



**BOY SCOUTS OF AMERICA<sup>®</sup>**  
**CALIFORNIA INLAND EMPIRE COUNCIL**

# **2016 Cub Scout Membership Playbook**

**A resource for:  
Pack Membership Coordinators**

Updated September 13, 2016



# Contacts



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# Pack Coordinator Position Description

## Overview:

The Boy Scouts of America is a wonderful program that every family in your neighborhood should have the opportunity to join and benefit from your unit. Below are steps that will help you achieve the vision of allowing each eligible youth to participate in your local Pack.



## Fall Responsibilities:

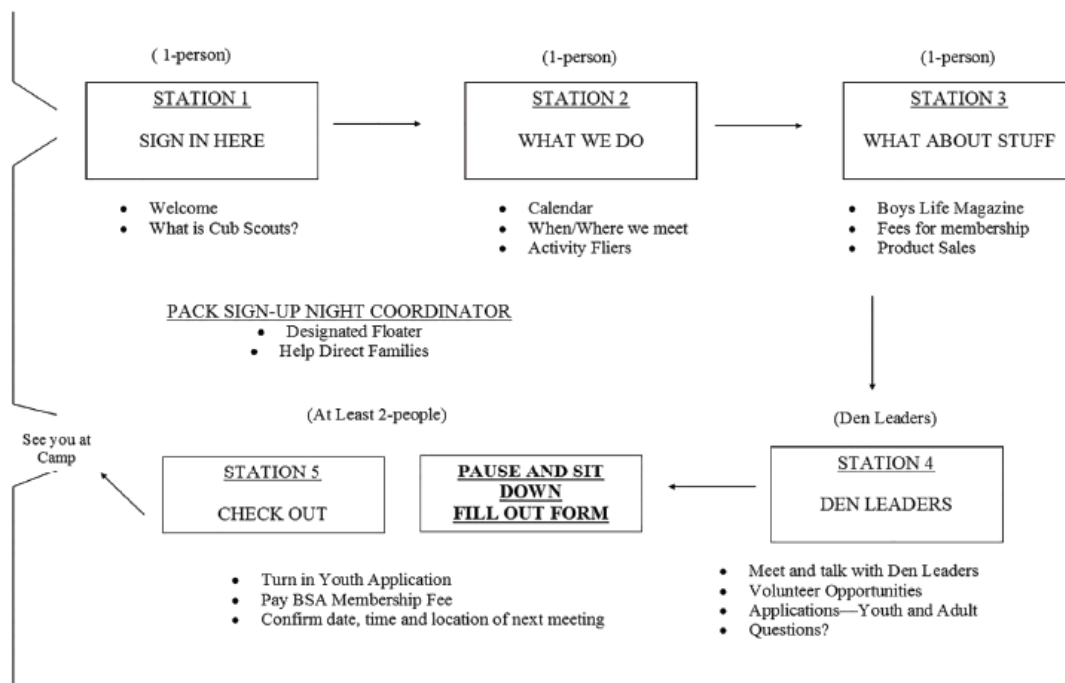
- Coordinate with your local District Executive to see which Schools your Pack is assigned to
- Prepare a marketing plan for your unit's sign up night
- Make sure your unit has an impressive presence at your school's open house/meet the teacher
- Promote your sign up nights on social media and your charter organization
- Follow the plan laid out in this leaders guide. Within a week of your sign up night, host a fun, informative "Parent Orientation" to further welcome families and recruited leaders.
- Submit all new Scout registrations and fees to either the Jack Dembo or Old Baldy office and receive a bungee rocket for every new youth recruited.
- Push and encourage the fall recruit a friend incentive program

Above all else, while using the Scout Oath and Law as a foundation, the goal of the Unit Membership Chair is to keep Scouting alive and well in your unit.

# How to Conduct a Sign-Up Night

- **Focus on education.** Focus on education at the sign-up night, rather than selling, with the idea that the people who are coming to the event are, in most cases, already committed to joining.
- **Eliminate the jargon:** Stop using the word “roundup,” aka “the R word.” The term is confusing to parents. “What is a roundup? Do I need a horse?” Use “Sign-up” event instead.
- **No more uniforms at sign-ups.** Uniforms have created an us-vs. them mentality and a barrier to joining. Instead, go with a less intimidating golf shirt or pack shirt and a name tag that includes the person’s name and the title of “parent,” followed by their Scouting position, such as Cubmaster.
- **Change the sign-up event itself:** Move to a station-to-station/Open house-style process, more like a sports sign-up event (see below for example). No more presenter style. This new process takes only 20-30 minutes. Also stop recruiting leaders at joining night events. Leaders are recruited before or after sign-up events.
- After going through all of the stations, parents will have signed up, paid, and received a complete packet of unit information including key dates, times, calendar, and a handbook.
- **Provide a great first experience.** Schedule a fun, exciting outdoor experience almost immediately after the families join.

