

Pack Membership Guidebook

CALIFORNIA INLAND EMPIRE COUNCIL



Cub Scout Membership Guidebook

Unit Membership Program

Scouting with Open Hearts and Open Arms



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Resources

www.bsa-ciec.org/membership/

scoutingwire.org/marketing-and-membership-hub/

Videos: scouting.webdamdb.com/bp/#/folder/573922

FROM AN EFFECTIVE
MEMBERSHIP PROGRAM

PURPOSE

The purpose of the Membership Program is threefold:

- 1. Support Recruitment, especially at the Cub Scout level.
- 2. Encourage and Support Webelos Transition
- 3. New Unit Development

Everything in Scouting starts with recruitment. Before we can put Scouting's values into youth, we must put youth into Scouting. By putting

together well-structured and organized recruitment programs, we support well-structured and organized Cub Scout programs. Steps one and two of this program set up Packs for success – A Structured Program Plan (The Pack Calendar,) Leadership Positions identified and filled, and Youth ready to have fun!

The purpose of a Sign-Up Event for Scouting is to enroll youth into existing units and to enlist parent participation in the program.

BASIC PRINCIPLES

- Host a Sign-Up event within the first 2 weeks of school, no later than 4 weeks. In Spring, recruit in April/May
- Avoid holding the recruitment event in combination with a Pack meeting or schoolsponsored back to school program.
- Include a Scout Troop where possible or information about a Scout Troop. Allow them to assist and recruit sixth grade youth.
- All registered adult leaders need approval from the chartered organization.
- Essential Pack Leaders Cubmaster,
 Committee Chair, Den leaders, Charter
 Representative should be in place before
 the Sign-Up Night is held.
- Organize new dens with 5 to 6 youth, to allow room for future growth.
- Encourage new youth to bring friends.
- Training is vital for new leaders. Online training is available for new Den leaders.
 Encourage them to attend roundtable.
- Your District Membership Chairman and District Commissioner are available to you for support.
- Talk Less Assume the Sale. These programs should be short and sweet. They are coming to sign up. Details and training will follow later.



Sign-Up for Scouting Night

A recruitment night held at an elementary school to invite prospective members and parents to register for Scouting.

Back to School Night/Open House -

Packs provide information table at a school sponsored program.

Chartered Organization Night –

Special evening meeting held at a location other than a school, i.e. a church, inviting members of the organization to sign up.

Peer to Peer Recruiting -

Encourage Scout families to invite friends of Scouts. Be sure to welcome new families when they visit. Also, do not forget to ask the friend to sign up. Recognize both families after registration

BeAScout.org -

Online tool that should be customized for each unit to help prospective families find out more information about the unit. Units can authorize members to register and pay online.

Be Seen Events-

Attend parades, community events, etc, as a Pack and in Uniform.

Scout Fairs-

District sponsored and run recruiting nights.



NEW MEMBER COORDINATOR TIMELINE

RECRUITMENT:	
Spring/Fall	 Attend Council Recruitment Kick-Off/Training Announce Pack Recruitment Kick-Off at a Pack Meeting/Back to Pack Night.
Next:	 Complete Pack Recruitment Planning Worksheet Complete Pack Leadership Inventory. Finalize Pack Calendar and Org Chart - make copies for recruitment events. Update BeAScout.org unit pin. Setup online registration link. Contact assigned school to arrange Back to School Night/Open House Information Table Secure location for Sign Up For Scouting and Parent Orientation Nights.
4 weeks before Sign Up NIght	 Ask school secretary for class counts and total student counts. Order recruitment materials from the Council Service Center or go online to bsa-ciec.org/membership. Arrange recruitment exhibits: Pinewood Derby track, Raingutter Regatta, or Space Derby. Games and/or crafts. Assign recruitment responsibilities to Pack leadership. Request to place yard signs in surrounding location.
3 weeks before Sign Up Night	Place yard signs in high traffic locations with approval.
2-3 weeks before Sign Up NIght	 Divide flyers into classroom Packets. a. Confirm class counts with school secretary. b. Deliver Invitation flyers.
DAY OF EVENT	UNIFORM DAY - Encourage Scouts to wear uniforms to school SIGN-UP FOR SCOUTING NIGHT - lead recruitment program.
After Sign Up Night	 Have Head of Institution or Chartered Organization Representative sign all adult leader applications.
1 Week after Sign Up Night	Host Parent Orientation Meeting (OR on the same night)
10 Days after Sign Up Night	Applications and fees are due to the Council Service Center, District Executive or to your District Membership Report Location.
WEBELOS TRANS	SITION
Spring/Fall	 Contact Your District Membership Chair for "Troop Contact Information Sheet" Distribute Troop Contact Information to Webelos and Arrow of Light Den Leaders
Year-Long	 Encourage Webelos and Arrow of Light Leaders and Parents to attend Webleos Transition Breakouts to learn about the process. Or Contact your District/Council Membership Teams to learn more. Encourage Webelos and Arrow of Light Den Leaders to take their Patrols to visit at least 3 Troops.

STEP 1: COMPLETE PACK PLAN & INVENTORIES

Complete Pack Recruitment Plan:

A successful recruitment begins with a well thought out plan. The Pack Recruitment Plan helps a unit set goals, create an easy to follow timeline and outlines steps to strengthen relationships with schools and charter partners. A few minutes spent on this worksheet will pay dividends in serving more youth this year.



- 1. Conduct a Membership Inventory.
 - a. How many youth will continue?
 - b. How many vacancies are in dens with existing leadership?
- 2. Evaluate and set goal to increase membership in the Pack.
- Set dates to complete the Pack Recruitment Plan in the Appendix.
 These steps for recruiting have proven successful over time, however, it is not required to complete all the steps. Pick which ones your Pack can concentrate on and then do your best
- 4. Verify which schools your Pack will recruit from with your District Membership Chairman.
- 5. Plan Information Tables for School Back to School/Open House Events.
- 6. Share your goals with your District Membership Chair for support.

Conduct Membership Inventory on Pack Recruitment Plan Worksheet

- 1. Where does you need to start new dens or build up small dens?
- 2. Evaluate and set goal to increase membership in the Pack.
- 3. Verify which schools your Pack will recruit from with District Membership Chairman.
- 4. Identify which parents attend which schools. These parents may be partners in communicating with those schools on behalf of the Pack.

Conduct Leadership Inventory Using One of the Worksheets in the Appendix

With every new Scout comes a potential new leader. Make sure every family has an engaged parent involved in running the unit. Many hands make light work and there are plenty of opportunities to help.

- 1. Identify which leaders are continuing and vacancies to be filled
- 2. Identify places were all families can help. Parents can serve as a chair or be a member of a committee. Remember to focus on small jobs, not titled positions.
- 3. See Step Nine, for Adult Involvement Techniques and for delegating tasks.

