



SCOUTING  
FORWARD  
TOGETHER

# JOIN SCOUT NIGHT LEADER GUIDE 2021



DAN BEARD COUNCIL, BSA  
SERVING GREATER CINCINNATI & NORTHERN KENTUCKY

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# Plan Overview



## GOALS:

- To prepare Cub Scout Packs to recruit new Scouts following a year of COVID restrictions and challenges.
- Invite new families to participate who we missed last year, especially 1<sup>st</sup> & 2<sup>nd</sup> graders who we missed last year who are now looking to get involved with educational opportunities outdoors.
- Plan and conduct sign up events for every Cub Scout Pack, school and community in Dan Beard Council in September.
- Reconnect with families who dropped out of Scouting during the pandemic.
- Focus on improving quality of 'First Impressions' with Scout, Parents, brand new leaders. Especially at interactions at Back to School/Open House, Sign-Up Night, Welcome Night and Launch into Scouting (*first several den meetings*).
- Increased promotion of additional opportunities to join Cub Scouts throughout the month of October as well as focused recruitment after fall sports seasons.

## REASON FOR THIS APPROACH:

- To regrow traditional Cub Scout membership after a sharp decline during the COVID-19 pandemic.
- To provide consistent and proven tactics to continue membership growth (*had 4 years of growth in DBC prior to COVID*).
- To simplify signup for new families, to maximize our presence in communities and schools and to leverage our existing members as recruiters.
- To highlight, draw focus and improve quality of our most important FIRST IMPRESSIONS with new prospective families.
- To provide multiple joining opportunities in each community throughout the fall.

## Opportunity to Join

**The goal is for EVERY YOUTH who lives in the Dan Beard Council to have the opportunity to join Scouting!**



We have an incredible opportunity to welcome new families to join our ranks this fall! Parents are looking for safe and engaging programs to enroll their children in, especially if they take place in safe environments and outdoors. Let's make sure that EVERY child gets an invitation to join Scouting this year. We also need to 'be prepared' for more Scouts than usual to attend Sign-Up Nights as families who would have normally joined our ranks a year ago (*likely 1<sup>st</sup> & 2<sup>nd</sup> graders*) may come out in larger numbers than we are used to.

We need YOUR help to make sure that all young people are giving the chance AND invitation to join. You, as leaders, hold the key to ensure that each school-aged child can become a Scout.

# BSA's Commitment to Safety

You may receive questions from new or prospective families about Safety. It's important to be able to address their concerns and share resources with them to put them at ease. Our goal in the BSA is to create and maintain a safe environment. The policies are helpful for anyone who works with children who are not theirs, and not just in Scouting. The BSA has some of the strongest barriers to child abuse found in any youth-serving organization.



**YOUTH PROTECTION**  
Boy Scouts of America  
Dan Beard Council

**A Parents' Guide To Safe Scouting**

**PARENTS**

To realize the promise of Scouting, it is critical that the Dan Beard Council, Boy Scouts of America provide steps to create and maintain a safe environment for all who participate. The practices of a Scoutmaster and Scouting unit are essential to ensuring that appropriate behaviors are in Scouting. Scouting leaders and parents work together to ensure all youth protection and health and safety policies are implemented and every child is the recipient. The information you will need is not meant to create your own perspective about every form of abuse and how to recognize it and report it. It is part of the BSA's long safety commitment for all youth. The Centers for Disease Control, the Violence Prevention medical facilities committed to preventing child maltreatment refer to child abuse as a crime. The BSA is committed to investing resources and engaging their top experts to end all forms of child abuse.

**HOW SCOUTING PROTECTS YOUR CHILD THE BSA'S BARRIERS TO ABUSE**

The goal of the BSA is to create and maintain a safe environment. These policies are helpful for all children who are not Scouts, and not just in Scouting. They are practices used by teachers, the police, and adults who professionally work with children.

