



Join Scout Night 2020





Welcome & Introductions





Restarting Your Pack



- Scouting is FUN! It's time to bring it back!
- Annual Program Planning Workshop
 - Resources available at www.danbeard.org/program-kickoff/
- Schedule activities that small groups or dens can participate (hikes, bike ride, fishing)
- Cub Scout Adventures Videos will be on Scoutbook
- Family Fun Fest Saturday, August 8



Why Are We Doing This?



- Want **continued growth** across all ages.
 - 2016 we experienced growth in Cub Scouts and introduced Lions.
 - 2017 Cub Scout membership **increased by 3.1%** and experienced **growth at every age group!**
 - 2018 was our **4th consecutive year of membership growth** including a 1.9% increase in Cub Scouts
 - 2019 Packs in DBC recruited **2,940 Cub Scouts in September**
 - Dan Beard Council currently serves **1,520 girls in 138 Cub Scout Packs and 324 girls in 21 Scouts BSA Troops.**
- To benefit from council-wide **consistency** and **unified** recruiting efforts during August and September

Why Are We Doing This?



- To prepare Packs to be able to **recruit and continue Scouting during COVID-19**
- To simplify the **sign-up process** and **Parent Orientation** to make it easy for families to join.
- To **engage** new families quickly and keep them!
- Building **excitement** through strong **program planning** in **healthy units** drive **retention**.



Goals for this Session

- Provide an overview of the overall “Join Scout Night” plan.
- Review ways to promote your Pack during the fall.
- Learn how to communicate with new families.



Format for Evening

- Training Topics
 - Recruitment during COVID-19
 - Timeline & Monthly Projects
 - Join Scout Night How-To
 - Be A Scout Pin & Online Registration
 - Marketing Materials
 - Resources & School Access Requests
 - Commitment to Safety & BSA National Bankruptcy Filing
- District Breakouts



Opportunity



- ***Our goal is to give every child the chance and invitation to Join Scouting.***



Recruiting during COVID-19



- Must be flexible
- Follow local safety protocols
- Build in contingencies
- More emphasis on small groups/dens program delivery
- Recognize the potential need to move to virtual setting if in-person is not an option
- Identify locations to recruit families where they are (physically or virtually)

Recruiting during COVID-19



- School Access Contingency Plan
- Join Scout Night & Parent Orientation should cover and collect the same information no matter the venue (in-person, drive-by signup or virtual (Zoom, etc))
- BeAScout.org Pin & Online Registration