STEP 2: FINALIZE PACK CALENDAR

Packs with calendars, distributed to families, have better participation in Pack activities as well as structure and vision for planning and executing the program effectively. A well-planned calendar promotes the fun of Scouting and allows parents to include important dates in their personal calendars..

Complete Pack Calendar

- Review District and Council programs for the coming year as well as program support materials.
- Develop a program calendar for the upcoming year and assign leaders and/or parents to host events.
- Create a calendar to distribute to all families.
- Update Pack Calendar on Scoutbook

STEP 3: PACK INVITATION PLAN

Research shows that parents need between 4 and 7 hits before they make a decision to join Scouts. Distributing flyers alone is not enough and school access is becoming more complicated. Membership Chairs and New Member Coordinators must adapt to new procedures and think of new ways to reach more youth. Here are a few ideas your Pack can use to make your efforts more effective. Use this summary sheet to keep track of what methods your Pack could use:

Top 10 Recruiting Ideas List			
	Pack Information List		
	Organize Visits/Scheduling		
	Recruitment Flyers		
	Youth Wear Uniform to School		
	Stickers		
	Yard Signs		
	Picture Boards/Slide Shows on Tablets		
	School Open House/BTS Nights		
	Be A Scout Pin		
	Buddy Cards		

Top 10 Recruiting Ideas List

These are the most important ideas for recruiting and you should use as many as possible in your plan:

- 1. Pack Information Sheet
 - One sheet that brags about your Pack. Have a quick handout ready to distribute
 - Include: Meeting times, location, Pack calendar, leaders names (Cubmaster & Committee Chair) and contact information,
 - Provide copies to your charter organization and families in your Pack.
- 2. Organize Visits/Scheduling
 - Provide School Secretary with a copy of Leader contact info to have parents take a picture if they come and ask for information. (Sample in Appendix)
- 3. Fliers
 - Council has fliers and Peach Jar Campaigns available.
 - Packs must have District approval for fliers produced and funded by the Pack Note: The District may be able to give you ideas and resources.
- 4. Encourage Youth to Wear Uniforms to School
 - Wear the day of your Sign Up Night, even den meetings or Pack Meetings.
 - Leaders should also wear their uniforms to school events
 - Offer a reward at that night's event for any Scout who wears his/her uniform to school.
 - Option: Class B t-shirts or Camp t-shirts.
- 5. Stickers
 - Create Address label OR Nametag stickers to promote Sign-Up Nights and pass out to students, where allowed. See also: Council Recruiting Materials Order Form
 - Distribute at Back to School Nights or Open House Tables
- 6. Yard Signs
 - Provided by Council. Customize with dry erase or wet erase markers.
 - Place in high traffic areas. (See Section 9 for more ideas)
 - Ask schools to place in front of office and corners of school properties.

- 7. Picture Boards/Slide Shows on Tablets, Screens or Laptops
 - A picture is worth 1000 words. Highlight your Pack's programs.
 - Display at Open House/Back to School Nights, Sign-Up Nights, Charter Org events.
- 8. School Open House/Back to School Nights
 - Your pack should be part of the fiber of the school and its families, this increases exposure.
 - Set up a table with flyers, a sign-in sheet, stickers, pictures, other visuals.
 - Have members of the Pack volunteer.
 - Have ALL parents wear "Ask Me About Scouting" stickers.
 - Assist schools with setting up, greeting families, or conducting a flag ceremony.
 - Encourage Scouts and Leaders to wear uniforms.
- 9. Update your Pack's BeAScout.org pin annually at recharter and NOW!
 - Include: Meeting day, time, location and leader contact information.
 - Upload links to a Pack video, pictures, Facebook page and/or Pack website.
 - FOLLOW UP WITH LEADS within 24 hours! And record on the BeAScout management page.
- 10. Buddy Cards
 - Share these cards (or a small flier) with Pack families to use to invite friends to visit the Pack
 - Available on the Resource order form from Council, some in your kit.
 - Use a customizable self-inking stamp or return address labels to customize.
 - Customizable file available to print your own. (See Digital Membership Toolbox links)

STEP 4: BEASCOUT.ORG PIN & ONLINE REGISTRATION

BeAScout.org Pin

1. Keep your Unit Information Current.

Effectively maintaining BeAScout information and contacts does not take much time. It is imperative to update at least once a year or when your unit's leadership changes, take a moment to update your unit's information.

2. Keep your Unit Information Complete.

People do not like to click too many times. The more information they can find up front, the more likely you will get contacted. Include both email address and phone number contacts as well as meeting information on your pins. If you do not want to use personal email addresses, consider creating a special email address for this purpose with gmail or another free email service.

As a good practice, Be A Scout pins should include:

- Leader Name
- Email Address
- Phone Number
- Meeting Day
- Time & Location

Use the "Fields Displayed" and "Additional Unit Information" sections to include complete details.

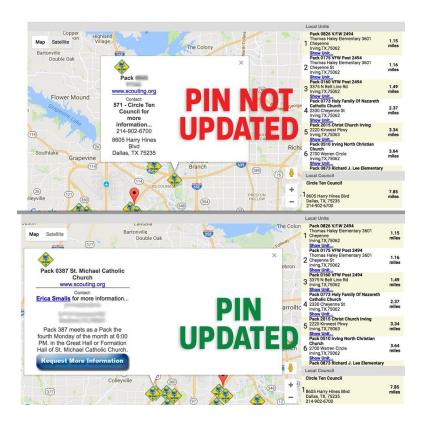
3. Follow Up Promptly.

Be Responsive! The system will email all your unit contacts when you get a lead. When you follow up, go into the system and mark the lead contacted. This is courteous to your fellow leaders & volunteers - It promotes efficiency and eliminates redundancy – and still takes less than an hour to complete. Also, it will ensure that your unit continues to receive leads from BeAScout.

NOTE: The system will send an email alert to your New Membership Coordinator if you have one – just fill in the Alternative Contacts.

How to Update Be A Scout Pins:

See Page 5: https://filestore.scouting.org/filestore/pdf/Online Reg UnitGuidebook.pdf



Note:

Be sure to set up your auto unit email in "Organization Manager" settings.

SET UP ONLINE REGISTRATION

Here are some notes specific to the CIEC implementation of this program:

- 1. In the CIEC, we only accept online registrations for Youth. Simply because CIEC only accepts Adult Applications accompanied by completed YPT, we are not using online registration for adults.
- Youth Applications for the CIEC can only be paid by credit card. Units will direct parents to enter their credit card information for the registration fee, then parents will need to pay dues and/or other Pack fees separately. Note: Packs may continue to accept paper applications by preferred payment method.

How to Set Up Online Registration:

Begin at Page 21: https://filestore.scouting.org/filestore/pdf/Online Reg UnitGuidebook.pdf

STEP 5: MEMBERSHIP TOOL BOX

Complete your Pack Membership Tool Box. The Council provides materials to help attract new families to Scouting – Material order forms are available at www.bsa-ciec.org/membership/ and include Invitation flyers, Yard Signs, Stickers, Buddy Cards for inviting friends, and more.