<b>ADULT TO ADULT CONTACT</b>	To the best of our knowledge, appropriate adult-to-adult contact is not an abuse. Appropriate adult-to-adult contact includes appropriate contact between adults and youth.
<b>ADULT TO YOUTH CONTACT</b>	Two registered adult leaders (21 years of age or over) are required at all Scouting activities including meetings. A registered female adult leader is required for youth evening activities.
<b>ADULT TO YOUTH CONTACT</b>	Adult leaders and youth members share the responsibility for the safety of all participants who are in Scouting. Appropriate adult-to-adult contact is required for all participants who are in Scouting.
<b>ADULT TO YOUTH CONTACT</b>	Separate accommodations for adult leaders and Scouters and youth members and are required whether it is during, before or after an event, or during and before.
<b>ADULT TO YOUTH CONTACT</b>	The BSA has not specified gender requirements in order to maintain consistency in membership to protect youth. A few of these include: the family system, open adult membership and youth membership, and required review of IP materials in handbook for new units.
<b>ADULT TO YOUTH CONTACT</b>	Adult leaders and youth members have a responsibility to recognize, respond to, and report all IP violations and abuse. All persons involved in BSA programs must report any IP violation to their law enforcement or child protective services.
<b>ADULT TO YOUTH CONTACT</b>	When speaking with a child who discloses or indicates abuse, your role is to listen, support, and report. A trained adult is required with whom a child can talk freely about it, and who provides healthy support.

To view and download these documents, please visit <https://danbeard.org/youth-safety/> and scroll down to Resources to download.

## Statement on Post-COVID-19 Pandemic



Dan Beard Council has continued to share best practices developed with consideration of updated health recommendations from the CDC, as well as state and local health guidance. As of the printing of this manual, the Dan Beard Council has mostly recently revised its **Scouting Safety Recommendations & Planning Guide** at the end of May. The guide is meant to help units plan how to safely conduct Scouting activities. Unit program should be conducted in accordance with current guidelines from the state and CDC with approval of the unit's chartered organization and subject to the current COVID-19 protocols of any meeting/activity facility.

For more information, go to [www.danbeard.org/healthy-and-safe-scouting-covid-19](http://www.danbeard.org/healthy-and-safe-scouting-covid-19).





## Resources

### **Dan Beard Council Recruitment & Related Resources website: [GoCubScouts.com](https://www.GoCubScouts.com)**

▶ Your one-stop shop for everything Join Scout Night and recruitment. Volunteer Leader Info has lots of templates for your Pack's use.

### **National BSA map of units where parents can find a Pack near them: [BeAScout.org](https://www.BeAScout.org)**

▶ Make sure your Pack appears with correct info. Prospective families will come here if they search for Cub Scout Packs on their browser.

### **Online Registration & BeAScout.org tutorials & How To: [Scouting.org/resources/online-registration](https://www.Scouting.org/resources/online-registration)**

▶ Everything you need to update your BeAScout.org Pin and set-up online registration

### **By RSVPing for Join Scout Night Training, you will be added to a Join Scout Night e-newsletter**

▶ You will receive regular, timely info and reminders of what your Pack should be doing to have a successful recruitment season.

### **National BSA's Membership & Marketing Hub: [Scoutingwire.org/marketing-and-membership-hub](https://www.Scoutingwire.org/marketing-and-membership-hub)**

▶ Check out the tools, resources, webinars, videos, etc., to help with recruitment efforts. This goes above and beyond what Dan Beard Council has provided.

### **Dan Beard Council Media Resource website: [DanBeard.org/MediaCenter](https://www.DanBeard.org/MediaCenter)**

▶ Includes images, photos, social media tips and you can use for recruitment.

### **Dan Beard Council COVID-19 website: [DanBeard.org/Healthy-and-Safe-Scouting-Covid-19](https://www.DanBeard.org/Healthy-and-Safe-Scouting-Covid-19)**

▶ Latest info regarding recommendations and planning for your Pack's activities.

### **Sign up for weekly National BSA newsletters and program updates: [Scoutingwire.org](https://www.Scoutingwire.org)**

▶ Shares current best practices, program ideas and webinars that often help to boost ideas for recruitment.

