



2019 Fall Membership Plan

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Sign Up for Scouting Guidebook

Mission, Vision & Promise

Mission Statement

It is the mission of the Boy Scouts of America, Twin Rivers Council is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Promise to Parents

Scouting in the Twin Rivers Council offers family fun and adventurous things to do! This fun and adventure will help youth develop leadership skills and values important to good citizenship and service to others.



Sign Up for Scouting Information

Your pack's **Sign up for Scouting** event has two goals:

1. Register the youth who have been recruited through scout talks, back to school nights, friends etc.
2. Make sure parents have information for the upcoming events, especially the new parent orientation.

Your first step in developing your **Sign Up for Scouting** event is to work with your district executive and your district's membership chair to tailor the best membership plan for your pack. Depending on your school, you may have full, limited, or no school access. Select your level of school access and follow the plan to give every boy and girl (if your unit accepts girls) in your school(s) the opportunity to join scouts.

A well planned organized event will help ensure the long-term success of your pack. **Sign up for Scouting** events in the fall are the largest youth recruiting drive by the council during the year. They are conducted in the fall to correlate with the start of school. It is best to hold the event within a few weeks of school starting. This helps get families introduced to scouting before they commit to other activities.

As a pack, plan two recruiting event dates for the fall. As a council, the goal is for every pack to have a **Sign up for Scouting** preferably between September 6th and October 5th. This date may be selected for a school district/community by the district membership chair or based on a pack's needs. Work with your district executive to establish your date. The second **Sign up for Scouting** night can be a pack meeting or activity in October. This gives families the opportunity to join that missed the earlier date. Remember, youth can join Scouts at any time during the year so never let a youth miss an opportunity to learn about scouting programs.

The last component to a successful recruitment is the parent orientation event. This event should be held within two weeks of the first sign up night. The goal of this meeting is to give parents details about the pack and your activities, to establish dens and get the families involved.

Sign up for Scouting Night is an exciting time. This is the first impression families get of your pack and the Cub Scout program. It is critical to make a great impression for new families to get involved and join scouts. By using this guide and working with your district executive your pack will have a successful recruitment.



2019 Fall Cub Scout Recruitment Campaign Timeline

May

- Pack recruits a **Sign Up for Scouting** chair who will work with your district executive (DE) on the 12 tasks for active and passive recruitment. District executive will meet with each pack to help complete a customized membership plan (meetings occur between May and June).
- District executives should complete personal meetings with every elementary school principal.

June – July - August

- Pack leaders attend training on **Sign Up for Scouting** recruitment plan on June 5th and August 20th.
- Packs leaders hold their Pack Planning conference to plan the 2019-20 Scouting calendar.
- Promote Scouting in the local communities (festivals, fairs, etc.) and begin active and passive touches in each school district.
- Pack leaders attend your scheduled District event in August to pick up yard signs and sign up materials.

September

- Yard signs placed in high traffic areas in each community.
- Pack leaders attend August District Roundtable to secure additional materials.
- **Sign-Up for Scouting event on or before October 5th.**
 - Distribute calendar and contact lists. Collect applications and fees.
 - Turn in applications and fees to district executive the evening of your joining event.
- Scout Shops open on Saturday, October 5th – parents can ask questions, buy materials.
- Packs conduct New Parent Orientation meeting within two weeks of the joining event.
- Packs conduct New Parent Orientation & Unit Popcorn Kickoff (if not completed in August).
- Packs have an information table at school open houses/back to school/registration night and meet the teacher nights to collect leads and get boys/girls and their parents excited about joining Scouting (September).
***NOTE: packs with the opportunity to hold a sign-up prior to September 6th should confirm availability of promotional and sign-up materials with the district executive.**

October

- Pack leaders attend October District Roundtable
- Second chance joining opportunity at packs' October meeting. Since less boys/girls will attend, this can be done 30 minutes prior to the Pack meeting or as part of the Pack meeting. Target recruitment for dens with less than eight boys/girls. All Lion and Tiger dens should have five or more boys/girls.
- Packs have an information table at school open houses/back to school/registration night and meet the teacher nights to collect leads and get boys/girls and their parents excited about joining Scouting (October).