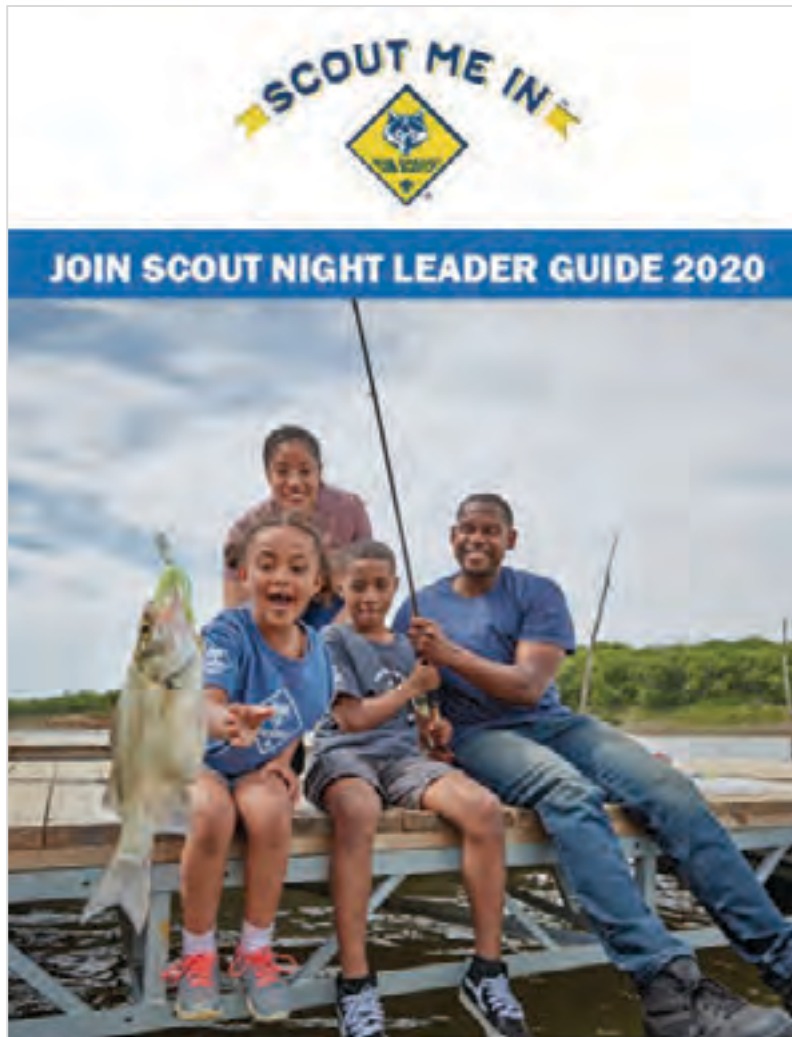
SCOUT ME IN

Planning & Preparation





Guidebook



Follow along with us in your JSN
Leader Guide!

Pages will be referenced at the
top of each slide where
appropriate.

Download at
[www.danbeard.org/join-scout-
night](http://www.danbeard.org/join-scout-night)