### **[GoCubScouts.com](https://www.GoCubScouts.com) and [BeAScout.org](https://www.BeAScout.org)**

▶ Dan Beard Council Marketing materials will direct parents to [GoCubScouts.com](https://www.GoCubScouts.com). Interested families can learn more about Scouting and find information about recruitment in their neighborhood. We will also link [GoCubScouts.com](https://www.GoCubScouts.com) to [BeAScout.org](https://www.BeAScout.org). It is important for Packs to update their [BeAScout.org](https://www.BeAScout.org) Pin with accurate information.



## When We Work Together, We Win!

Join Scout Night requires a tremendous amount of effort and resources to be successful. It also requires all of us to work together to be successful. This includes the Dan Beard Council staff along with district volunteer support, as well as leaders, parents and even Scouts from our Cub Scout Packs have a role to play as we reach to and invite new families to join our ranks.

- ▶ Join Scout Night Training & JSN e-newsletters

### *Marketing materials & promotion provided:*

- ▶ Flyers
- ▶ Stickers
- ▶ Posters
- ▶ Yard Signs
- ▶ Billboards
- ▶ Bring a Friend cards
- ▶ Table-top displays
- ▶ Parent Orientation Guides
- ▶ Parent Power Pack mailing
- ▶ Print & Social Media templates
- ▶ Location Sensitive Advertising (*Facebook Event Geofencing*)
- ▶ Sign-Up Night materials (*applications, envelopes, sign-in sheets, etc.*)
- ▶ Staff Support
- ▶ Coordinate meeting with school principals
- ▶ Deliver flyers & stickers to schools
- ▶ Conduct school talks
- ▶ Ensure that district support person is available to assist at each Sign-up Night

- ▶ Annual Program Plan/Calendar: You have to have a FUN and exciting program that you can share with new families!
- ▶ Recruit a New Member Coordinator
- ▶ Promotional Blitz: Place/use ALL of the recruitment marketing materials and templates available to customize promotions (*yard signs, posters, church bulletins, flyers neighborhoods, etc.*) into your community 1-2 weeks before your Sign-Up Night.
- ▶ Participate in the #ScoutSHARE Day & Contest to drum up excitement as you approach Sign-Up Night
- ▶ Participate in Back to School events/Open Houses & other events happening in your community
- ▶ Conduct Sign-Up Night
- ▶ Organize and hold Welcome Night within 2 weeks of your Sign-Up
- ▶ Follow Launch into Scouting plan to have FUN and engaging meetings that hook Scouts (*and parents*) & keep them coming back for more!





# Preparations Checklist



## JUNE – JULY

- Find your Pack on BeAScout.org:** Determine if it has all the info prospective new parents are looking for.
- Update BeAScout.org Pin & activate Online Registration**
- Recruit New Member Coordinator (*and have them take training at [my.scouting.org](http://my.scouting.org)*)
- Conduct **Annual Planning Workshop**
  - Includes program calendar for the upcoming year
  - Includes Pack budget to help you determine fees to charge for new & returning Scouts
  - Includes your school's Open House/Back to School Night
  - Includes preferred date/time/location for your Signup Night
- Attend Join Scout Night Training**
- Review on Volunteer Leader Info on GoCubScouts.com
- Create (*or update*) a **Pack Info Sheet** that includes contact info for current leadership, dues and upcoming events, etc. to be handed out at signup night

## AUGUST

- Participate in Open House/Back to School Night**
  - Have info to share about your Pack, be ready to collect contact info to follow-up with invite to signup night
- Marketing Blitz:** Place yard signs, hang posters, request to be included in local paper, community marquees (*school, church, businesses, etc.*), distribute Bring a Friend cards, etc.
- Promote #ScoutSHARE contest and details and #ScoutSHARE Day with your Pack from August 30-September 17, 2021**

## SEPTEMBER

- September 1 is #ScoutSHARE Day & Wear Your Uniform Day.** Be sure to post on social media and wear your uniform to work and your Scouts to wear their uniform to school.
- Participate in weekly #ScoutSHARE Contests** including themes for 3 weeks: Outdoor Activity/Camping Photos (8-30-9/5); Family & Friend Photos (9/6-9/12); and Community Service Photos (9/13-9/17).
- Share Sign-Up Night event on Facebook** (*Geofenced advertising*). Have Pack parents do the same. The more shares, the better!
- Conduct a Sign-Up Night**
- Within two weeks of your Sign-Up Night, hold **Welcome Night** (*includes Parent Orientation*)
- Begin **Launch into Scouting** programming (recommended first 3 adventures to work on to take advantage of weather, daylight hours & keep new Scouts excited from the beginning.