September/October

- Family camping events (Cub Scout Inter-Pack Rendezvous). You can attend as a den/pack.

What to Bring to Your Sign Up for Scouting Event

- ___ Volunteers. Recruit leaders, parents and the local Scout troop to help at your joining event.
- ___ Cubmaster in uniform.
- ___ Treasurer with pack check book.
- ___ List of vacant leadership positions from the program planning conference.
- ___ Handbook for each level (see your district executive if you need assistance).
- ___ Your display board with pictures from pack events (Pinewood Derby cars, etc.)
- ___ Uniform examples (Scout shirt, pack t-shirt)
- ___ Pack calendar with leader contact information.
- ___ Joining cost information for new parents (summary of dues, event costs, etc.)
- ___ Volunteers for each station
- ___ Enthusiasm and fun!

Twin Rivers Council Will Support You

Your district executive will support you in the membership plan that aligns with your level of school access:

Full School Access

Limited School Access

No school access

- Support you in recruiting adults
- Application turn in and support
- Supply box for the **Sign Up for Scouting** event
- Support material and training for newly recruited leaders

Pack Membership Chair/Sign up for Scouting Chair

The pack membership chair is an important position, but we've made it easy. Just follow these steps, and you are on your way to a growing and thriving pack!

- Meet with your district executive to ensure all 12 tasks to grow Scouting are executed for your pack.
- Work closely with your pack leaders to plan the joining event.
- Ensure that all boys/girls have been asked to join your Cub Scout pack.
- With your district executive, develop a plan for your second recruitment event for your pack.
- Attend Sign Up nights to see the results from all your hard work.
- Turn in completed applications and fees to make sure new Scouts are registered

We Are Almost There!

Now you are ready to gain commitment from families. Check out the following section on Holding the Event. This will walk you step-by-step through the recruitment of youth and adults, application turn-in, activities for the kids and more!

Holding the Event

Across the Capital Region of Upstate New York, packs are holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event. This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

Stations

Below is an outline of what happens at each station. Depending upon anticipated size of turnout and available volunteers, packs may combine stations as needed.

= Included in recruitment box provided at the district Membership Rally (in August).

= Provided by pack

Station 1: Welcome

This is the first spot potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.

- Greet every family that comes to your station and ask them to sign in. Provide them with the BSA Youth Application.
- Tell each family that there are five stations that they will visit to complete the signup process and that it will take 20-30 minutes.

Materials:

- Station 1 sign
- BSA Youth Applications
- Parent Attendance Roster, pen

Station 2: What We Do

This is where you will share the excitement of Cub Scouting and your pack activities in a conversation with the interested family—consider speaking to several families at once. Talk about what makes your pack special. Be prepared to answer any questions. Include a pack display board and pictures.

Materials:

- Pack fact sheet that includes calendar listing meetings and major events, leader contact information, and cost to join
- Station 2 sign
- Scout Shop Guide to the Uniform
- *Boys' Life* mini magazines
- Recruit a Friend Cards

Station 3: Registration Paperwork

This is the sign-up station where the station leader helps parents complete the actual application.

- Have extra BSA Youth Applications, Parent Information/survey sheets and pens.
- Be prepared to answer questions about pack fee payment plans and/or financial assistance options. In addition to any assistance your pack may provide, Twin Rivers Council offers need-based assistance programs to partially cover registration, uniform and summer camp expenses. Contact your district executive or call 518.569.6436 for more information.

Materials:

- Station 3 sign
- BSA Youth Applications

- Pens
- Parent Information/survey sheet (turn in at station 4)
- 100 Point Adult Participation Form (turn in at parent orientation)

Station 4: Check Out

Leaders at this station are responsible for final “check out,” including payment.

- Make sure the application and parent information sheet are properly completed.
- Collect fees for BSA registration and *Boys’ Life* subscription.
 - Pro-rated Registration Fee: August through December 2018 - Registration Fees: \$20.00, *Boys’ Life* (optional): \$4;
Total: \$24
- Forms and payments should be collected, signed by the Cubmaster, and put in the Cub Scout Recruiting Report envelope
- Hand out flyer invitation to parent orientation and next meeting
- Hand out New Parent Orientation Guide and 100 Point Adult Participation Form

Materials:

- Square reader to accept payment by credit card (see your district executive if you’d like to borrow one)
- Calculator
- New Parent Orientation Guides
- Station 4 sign
- Cub Scouting Recruiting Report envelope for applications and fees

Station 5: Leader Q&A

Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.