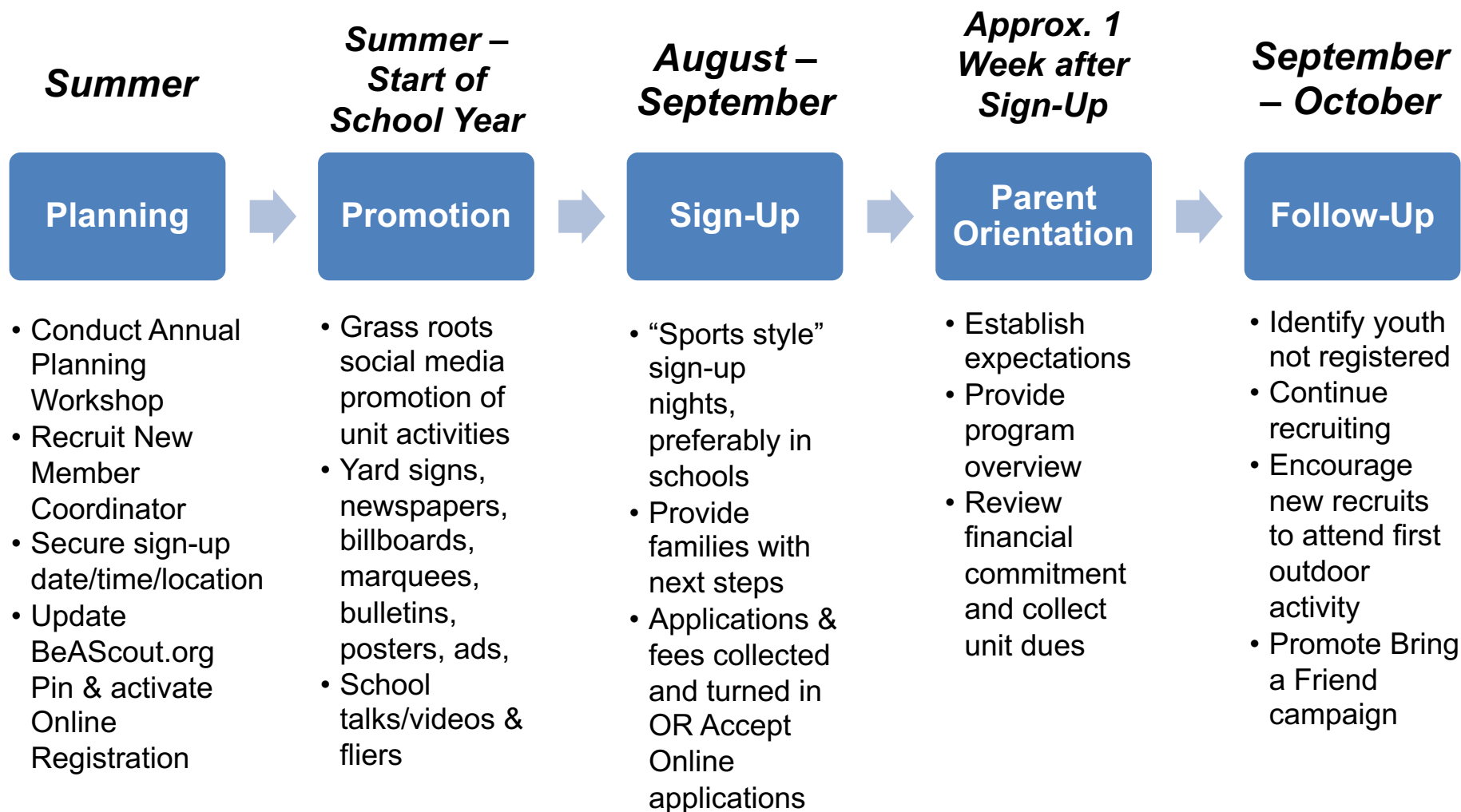


Key Terms



- **JSN** – Join Scout Night
- **Charter Organization (or Charter Partner)** – Sponsoring organization and often location where Scouts meet
- **PTA/PTO Night** – Event at school where parents get to meet teachers and learn about school.
- **Bring a Friend** – When a Scout invites a friend to join
- **Peer-to-Peer** – Another term for one person inviting another, could be among boys/girls or parents.
- **School Talk** – Going to a school to speak to the students over lunch, assembly, or class to class about Scouting (may also be done virtually or with a video)
- **#ScoutSHARE** – A way to tag social media posts to be part of a trend.

Timeline





What Happens Each Month



- **August**

- Annual Pack Planning Workshop
 - ID leadership vacancies
- #ScoutSHARE social media campaign
- Secure enough adults from Pack to staff joining events
- Attend Back to School/Meet the Teacher Night events
- Family Fun Fest on August 8
- Early community-based signup option for Packs interested (early to mid-August). If interested, let your District Executive know in breakout



What Happens Each Month



- **September**

- Conduct JSN
- Hold Parent Orientation
- Invite prospective Scouts to other Den/Pack meetings
- Attend PTA/PTO Night at your local school (*might be in Aug*)
- Consider having a social night for new Scouts to help them bond and get parents involved in the fun!



What Happens Each Month



- **October**

- Emphasis “Bring a Friend” this month
 - Do this in Aug/Sept too, but make a big deal about it in October
 - Pick up your Bring a Friend invitation cards at materials pickup event
 - Challenge each Scout to invite 2 friends
- Hold awesome fall events to get new Scouts hooked (Cub-O-Ree, Spook-O-Ree, etc)



Recap of Monthly Projects

- **August**
 - Prepare calendar, set dates, line up manpower, Back to School Night
 - Promote #ScoutSHARE contest
 - Community-based sign-up
- **September**
 - Conduct JSN and follow-up events
- **October**
 - Bring a Friend



Scout Me In

Join Scout Night and
Parent Orientation





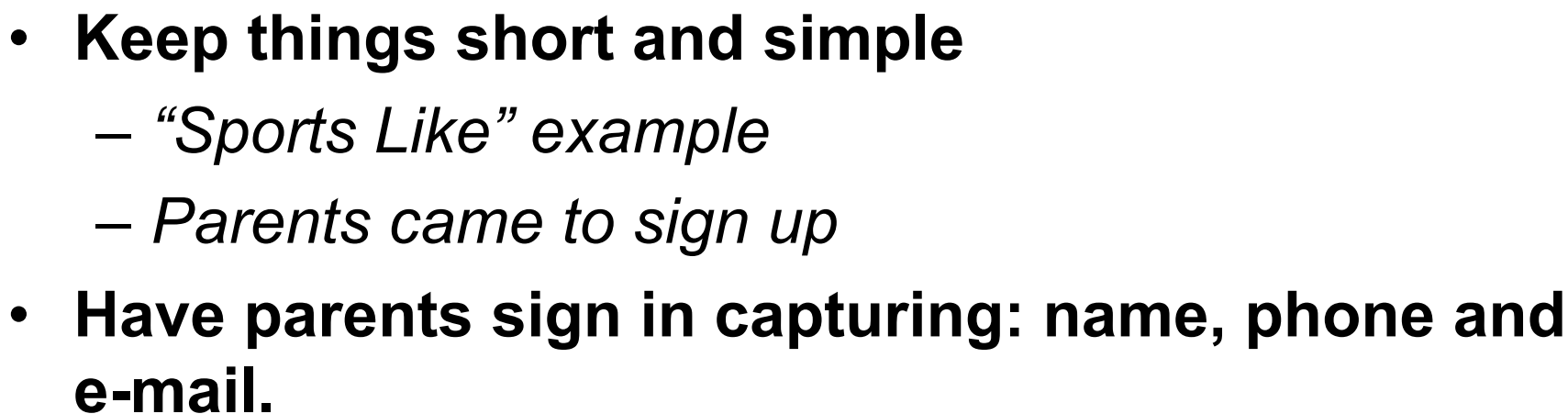
What is Join Scout Night?