## OCTOBER

- Invite ALL Scouts who never committed at Sign-Up Night or shared interest at Open House/Back to School Night to upcoming Den or Pack meeting. Sign them up!
- Promote 'Bring a Friend' plan** and have them invite a friend to a Den or Pack meeting.
- Promote and conduct 2<sup>nd</sup> & 3<sup>rd</sup> chance Sign-Up opportunities
  - One should focus on end of fall sports season (*soccer, football, etc.*)



# Planning & Preparations

## AUGUST

### ► Marketing Blitz & Community Awareness

Make sure to promote your Pack's Sign-Up Night early and often. Use the marketing resources your Pack received at Join Scout Night Training in July. A best practice is to schedule a day for your Pack leaders to 'blitz' your community promoting your Sign-Up Night details. If you have a gameplan in advance and additional helpers, it should go quickly.

- ❑ **Yard Signs (make sure it's BOLD and legibly written):** Place them at high traffic locations (*you might need to get permission first*). Near the office or front yard of the school, your Charter Organization, church, busy intersection, community center, populated neighborhoods, sports complex, etc.
- ❑ **Posters:** Same idea and make sure your Pack's Sign-Up Details are there. Post in locations that parents will see like school entrance/office, at church near Sunday school classrooms, library, community center, etc.

### ► Other Communication/Requests for your Blitz Day

- ❑ Request to be in your **school's newsletter** (*or principal's email*) and shared on social media pages (*school and PTA page*). Promote the Sign-Up Night details as well as exciting upcoming activities that are planned or FUN things you did over the summer!
- ❑ Request that your Sign-Up Night be promoted during **school announcements** or daily video news (*beginning & end of the day for the week leading up to it*).
- ❑ Request that school's **sign or marquee** shares Sign-Up Night details.
- ❑ If possible, request your **school directory** so you can make calls or mail invitations directly to prospective new Scouts.
- ❑ Request that your Sign-Up Night details are included in the **church bulletin, newsletter and on social media page**.
- ❑ **Post the Sign-Up Night Facebook event** (*with Geofenced advertising*) on community and neighborhood social media pages.

Sign-Up so parents can get it on their calendar and plan to attend rather than a last-minute scramble.



# Planning & Preparations Cont'd

## Back to School/Open Houses/Meet the Teacher

These opportunities at your local elementary schools are an excellent place to meet new families and promote Scouting! Strengthen your relationship with the school and the school administration by being a part of it!

### *Here are some tips to be successful:*

- Approach your principal to ask permission to attend. This is an excellent time to offer your Pack to help with a service project, help with flag ceremony or support an event at school.
- Find out if there is a meeting format or round robin style.
  - If it is round robin style where parents roam, you will want to be in a high traffic area.
    - Adult leaders should wear their Scout uniform or Pack t-shirt.
    - Two or more leaders is ideal, so one can pass out information while the others talk to parents.
    - Present an interesting display: Pack banner, table-top display board, uniform, pinewood derby cars, handbooks, camping equipment, photos or computer with photos/video of activities.
    - Have an information sign-in sheet to capture name, email and phone. Some of these parents will or will not come to your Sign-Up Night.
    - Youth applications or be prepared to send them a link to register online. If a parent is willing, have them fill out the application while they are there. Bring a couple clip boards to make this easy.
  - If it is a sit-down meeting format, ask if you can address parents for 2-3 minutes. No matter what, keep to that 2-3 minutes. Short and sweet!
    - Adult leaders should wear their Scout uniform or Pack t-shirt.
    - Introduce yourself and provide some highlights about your program (trips, community service, fun events, character building, etc.)
    - Give them the date, time and location of your Sign-Up Night.
    - Tell them where your table will be during the evening and invite them to stop by to learn more.





