

2020 Recruitment Menu



Starters (2)

Set the table for a great recruitment by making people aware of your Pack and how to get connected

❑ **Print Media**

Promote your Pack in local publications. Local news will often run stories provided by community groups. Be sure to provide a good photo, contact info/website, and promote any upcoming joining opportunities.

❑ **Poster & Yard Sign Campaign**

Coordinate with local businesses to display a poster and yard sign promoting your Pack. Think about places where parents of Scout-aged youth are likely to go.

❑ **Food Delivery Flyers**

Ask your favorite pizza delivery place or other restaurant if they would be willing to include a flyer on their pizza boxes or to go bags. As we all know, busy parents eat take-out often.

❑ **School Publications**

Great for schools that don't allow direct access. Obtain a spot in the school calendar, lunch menu, or school event program.

❑ **Social Media**

In addition to being a great communication tool with parents, having a strong presence on Facebook and other social media can be an incredible tool to promote your pack within your community. Shares and likes boost visibility.

❑ **Town Marquees**

Ask a fire department, school, place of worship, or a movie theater to feature your Pack on their signage.

❑ **Uniform Day**

Nothing creates more awareness of your Pack than coordinating your Cub Scouts to wear their Scout uniform on the same day.

❑ **Halloween Candy**

Make a boatload of labels with Pack information and distribute to your families and ask them to put them on the candy there are going to distribute to neighborhood kids.

❑ **Public Markets & Carnivals**

Having a presence at appropriate community events lets people know that Scouting is alive and well and can be a great experience for your Scouts. Make sure everyone is in uniform and remind them that we are representing Scouting when at public events. Farmer's Markets, Fall Festivals, Church Trunk-or-Treats are just some examples, I bet you can think of more.

Entrées

This is the main course. The cornerstone of any recruitment campaign is a great sign-up event. Your Entrées are served with free flyers and yard signs and your choice of at least two Signature Sides to make sure you've got a crowd ready to join your Pack.

❑ **Primary Joining Night**

A single event to satisfy the hungriest Pack! This should be held at the local elementary school wherever possible. Getting attendance at this sign-up night will be the focus of all your marketing efforts. We are asking all Packs to select a date in August. Tuesday, Wednesday, and Thursday nights generally will yield the best turnout. When new families show up to a joining night, they are there to sign-up, so don't spend time trying to sell them on joining. Provide them with the information they need and most importantly, COLLECT THE APPLICATION AND REGISTRATION FEES.

❑ **Second Chance Joining Night**

Sometimes, even the best of plans can fall prey to things outside of your control. Follow the Scout Motto and Be Prepared! Having a follow-up joining night on the schedule from the get-go will help register families that miss the first sign-up night.

❑ **30-Day Scouting Fun Activity/Event**

I know what you're thinking, "A Scout event that lasts 30 days?" Not exactly. However, having an event or activity that happens within the first 30 days of new Scouts registering for your Scout unit can definitely help with retention and gives your unit a chance to display the Adventure of Scouting.

Dessert (1 or More)

Everybody's favorite part of the meal. And the best part is, dessert can be enjoyed at any time of the year and you can have as much as you want. These activities can help your Pack focus on year-round recruitment.

❑ **Parades**

Who doesn't love a parade? Having a float in a parade is a great way to boost your visibility in the community you serve. If allowed, you can even take it a step further and toss out candy with Pack information attached.

❑ **Visible Community Service**

This is a huge part of who we are and what we teach in Scouting. While the service itself is its own reward, let's not hide all the good work we do in our community. Have Scouts wear uniforms when possible and take good photos. Our local papers gladly run stories of Scouts helping others.

Most Importantly . . .

Remember that every Eagle Scout started their path somewhere, For most of them, it was when someone took the time to share with them or a family member what a great experience they would have as a member of their Cub Scout Pack. Taking our time to prepare a great recruitment campaign passes the torch for the next generation and helps keep the light of Scouting burning bright into our futures!

Signature Sides (2)

The most important part of making your meal successful. Sides are the means of personal invitation to your joining events

❑ **In School Scout Talks**

Working and coordinating with your District Executive, talking directly to a group of students about joining Cub Scouts in conjunction with a great flyer is the best means of inviting new youth to join whenever this is possible. There are many ways this can be done, so think outside the box if necessary.

❑ **Non-School Scout Talks**

Whether at a place of worship or to a sports team nearing the end of their season, there are more places we can find a captive audience of Scout-aged youth. Get creative here.

❑ **Parent Orientation Meeting**

There is a lot of information to share about Scouting and the joining night is not the best time to try and explain everything. A Parent Orientation Meeting the time after Scouts are registered to share more with families about unit leadership, program and more

❑ **Personal Invitation Letters**

Use this to send a personalized and formal invitation to your Pack's Entrée Joining Event. Letters of invitation are more likely to result in attendance if sent from a parent of a Cub Scout in the same grade or event better, from the same class. Plan in advance to get your list of invitees built in time for this to be most effective. Use your parents to help.