DIGITAL TOOLBOX:

Type the links or Google and you'll find it quickly

☐ BSA Parent Talent Survey
www.scouting.org/filestore/
CubScoutMeetingGuide/PDF/Appendix/34362.pdf

Downloadable files available to print – Flyers, Postcards, Ads, Peer to Peer cards, etc:

www.scouting.org/membership scoutingwire.org/bsa-brand-center/ www.bsa-ciec.org/membership/ or Contact Your District Membership Chairman

MEMBERSHIP TOOL BOX PROVIDED BY COUNCIL:

- Membership Notebook
- Sign-In Sheets
- "Ask Me About Scouting" Stickers
- Date Reminder Address Labels
- Boy's Life Mini Magazines
- Youth & Adult Applications
- Buddy Cards
- Yard Signs
- Registration Fee Chart
- Table Tents

Consider games or crafts for information booth such as Water Bottle Launcher (quick, attention grabbing, not messy- do not use water.)

PACK S	PACK SUPPLIES TO ADD TO TOOL BOX:				
	Copies of Pack Information Sheets				
	Flyers for Sign-Up Night event (Or "Take a				
	picture of our sign")				
	Pencils & Pens, Dry Erase Marker				
	Tablets/iPads for Online Registration (opt)				
	Cash to make change				
	Tape for putting up signs				
	Clipboard for Sign-In Sheets				
Items 1	for display, such as:				
	Pack Flag				
	Youth Handbooks				
	Leader Handbooks				
	Picture board or tablet with slideshow				
	Pinewood Derby Cars				
	Game or craft.				

STEP 6: PREPARING RECRUITMENT PLANS

1. School Recruitment Plan

Using the Pack Recruitment Plan worksheet identify dates for individual schools and the following tasks:

Recruitment Plan Tasks:

Schedule Pack Recruitment Kick-Off
School Visit
Host a table at the School Open House/Back to School Night
Order recruitment materials for each recruitment location
Set-Up Banner and Yard Signs
Distribute fliers
Distribute Buddy Cards to Scout families
Conduct a Sign-Up for Scouting Night and Parent Orientation Meeting



2. Pack Recruitment Kick-Off

At the beginning of the school year, we encourage you to hold a Back to the Pack meeting, a fun event for your returning Scouts and parents. Suggested activities include: an ice cream social, watermelon feast, pool party, carnival, sports, etc. The meeting is designed to make sure that your Pack is organized prior to receiving new youth and parents.

In addition, the Pack can take this time to get Scouts and families excited about bringing more youth to Scouting. Create an atmosphere that now is the time to fill Dens, create new dens, and fill leadership positions in the Pack. Generate enthusiasm for Scouts to invite friends and encourage parents to invite friends and neighbors to the Sign-Up Night. Remember to ask parents to help at the upcoming events.

Sample Membership Presentation At The Back To The Pack Event Can Also Be Used At A Spring Pack Meeting For Spring Membership Drive:

I. Opening

- Welcome families back to another great year of Scouting.
- Introduce Pack leadership.

II. Pack Information

- Take note that most Dens are not full and that the Pack needs to grow.
- Go over School Back to School/Open House Night dates, locations and times, invite parents to help share the enthusiasm at these tables.
- Build enthusiasm for the Pack's Ideal Year of Scouting.
- Go over Recharter fees and deadline for payment.
- Introduce Popcorn campaign and share how the Pack is funded.
- Ask for parent help at Sign Up for Scouting Nights.

III. Bring A Friend Plan

- Get Scouts excited to bring their friends to join Scouting.
- Encourage families to invite friends and neighbors to experience Scouting.
- Ask Scouts to bring a friend to a Sign-Up for Scouting Night
- Distribute Buddy Cards show how to use them.
- Show recruiter patch and share any Pack incentives.
- Ask Scouts to wear uniform to school on day of Sign-Up for Scouting Night.

VI. Closing

- Show how important that more families become involved in Scouting. Kids need Scouting!
- Close with a fun, patriotic ceremony.

3. School Information Tables (Fall Back to School Night/Spring Open House)

- Use the Scheduling tool to prepare for Back to School Nights in Fall or Open Houses in Spring. While there may be some overlap, hopefully schools have their events on different nights. Try to schedule at least one parent from "Not this school" to come help staff the Information table while the school parents visit their children's classrooms. Invite former Pack members who are now Boy Scouts and/or Den Chiefs to help as well.
- 2. Prepare your Membership Tool Box for the evening. Applications are not the focus for the evening. The focus is collecting contact information from families and distributing Sign-Up Night fllers and information.
- 3. Have Address Labels with date reminders for youth to wear home.
- 4. A clipboard will make it easier for parents to fill out the sign in sheet.
- 5. For school events, keep activities, if any, very simple. You may omit the activity, as the school will have plenty of busy-ness going on. Tablets with slide shows or picture boards may attract attention nicely.
- 6. Have "ASK ME ABOUT SCOUTING" stickers available for Pack families to wear. Pack families may want to have copies of the Sign-Up Night flyers to share with other parents as they visit in classrooms.
- 7. Encourage parents and leaders to wear Pack uniforms or Class B t-shirts.
- 8. Save applications for Sign-Up Night.
- 9. Use the Sign-In sheet to follow-up with interested parents before the Sign-Up for Scouting Night. Call them or email them to remind them about and invite them to attend the Sign-In Night.

Save a Tree: Take a Picture of Our Sign

Make a sign or a flyer with a large font, featuring the key information about your Sign-Up Night. Invite visitors to your table to take a picture of your sign/flyer – or offer to take a picture of them holding your sign!

STEP 7: SIGN UP NIGHT PLAN

New Member Coordinator Sign-Up Night Check List

Before You Leave Home:
Review Agenda
Prepare your Membership Tool Box Supplies from Step 5.
Remember Yard Signs to post outside, to help people find the location
☐ Videos/Tablets or Laptops for Videos, Slideshows and/or online registration
Organization Flow Chart, Pack Committee Sign-Up Sheets.
District Troop Information Sheets for Older Siblings (See your District Membership Chair for this)
Remember Activity supplies.
Check for enough materials such as applications, Pack Information sheets, etc.
Check for enough supplies such as pens, a pocket calculator, some change – bills and coins.
Take masking tape.
Wear Scout Shirt or Uniform
When you arrive at the location:
When you arrive at the location: Organize materials and set up the room properly Check with team members on their parts of the program. Distribute name tags to Pack leaders Assist Pack and Troop leaders with their displays Organize activity materials
☐ Check with team members on their parts of the program.
Distribute name tags to Pack leaders
Assist Pack and Troop leaders with their displays
Organize activity materials
☐ Keep youth and parents in assigned room.
The General Event:
☐ Begin Promptly
Introduce yourself and welcome everyone on behalf of the Council and Pack

Enthusiastic Presentation

The best success in recruiting youth and parents is when the New Member Coordinator provides a fast paced & entertaining presentation.