- Sign-up event for Scouts
- Parents attend event, often with their child, with the intention to complete paperwork, pay for registration
- Learn next steps, then go home



Key Points for Your JSN

[illegible]



Key Points for Your JSN



- **Have enough leaders there to help**
 - Recruit Scouts BSA Troop to assist (opening, pledge & game/activity while parents complete paperwork)
- Emphasize that Scouting is a safe place for youth learn and participate.
- **Don't do Parent Orientation on sign up night.**
- **Don't ask parents to become leaders during sign up night.**



Items to Distribute at Sign-Up



- **Unit information sheets:**
 - Pack Leadership contact information
 - Pack Calendar
 - Date, time and location for Parent Orientation and their next meetings
 - Financial commitment (dues, uniform, books, etc.)
 - Online Registration prorated fee to be paid with credit card
- **Parent Orientation Guide**
- **Family Talent Survey**
 - Ask that both parents fill out a survey. You'll double your chance at getting help!
- **Scout Shop resource**



2 Options to Sign-up at Your JSN



1. Complete paper application and pay registration fee
2. Online Registration

Either way, it's important that the process is completed at the event (paper application completed, signed and paid) or online application completed, submitted and 'accepted' by unit leader



Items to Collect at Sign-up



BSA YOUTH MEMBER APPLICATION

YOUTH INFORMATION

First name (Full legal name) Middle name Last name Suffix Preferred nickname

Country Mailing address City State Zip code

Phone Date of birth (mm/dd/yyyy) Grade Ethnic background: Gender: Male Female

School

☐ Scout Life subscription

PARENT/LEGAL GUARDIAN INFORMATION

☐ Mark here if address is same as above. ☐ Mark here if you are the Lion or Tiger adult partner. ☐ Mark here if the Lion or Tiger adult partner is not living at the same address and complete and attach an adult application.

Select relationship: Parent Legal Guardian Grandparent Other (specify)

First name (Full legal name) Middle name Last name Suffix Preferred nickname

Country Mailing address City State Zip code

Primary phone Date of birth (mm/dd/yyyy) Occupation Employer Gender: Male Female

Alternate phone Ext. Previous Scouting experience

I have read the attached information for parents and approve the application. I affirm that I have or will review *How to Protect Your Children From Child Abuse: A Parent's Guide*.

Signature of parent/legal guardian Date Parent/legal guardian email address

To be completed by unit

Signature of unit leader (or designee) Date

Unit type: Pack Troop Crew Ship Lone Cub Scout Lone Scout Other named Arrow of Light

Unit No.: For pack registration select one: Lion Tiger Wolf Bear Webelos

If applicant has unexpired membership certificate, registration may be accomplished at no charge by transferring the registration or multiple registering.

☐ Transfer application ☐ Multiple application Enter membership number from unexpired certificate:

Council No. Unit type: Pack Troop Crew Ship Unit No. or district name:

Registration fee \$ Scout Life fee \$ PAID: Cash Check No. Credit card

Items to Collect at Sign-up



- **Application**
 - Families who attend have already decided to join
 - Don't "second guess" for them
 - **Make sure the application is complete**
- **Fees**
 - Membership fee and Pack dues
 - BSA registration fees increase August 1 with new Joining Fee for brand new members
 - **Or better yet, have them register and pay BSA prorated registration fee online**
 - **Family Talent Survey**
 - This is your ticket to help find leaders



After Recruitment



- **Parent Orientation**

- Take time to review applications (you can see ALL info from online registration too) and Family Talent Surveys prior to Parent Orientation. Load info into Scoutbook too.
- Have an agenda and set expectations for families
- Allow time to mingle/socialize
- Have your BSA Quick Facts pocket guide to respond to any potential questions regarding youth safety

- **Recruiting New Parents**

- Be patient! You want the RIGHT leader!
- Meet face to face and have a task description
- Show them the support they will receive
- Assign a mentor





Be A Scout & Online Registration



BOY SCOUTS OF AMERICA

Dan Beard Council, BSA Council 438

EN - English

List View Map View

Search within results

45030

EDIT

Filter Results by

Program

☒ Cub Scouts

☐ Boy Scouts

☐ Girl Scouts

☐ Venturing

☐ Sea Scouts

☐ Scouts BSA

Application

☐ Apply Online

3 Units found near this ZIP Code

1 Pack 2293 Crossway Community Church **1.5 miles**

Contact: Justin Ryce

Phone: (513) 518 - 4577

Email: justinryce@yahoo.com

Website: <http://www.facebook.com/groups/734294756269913>

☐ Den for Boys or Girls

☒ Online Registration available for this unit

Pack (x-3) meetings 1x per month @Crosby Elm Denx meet 2x per month Fees - new Scout fee charged with online registration plus annual Pack fee \$115 due in Oct

Request More Information

APPLY NOW

2 Pack 3408 St John The Baptist Catholic School **22.1 miles**

Contact: Thomas Schuetz

Website: <http://www.stjohnsbaptist.org/pack3408>

☐ Den for Boys or Girls



Update BeAScout Unit PIN & Set-up Online Registration



scouting.org/resources/online-registration/

Getting Started

Step 1: Review and update (or create) your my.Scouting profile.