## Setup for Sign-Up Night



# Checklist for an Effective Parent Orientation

Congratulations on conducting a successful Sign-up Night...Now the fun starts. A week after the sign-up night your pack should hold a Parent Orientation. Here is a list of suggestions that will help you plan and execute an effective Parent Orientation:

- Make sure each new family gets a personal phone call inviting them to the orientation. Have some parents that do not fill an active adult leader role handle this for your pack.
- Have an activity for the boys and siblings to do so you have time to talk to the parents. A local Boy Scout Troop may be able to help with this. If not, make sure you have a least two adults supervising the activity. Have some light refreshments for the adults.
- Have your adult leaders introduce themselves and share why they are in scouting.
- Give the new parents a time to introduce themselves and share what they hope to get from the scouting program. This is important...it will give the pack ideas on how to better engage the parents and meet their needs as a family.
- Help parents understand the importance of "active involvement". Encourage them to participate in as many pack events as possible. Review your Pack calendar with them.
- Share your Pack's policy for dues and t-shirts. Remind parents that fundraisers help pay for the cost of scouting.
- Share your Pack's plan for recharter. Families joined at a prorated fee covering the remaining months left in 2016; their initial experience in your pack will determine if they see the value in the \$24 recharter fee.
- Make sure you give time for parents to ask questions about the events your pack participates in.
- Share with your new parents the leadership opportunities your pack has. This may take some one-on-one time with parents in order to get them committed to fill a needed role in your pack.
- Encourage your newly recruited leaders to attend one of your district's scheduled trainings as a group. This will make it more fun and help create a "team" feeling for the new leaders.
- Find out what the best way to communicate with your parents is (phone, text, email, Facebook, etc).
- Before you let them leave the orientation give them another chance to ask questions and make sure they know the date, time and location for the next month's pack meetings.



## 2016-2017 Recruitment Resources Request Form

### Unit Information

Unit # \_\_\_\_\_ District: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

School District: \_\_\_\_\_

\_\_\_\_\_

School District Requires Pre-approval?  Yes  No

Sites for Flyer Distribution (Schools, Churches, etc): \_\_\_\_\_

\_\_\_\_\_

### Sign Up Event Info

Recruitment Event Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location of Event: \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name for Flyer: \_\_\_\_\_

\_\_\_\_\_

Email/FB: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Date Materials Needed: \_\_\_\_\_

(Please allow 5 business days for your flyers to be printed after school approval)

### Flyers (1<sup>st</sup> Choice)

- \_\_\_\_\_ # Cub Scout Flyer "Outdoor Pro"
- \_\_\_\_\_ # Cub Scout Flyer "Pinewood Derby"
- \_\_\_\_\_ # Boy Scout Flyer "Climbing"
- \_\_\_\_\_ # Venturing Flyer "Social Network"
- \_\_\_\_\_ # Cub Scout Invite Cards

Submit to [Sonja.Villarreal@scouting.org](mailto:Sonja.Villarreal@scouting.org)

DE Approval: \_\_\_\_\_

Completed Date: \_\_\_\_\_

### Additional Items

- \_\_\_\_\_ # New Family Joining Envelopes
- \_\_\_\_\_ # Mini-Boy's Life Mini Magazines
- \_\_\_\_\_ # Sign Up Night check in Sheets
- \_\_\_\_\_ # Youth Applications
- \_\_\_\_\_ # Adult Applications
- \_\_\_\_\_ # Cub Scout Yard Signs (Max 2 per pack)

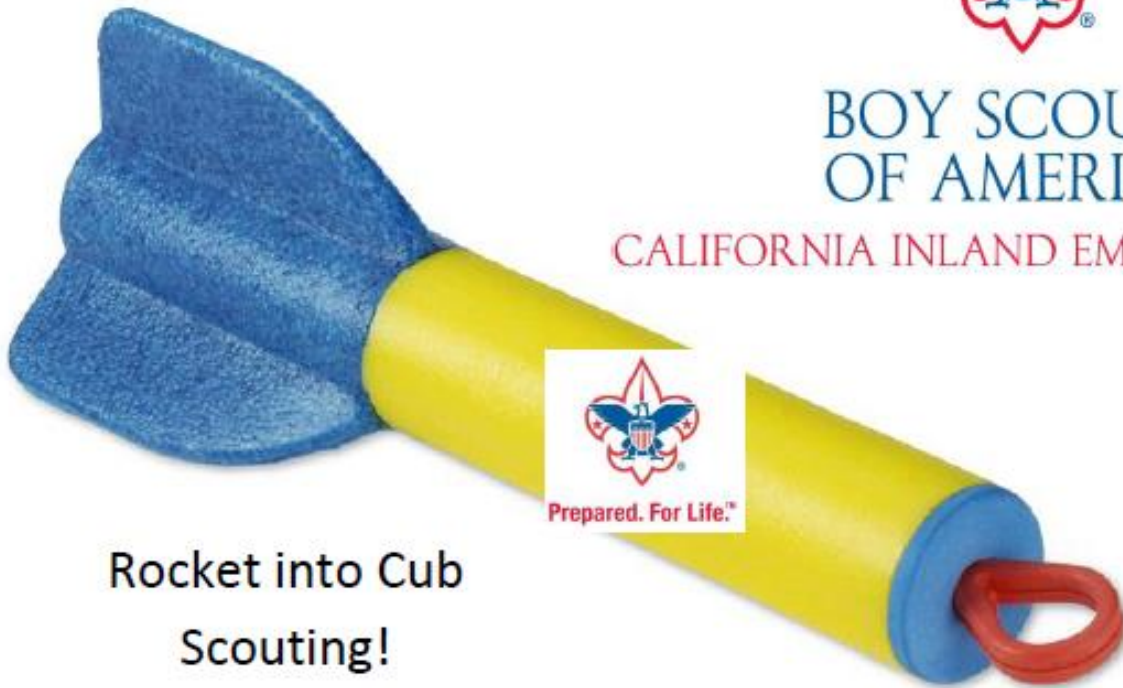
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## Rocket into Cub Scouting!

The first 1,000 NEW Cub Scouts registered from August 15 until October 31, 2016  
will receive a Bungee Rocket!

Packs will receive 1 bungee rocket per every new youth application turned in at either the Old Baldy  
Scout Center in Montclair or Jack Dembo Scout Center in Redlands. Transfers do not qualify.

**Your Scouts will LOVE this safe, fun rocket!**

**Host a NEW SCOUT blast off at your pack meeting!**