## SEPTEMBER

### ► #ScoutSHARE Day & Wear Your Uniform Day

Want to Trend on social media? That's what we are aiming for on **Wednesday, September 1, 2021!** #ScoutSHARE Day is a unified effort for everyone in Dan Beard Council to share something about Scouting on social media on the same day. So, on September 1, please take a quick moment to share something awesome about Scouting on Facebook, Twitter, or Instagram and be sure to type: #ScoutSHARE at the end of your message. Wear your Scout uniform as well and encourage your entire Pack to do the same!

### ► #ScoutSHARE Contest weeks: Monday, August 30 – Friday, September 17, 2021

- Prizes will be given on **8/30, Bonus Prize on 9/1, 9/7 and 9/13**
- Exciting Weekly Themes:
  - **Week 1 (8/30-9/5) Outdoor Activity/Camping Week:** Share a FUN summer Scout Outdoor Activity or Camping Trip Photos!
  - **Week 2 (9/6-9/12) Scouting Friends and Family Photos:** Share a photo of you and your friends/family Scouting together!
  - **Week 3 (9/13-9/17) Community Service Week (Giving Back):** Share a photo showing you gave back to your community!



In addition to your Pack's Sign-Up Night, Dan Beard Council District Executive members will be working with schools to schedule a time to visit with and students excited about the FUN and adventure Scouting has to offer. In some cases, Pack leaders may be able to assist with these talks, especially if you have a great relationship with the school.

In addition to the School Talk, students will receive a **colorful, attention grabbing flyer and sticker** with Sign-Up Night details at school. This flyer will also include a QR Code to direct to your Pack's sign-up page.



## ► Sign-Up Night

- ◆ This should be a short and simple event to collect the application, make initial payment, and distribute a few key informational items about your Pack to Parents.
- ◆ Parents should be able to complete the registration process in 20 minutes or less.
- ◆ Have a person at the door to greet and direct parents where to go.
- ◆ Recruit Scouts BSA Troop (Scouts AND leaders) to help at your Sign-Up. Have them lead an opening/pledge and a game/activity for the kids while parents complete the paperwork.
- ◆ Have parents sign in to collect their basic info. Attendance sheets are provided to every unit.

### DISTRIBUTE to each Parent/Guardian:

- BSA Youth Application (to be collected)
  - Family Talent Survey (to be collected)
  - Pack Information sheet (includes basic info about Pack and key contacts)
  - Pack Calendar
  - Parent Orientation Guide
- ◆ Explain how much it costs to join and what they will need to purchase later (book, uniform, etc.)
  - ◆ Explain next steps, when and where the Welcome Night will be (should be within 2-weeks)

### COLLECT:

- BSA Youth Application
- Family Talent Survey
- Membership Fee & Pack Fee

### Best Practices for Sign-Up Night

- COLLECT THE APPLICATIONS THAT NIGHT! Even if a parent doesn't have payment with them, do not allow them to take the application form with them. If they want to think about joining, tell them you would be happy to hold the application until they decide and make sure they have all other materials they will need.
- Don't go into every detail about the Cub Scout program. Parents want to meet the leaders, find out the next meeting date and how much it will cost. They want to sign up and go home. Additional Pack information should be shared at Welcome Night.
- Don't ask parents to be a leader the first time you meet them or during the Sign-Up Night. This doesn't work and will scare off families. Take time to review the completed Family Talent Surveys to identify your best prospects. Then, set up a meeting with them personally to ask them to volunteer. This might mean that another leader helps with a Den until the RIGHT person can be identified.

► **NOTE: Online registration is also another option for parents to register their Scout.**

*Pro-tip: this is a great way to get a Scout registered who either missed or could not make it to the Sign-Up Night. This ONLY collects pro-rated fee through 12/31/21 plus a credit card service fee. You will likely need to collect additional Pack dues (often includes recharter fee for following year). Make sure to 'Accept' the application right away in the Application Manager at my.scouting.org (Key 3 member has to accept it).*



## ► Welcome Night



This is designated night to welcome new families to the Pack. The evening should have two main purposes. It should take 1 hour or less.

1. Excite new Scouts with a fun and interactive activity so they are excited for the next meeting.
2. Parent Orientation and overview about the Pack and Scouting.

◆ Make sure you have two main areas, one for Scouts/siblings and one for adults with volunteers in place for each.

