

# CUB SCOUT RECRUITING GUIDE

Unless you ask, you'll never know if a boy is interested in joining Cub Scouts. Enclosed in this guide are a number of techniques that can be used to invite boys and their families to join your pack. Most of these have been used by different packs with good success.

Others are newer ideas that you may elect to try. Which ever techniques you use, the Pathfinder District Membership Committee is interested in your feedback. Please drop us a note at [membership@pathfinderbsa.org](mailto:membership@pathfinderbsa.org) and let us know how these work for you. If you have suggestions for future versions of this guide, please let us know.

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### I. General Information

The recruiting techniques described herein can be combined and used at the same time.

For all of the following recruiting techniques, always do the following:

- On all distributed information, include contact numbers.
- Take names and contact information from anyone you talk with.
- Make follow-up contact with those you speak with to personally invite them to visit a pack meeting.
- Have a dedicated adult position on the committee for recruiting new scouts and families.

Part

of the responsibility would be to help transition the new families into the pack once they join.

- In many of these if the recruiting is done by a current scout, they can earn the "Recruiter" strip to wear on their uniform.

#### I.1. My Best Friend is a Scout

For full details, see the "My Best Friend Is A Scout" materials provided in the Crossroads of America Council recruiting packet. Many packs across Pathfinder District have reported having good success with this. If you need a copy of the materials, contact the

membership committee at [membership@pathfinderbsa.org](mailto:membership@pathfinderbsa.org). At a pack meeting, have the cubs with their parents fill out the invitation cards. If the invited boy attends the pack meeting and brings the invitation along, then the scout that invited the visitor receives a prize. For a prize, you might consider a segment (rocker) for their vest or some sort of treat. The "Recruiter" patch is available as well for any scout who gets a new boy to join.

### **I.2 Spring Recruiting of Kindergarten Grade Boys in April/May**

The earlier you recruit new scouts, the more likely you will have them in the spring. However, in order to recruit kindergarteners, your pack must have a summer program planned in which the new boys could participate. One activity available is the Day Camp sponsored by Pathfinder District during the summer. Check the web site ([www.pathfinderbsa.org](http://www.pathfinderbsa.org)) for details and dates. Below is one suggested process for recruiting these new scouts.

A. March: Obtain a list of kindergarten age boys for the area from which you draw scouts. If you are associated with the school, one of the parents with children in that school should have a school directory. Another source of names would be religious education groups at the various churches in your area.

B. April: Once you have the list, prepare a mailing to each of the candidates and their parents (for example: To The Parents of Little Scout). This could be a post card you generate yourself, a letter, or you may use the My Best Friend is a Scout material. The mailing should invite the potential scout to be a guest at your May Pack meeting. Remember to provide contact information if they have questions or might be interested in joining but can't make the meeting.

C. April: Mail or hand deliver the invitation about 30 days in advance of your pack meeting.

D. May: The week before the pack meeting, follow-up with reminder calls to the families and personally invite them to the meeting.

E. May: Hold the pack meeting. Some ideas of things you could do for your Pack meeting:

i. Hold a Tiger Cub graduation where current Tigers become Wolf Scouts.

ii. Have an ice cream social.

iii. Have all of the visitors come forward and introduce them, make them feel part of the group

iv. Have displays of past Pack activities to illustrate what you do during the year.

v. Provide a list of summer activities and provide any new scouts the opportunity to register for those activities.

vi. Have registration forms available and be prepared to register scouts at that time.

Remember, it is not important to form Tiger Dens at this point. Since they will not be meeting as Dens until September, for the summer Pack activities they can participate as individuals with their adult partner. You will however need someone within the Pack to make sure they receive information during the summer.

### **I.3 School/Church Contact**

Most Packs will have a relationship with a particular school and/or church. Make sure to build up and nurture the relationship with the key individuals. At a school it would be the principal, secretary, PTO chairman, etc. At a church it would be the clergy, office manager, head of the religious education program. Make sure to have regular contact with these people. One way to do this would be to either deliver or email them a copy of your pack newsletter so they are aware of the activities your pack has planned. These people will have contact with new members of the community and be able to recommend scouting to the new families.