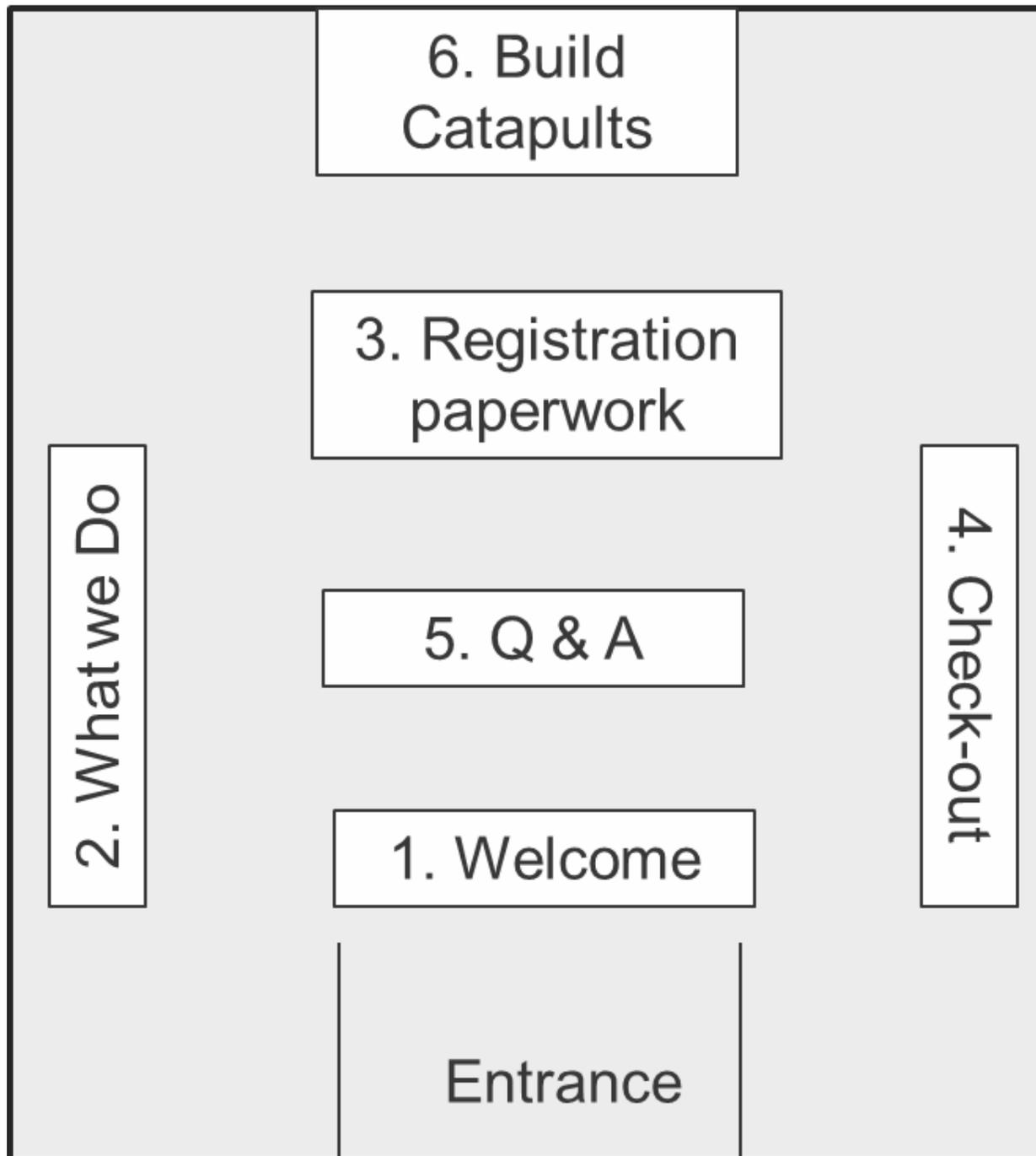
- Try to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.
- Answer questions about the type of activities their child will be doing.