❑ **Bring a Buddy Cards**

From the Kid's menu, this allows your Cub Scouts to take an active part of recruitment. Make up some business cards for your Cub Scouts to pass out to all of their friends.

❑ **Parent Advocate Cards**

Similar to the Bring a Buddy Cards, arming your parents with these can turn your whole Pack into recruitment ambassadors. The best news here is that they are easy to make and use.

❑ **Bobcat Bonanza**

Jump start your new first through fifth grade Cub Scouts trail to advancement. This council event will give your new Scouts a fun opportunity to start Scouting quickly and earn their Bobcat Badge.

❑ **Fall Family Camp**

Camping is Scouting. Fall Family Camp gives all of our Cub Scout Packs the chance to have fun and enjoy camping together as a pack. Our newest members will especially want to attend.

❑ **Webelos to Scout Connection**

A bond between a pack and one or more Scouts BSA Troops is vital as we seek to transition our fifth grade Cub Scouts to Scouts BSA. Developing this relationship is a year-round task and is a critical transition in Scouting.



BOY SCOUTS OF AMERICA®
CHATTAHOOCHEE COUNCIL

Membership Recognition Program

TRAILBLAZER UNIT - “Scouting Up and On”

Every young person that joins Scouting represents an opportunity to ensure that we make a positive impact in their life and that is why growing your unit’s membership is important.

As a way of recognizing units that sustain or grow their membership, we have established the Trailblazer Unit Recognition Plan. This recognition plan simply recognizes each unit that maintains or grows its unit’s membership.

2019 Average Size Unit Figures:

- Pack = 46**
- Troop = 18**
- Crew = 15**

Packs, Troops, and Crews can qualify in one of two ways:

If the unit ended 2019 below the Council’s average unit size for that program, they must achieve a 10% gain by December 31, 2020.
 (Example: a pack ended 2019 with 29 registered youth; to qualify they must achieve a 10% gain which is 32 registered youth by the end of 2020)

(Example: a troop ended 2019 with 12 registered youth; to qualify they must achieve a 10% gain which is 13 registered youth by the end of 2020)

If the unit ended 2019 equal to or above the Council’s average unit size for that program, they must end 2020 with the same number of registered Scouts as in 2019.

(Example: a pack ended 2019 with 52 registered youth, to qualify they must end 2020 with at least 52 registered youth

(Example: a troop ended 2019 with 24 registered youth, to qualify they must end 2020 with at least 24 registered youth

Your District Executive has the number of registered youth for your unit for the end of 2019 and will be getting each unit that figure. You may also call the Council Office at 706-341-3351 and ask for Elizabeth Tice, Council Registrar, for your unit’s December 31, 2019 number of registered youth.

To recognize their hard work, the council will give each registered unit leader of qualifying units a new, limited edition, Council Shoulder Patch recognizing your unit’s achievement. Leaders should be proud of their accomplishment. Together, we can make a difference in the lives of more youth in our community as we involve them in our extraordinary Scouting program.

Unit Recruitment Receipt/Ticket
Starters (2)

- | | | |
|--|--|---|
| <input type="checkbox"/> Print Media | <input type="checkbox"/> Poster & Yard Sign Campaign | <input type="checkbox"/> Food Delivery Flyers |
| <input type="checkbox"/> School Publications | <input type="checkbox"/> Social Media | <input type="checkbox"/> Town Marquees |
| | <input type="checkbox"/> Uniform Day | |

Entrées

- | | | |
|--|--|---|
| <input type="checkbox"/> Primary Joining Night | <input type="checkbox"/> Second Chance Joining Night | <input type="checkbox"/> 30-Day Scouting Fun Activity/Event |
|--|--|---|

Signature Sides (2)

- | | | |
|--|---|---|
| <input type="checkbox"/> In School Scout Talks | <input type="checkbox"/> Non-School Scout Talks | <input type="checkbox"/> Parent Orientation Meeting |
| <input type="checkbox"/> Personal Invitation Letters | <input type="checkbox"/> Bring a Buddy Cards | <input type="checkbox"/> Parent Advocate Cards |

Dessert (1 or More)

- | | | |
|--|--|---|
| <input type="checkbox"/> Halloween Candy | <input type="checkbox"/> Public Markets & Carnivals | <input type="checkbox"/> Parades |
| <input type="checkbox"/> Visible Community Service | <input type="checkbox"/> Bobcat Bonanza | <input type="checkbox"/> Fall Family Camp |
| | <input type="checkbox"/> Webelos to Scout Connection | |

Certifications:

We, the leaders of _____, will do our best to complete our recruitment order as we strive to serve youth in our local community.

Signed on behalf of the unit: _____

Date: _____

District Signature: _____