### **I.4 Publish Information in School and/or Church Email, Newsletter or on Web Sites**

A. Schools and Churches in the area will generally have a newsletter that they mail or otherwise distribute (perhaps by email). Many are willing to let scouts publicize their meeting dates and even include a calendar of activities.

B. Many schools and churches also have their own web sites. See if they will allow you to put a link on their web site to your pack site or the Pathfinder District web site ([www.pathfinderbsa.org](http://www.pathfinderbsa.org)). In addition, they may be able to provide an email link that can be redirected to your membership person so you can be contacted by email.

C. Create an informational poster or display that can be put on display at the school or church. The best types of displays are those that show your pack activities (e.g. Day Camp, Pinewood Derby, Pack Campout, etc.). Be sure to include your meeting nights and location as well as contact information. If possible have promotional fliers that can be taken home as a part of the display.

### **I.5 Distribute Information through the Welcome Wagon**

Many communities have a group that functions as a "Welcome Wagon" that will make contact with new residents and provide them with information about the community.

Provide a flier or similar material about your pack with contact information and provide copies to the "Welcome Wagon" in your area.

### **I.6 Place Fliers/Displays with Real Estate Offices, Chamber of Commerce, Village/City Halls, & Libraries**

Prepare a flier and/or display with information about your pack and a contact number to distribute at various community contact points. For example, some good locations would include local real estate offices, the local Chamber of Commerce, Village or City Hall, Libraries, or other locations frequented by the public.

### **I.7 Boy Talks in Schools**

A “Boy Talk” is a talk by a scouter at a school about scouting. Some schools permit an adult to come into the school and explain what scouting is and distribute information. Some schools allow this to be done in the last five minutes of each lunch period. If your school will permit this, there are individuals available within the council that would be able to assist. If you get permission from the school, contact the Pathfinder District Membership Committee at [membership@pathfinderbsa.org](mailto:membership@pathfinderbsa.org). It may be helpful to team up with someone from the girl scouts for this presentation to have something for all of the children.

### **I.8 Information Distribution at Parades**

At local parades (for example: Memorial Day Parade, Christmas/Holiday Parade, or city event parade) distribute information about your pack with contact information. Attaching a sucker or other candy to a card with your pack information is a good way to get information into the hands of potential scouts. If your unit is in the parade, adults walking with the Pack can distribute the information. If your unit is not in the parade, you could still walk the parade route with a couple of scouts to help distribute the information. Make sure to be ready to take down contact information from anyone who may be interested and follow-up with a phone call to invite them to your next pack meeting.

### **I.9 Promotion at Village/City/County Fair**

Most communities have annual village or city fairs. See if your unit can set up a promotional display with contact information about your pack. Make sure you have a flier or post card available for people who are interested. If you can have someone in attendance at the booth, they should take contact information from anyone who shows interest. Someone should be assigned to follow-up with a phone call to invite them to your next pack meeting.

### **I.10 Place Fliers in Businesses where Back to School Supplies are Purchased**

An ideal time to recruit would be at the beginning of the school year. Check with the businesses in your area to see if they would be willing to either distribute your fliers to students buying school supplies or if you could get your unit information on the list of school supplies that the business provides. Places like Office Max, Target, Walmart, or other store that sells school supplies.

### **I.11 Promotional Video**

See if someone in your pack has the ability to create a video that can be used for promotional purposes. Generic videos are available from the Boy Scouts of America. If you have a tape, contact your local cable provider to see if you can get this on the public access channel. You could also make copies and mail them to prospective recruits and ask that they return the tape/disk by bringing it with them to visit your unit.

### **I.12 Cub Scout Recruiting CD**

### **I.13 Service Projects**

For Pack service projects, be sure to invite the members of the school and/or church you are associated with to assist. This is a good way to get individuals involved in a pack project and provide them with additional information about your pack. These should also be promoted with the local media to generate publicity for your unit. At the project, have a

membership table set up to provide information.

#### **I.14 Cinema Night**

Have the scouts invite a friend and show a movie. You can make the meeting room look like a theater.

#### **I.15 Friends & Their Parents**

Have the scouts invite their friends and parents and show a video of what the pack has been doing over the year and give the parents a copy of what you are doing this year.