◆ Welcome families as they arrive and explain that there is an activity for the kids while the parents learn more about the Cub Scout Pack.

◆ **SCOUTS:** Setup the necessary supplies for an exciting activity. Make it interactive and FUN!

### Parent Orientation

- A well-planned parent orientation is key to setting expectations of families and their involvement.
- Use the Parent Orientation Guide to help create an agenda that won't last more than 1-hour. Allow time at the beginning and end for leaders and families to mingle, socialize and ask questions.
- Cover expectations of parent involvement in your Pack and highlight some simple things they can do to help throughout the year.
- Discuss how your Pack is funded and how the popcorn sale will help them pay for the fun of Scouting.
- Review upcoming activities and how they can participate
- Hang large posters with ALL things the Pack (*and committee*) does during the year (*Pinewood Derby, Blue and Gold, popcorn, summer camp, website, Cub-O-Ree, etc.*). Require parents to sign up for 3 things. Signing up doesn't make any person in charge of that thing, but it sets an expectation to help. For example, signing up for the Pinewood Derby might end up meaning a person will help set up chairs, but at least you have a list with lots of names to contribute.
- Be prepared to respond to questions you may receive regarding Youth Safety and National BSA Council Chapter 11 Reorganization bankruptcy. For more information, visit [DanBeard.org/YouthProtection](http://DanBeard.org/YouthProtection).

### Recruiting Parents to be Cub Scout Leaders

- **Sign-Up Night is over, and you know you need a Tiger, Wolf, Bear, Den Leader. Before your Welcome Night**
- Take time to sit down with your available leaders and do some research on each new parent. You will have the Scout's application & Family Talent Survey to help guide your discussions.
- Have Den Leaders make personal calls (*start a text thread too*) to all the new families to remind them of upcoming meetings and welcome them to the Pack. This will go a long way to building lasting relationships and lets new families know they are welcome!
- Be patient; you want the *right* leader not the *right now* leader. Get to know them.

## Guide for Recruiting New Parents:

- **Meet face-to-face with a parent.** DO NOT share general message to the whole Pack or Den “We need a Cubmaster, see me after the meeting if you are interested.” This method does not work and will be counterproductive to finding the RIGHT leader.
- Tell the parent why they were selected. Highlight their skills, abilities, friendliness, job experience, civic service, etc.
- Give them a short tasks description, timeline and expectations of the position.
- Provide them with contact information for a mentor to approach with questions.
- Give them the next available training dates and information to create an account on [my.scouting.org](https://my.scouting.org) to take Youth Protection Training.
- Provide them with a list of upcoming live trainings like Cub Leader Specific, BALOO and Scouting University. Leaders who attend a live training will feel more connected and know how to access additional resources.
- **If they say YES, have them complete an Adult Application and take Youth Protection Training.** The quicker you get their application and Youth Protection certificate to the Scout Achievement Center, the quicker they get tied into email communications, e-newsletters, Scouting magazine and other resources. Set them up for success. Make this step a priority in your Pack!





## Cub Scouts Meeting Night

This refers to your typical Pack or Den meetings. It is very important to make sure these meetings are hands-on, engaging activities where Scouts (*and Parents*) experience FUN and adventure. Make sure these are well organized and welcoming for new Scouts and their family.

## Launch into Scouting

Launch into Scouting is a new initiative to engage and retain our Scouts immediately upon joining. This effort enhances a family's first impressions by front loading some of the most active and engaging "Adventures" in the first few months. These adventures can mostly be held outdoors to take advantage of warmer weather and longer days at the start of the school year.

This is a tool or resource to help new den leaders decide what to focus on at their first few den meetings. For both a new den leader (*possibly just recruited a week earlier*) or for a den leader continuing with the next age group, it takes effort and time to figure out what "Adventures" (*or belt loops*) you will need to work on with their Scouts. These meetings require planning, material gathering, and preparations. Ideally this helps den leaders save time when deciding on which adventures to front load in the beginning of the program year.

It also takes advantage of the nice weather and day light available for evening den meetings. We all know in October, the days get shorter and temperatures get cooler. Spend those first few meetings outside and having fun! Again, this helps to bring the sizzle for Scouts AND their parents. They see active 'Adventures' where their Scouts are learning and experiencing really cool stuff to get them hooked right at the beginning of the program year.

