

# 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). If unsure of your school's access requirements, please contact your principal during your recruitment planning to verify these requirements. 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!**



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

Customized Video can be used as support or as replacement of a Cub Talk.

**Plan A: Full Access:** Ability to distribute flyers, post yard signs AND conduct a Youth Talk at school (live or video)

**Plan B: Limited Access:** Ability to distribute flyers, post yard signs OR conduct a Youth Talk at school (live or video)

**Plan C: No Access:** Cannot distribute flyers, post yard signs AND conduct a Youth Talk at school (live or video)

## Manpower Info

New Member Coordinator Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Not sure? Write some prospects and work with your Unit Commissioner, District Membership Chair or District Executive.

[www.pathwaytoadventure.org/unit-resources/recruitment-materials/](http://www.pathwaytoadventure.org/unit-resources/recruitment-materials/)



Scouting America  
Pathway to Adventure Council

**12-STEP CUB SCOUT  
MEMBERSHIP PLAN**

# Recruitment Efforts

Use the list to build your unit's 12-step membership plan. Some actions are more effective than others, but all can help grow your Pack. Please include any items that have worked for your unit in the past that are not on 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 info & gather leads
- Peer-to-Peer recruitment campaign (Youth & Adult) - utilize business cards to invite to your join event
- School newsletter article, school intercom announcement
- Hang a recruitment banner in your school's lunchroom
- School automated phone system announcement
- Yard signs - at family homes, strategically placed at businesses
- Flyers and posters distributed to neighborhood businesses
- Invitations / Peer-to-Peer Cards to families (youth & adult)
- Customized recruitment video that has your QR Code & event info
- Personal phone calls/email invites to K/1st Graders
- Display case/bulletin board in your school
- Distribute flyers at neighborhood churches or church bulletin
- Promote at neighborhood after-school care & daycare facilities
- Work with your DE to use Geo-Fencing to advertise your Join Night
- Update BeAScout Pin with contact info, activate Online Registration & use your unit QR Code on all your recruitment materials
- Recruit at your popcorn site sales
- Work with District Membership Chair & 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
- Pack parent-to-parent campaign - encourage parents to contact 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.)

\* 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.**

# 12-STEP MEMBERSHIP PLAN

## FULL ACCESS

### DISTRICT RESPONSIBILITIES

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

### UNIT RESPONSIBILITIES

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

<sup>1</sup> - If not permitted at open house, replace with community event  
<sup>2</sup> - District will place at school

## LIMITED ACCESS

### DISTRICT RESPONSIBILITIES

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

### UNIT RESPONSIBILITIES

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

## NO ACCESS

### DISTRICT RESPONSIBILITIES

WHAT	WHEN
Custom Video	

### UNIT RESPONSIBILITIES

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

## Setting Unit Goals

TOTAL MEMBERS:

PACK:

SCHOOL:

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