. You smile at everyone and are friendly. Here are your tasks:

- 6 weeks out: Have Your Pack Calendar, Fee Schedule, Leaders List, Meeting Times / Dates / Locations Prepared
 - Provide Information to your Unit Commissioner, District Sign-Up Chair, and District Executive
 - Submit Recruitment Material Order Form to your District Executive
- 4 Weeks out: Prior to Sign-Up Night
 - Recruit 5 Station Chiefs – Outgoing, Knowledgeable, Organized, Friendly, Responsible
 - Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night Crate and Handbooks
 - Review Station “Station Chief Briefing” with each Station Chief
- Sign-Up Night
 - Preparation:
 - Arrive 1 Hour Early
 - Assist Station Chiefs if their station is not yet set up
 - During Sign-Up Night time Window:
 - Act as Greeter and Floater During Sign-Up Night Window
 - Available to Answer Quick Questions – Do Not Let Yourself Get Caught Up With One Family
 - Play Traffic COP – Assist Families To Go To Next Available Station
 - Coach Station Chiefs if They are Keeping Families At Their Stations Too Long – Process Is Meant to be Completed in 30 Minutes or Less
 - Make Sure Station 4 (Check Out) Does Not Get Backed Up – Have multiple pens and a wide enough table that multiple people can fill out the applications
 - Immediately following the Sign-Up Night
 - Help Station 4 Chief Get Cubmaster Signature on All youth Applications
 - Help Station 4 Chief Get Committee Chair and COR (if available) Signatures on adult Applications
 - Assist Station 4 Chief in Separating “Local Council Copy” from Applications and Record \$ Amount for Fees and Form of Payment on Each Application (check #, etc.)
 - Gather Sign-Up Night Crate Materials
 - Make Sure Room is Left Better Than You Found It
 - Contact District Membership Chair and District Executive Immediately Following Sign-Up Night
 - To Report Your Success
 - To Make Arrangements for Pickup of Application and Fees
 - Within one week of Sign-Up night
 - Make Sure EVERY FAMILY Receives a Welcoming Phone Call from Their Den leader, Cubmaster, Committee Chair or Your Pack Membership Chair.

RECRUITMENT EVENT OPTION 1: ROUND ROBIN

There are key individuals that play an important role in the success of your sign-up nights:

- Pack sign up representative – responsible for the Pack Sign up Event
- 5 Station Chiefs responsible for explaining how Cub Scouts works along with collecting applications.

Station 1:	Welcoming to Cub Scouts Information
Station 2:	What We Do
Station 3:	Registration forms
Station 4:	Check out (applications complete)
Station 5:	Families sign up for a special activity.

DURING YOUR RECRUITMENT

- Make sure your resources and materials are available during your event.
- Welcome families and activities
- Follow the 5 Stations and Sign up!
- Join Cub Scouting Event

Information Station 1 SIGN IN HERE

Station Chief Briefing:

You are the Station Chief for Information Station 1. That means that you are outgoing, smile at everyone and are friendly. Here are your tasks:

- Make sure the Station 1 sign is visible
- Have Sign-Up Night Sign In Sheets and Pens displayed
- Maintain or use council attendance sheets
- Have copies of “Welcome to Cub Scouts” available at your station
- Greet every family that comes in
- Ask each family to sign in
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Direct them to Station 2

What You Want To Have:

- Station Sign
- Welcome Sign
- “Welcome to Cub Scouts” brochure
- Sign In Sheets & pens

Information Station 2

WHAT WE DO

Station Chief Briefing:

You are the Station Chief for Information Station 2. That means that you are outgoing and friendly, and that you know about the activities the pack has planned for the year. You are someone that has experience having fun in Cub Scouts! Here are your tasks:

- Make sure the Station 2 sign is visible
- Provide Everyone with a Pack Calendar
- Have copies of other event fliers available
- Provide Each Family with a copy of "When / Where We Meet"
- Inform Families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Direct them to Station 3

What You Want To Have:

- Station Sign
- Pack Calendar
- Event Fliers
- "When / Where We Meet" handout with meeting times & locations along with pack and den leaders with contact phone numbers and emails.
- When Available – have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts

Information Station 3 REGISTRATION FORMS

Station Chief Briefing:

You are the Station Chief for Information Station 3. That means that you are outgoing and friendly, and that you want to see every youth join Cub Scouts! Here are your tasks:

- Make sure the Station 3 sign is visible
- Have BSA Youth Application Forms Ready to be completed and Pens
- Have copies of "Pack Leadership" to give out
- Have copies of "What does the Youth Application Do???" and make sure every family gets one
- Have copies of "What Other Costs Are There?" and give these out
- Be Prepared to Answer Questions about Pack Fee payment plans and/or financial assistance
- Direct them to Station 4

What You Want To Have:

- Station Sign
- BSA Youth Applications
- Pens
- "Pack Leadership" handout
- "What Other Costs Are There?" handout along with explanation on financial resources for those that need it: Camperships, Uniform Bank, Fundraisers
- Scout Shop Guide to the Uniform

Information Station 4 CHECK OUT

Station Chief Briefing:

You are the Station Chief for Information Station 4. That means that you are friendly, and that you are detailed oriented and organized! Here are your tasks:

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade
- Collect the proper amount for BSA Membership Fee (Boy's Life if added) and note the amount and form of payment on each form (Ask Families to wait to pay any pack fees later)
- Be Prepared to Answer Questions about Pack Fee payment plans and/or financial assistance
- Direct them to Station 5
- Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up – these are to be collected, signed by the CUBMASTER, the local council copy separated and put in the Envelope along with the BSA Registration Fees collected

What You Want To Have:

- Station Sign
- Calculator
- Sign-Up Night Envelope for applications and fees turn in

Information Station 5 DEN LEADERS AND Q&A

Station Chief Briefing:

So, you are the Station Chief for Information Station 5. Your goal is to be there to answer the questions that are not addressed through the rest of the Sign-Up Night process, and give families a chance to meet existing Den Leaders. Here are your tasks:

- Make an effort to have as many Den leaders and Assistant Den leaders on hand to talk about their dens and give families a chance to get to know them
- Answer questions about the type of activities their child will be doing
- Share cool experiences you have had with your child through the Scouting program
- Assist the Pack Sign-Up Night Coordinator with room clean-up after the Sign-Up Night Time Window

What You Want To Have:

- Station Sign
- Suggested—picture board of FUN Pack activities

Now that the Sign Up Night Event has been completed there are several important steps to follow up with to insure a great sign up experience.

AFTER YOUR EVENT

- Turn in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive within 36 hours of the event.
- Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a 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 to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.
- Follow up with those 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 the person may have and offer to drop an application by their home, or invite them to the first meeting or your council's recruiting event so they can see Cub Scouting for themselves.

SUMMARY

Be sure to remember before, during, and after, these components need to be followed to guarantee a successful Cub Scout Sign Up Night.

- Build a Team
- Get the word out. Set date time and location
- Join Sign Up Night (Use attendance sheets)
- Welcome new families