Monitor the flow of the agenda.

Introduce other Team members and Pack leaders

- Fill the room with displays and posters such as Pinewood Derby Cars, den projects, and pictures of Den and Pack activities.
- Provide background music.

Youth Activities

Use the following suggestions to help engage the youth while their parents are occupied:

- Cub Scout Crossword Puzzles
- Simple crafts: Paper airplanes, popsicle Frisbees
- Quiet games: Kim's games, bean bag toss
- Prizes are not necessary but could add an incentive to play the games.

30 Minutes Before the Meeting – Set-Up

- 1. Set up Pack displays and arrange room.
- 2. Have a pre-opening activity to keep parents & youth involved.
- 3. Use den chiefs, leaders, or existing Pack parents to keep youth and parents in the assigned room.

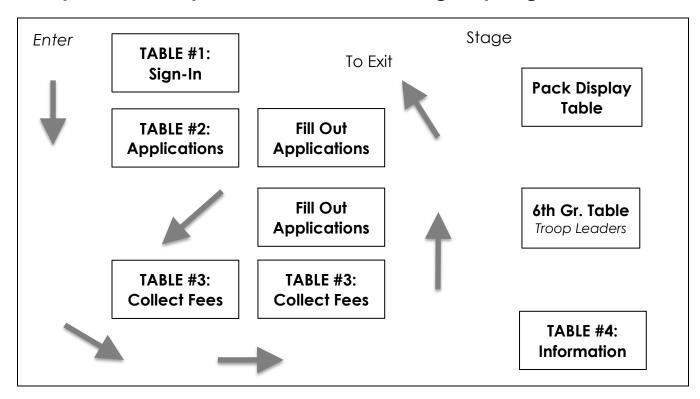
Program Agenda

Time is precious: This format moves parents through the process quickly. After Table #3, the process is complete!

TIPS & REMINDERS:

- 1. Do not talk too much Details will come later.
- 2. Make sure parents know the Parent Orientation Date
- 3. Use an AOL Scout or Boy Scout at Table #1
- 4. Keep the Sign-Up Night simple & have fun!

Sample Room Layout & Parent Flow for Sign-Up Night:



Be sure that all tables are clearly marked with table tents. The New Member Coordinator with Welcome lanyard on, not wearing a uniform, greets families, asking them to figure out what type of Scouting family the are. Ask families to sign the attendance roster.

If they are a #3 family with questions and/or concerns, send them directly to Table #4 - Information. If they are a #1 or #2 family, send them to Table #2 – Applications.

The leader at this Information table should be well trained, informed, diplomatic, and as far away from the other tables as possible. New Member Coordinators and leaders need to be very attentive. If parents begin to ask questions, a leader should immediately take them over to Table #4.

3 TYPES OF SCOUT FAMILIES

- Legacy Family: They have Scouting in their family – parents, grandparents, cousins, etc. They come in knowing the program.
- Slight Understanding: They are familiar with Scouts and have minimal questions.
- No Idea: They have a many questions – or they have concerns about Scouting issues.

Once parents have paid their fees at Table #3, remind them about the Parent Orientation Meeting and then they can exit.

Sign-Up Night Agenda

1. Table #1 - WELCOME

Assign to:

Membership Chair or a Youth

- Greet families and have parents sign-in.
- Pass out Pack Information Sheet (Calendar & Contact Information,) Boy's' Life Mini Mag, and Bobcat Booklet.
- Direct Family to Table #2.
- Direct any youth Scout BSA Troop Age to Troop table if you have one.
- See "Registration Checkout Form" details on next page.

2. Table #2 – APPLICATION DISTRIBUTION	Assign to:	
		Cubmaster
 Have Sample Completed Application on table. 		
 Hand parent both a youth and adult application to complete paper apps or go online to register a NOTE: Do not plan to recruit leaders at the Sign- 	and pay. Up Night – this	is usually more successful at Parent
Orientation Night. But be prepared for eager par		• •
 Have parents complete forms at separate tables check out. 	and take or se	nd them to Table #3 to turn in apps and
 If parents are not ready to sign-up and want mon help answer questions. 	re information,	direct them to Table #4 where a leader car
3. Table #3 – REGISTRATION FEE COLLECTION	Assign to:	
	_	Committee Chairperson
 Verify applications are completed correctly. 		
See "Common Defects on Youth Applications" on	the following p	pages.
 Have a copy of the Registration Fee chart available 	ole.	
 Complete Registration Checkout Form and collections as a receipt. 	ct appropriate f	fees. Parent keeps a copy of the checkout
 If parents are unable to pay, collect the applicati 	ions and have r	parents hring fees to the first meeting
 Thank family for signing up and remind them of 	•	

• Sign Up is complete and family can exit – they can stop at the Pack displays if they would like, especially if

4. Table #4 - INFORMATION

there is a Photo Opp available

Assign to:

A very informed & diplomatic leader

• Provide brief overview and answer questions. Direct back to Table #3 to complete applications.

For 6th Graders and Older

A Scout Troop should be present but if this is not possible, please follow these steps:

- 1. Have parents sign in on a separate sign-in sheet.
- 2. Give them a Youth Application
- 3. Have copies of your District's Troop Contact List available.
- 4. Turn attendance form in to your District Membership Chairman for follow-up.

Helpful Hints:

- 1. Give parents the option to register and pay online with their smart device
- 2. In the fall, collect current and next year registration fees including Boy's' Life as one fee. This eliminates the "nickel and dime" effect at recharter time.

NOTE: THIS CANNOT BE DONE WITH ONLINE REGISTRATION, PAPER REGISTRATION ONLY for this option.

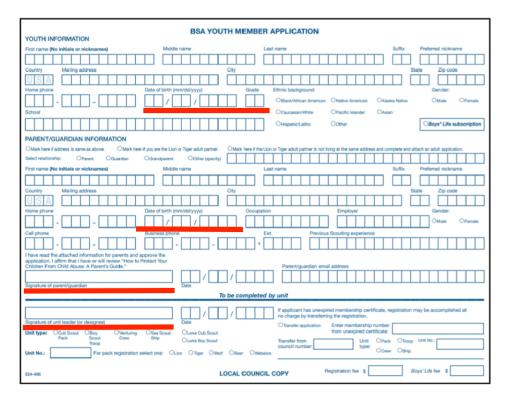
- 3. One Option is to collect Pack Dues at the Parent Orientation Event.
- 4. Inform parents of the Pack's participation in Popcorn and/or Adventure Card sales.

