



12-Step Cub Scout Membership Plan Worksheet Guide

Basic Steps for using the 12-Step Membership Plan:

The purpose of this Worksheet Guide is to assist our Units along with their DE, District Membership Team and Unit Commissioner when they collaborate to develop their Cub Scout Recruitment Plan. This worksheet guide should be used along with your 2021 Fall Recruitment Unit Guide.

- **Complete your Dates & Location Information**
- **Identify the level of Access of your school (defines the Plan Option)**
 - Use information listed in the Access Levels Defined
- **Identify your New Member Coordinator (NMC)**
 - If your unit does not have an NMC, then identify a parent(s) to help
 - Are they willing to be your unit's NMC?
 - If yes, get that new NMC registered
- **Set your Unit Goals**
- **Select the Plan Option identified in Step 2**
- **Select recruitment efforts from either those provided in this tool or from past successful unit specific events (WHAT column)**
- **Complete the information in the WHO & WHEN columns to properly execute your plan**
- **Review the plan for robustness**
- **Has your unit utilized Geo-Fencing & Customized Recruitment Videos for your event?**
- **Identify what support is needed from our District / Council Membership Teams & Commissioner Corps**
 - Membership Team & Commissioner Corps: Please report this support so we can record and provide the materials prior to their target date





Additional Thoughts to Consider:

- **Recruitment is a series of many contacts to schools, parents & youth**
 - Promote – Promote – Promote as “People Join People”
 - Remember to share the benefits of Scouting with the parents & **Follow-up!!!**
- “Think Outside of the Box” for a successful recruitment
- Be creative and develop a solid plan that includes collaboration with your Charter Partner
- Identify those Collateral Materials you will need to support your Recruitment efforts
 - Examples: Door Hangers, Yard Signs, Flyers, Postcards
 - If you going to have a booth, then work through your DE to see if a Pop-up, table assets, and feather banners are available
- Is your unit’s information current within your BeAScout Pin & is your unit set-up to accept Online Applications?
- First, the units will need to know the date when their schools are currently scheduled to open for the Fall, and know their COVID Requirements
 - Examples: Mask, capacity, & what cleaning will be required after your recruitment event
 - With that date and additional information, you can work backwards to determine all your tasks
- You might need to have your unit develop their recruitment by utilizing the Plan B (Limited Access) option
- By focusing on Plan B, this provides the best flexibility for our units so they can adapt their plans if there are changes to our COVID Social Distancing Guidelines (moving to Plan A: Full Access or Plan C: No Access)

Access Levels Defined:

- **Plan A: Full Access:** Ability to distribute flyers **AND** conduct a Cub Talk at school (live or virtual)
- **Plan B: Limited Access:** Ability to distribute flyers **OR** conduct a Cub Talk at school (live or virtual)
- **Plan C: No Access:** Cannot distribute flyers **AND** cannot conduct a Cub Talk at school

Additional Recruitment Support Links:

- PTAC Membership Recruitment 2021 page: <https://pathwaytoadventure.com/recruitment>
 - NOTE: Same information is located under the “Resources”, then under “Membership Recruitment” folder on the PTAC Website’s homepage
- National “Landing” page: <https://www.scouting.org/recruitment>
- Cub Scout Chat Live on Facebook: <https://www.facebook.com/scoutingmagazine/>