Step 2: Set Up Your BeAScout Unit Pin. This action needs to be taken by the Committee Chair, the Chartered Organization Representative, or the unit leader. The BeAScout unit pin allows prospective members to find you online and apply to your unit.



[PDF Instructions](#)



Online Registration



- If you turn online registration on, we will create a short, easier to use url
– (ie. gocubscouts.com/pack3333)
- This will direct parents to your Pack's online application
- Make sure to "Accept" the online application immediately using the Application Manager found in my.scouting.org (Key 3 of unit)



Campaign Materials



SCOUT ME IN™



Regular Yard Signs



BECOME A CUB SCOUT!

FOR BOYS & GIRLS GRADES K-5

DATE/TIME: **TUES. 9/6 6:30PM**

LOCATION: **Fort Thomas Elementary**

CONTACT: **email@scouting.org**



SCOUT ME IN

GoCubScouts.com

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Poster



FOR ALL BOYS & GIRLS GRADES K-5



Cub Scouts lets you adventure together as a family while taking aim for fun and your future.

JOIN US TO LEARN MORE!

SCOUT ME IN

sign up online at
www.GoCubScouts.com
513.573.7700

GoCubScouts.com

DAN BEARD COUNCIL



Fliers

FOR ALL BOYS & GIRLS GRADES K-5

GET IN
the **FAST**
lane to a
bright
FUTURE



Each Scout is here to adventure together as a family while staying on track by learning new skills for your future!

JOIN TODAY!
www.GoCub Scouts.com • 513.371.7700

See back of flier for more information

BOY SCOUTS OF AMERICA
DAN BEARD COUNCIL

FOR ALL BOYS & GIRLS GRADES K-5

ESCAPE THE
heat indoors



Each Scout is here to adventure together, spend time as a family, and bond the biggest bond they've ever forged.

JOIN TODAY!
www.GoCub Scouts.com • 513.371.7700

See back of flier for more information

BOY SCOUTS OF AMERICA
DAN BEARD COUNCIL

SCOUT ME IN

ALL BOYS & GIRLS GRADES K-5

AIMING
for greatness



Each Scout is here to adventure together as a family while taking one last step and your future.

JOIN TODAY!
www.GoCub Scouts.com • 513.371.7700

See back of flier for more information

BOY SCOUTS OF AMERICA
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Stickers





Billboards



► BOYS & GIRLS GRADES K-5 ◄
JOIN CUB SCOUTS!

SIGN-UP: AUG. & SEPT.

GoCubScouts.com

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► BOYS & GIRLS GRADES K-5 ◄
JOIN CUB SCOUTS!





► BOYS & GIRLS GRADES K-5 ◄
JOIN CUB SCOUTS!





► BOYS & GIRLS GRADES K-5 ◄
JOIN CUB SCOUTS!

SIGN-UP: AUG. & SEPT.

GoCubScouts.com

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Dan Beard Council

Sponsored · 🌐



Cub Scout families fish, hike and bike together.
Become a Cub Scout family this fall!



GOCUBSCOUTS.COM

Scout Me In!

Find a Pack near you.