COMMON DEFECTS ON APPLICATIONS – Tables #2 & #3

YOUTH APPLICATIONS:

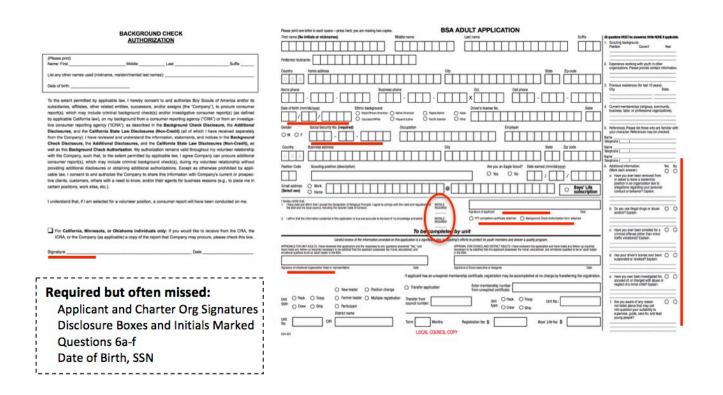
The following items MUST be completed. If any of these are missing, the Council cannot process the application:

- Youth member: Date of birth and Grade
- For Lion and Tiger Scouts: The parent section must also include the parent's date of birth.
- Signatures: Parent/Guardian and Unit Leader



ADULT APPLICATIONS:

There are two pages of the adult application that need to be completed to turn in to the council: **Background Check Authorization** and the **Adult application**, along with the **Youth Protection Training Certificate**.



Sign Up Night Troubleshooting:

You Run Out of Applications – Go ahead and collect fees and make note on the attendance sheet. Collect application at the Parent Orientation Night.

The School is Locked – Find the custodian. If not available, hold the event in the parking lot or at least have everyone sign the attendance sheet. Reschedule a follow-up meeting or plan to collect applications at the Parent Orientation Meeting or next meeting. Contact the school the next day.

A youth shows up without a parent – Have the child sign in with their name, grade and phone number. Let the child stay for the activity and have them take an application home with the number of the New Membership Coordinator written on the application.

Parents did not bring money with them – Collect the completed application and then have parents pay at the Parent Orientation Meeting or next meeting.

Parents do not want to pay the full fees now – At minimum, collect the registration and insurance fees for this year. Boy's Life and next year fees are optional at this time.

Only one or two families attend – Collect applications and fees, schedule the next meeting and then contact the school to see if the flyers went home.

AFTER THE MEETING:

- 1. Be sure the room is cleaned and arranged the way it was before the Pack arrived.
- 2. Complete Registration Process for Applications:
 - Get signatures for Adult Applications.
 - Enclose Youth and Adult Applications in an envelope.
 - Enclose one check made out to CIEC from the pack, for all adult and youth applications and Boy's Life fees. Only the fees for the current year will be collected by the Council or the online registration system. Note: Online registration will only charge families the prorated amount for this year and not next year's fees.
 - Take envelope to Council Service Center or give to District Executive.
 - All paper applications must be turned into the Council within 10 days of registration. All youth applications must be processed in order to show up on Internet Advancement. No youth may receive a rank if not listed in the Online Advancement System.
 - Take note and track next year's fees paid. Indicate where money has been deposited so at recharter time you know that those fees have been collected.

3. Follow-Up with Families

- Assign a team member to follow-up with the families who did not join or families who did not attend the sign-up Night. Have them make phone calls to invite them to Parent Orientation Night or another Pack event.
- Add new families to Pack email list and rosters.
- Send welcome emails to all new Scouts. Describe upcoming events and provide additional information to help with onboarding.
- Follow-up with new adult leaders to verify that they have completed their online training courses.

Recruitment Dos & Don'ts

Good to Remember for Sign-Up & Parent Orientation Nights

- DO get the message out in plenty of time for parents to make plans.
- DO plan plenty of adults to help include Cub Scouts.
- DO set up exhibits.
- DO provide activities for children who accompany parents.
- **DO NOT** wing it plan carefully!
- DO NOT get long winded; say what you need to say, then stop. Less is more.
- DO NOT get involved in policy or requirements – keep it basic.
- DO NOT let parents get away without committing to help at Parent Orientation Night!

STEP 8: PACK ORIENTATION MEETING

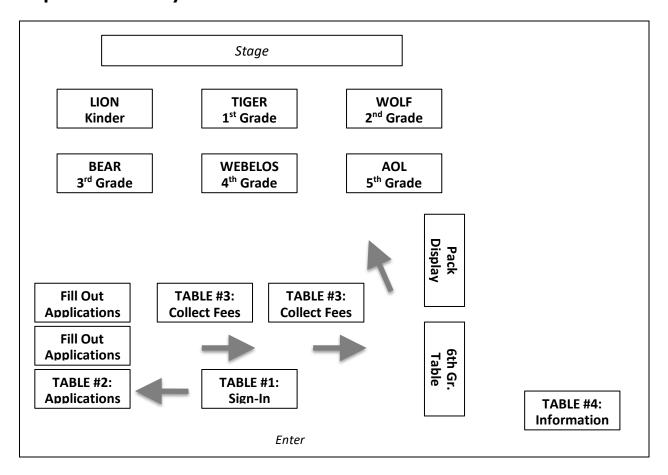
NOTE:

While we have separated Steps 7 and 8 into two separate events, Packs may opt to combine the Sign-Up and Orientation Events into one night.

PURPOSE:

The Cub Scout program can be overwhelming for new parents. Trying to navigate literature, websites, learning new leaders, becoming a leader, finding the answer to "what do I need to do for my son," can be a daunting task. For years, Packs have left it to parents to "figure it out." The Parent Orientation meeting is critical in setting the tone for family involvement, engaging parents in leadership roles, and painting the picture of what Scouting can do to help families thrive. A key to successful Packs is setting expectations for parents and providing a focused introduction to Scouting. All new parents must attend an orientation BEFORE their son starts meeting with their den.

Sample Room Layout for Parent Orientation:



INSTRUCTIONS:

- 1. Set a date at least one week following a recruitment event.
- 2. At the Sign-Up Night, list the date on the Registration Checkout Form and Pack Information Calendar. Get a firm commitment that they will attend. Let them know that their Scout should also attend.
- 3. After the Sign-Up Night, regardless if a family registered, invite them to the Parent Orientation. Use the sign-up sheet to follow-up. Ask parents to bring their Parent Guide, personal calendar, and checkbook for any fees due. Send emails and make a follow up phone call to assure attendance.

- 4. Have your Membership Toolbox at the orientation to sign up new families who may not have registered at the Sign Up Night.
- 5. Prepare handouts to pass out during the gathering time: Pack calendar, organization chart, Pack guidelines (if Pack has them), fundraising information i.e. popcorn sales cards, and Pack budget.
- 6. Prepare parent recruiting techniques See Step 9 and plan to attend upcoming Parent Involvement Workshops.
- 7. Set up tables by grade (Den). Use table cards provided in the recruitment kit.
- 8. While gathering, collect applications and fees dues.