Materials:

- Station 5 sign

Note: Make sure that each station sign is clearly visible to help make sure things go smoothly!

Sample Room Layout



100 Point Adult Participation Form

This form is a sample. It can be CUSTOMIZED and downloaded at: <http://www.crossroadsbsa.org/recruitment>

For over 100 years, parents have made Cub Scouting an enriching experience for their children. The Cub Scout program has strengthened families, provided adventure and diversity, created fellowship, and instilled ideals in young people. By volunteering for 100 points, you will help ensure that we can provide the best Cub Scout program for your child. Thank you for your support!

POINTS & POSITION DESCRIPTION

100 ___ DEN LEADER OR ASSISTANT: Run weekly den meetings, complete online training, attend monthly committee meeting, and monthly pack meetings.

100 ___ TITLED COMMITTEE PERSON: Perform titled job, complete online training, attend monthly committee meeting, and monthly pack meeting.

___ treasurer ___ secretary ___ advancement ___ outdoors ___ activities

80 ___ COMMITTEE MEMBER AT LARGE: Serve on at least one pack sub-committee, complete online training, attend monthly pack meetings, and at least four monthly committee meetings.

60 ___ DAY or ADVENTURE CAMP LEADER: June or July one week. Attend day camp training, register and supervise eight children through one week of activities during the day or evening.

40 ___ BLUE & GOLD BANQUET COMMITTEE: February. Annual pack celebration dinner.

40 ___ ROUNDTABLE: Attend monthly district roundtable and share information with the pack leadership and parents.

40 ___ PINWOOD DERBY COMMITTEE: 1st quarter of the year.

40 ___ POPCORN SALES COMMITTEE: September through December.

20 ___ SCOUTING FOR FOOD COMMITTEE: Spring food collection drive.

20 ___ FOOD SERVICE: Serve food or concessions at dinners or events.

20 ___ BOOTH & EXHIBITS: Volunteer two hours in a booth at a back to school or open house activity.

20 ___ SPORTING EVENTS: Volunteer to organize and supervise a pack athletic competition.

20 ___ DRIVER: Provide transportation to selective non-meeting events during the year.

TOTAL POINTS _____ CHILD'S NAME _____ PARENT

SIGNATURE _____

PHONE _____ EMAIL _____

Sign Up for Scouting Resources “The Box”

Sign Up for Scouting Guidebook

The first thing you will need is this booklet.

New Parent Guide

This is a resource book for newly recruited families.

100 Point Adult Participation Form (this form is collected at the parent orientation night)

Use this form to get families committed to helping your pack succeed. Coupled with a motivational speech or poem, this form can generate more parental involvement for your pack. (That’s both registered and unregistered volunteer roles.)

Parent Talent Survey

Find out the resources your parents offer the pack.

Support Material for Newly Recruited Leaders

Create a MyScouting account and get your leader training online. Go to MyScouting.org.

Den Meeting Resources

First month’s den meetings and more! These are resources for all your new den leaders that you will be recruiting. They can use this prior to you holding your new leader orientation. This will help you retain your new Scouts by getting the den up and running right away.

Yard Signs

Yard signs promote joining Cub Scouts.

Recruit-A-Buddy Cards

New Scouts can take these to school and pass them out to their friends, encouraging them to join the pack. Make sure to write the date, time, and location of your next pack meeting or fun event on them!

Den Roster

Use this when organizing dens so that leaders have a roster of their members.

Leader Position Descriptions

A simple listing of the pack leadership and their duties.

Adult & Youth Applications

Be sure to collect all applications and fees before people leave.

Report Envelopes

Place all the new youth and adult applications (with appropriate signatures, and information completed - this includes the background check information and email address on adult applications) and money into the report envelope. Provide this to your district executive or district volunteer before the end of the night.

Pens In case you or the parents need them.

Mini Boys’ Life Magazines

These magazines are a great take-away for new Scouts. They can get started reading about all the fun they will have in Scouting. When they register, they can subscribe to monthly editions of the full-size magazine. Children who receive *Boys’ Life* will stay in Scouting longer, and girls have loved reading their brother’s magazine for year! The magazine is customized by age, so the material is interesting and appropriate for all levels.