

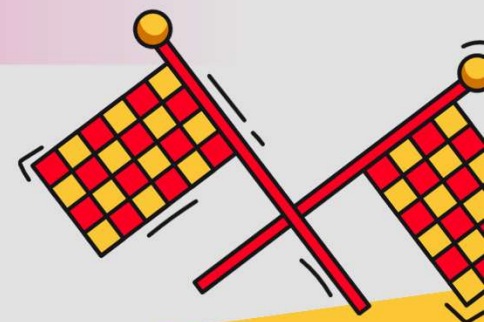


RACE INTO SCOUTING



REACH THE WINNER'S CIRCLE

2025 Membership Campaign



WHY RECRUITMENT MATTERS



- 🏆 **Scouting is Growing!**
- 🏆 **New youth=Pack longevity**
- 🏆 **Create sustainability**
- 🏆 **Develop shared leadership**
- 🏆 **Every Child deserves the chance to be a scout**



TONIGHT'S OBJECTIVES



FUN IN NUMBERS

Scouting is more fun in numbers: there are more opportunities for events, more chances to fundraise successfully, and more adults to pull volunteers from.

- *Share proven recruitment techniques*
- *The how and why of "Sign-Up Nights"*
- *Provide tools and resources for Packs*
- *Explore strategies to recruit and retain adult leaders*
- *Energize and inspire your team!*



RECRUITMENT

WHY RECRUITMENT IS IMPORTANT



Recruitment Grows the Pack and Ensures Its Future



Recruitment Builds a Stronger Community



More Youth Means More Fun and Better Program Quality



Recruitment Helps Identify Future Leaders



Recruitment Supports the Mission of Scouting

RECRUITMENT TECHNIQUES



*School Based
Recruiting*



*Community
Engagement*



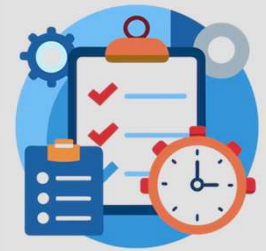
*Digital and
Social Media*



*Parents and
Volunteers*



*Events that
Attract*



*Administrative
& Follow up*

Refer to the list "60 Ways to Recruit Cub Scouts" in your packet

BEFORE THE SIGN UP NIGHT

- ***Decide on two Sign-Up Nights***
 - *Rain dates necessary if out-of-doors*
- ***Establish a recruiting goal***
 - *Each Pack needs to set an aggressive, yet realistic goal*
- ***Create a yearly Pack Calendar and Budget***
- ***Update your Be A Scout Pin***



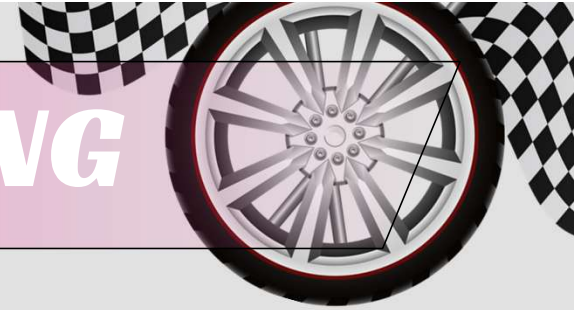
Consult with your District Executive or Cub Scout Recruitment Captain to complete your Individualized Membership Plan

BEFORE THE SIGN UP NIGHT



This year's incentive...

BE A SCOUT PIN UPDATING



- ***Computers are available to update your Be-A-Scout Pin in the back***
- ***Understand what makes an effective Pin***

Consult with your District Executive to edit your Be A Scout pin, if needed.

BEFORE THE SIGN UP NIGHT



- ***Advertise your Sign-Up Nights***
- ***Have Information at Back-to-School Events***
- ***Include Price of Membership***
- ***Understand revised HUSKY Program***
- ***Communicate with District Executive on Flyer Needs***
 - *This should be part of IMP process*

BEFORE THE SIGN-UP NIGHT



BRAND CENTER

- ***Market and advertise your Pack all year long***
- ***Utilize more than one method***
- ***Fliers, Facebook, Instagram, Radio, Newsletters, WORD OF MOUTH!***
- ***Plan, write and schedule social media posts using the National Planner***