TIPS FOR SUCCESS:

1 Gathering

- Do Not recruit leaders at the Sign-Up Night. Parents will be more engaged at the orientation.
- Review Volunteer Recruiting Ideas in the next section.
- Have families do a hands on activity to get started.
- Host activities for kids. See Youth Agenda for ideas.

YOUTH AGENDA:

- Gather youth in activity area/room.
- Have youth introduce themselves.
- Play a game and/or do a simple craft.
- Teach the Cub Scout promise (Use it to close the meeting)
- Sing a Cub Scout song.
- If time allows, play another game.
- End with a short story.
- Quietly enter main room for closing.

Pack Orientation Night Agenda

Be sure that all tables are clearly marked with table tents. The New Member Coordinator with Welcome lanyard on, not wearing a uniform, greets families and determines whether they already signed up – send directly to grade level tables – or if they need to sign up – Direct to sign-up tables.

Accian to

i. Gathering		A33811 to:	
			Den Leaders
Collect	t fees due and any outstanding paperw	vork needed at Sign-Up	tables.
Ask Pa	rents & Scouts to sit at tables by grade	2.	
 Lion/Tiger Tables: Have a pack leader meet with parents and begin recruiting new Den Le necessary. 			d begin recruiting new Den Leaders if
2.	 Wolf/Bear/Webelos tables: Have Den Leaders explain their individual programs, handbooks, mee schedules, etc. 		
2. We	lcome and Introductions	Assign to:	
5 Minutes			Cubmaster

- 1. Welcome new parents and Scouts and introduce leaders/volunteers. Start with an opening ceremony
- 2. When introducing leaders, have them briefly tell them their position and what they do.

Excuse Scouts with a Den Leader outside or to another room to do a separate activity such as practicing Bobcat requirements, playing games, etc.

3. Pack Information	Assign to:
5 Minutes	Membership Chair

- 1. Review Pack Contact information handouts.
- 2. Discuss Pack calendar and den meeting information Highlight the Pack family activities for the school year, and time, date and location of the Pack meetings. Have Den leaders share where and when they meet.
- 3. Discuss Pack uniforms: What you expect the Cubs to wear.

4. Parent Engagement

Assign to: 15 Minutes Committee Chairperson

- 1. Show and discuss the Pack Organizational Chart.
- 2. Let the parents know of vacant positions in the Pack and job descriptions. Use methods in the next section and from Parent Involvement Workshops
- 3. Hand out Parent Talent Surveys to Parents or share link to online form.
- 4. Thank parents for getting into the game with their children.

5. Pack Budget 10 Minutes

Assign to: Committee Chairperson

- 1. Distribute Pack budget.
- 2. Review income sources: Describe Pack fundraisers designed to reduce out of pocket program costs. Discuss Pack dues and payment schedule.
- 3. Describe expenses and the goal of providing a quality/fun experience for all members.
- 4. Share how the Council supports Packs and that Scouting operating costs are paid for by the Friends of Scouting program.

If youth have not already returned to parents, have them return.

9. Closing

5 Minutes Cubmaster

- 1. Welcome all new Scouts and Parents to the Pack.
- 2. End with memorable closing such as a fun song or a patriotic or meaningful closing.
- 3. Remind parents of the next meeting/event and to complete the Parent Talent Survey and online training courses.
- 4. Adjourn

Adult Involvement Techniques at Pack Orientation Meeting

Every Cub Scout Pack needs volunteers to make the program happen. Below are some ideas and hints to help you recruit adult volunteers into your Pack.

- 1. Recruit volunteers before Sign-Up for Scouting Night
 - The most successful Packs review their leadership needs and recruit new leaders before the Sign-Up for Scouting Night even happens!
- 2. Consider this example: The den leader for your Wolf den moved out of town this summer. Which do you think would be the better option:
 - Wait until Sign-Up for Scouting Night and hope that a parent with a second grade son shows up and (despite having no knowledge about Scouting) volunteers to be a den leader.
 - OR Call last years den leader and ask if he/she could suggest which one of the parents in the den would be a good den leader, then recruit that person to fill the vacancy before the join Night.
- 3. Use the online talent survey results to find out parent skills. Every parent is being encouraged to complete the online talent survey.
- 4. Pack leaders should attend the Council Parent Involvement Workshop to discover new techniques and ideas on ways to recruit, engage, and empower parent volunteers.

Invite parents to get in the Scouting game and not watch from the sidelines. They only have a few years with their children growing up, so let's make the most of it.

WHY DO ADULTS HESITATE TO VOLUNTEER?

They do not know about scouting

Let them know it is easy to learn and you will help them.

Explain to them that many printed resources are available

and training will make it much easier for them.

They are too busy

Aren't we all?" Be realistic about time commitments and find a job for them that will fit their schedule. If the adult can not commit to weekly meetings and being a den leader, could they do a once a year job like joining the Pinewood Derby committee? Are they a behind the scenes personality or a play with the kids kind of personality? The key is to identify many different jobs available in the Pack.

They do not know what is expected

Give them a position description and explain what resources are available to help them meet expectations.

They are overwhelmed.

Sometimes volunteers can be overbearing and share too much information too fast. Limit information at the Sign-Up event and share key information at the Pack Orientation meeting.

For More Adult Volunteer Recruitment Strategies – See Step 9

STEP 9: ON-GOING MEMBERSHIP ACTIVITIES & STRATEGIES

1. BRING A FRIEND - INVITATIONS, INCENTIVES & RECOGNITION



The best recruiters are our own Scouts. Each Pack should encourage Scouts to bring their friends to experience the fun of Scouting.

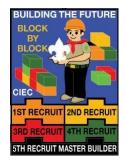
Key Points:

- Distribute Buddy cards or Postcards to all Scouts and ask parents to share on Social Media.
- Scouts are not recruiters, they merely invite friends to a meeting.
- It is the role of the leader to formally ask the friends to sign up. Be sure to provide information to the friends' parents.

Step 2 – the Pack Invitation Plan – contains ideas and there are some more here:

- Whether a special Pack event or a regular Pack meeting or activity, the Unit Membership Chair should be prepared to welcome the visiting parents and to answer their questions. Have the Membership Toolbox available with applications, current calendars and other materials to share with the parents.
- One of the best advertisements is having parents share photos of Scout events with friends and family on their Social Media pages.
- Pack Recruiting Incentives might include a special event for Scouts who have recruited new members and their new recruits. The Cubmaster might offer a challenge: If the Scouts recruit a certain number of

Scouts, the Cubmaster might do something silly like wear a wig to a meeting, have a male leader shave his beard, eat a cricket – Get creative and brainstorm with other Pack leaders



BRING A FRIEND RECOGNITION

Every scout whose friend joins will receive a special CIEC Builder patch. The Unit New Member Coordinator will need to contact your District Executive with the number of patches needed. We recommend tracking and then recognizing Scouts at the next Pack Meeting.