LEARN MORE



15

5 Shares



Like



Comment

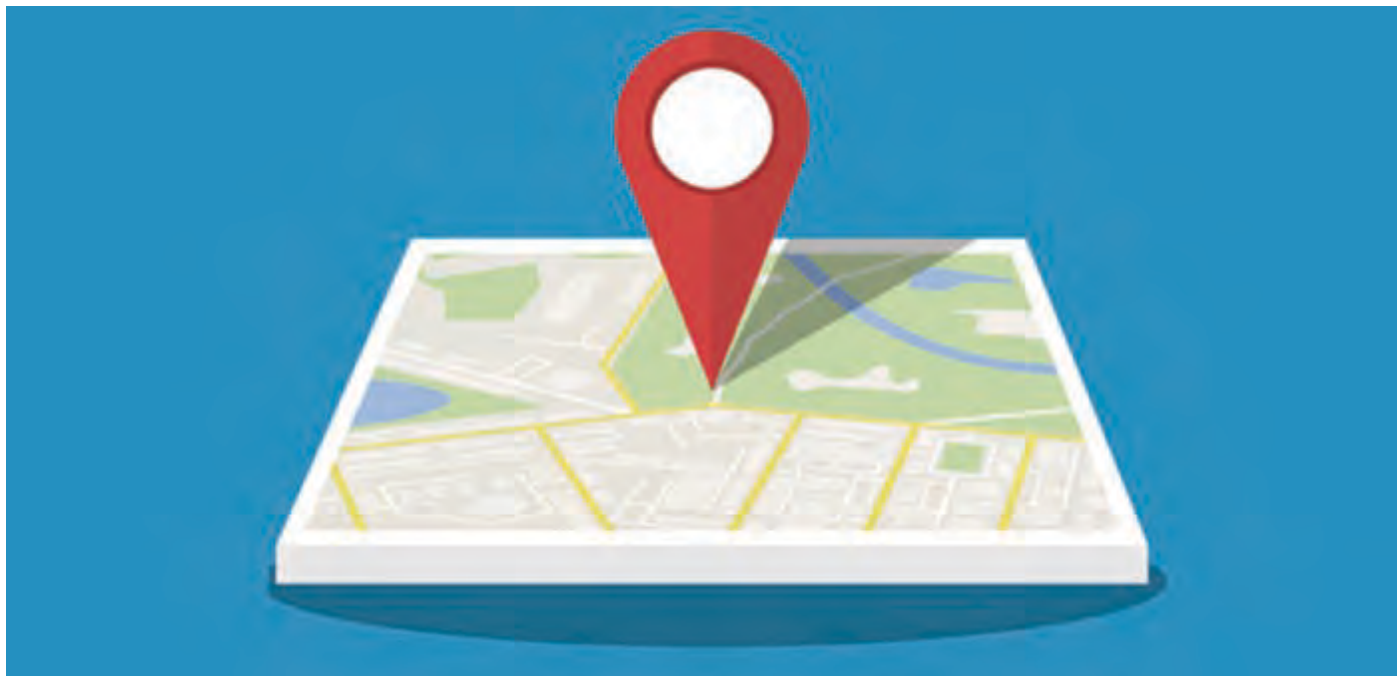


Share

Additional Facebook Ads & Digital Marketing



We'll Promote Your Sign-Up Night in Your Community!





SCOUT ME IN

Promoting Your Unit





Take Note!



In a recent national study, the number one reason cited by families for not joining scouting is **that they don't feel they were asked.**



National Webinars



7/23 8pm ET

Geofencing, Search, Social Media,
Peer-to-Peer Recruiting

8/6 8pm ET

Local PR How-to's Print, Digital,
Video

8/20 8pm ET

It's Not Too Late: Five Things You
Should be Doing Now



Other Ways to Communicate



- Importance of Parent-to-Parent recruiting
- Unit website
- Email distribution list
- Unit newsletters (electronic or print)
- Church or Community Newsletters
- Unit Facebook or Pinterest page
- Ask your parents to post on their social media pages.



It's about your phone and the map....

Google Find cub scout pack near me

Cub Scout Pack 321
4.7 ★★★★★ (3) TeamGreen
Wade Buckner Hills, TX
(409) 476-0321
Closed today

Boy Scouts of America
4.5 ★★★★★ (14) Youth Service
New Haven, TX
(817) 232-0887
Closed today

Dallas Scout Shop
4.7 ★★★★★ (10) Adventure
Dallas, TX
(214) 360-0001
Closed today

Cub Scout Pack 88 Freedom
4.7 ★★★★★ (1) Youth Service
Fort Worth, TX

Cub Scout Pack 88 Caprock
4.7 ★★★★★ (1) Youth Service
New Haven, TX

Cub Scout Pack 321
4.7 ★★★★★ 3 Google Reviews
Free organization in North Richland Hills, Texas

Address: 6761 Brookfield Rd, North Richland Hills, TX 75182
Hours: Closed today
Phone: (817) 476-0321
[Support on site](#)

[Know this place?](#) Answer quick questions

321
CUB SCOUTS

[Send to your phone](#)

Fort Worth
Pack 14 Cub Scouts
BSA Troop



Bring a Friend *(Front & Back)*



SCOUT ME IN

ADVENTURE IS WAITING.

GoCubScouts.com

YOU'RE INVITED! JOIN SCOUTS TODAY!



SCOUT ME IN

ADVENTURE IS WAITING.

GoCubScouts.com

YOU'RE INVITED! JOIN SCOUTS TODAY!

Join Scouts with us!

Our family loves Scouting, and we think yours would, too!

SCOUT ME IN

Our next meeting is: _____

Located at: _____

You've received an invitation from: _____ in Pack # _____

Contact phone or email: _____

513.577.7700 - GoCubScouts.com

Join Scouts with us!