THE WHY OF SIGN UP NIGHTS



***Focus on Enrollment,
not Just Excitement***



***Give Families Time
to Make a Decision***



***Provides a Clear
Next Step***



***Streamlines Volunteers
Involvement***



***Allows for Better
Organization and
Preparedness***



***Sets the Tone for Pack
Communication***

THE HOW OF SIGN-UP NIGHTS

Why the Pack Meeting + Sign up Night Combo Model works

- 1. Built in Audience***
- 2. Kids are Engaged while Adults Register***
- 3. Smoother Flow & Less Stress***
- 4. Stronger First Impression***
- 5. Immediate Integration***
- 6. Time-Saving for Families***



THE CUB RECRUITMENT CAPTAIN

The importance of the Captain

- 1. Helps Direct Traffic***
- 2. Knows the program***
- 3. Assists Pack Leaders run the Sign-up Night***
- 4. Answers Parental Questions, or directs them to the correct resources***
- 5. Gather materials at the end of the night***



SIGN UP NIGHT/ PACK MEETING STATIONS

Welcome & Sign-In

Registration & Application
Fee Collections

Program Info & Q&A

Scout Activity Area

SIGN UP NIGHT/ PACK MEETING STATIONS

Welcome & Sign-In

- Greet families with enthusiasm and provide name tags.
- Collect contact information for follow-up, even if they don't join tonight.
- Provide a map or checklist of the five stations to guide families through the process.



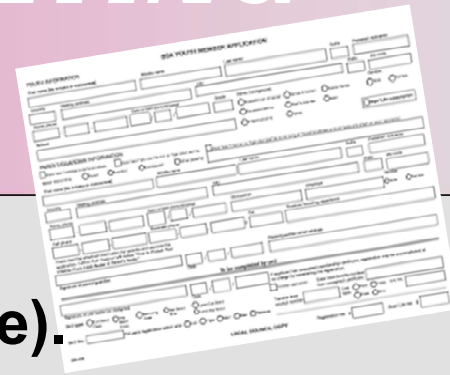
SIGN UP NIGHT/ PACK MEETING STATIONS



Program Info & Q&A

- Display visuals and handouts about Cub Scouting's benefits and fun.
- Have current leaders or seasoned parents share brief testimonials.
- Answer questions about meeting frequency, uniforms, and costs honestly.

SIGN UP NIGHT/ PACK MEETING STATIONS



- Provide youth and adult applications (paper or online).
- Have someone assist with filling out forms or walking through online registration.
- Explain youth protection policies and leader background checks briefly.



Registration & Application

SIGN UP NIGHT/ PACK MEETING STATIONS

- Engage kids in a hands-on Cub Scout game or craft (supervised by leaders or older Scouts).
- Keeps youth excited while parents handle registration.
- Show off the fun of Scouting — this is what hooks the kids!

Scout Activity Area



SIGN UP NIGHT/ PACK MEETING STATIONS

- **Accept dues, registration fees, or offer info on payment plans or assistance.**
- **Clearly explain what the fees cover (e.g., national fees, pack dues, uniforms).**
- **Provide receipts and a “what’s next” flyer with the first meeting date.**



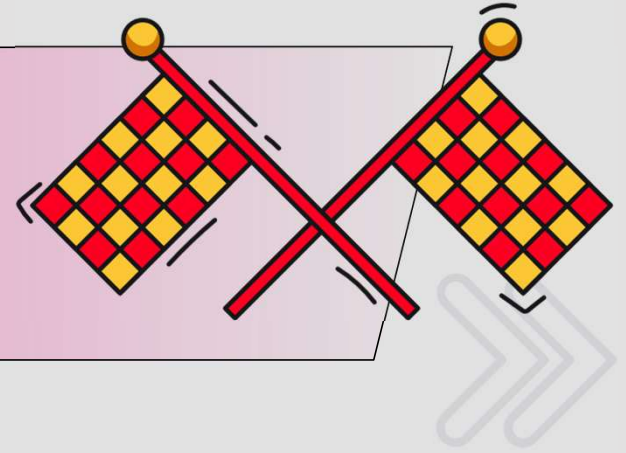
Payment & Fees

CUB SCOUT RECRUITMENT CAPTAIN



- 1. Leads the Event***
- 2. Coordinates Station***
- 3. Greets Families***
- 4. Supports Volunteers***
- 5. Manages Time and Flow***
- 6. Ensures Follow-up***
- 7. Communicates with District***

