THE SCOUTING ADVENTURE BEGINS WITH YOU!

Our youth need Scouting's values: life-changing, life-directing character traits, decision making ability, leadership skills, habits of service to God and others. Every child deserves to experience the good in life and to help others find it too. And YOU are the key.

This 12-step customizable membership plan is a tool that allows you the flexibility to build a "unit specific" recruitment plan based on 3 different Plan Scenarios; Plan A (Full School Access), Plan B (Limited School Access) or Plan C (No School Access). Each Plan Scenario contains a Unit Responsibility section for you to enter the "What", "Who" and "When" information necessary to execute your customized plan. This tool contains a Recruitment Efforts section that offers suggestions that you can benchmark when filling in the "What" information. Please include successful unit specific Recruitment Efforts within your plan scenario.

In closing, be creative, develop a solid plan that includes collaboration with your Chartered Partner, Join Night activities and then rally your parents and leaders to execute your unit's plan. Please work with your District and Council Membership team as we are willing to help you and your unit through this journey together. They may not know it yet, but our children are depending on us to guide and inspire them to become Scouts. We must not let them down!

THANK YOU FOR EVERYTHING YOU HAVE DONE AND CONTINUE TO DO FOR SCOUTING!

Holand J. Tomani

Richard Romani
VP of Membership (Volunteer)

DATES & LOCATIONS INFO

JOIN NIGHT

DATE TIME LOCATION

PARENT ORIENTATION

DATE TIME LOCATION

2ND ROUND JOINING OPPORTUNITY

DATE TIME LOCATION Date selected by Pack

3RD ROUND JOINING OPPORTUNITY

DATE TIME LOCATION Date selected by Pack

ACCESS LEVELS DEFINED

Full Access: Ability to distribute flyers AND conduct a Cub Talk at school **Limited Access:** Ability to distribute flyers OR conduct a Cub Talk at school **No Access:** Cannot distribute flyers and cannot conduct a Cub Talk at school. Customized Video can be used either as support or as replacement of a Cub Talk.

MANPOWER INFO

New Member Coordinator Name:_	
Phone:	Email:

Not sure who it is going to be? Write down some prospects and work with either your Unit Commissioner, District Membership Chair or District Executive to follow up with those individuals

WWW.PATHWAYTOADVENTURE.ORG
/UNIT-RESOURCES/RECRUITMENT-MATERIALS/





RECRUITMENT EFFORTS

Use the list below to build your unit's 12-step customizable membership plan. Some actions are more effective than others, but all can help grow your Pack. Please include any action items that have successfully worked for your unit in the past that are not included within this list.

- Open house* attendance collect leads required if your school permits you to attend & offer to participate in opening flag ceremony
- Community event, parade, festival hand out information & gather leads (farmers market, summer festival, sporting events, 4th of July etc.)
- Peer-to-Peer recruitment campaign (Youth & Adult) utilize business cards to invite to your join event
- School newsletter article (ask principal or PTO), school intercom announcement (ask your principal)
- Hang a recruitment banner in your school's lunchroom (ask your principal)
- School automated phone system announcement (ask your principal)
- Teacher email reminder/announcement have parents ask their Scout's teacher to send an email home to their class - provide a draft email
- Yard signs at family homes, strategically placed at businesses &/or on street corners in the community
- Flyers and posters distributed to neighborhood businesses
- Invitations or door hangers to families (use class rosters, school directories)
- Customized recruitment video that include your QR Code and event info
- Personal phone calls/email invites to Kindergarten/1st Graders (utilize class rosters, school directories, etc.)
- Display case/bulletin board in your school
- Flyers distributed at neighborhood churches or in your church bulletin
- Promotion of Cub Scouting at neighborhood after-school care & daycare facilities (flyers, posters, GeoFencing)
- Work with your DE to utilize Geo-Fencing to advertise your Join Night
- Update BeAScout Pin with current contact info, activate Online Registration & utilize your unit specific QR Code on all your recruitment materials
- Recruit at your popcorn site sales
- Work with District Membership Chair and your DE to schedule a youth talk
- Have Scouts wear their uniform to school on day of join night
- Prepare welcome packets, which includes your Pack's calendar
- Community marquee sign contact a church, business or city hall to place your joining info on their electronic information board
- Pack parent-to-parent campaign encourage parents to contact one or two of their friends with kids & invite them to join your Pack!
- Utilize parent social media campaign encourage parents/leaders to post info & testimonial in various locations; NextDoor App, neighborhood Facebook pages, community "Chatter" FB pages, community garage sale pages, official school/PTO social media pages, tag community agencies on twitter (Park District, Fire & Police Depts., etc.)

12 STEP MEMBERSHIP

FULL ACCESS

DISTRICT RESPONSIBILITIES

WHAT	WHEN
2 Week School Flyer	
Kindergarten/1st Grade Packets	
Cub Talk & Custom Video	

LIMITED ACCESS

DISTRICT RESPONSIBILITIES

WHAT	WHEN
Kindergarten/1st Grade Packets	
Cub Talk & Custom Video	
•••••••••••••••••••••••••••••••••••••••	

NO ACCESS

DISTRICT RESPONSIBILITIES

WHAT	WHEN
Custom Video	

UNIT RESPONSIBILITIES

WHAT	WHEN
Open House Attendance ¹	
School Newsletter Article	
School placed yard-sign w/event info	
Community Yard Signs ²	
Invite-a-friend campaign	
Parent social media campaign	

UNIT RESPONSIBILITIES

WHAT	WHO	WHEN
Open House Attendance ¹		
School Newsletter Article		
School placed yard sign with event info		
Community Yard Signs ²		
Invite-a-friend campaign		
Parent social media campaign		

UNIT RESPONSIBILITIES

WHAT	WHO	WHEN
Open House Attendance ¹		
School Newsletter Article		
School placed yard sign with event info		
Community Yard Signs ²		
Invite-a-friend campaign		
Parent social media campaign		
Contact all K/1 families via class lists or rosters		
		•••••••••••••••••••••••••••••••••••••••
	•	•••••••

SETTING UNIT GOALS TOTAL MEMBE

PACK:

SCHOOL:

TOTAL **TOTAL IN GOAL FOR TOTAL GOAL** NUMBER TOTAL IN **GOAL FOR GOAL FOR FOR CUB SCOUT** TOTAL IN 2ND - 5TH 2ND - 5TH AVAILABLE 1ST GRADE KDG KDG **1ST GRADE GRADE GRADE** RECRUITMENT **BOYS GIRLS**

^{*} Open House refers to your school's back to school event, meet the teacher night, or ice cream social. These are held prior to school starting or just after the start of school. This is NOT your join night.

^{1 -} If not permitted at open house, replace with community event

^{2 -} District will place at school