In addition to the special collectible patch provided by the Council, Packs may purchase Recruiter Strips from a Scout Shop. These strips may be worn on a Scout uniform.

2. USING YARD SIGNS:

- Ask adopted schools if you can post them outside the office or in front of the school.
- Use them to advertise Sign-Up Night. After, use them to advertise contact information.
- Make sure all signs are easily visible.
- Hang on fence where car line & pedestrians will have to see them
- Make sure they are secure & cannot fold-over
- Move yard signs at least every week.
- Rotate different versions if you have signs from previous years.
- Place multiples in a row repetitive on these really works
- Place at key intersections (check city permit requirements)
- Add flags, ribbons, anything that moves
- Be aware of how they fit with other signs placement is very important.
- Have cubs & leaders hold them & wave (like commercial spinner signs)
- Morning Car Line "Blast" have many people on the sidewalk (safely) waving signs & getting attention. (Picture when you've seen groups drawing in cars for a car wash.)
- Signs on parked cars (with permission)
- Rotate the signs through Pack family front yards, starting with Pack leaders.
- Create a special, generic Pack email to write on the Yard signs- for example: Pack123Cor@gmail.com.
- Network & Brainstorm with fellow Pack leaders:

3. ADULT INVOLVEMENT RECRUITING STRATEGIES

Personal Invitations

Announcing openings is a passive recruiting activity. For example, "Raise your hand if you're willing to do this task." Also, you may already know that certain personalities may not be the best fit for a particular task. By asking for volunteers. Many people do not volunteer because they may not feel needed or that they are the best choice. The more successful method is to personally ask a parent to take a specific task. Also, if they say no, they might give you an idea of an alternative task that they would take on, instead.

Divide The Room

During Sign-Up Nights or Parent meeting conversations opportunities, ask the parents to divide into two groups:

1. If you would rather hang out with the kids, playing games, helping with activities, go to this side of the





- These are the parents to talk to about becoming Assistant Den Leaders, Assistant Cubmasters, or helping to run games and crafts at events such as Sign-Up Nights, building sundaes at Recruitment Recognition parties, etc.
- 2. If you would be backstage, behind the scenes, rather fill out paperwork in your spare time, even at 10:00 in the morning or 10:00 at night, go to this side of the room These are the parents to talk to about taking committee positions such as secretary, activities coordinators, and joining committees to plan events such as the Blue and Gold banquet, pinewood derby, family camp reservations, etc.

Youth Protection Training & Adult Applications

Many Packs encourage parents to take the Youth Protection Training, even if they do not intend to register as leaders. This allows parents to understand what the policies are, to help make sure that the policies are followed in the Pack, and the Pack has the YPT ready should the parents decide to register as adult leaders.

Not every parent will take a leadership position, but every parent can contribute in some way to the Pack, no matter how small that task may be. The Pack does not need to submit these applications and register these adults. The applications give the Pack the opportunity to collect the parent contact information and set the expectation that the parent accompanies the child to the program. If the parent decides to register as an adult later, the Pack has the application ready.

Have Sign-Up Sheets For Help-ortunities or Committees With Registration Sign-Up

Once your Pack has identified the Leadership Inventory outlined in Step 1, create sign up sheets for Pack event committees. When parents submit their applications to the Pack, invite them parents to sign up to help with one Pack event. For returning parents, bring sign-up sheets to the last Pack meeting or bridging event of the previous year, and/or the first Pack meeting of the new school year.

Assign Activity Planning To Parents By Dens

Some Packs assign specific annual events to specific Dens. For example, every year, the Webelos parents coordinate and plan the Blue and Gold banquet, the Bear parents plan the pinewood derby. The Tiger parents plan the bridging event, etc

FOR MORE ASSISTANCE, PLEASE CONTACT:

COUNCIL SERVICE CENTER:

OLD BALDY SCOUT SHOP:

Jack Dembo Scout Service Center 1230 Indiana Court 4650 Arrow Highway, Suite B1 - B3

Redlands CA 92374

Montclair, CA 91763 909-625-4534 x 308

Office: 909-793-2463 Scout Shop: 909-307-3950

DISTRICT MEMBERSHIP CHAIRS:

Gray Arrow	Heather Altamirano	haltamirano88@gmail.com	909-258-8203
High Desert	George Hauser	bonhoeffer05051945@yahoo.com	760-403-2895
Mt. Rubidoux	Jasia Martinez	jasiamartinez@gmail.com	760-613-7322
Old Baldy	Apple Ching	applemickey12@gmail.com	909-472-8209
Sunrise			
Tahquitz	Kathy Sizemore	bsakathy@icloud.com	951-249-5141
Temescal	Aline Diaz	alinediaz@aol.com	951-203-3613

DISTRICT EXECUTIVES:

Gray Arrow	Frank Solla	Frank.Solla@scouting.org	307-202-1506
High Desert Jacob Peykani		Jacob.Peykani@scouting.org	909-528-3883
Mt. Rubidoux	Tracy Youden	Tracy.Youden@scouting.org	909-793-2463 x123
Old Baldy	Patrick Willard	Patrick.Willard@scouting.org	909-793-2463
Sunrise Jordan McCandless		Jordan.Mccandless@scouting.org	509-389-1887
Tahquitz	Tina Roy	Tina.Roy@scouting.org	909-793-2463
Temescal	Lonette Estrada	Lonette.Estrada@scouting.org	909-904-6881

COUNCIL MEMBERSHIP SUPPORT:

COUNCIL MEMBERSHIP CHAIRMAN: VICE PRESIDENT, MEMBERSHIP:

Adrienne Krock

MrsKrockScouter@gmail.com

951-340-2062

COUNCIL STAFF:

Matt Bear

Matt.Bear@Scouting.org

Jim Prior jprior1913@gmail.com

COUNCIL WEBSITE: www.bsa-ciec.org/membership

Appendix: Forms & Samples

All of these forms are available as .doc or .pdf files upon request from the Temescal Membership Coordinator

Recruitment Plan - Membership Inventory & Timeline Leadership Inventory Worksheets School Presence & Scheduling Tool Pack Information Sheet Sample for Schools Registration Fee Charts Sign-In Sheet

PACK _____ RECRUITMENT PLAN

Current Lion		Lion Tiger		ger	Wolf		Bear		Webelos		AOL		Totals		
_	Enrollment:	Now	Target	Now	Target	Now	Target	Now	Target	Now	Target	Now	Target	Now	Target
	# of Dens														
	# of Youth														
	Den Chief Y/N														