VOLUNTEER RECRUITMENT



Normalize Asking for Help

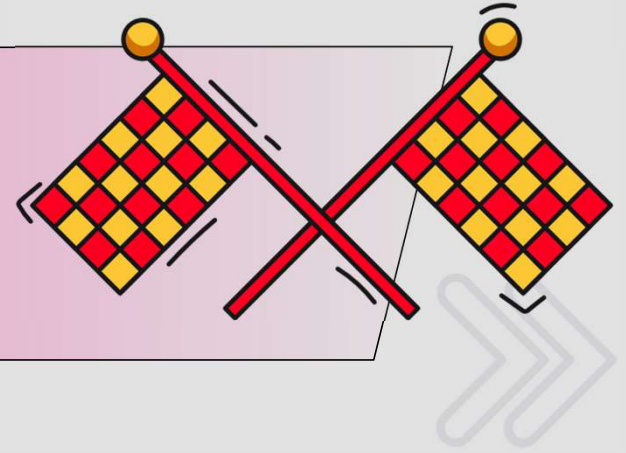
Let leaders know: “It’s okay to ask.” Many parents don’t step up because they’re never asked directly.

Encourage a culture of shared responsibility, not hero leadership.

Script example:

“Hey, I could really use a hand with the craft at the next meeting. What craft would you like to do?”

VOLUNTEER RECRUITMENT



Break Down Roles into Bite-Sized Pieces

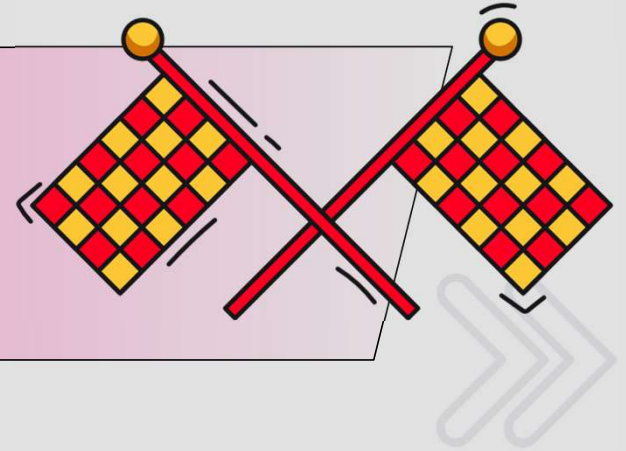
Don't ask for a full-time Den Leader right away — ask for small tasks (snack coordinator, meeting assistant, photographer, etc.).

Create a “Menu of Micro-Jobs” so parents can see low-commitment ways to get involved.



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VOLUNTEER RECRUITMENT

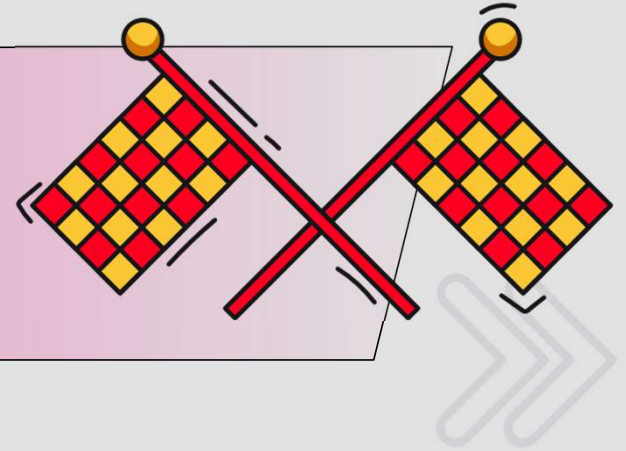


Use the “Ask One” Strategy

Encourage every current leader to personally ask one parent to help with something specific.

Personal invites are far more effective than general announcements.

VOLUNTEER RECRUITMENT

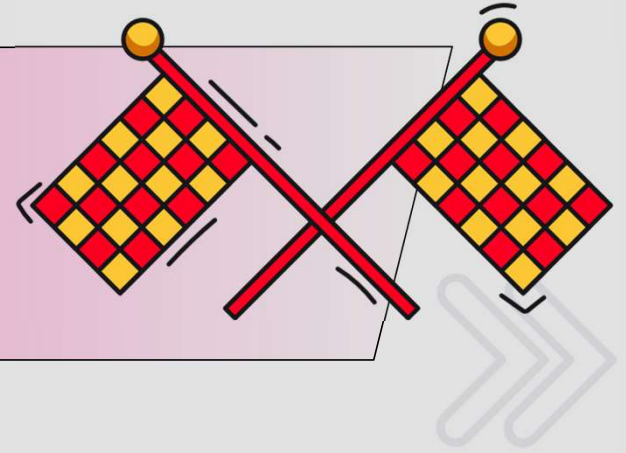


Promote Team-Based Leadership

*Let leaders know they don't have to "own" a job solo.
Encourage co-leadership or shared roles.*