Our family loves Scouting, and we think yours would, too!

SCOUT ME IN

Our next meeting is: _____

Located at: _____

You've received an invitation from: _____ in Pack # _____

Contact phone or email: _____

513.577.7700 - GoCubScouts.com



Social Media Contest




SHARE THE SCOUTING ADVENTURE WITH YOUR FRIENDS!

The Scouts build amazing adventures. Sharing the memories you make with your Scout on your social media account is one of the most powerful ways to increase parent involvement and encourage others to join.

#ScoutSHARE Contest

Sharing the adventures you have with your Scout on Facebook, Twitter or Instagram using #ScoutSHARE from August 1-September 11 will spread the word and qualify you to win special prizes such as gift cards to Kroger, Amazon, Target and more!

Winners will be drawn during the weeks of:
August 10, 17, 24, 31, September 7 and Draw prizes on September 10 for #ScoutSHARE Day!

For more information visit DanBeard.org/ScoutShare





[@DanBeardCouncil](https://twitter.com/DanBeardCouncil) facebook.com/danbeardcouncil [@DanBeardCouncil](https://www.instagram.com/danbeardcouncil/)



1. Winner(s) will be drawn during the weeks of August 10, 17, 24, 31, September 7 and Draw prizes on September 10 for #ScoutSHARE Day.
2. Prizes are subject to change without notice.
3. Prizes are awarded to the winner(s) who posts the most photos of Scouts and leaders using the #ScoutSHARE hashtag on their social media account.
4. Prizes are awarded to the winner(s) who posts the most photos of Scouts and leaders using the #ScoutSHARE hashtag on their social media account.

 **BOY SCOUTS OF AMERICA**
DAN BEARD COUNCIL

THURSDAY, SEPTEMBER 10 IS #ScoutSHARE DAY

WEAR YOUR UNIFORM ON SEPTEMBER 10!

Help spread the word and inspire future Scouts to build their adventure. Encourage all Scouts to show their Scouting pride by sporting their uniforms for #ScoutSHARE Day!

In honor of #ScoutSHARE Day, we will be giving away extra prizes for the #ScoutSHARE social media contest!

Be sure to post on your favorite social media accounts for your chance to win.

For more information visit DanBeard.org/ScoutShare





[@DanBeardCouncil](https://twitter.com/DanBeardCouncil) facebook.com/danbeardcouncil [@DanBeardCouncil](https://www.instagram.com/danbeardcouncil/)



 **BOY SCOUTS OF AMERICA**
DAN BEARD COUNCIL



Social Media Contest



Sharing the adventures you have with your Scout on Facebook, Twitter or Instagram using **#ScoutSHARE** from August 1 – September 11 will spread the word and qualify you to win special prizes!

- Winners will be drawn on Monday, August 10, 17, 24, 31 and September 7.
- Bonus prizes on #ScoutSHARE Day, which is on Thursday, September 10.



Social Media Contest



facebook

Status Photo Place Life event

Kyle and his Cub Scout friends
on our annual nature hike.
#ScoutSHARE



Like Comment Share

Friends

Post



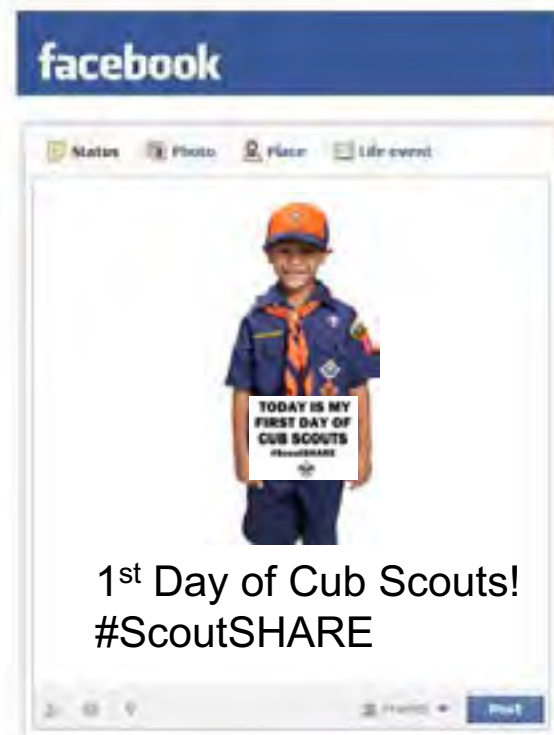
#ScoutSHARE Day



A unified effort where we are asking all volunteers and Scout families to mention Scouting in their social media status.