Timeline/Steps Dates/Who's Helping							
☐ 1. Conduc	1 1. Conduct Membership Inventory						
☐ 2. Conduc	t Leadership Inventory						
☐ 3. Finalize	Pack Calendar						
☐ 4.Comple	te the Invitation Plan Inventory						
☐ 5. Set-Up	or Update BeAScout Pin						
☐ 6. Set-Up	Online Registration						
☐ 7. Assemb	ole the Membership Tool Box						
☐ 8. Order a	dditional Recruitment Resources						
☐ 9. Back to	School Night Information Tables						
☐ 10. Host P	Pack Sign-Up Night						
☐ 11. Condu	uct Parent Orientation						
☐ 12. Turn I	n Applications						
☐ 13. Contir	nuing Plan:						
□							
Fall Events & Da	tes						
School #1	BtS I	Night:					
School #2:		Night:					
School #3:		Night:					
School #4:	BtS I	Night:					
School #5:	BtS f	Night:					
Pack Sign-Up Night:							
District Scout Night/Troop Fair							

CUB SCOUT LEADERSHIP REQUIREMENTS & INVENTORY

PACK LEADERSHIP POSITIONS

* Required Position If you have any questions, leave the code blank and put a note on the application – the District or Council rep can figure it out for you.

PUSITION	APP CODE	NUMBER NEEDED
* Charter Organization Representative	CR	1 (One of Key 3)
* Committee Chairperson	CC	1 (One of Key 3)
* Committee Member	MC	2 (minimum)
* Cubmaster	CM	1 (One of Key 3)
Assistant Cubmaster	CA	1 (preferred not required)
* Den Leader (Lion Guide, Tiger & Webelos, too)	TL/DL/WL	1 per Den
Assistant Den Leader	DA/WA	1 per Den
LEADER INVENTORY ☑= HAVE, Circle ☐ fo	or the positions to be	e filled.
_	☐ Fundraisi	ng Chair
☐ Charter Org Rep		corn Chair
☐ Committee Chair	_	
☐ Cubmaster	_ L Cam	p Card Chair
Asst. Cubmaster H/N Multiple Dens	Pack Activ	vities Chair
Lion Cub Guide	☐ Blue	& Gold Banquet
	☐ Servi	ice Project Coordinator**
Tiger Den Leader	☐ Scou	ting For Food Chair
☐ Tiger Asst. DL	☐ Day (Camp Coordinator
Wolf Den Leader	☐ Sumi	mer Camp Coordinator
☐ Wolf Asst. DL	☐ Pine	wood Derby Chair
Bear Den Leader		
Bear Asst. DL		
Webelos Den Leader		
Webelos Asst. DL		
Arrow/Light Den Leader	Other	
AOL Asst. DL	_	
COMMITTEE MEMBERS:		
☐ Secretary		ER SUPPORT:
☐ Webmaster/Social Media	_	Trainer
☐ Newsletter	_	rtermaster
☐ Treasurer	_	orm Closet
☐ Membership Chair		
☐ New Scout Coordinator	_	EE CHAIR SUPPORT:
☐ AOL to Scout Transition	_	ney to Excellence Tracking
☐ Den Chief Coordinator	□ Rech	arter Coordinator
☐ Advancement Chair		
☐ Service Hours Coordinator**		
☐ Religious Emblem Coordinator		

CUB SCOUT LEADERSHIP INVENTORY Charter Org Rep **Committee Chair** Cubmaster Asst. Cubmaster Lion Cub Guide Tiger Den Leader Tiger Asst. DL Wolf Den Leader Wolf Asst. DL Bear Den Leader Bear Asst. DL Webelos Den Leader Webelos Asst. DL Arrow/Light Den Leader AOL Asst. DL **COMMITTEE MEMBERS:** Secretary Webmaster/Social Media Newsletter Treasurer Membership Chair **New Scout Coordinator AOL to Scout Transition** Den Chief Coordinator Advancement Chair Service Hours Coordinator** Religious Emblem Coordinator **Fundraising Chair** Popcorn Chair Camp Card Chair Pack Activities Chair Blue & Gold Banquet Service Project Coordinator** Scouting For Food Chair Day Camp Coordinator **Summer Camp Coordinator** Pinewood Derby Chair **CUBMASTER SUPPORT: Pack Trainer** Quartermaster **Uniform Closet COMMITTEE CHAIR SUPPORT:** Journey to Excellence Tracking **Recharter Coordinator**

Pack School Presence

Use this chart to identify what families attend which of your District assigned adopted schools. You can then identify parents that can help as points of contact for those schools.

SCHOOL & POINT OF CONTACT	FAMILIES
POC:	
POC:	
POC:	

School Event Scheduling Tool

For each school, identify 1-2 parents from that school who can take turns helping at the Information table, and a parent from another school who can be there while the school parents visit their children's classrooms.

Back to School/ Open House Date	School	School Parents	Non-School Volunteer(s)

Pack Information Sheet Sample for Schools

Make a page like this and take it to your assigned school(s). Ask the Principal's secretary to keep it as a resource and when parents ask how to get information about Boy Scouts or Cub Scouts, they can take a picture of it — doesn't cost the school a single copy! Include two names so if one leader steps aside or a parent cannot get a hold of one leader, there is another option. You could also use Committee Chair instead of New Member Coordinator or Cubmaster. Make the font size big so families can just take a picture of the information and read it easily from the photo.

Pack 123 Information Serving Main Street Elem

New Member Coordinator
NMC/CC Phone
NMC/CC Email

Cubmaster Name
Cubmaster Phone
Cubmaster Email

2020 REGISTRATION FEE CHARTS

	Registration Fee	Boy's Life	Total
January	\$60	\$12	\$72
February	\$55	\$11	\$66
March	\$50	\$10	\$60
April	\$45	\$9	\$54
May	\$40	\$8	\$48
June	\$35	\$7	\$42
July	\$30	\$6	\$36
August	\$25	\$5	\$30
September	\$20	\$4	\$24
October	\$15	\$3	\$18
November	\$10	\$2	\$12
December	\$5	\$1	\$6

Fall Recruitment

Units can choose to collect just the prorated fees through 2021 or include the recharter fees for 2021

		2020		2021					
	Join &	Submit to	Council	-	Keep in Unit Account for Recharter			020 - 2021	hs red
Pro- Rated Fees	Reg. Fee	Boys' Life	'20 Total	Reg. Fee	Boys' Life	'21 Total	Total to Collect No BL	Total to Collect with BL	Months Registered
Aug	\$25	\$5	\$30	\$60	\$12	\$72	\$85	\$102	17
Sept	\$20	\$4	\$24	\$60	\$12	\$72	\$80	\$96	16
Oct	\$15	\$3	\$18	\$60	\$12	\$72	\$75	\$90	15
Nov	\$10	\$2	\$12	\$60	\$12	\$72	\$70	\$84	14
Dec	\$5	\$1	\$6	\$60	\$12	\$72	\$65	\$78	13