Example: Two parents co-lead a den or alternate meetings

VOLUNTEER RECRUITMENT



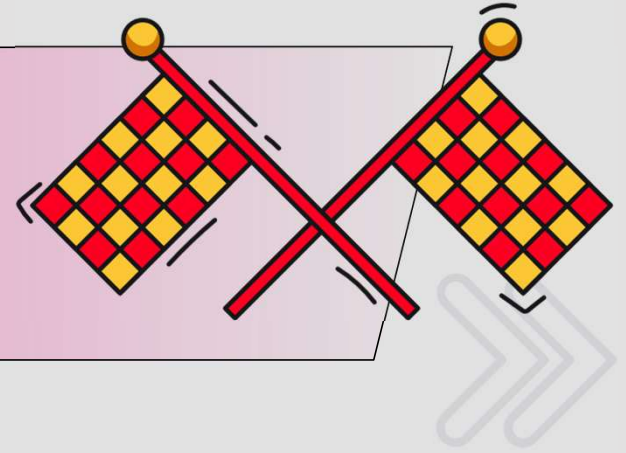
Celebrate Volunteers Publicly

*Thank helpers **during Pack meetings** and in emails. Recognition shows others that volunteering is appreciated and respected.*

Peer-to-peer visibility encourages others to step forward.

“If she can do it, I can do it!”

VOLUNTEER RECRUITMENT

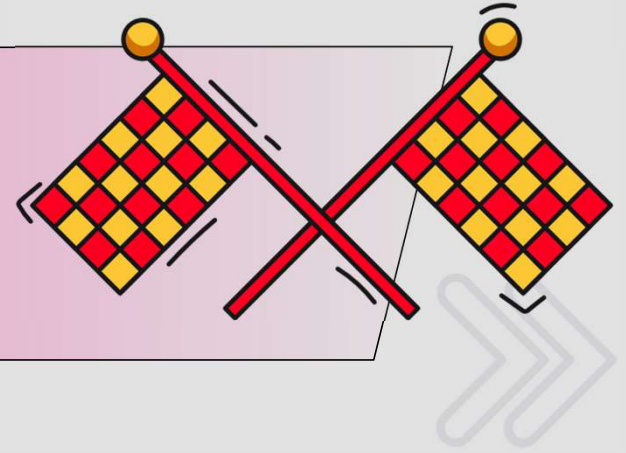


Use a Volunteer Interest Survey

At the beginning of the year (or at Sign-Up Night), hand out a short form asking about skills, talents and time

You can match leaders with tasks based on interests and availability

VOLUNTEER RECRUITMENT



Highlight the “Why”!

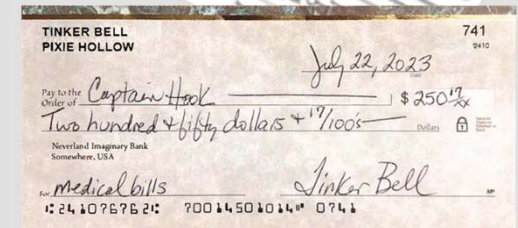
Have existing leaders share stories of why they serve, when others hear how meaningful serving is, they are more likely to want to help.

“I started helping out because my kid was having so much fun. I stayed because it's rewarding to watch all the kids grow.”

AFTER THE SIGN UP NIGHT

- **Collect Sign-in sheets**
- **Collect Applications**
- **Process Payments**

**All this goes to your District
Membership team**



AFTER THIS MEETING

**Please see your District
Executive before you leave!**





TEAM INTRODUCTION



ALEX CANTOR

*Assistant Scout
Executive*



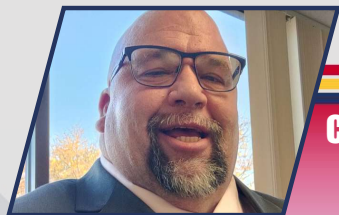
VIN PIETRARZIO

*Vice
President-
Membership*



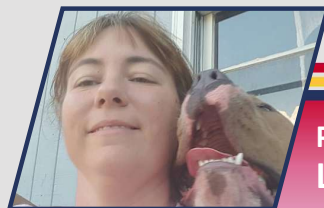
LUCAS BLINN

*District Director-
Western District*



CHIP GOSS

*Senior District Executive
LoTR*



**RICKI ANN
LEVESQUE**

*Senior District Executive
Charter Oak*



PAT MALIN

*District Executive
Southeastern*