- **Thursday, September 10**
- Example *(include a photo if possible)*:

I love learning alongside Kyle in Cub Scouts, and I cherish the time we get to spend together each week. He's growing so fast!
#ScoutSHARE





Wear Your Uniform Day



Be proud and wear your uniform!

We are asking all volunteers,
youth and Scout families to
wear their uniforms.

- **Thursday, September 10**





Parent Packets



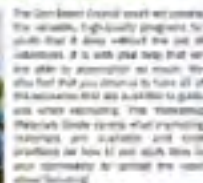




JOIN SCOUT NIGHT
MARKETING
MATERIALS
GUIDE
2020



23. A volunteer is always variety of marketing
in recruiting new Club Secret Services!

[illegible]

POSTER



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BECOME A CUB SCOUT!

www.oup.com/9780195306131

TUESDAY 9/8 8-10PM

Best Travel Experience

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 103–110

<http://www.elsevier.com/locate/bsc>

- **low or UNRA-rated** interest when selling at the auction. You can only pay or collect cash as it is difficult to raise money during the auction
- **strong or high quality** assets were sold for more than in private transactions

The Salt Spring Island Seaweed Festival is the last event in the 2014 festival series. A special presentation will be held at the festival and we hope you could witness them all. Thank you very much for your support and participation. We look forward to seeing you at the festival.

The Justice System is continuously busy in the different legal fields thanks to the broad experience we have gained over the years.



All Resources at: GoCubScouts.com



DAN BEARD COUNCIL | JOIN LOCAL CUB SCOUTS

HOME

JOIN SCOUTS

PARENT INFORMATION

SIGN UP LOCATIONS

ACTIVITIES

SCOUTSHARE

VOLUNTEER LEADER INFO



Join Scouting

Learn More About Cub Scouts

For Boys & Girls in Grades K-5
Welcome to Cub Scouts in Dan Beard Council



SCOUT ME IN

Resources





Volunteer & Professional Support



- Training for units
- Fliers
- Posters
- Yard signs
- Billboards
- Media promotion
- Recruitment envelopes
- Parent Orientation Guides
- Website & social media
- Print & social media templates for units
- Parent Power Pack Mailing
- Stickers
- Bring a Friend cards
- Attendance sheets



Volunteer & Professional Support

- Coordinate meetings with school principals/administrators
- Determine access and requests (school talk options, fliers, stickers, announcements, etc)
- Deliver fliers to schools
- Conduct school talks if possible
- Coordinate virtual JSN option via Zoom if needed
- Work with units to set recruitment goals
- Ensure that all Pack sign-up locations have a district support person assigned if appropriate



Volunteer & Professional Support



District Membership Team

- Each district has an employed staff and volunteer team to help!



Unit Responsibilities



- Plan your year and create a calendar
- Recruit a New Member Coordinator
- Participate in back-to-school events, open houses and other local opportunities
- Conduct a Join Scout Night in August - September
- Conduct a Parent Orientation after the recruitment night.



Unit Responsibilities



Prior to your recruitment night(s), conduct a local promotion blitz, including:

- Encourage parents to participate in #ScoutSHARE campaign
- Placement of yard signs
- Community newspaper articles
- Information on community and business marquees
- Posters & fliers in neighborhoods and apartment complexes
- Posters and bulletins placed in places of worship



Commitment to Safety

- Top priority is to ensure healthy and safe experience for all Scouts
- We want to communicate our safety precautions early and often to new prospective parents
- <http://www.danbeard.org/dan-beard-council-youth-protection/>



Update on BSA National's Bankruptcy Filing



- Families and alumni may receive notifications and see targeted advertising this fall.
- Last summer's Fireside Chat materials go over this topic in detail.
 - The peak of this advertising will be during September through mid-October
 - Your unit will be provided pocket inserts with that will help all families answer questions they may hear from other families
 - Please keep in mind, this is an action taken by our National office, not the Dan Beard Council.



SCOUT ME IN

Wrap Up





Take-Aways / Action Items



- Get excited & restart your Pack!
- Secure help from your Pack leadership/parents
- Develop program calendar, budget and unit info sheet
- Make sure to RSVP for a JSN (and Popcorn) materials pickup event between July 28-30.
- Cub Scout Adventure Boxes still available



District Time



- We will now breakout by district
- Please submit in your Pack's JSN Info (date/time/location/contact/2nd chance). Complete at www.danbeard.org/JSN-info
- Also, let your District Executive know if your Pack would like to host a community-wide signup event in early/mid-August
- Thank you for all that you do for the youth you serve!