THREE ACTIVITIES FOR THE FIRST 60 DAYS BY RANK			
	<b>Lion Adventures</b> Lion's Honor <i>(Introduction to Meetings)</i>	Fun on the Run	Mountain Lion
	<b>Tiger Adventures</b> Games Tigers Play	My Tiger Jungle	Tigers in the Wild
	<b>Wolf Adventures</b> Wolf Call of the Wild	Running with the Pack	Paws on the Pack
	<b>Bear Adventures</b> Bear Claws	Fur, Feathers, Ferns	Bear Necessities
	<b>Webelos Adventures</b> Cast Iron Chef	Stronger, Faster, Higher	Webelos Walkabout
	<b>Arrow of Light Adventures</b> Outdoor Adventures	Into the Wild or Into the Woods	Castaway

## OCTOBER



### ► Bring a Friend Month

**October is 'Bring a Friend' month!** We encourage ALL Scouts, including those that just joined, to bring a friend to a meeting to share in the adventure. Use the "Bring a Friend" invitation cards provided with your marketing materials distributed at Join Scout Night Training. Give each Scout 2 cards at a den meeting in September or early October, have them fill out the next meeting details and give those cards to two friends and encourage them to come to the next meeting!

### ► Cub-O-Ree



This is a great opportunity to deliver a FUN outdoor experience that most people think about when they hear the words "Cub Scouts". They think of archery, bb guns, camping and games. Make sure to offer this event to your new Scouts as well as the ones who haven't signed up quite yet. Details can be found at [DanBeard.org/Cuboree](http://DanBeard.org/Cuboree).



### ► Halloween Stickers

You may have loads of elementary school age kids coming to your door on Halloween or you may have a Trunk or Treat event in your town. These are great opportunities to promote Scouting who you may have missed at the start of the school year or who were busy with other sports or activities at that time. **Ask your District Executive for stickers that you can pass out or attach to a candy bar with details about your Pack or promote an upcoming event!**



### ► End of Fall Sports Recruitment

Each year, we hear about families who are interested in Cub Scouting but cannot make it to the Sign-Up Night because they are busy with other activities at the hectic start of the school year. Find out when those fall sports wrap up for the season (*soccer, football, etc.*) and set up a table at the sports complex or field similar to how you would set up at a Back to School/Open House Night with information about your Pack, upcoming events, pinewood derby cars and pictures from awesome activities. Do your best to invite families that just a month earlier were too busy to even think about Scouting.





# Marketing Materials & How to Use

## Marketing Materials Information Sheets

Attached to each item in your packet will be a Marketing Materials Information sheet with a brief description of each item and tips on how to use it for your Pack! If you have any additional questions on how to use this item, please reach out to your District Executive.

### ► Flyers



### ► Bring A Friend Card



### ► Parent Landing Page



The Parent Landing Page is a digital website that will display when parents scan the QR code found on the Join Scout Night flyer. This website will include most of the FAQs about your Cub Scout Pack to help parents make an informed decision about joining the Cub Scouts. It will provide information about Pack meeting day and week, location, primary contact person, den meeting frequency and days, upcoming events and cost. This is way more information than we have been able to fit on the flyer and will be a great way for parents to learn more about your Pack specifically.

**Please make sure to complete the Parent Landing Page online form by July 25 along with your preferred Sign-Up Night details by August 13.**

► **Other Marketing Materials:**

- ◆ GoCubScouts.com
- ◆ Outdoor Digital Billboards
- ◆ Social Media Promotions & Templates
- ◆ Facebook Event & Geofencing Advertising
- ◆ Recruitment Envelopes
- ◆ Attendance Sheets
- ◆ Print & Social Media Templates

◆ **Parent Power Pack (mailed at the end of July)**

*(Contains Letter, BSA's Barriers to Abuse, Cub Scout Activity Flyer, Scouting Path Flyer, ScoutSHARE Day & ScoutSHARE Contest Flyer)*



 **Notes**





**ORWARD**  
**TOGETHER**

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