

2017

School Night For Scouting

CUB SCOUT RECRUITMENT
PROGRAM PLAYBOOK



Heroes start here.



HeroScouts.org

SCHOOL NIGHT FOR SCOUTING



OVERVIEW

PURPOSE

- Provide a consistent message and act as a conduit for pack leadership to promote growth and excitement in Scouting.

PLAN OVERVIEW

- Plan a registration event at **every** elementary school on one night: **Tuesday, September 19, 2017.**
- Develop council-level marketing resources to flood the market with one consistent message: “Go to your local elementary school on September 19th to join Scouting!”
- Utilize an online BSA application for those families that cannot attend on the 19th.
- School Night for Scouting website: **www.HeroScouts.org.**
- Recruitment is supported with an incentive item and a program element (den, pack, and council events for all Cub Scouts).

CAMPAIGN INCENTIVE

- Every boy who joins during School Night for Scouting will receive a **hero-themed Frisbee and t-shirt.**
 - **Frisbees are picked up at September Roundtable**
 - **T-shirts are picked up at the District Turn-in Site following the Pack Sept. 19 Recruitment**
- Recruiter Patch for every Scout who signs up a friend.
- Cub Scout welcome booklet for every new Cub Scout family.
- Principal/Office Assistant gift for every elementary school in the council.

PACK RESPONSIBILITIES

Before School Night for Scouting:

- Attend training events.
- Promote your unit throughout the summer at community events.
- Attend School Open House / Meet the Teacher Night to **promote and register new Scouts.**

During School Night for Scouting:

- Staff every Elementary School on September 19th to register new Scouts.
- Provide new families a Pack calendar with contact information and the next meeting date.
- Turn in applications at District Turn-In Center on September 19, 2017. (No call-ins.)

After School Night for Scouting:

- Host orientation meeting for new parents.



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CAMPAIGN TIMELINE

APRIL

- First Wave of SNFS Training on Saturday, April 22nd will be at the University of Scouting in Lakeville, MN.
- Second Wave of SNFS Training for ALL unit leaders will be on Tuesday, April 25nd at the Centennial United Methodist Church in St. Paul, MN

MAY

- District Executives personally COMPLETE a meeting with every pack and every principal to prepare for SNFS.
- Third wave of training for SNFS held by the district at Roundtable.
- Units set their membership and recruitment goals with their Program Relations Executive.

JUNE -- SEPTEMBER

- Promotion of SNFS in every community by the units and districts: Yard signs, newspapers, community billboards, marquees, community centers, apartment complexes, bulletins and posters in religious institutions, ads in community education publications, etc. FOCUS ON CHARTER PARTNERS!
- Grass roots promotions are encouraged, recommended, and yield the best results.

AUGUST

- **Attend District Roundtable and secure additional SNFS information and materials.**
- **Have a presence at your school Open House/Meet the Teacher to promote and REGISTER NEW YOUTH.**
- Place yard signs and posters in “high traffic” areas throughout the community.
- Secure all district-level volunteers to assist packs at **every** elementary school.

SEPTEMBER

- Confirm with your additional leaders those who will be helping you at SNFS.
- Contact the school and make sure you have space for SNFS.
- **September 19th – Conduct fall recruiting events at every local elementary school (see page 7).**
- Packs conduct New Parent Orientation meeting the following week (see page 7).

OCTOBER

- Packs recognize new members with induction ceremonies.
- Assess recruiting efforts, re-flyer schools, schedule and redo recruitment rallies as needed.
- Follow-up with unregistered youth.
- New members & families attend Cub Scout Fall Day Camp.
- Have **ALL** new den leaders trained (youth protection & position specific trained).
 - University of Scouting is on October 28th!

NOVEMBER

- Continue “Follow-up Recruiting” campaign to fill dens.

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SNFS PACK MEMBERSHIP COORDINATOR

POSITION CONCEPT

- As a registered member of your unit committee, lead and promote youth recruitment programs in your pack to achieve annual membership growth.

REPORTS TO

- Unit Committee Chair

RESPONSIBILITIES

Attend one of 3 School Night for Scouting training sessions (register on NSC website):

- Saturday, April 22nd at the spring session of University of Scouting, in Lakeville, MN
- Tuesday, April 25nd at the United Centennial United Methodist Church in St. Paul, MN
- At your District Roundtable in May.
- Develop membership goal with your Program Relations Executive, and make plans to achieve it by December 31, 2017.
- Plan, organize, market for, and execute your unit School Night for Scouting recruiting event on September 19, 2017 from 6-7:00pm
- Monitor youth retention and develop strategies to improve youth retention
- Review recruiting support materials and plans on the council website: HeroScouts.org
- Recruit other adult leaders/parents and/or youth leaders in the unit to support youth recruiting programs and events.
- Coordinate with the unit committee to ensure there is a reasonable amount in the annual budget to support your personal recruiting efforts
- Ensure correct registration fees and pack support fees are collected: \$32 registration fee and an additional \$16 for the Boys' Life subscription, so new youth are registered and receive Boys' Life for 16 months (through December, 2018, when your pack will recharter)
- Ensure that all new registration forms are signed and are brought to district turn-in site with fees on September 19, 2017

TIME CONSIDERATIONS

- Attend regular unit and committee meetings as prescribed by the Pack Committee Chair
- Plan and attend unit recruitment events
- Staff recruitment and planning as needed



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RECRUITMENT MATERIALS AVAILABLE FROM THE COUNCIL

FLIERS (FULL OR HALF SHEET)

- Half sheet fliers available upon request for boy talks and summer events. Full sheets will be delivered to elementary schools by District Executives to be distributed at the start of the school year; the amount determined by number of youth in each school.

POSTERS

- These are 11x17" posters to be placed on school bulletin boards and hallways; as well as key businesses in the community where parents and kids are likely to see them.

TRADING CARDS

- Ten different hero Scout trading cards featuring fun Scouting facts, website, and registration information.

STICKERS

- Five different styles available. Ideal in using at parades and other "in person" promotions.

WRISTBANDS

- Navy blue silicone with white "www.HeroScouts.org" embossed on it.

YARD SIGNS

- In addition to every registered Cub Scout family placing a sign in their yard, units place yard signs at the school, and in heavy traffic areas around the community.

CUB SCOUT WELCOME BOOKLETS

- Booklets covering basic breakdowns of structure, events, and promotions of Cub Scouts for new families.

BOYS' LIFE MINI-MAGAZINES

- A mini-version of the Boys' Life magazine.

FLAGS & BANNERS

- Banners and tiger suits are available for checkout at Scout office.

POSTCARDS

- Available by request through the District Executive. They are mailed by the council to students of schools with limited access.

CUB SCOUT INTEREST FORMS

- Form to use at a pack display booth or other promotional event to gather contact information on prospective members interested in joining. Someone from the unit should call and personally invite them to the registration night.

A SCOUT IS REVERENT BULLETIN INSERTS

- Recruitment flier printed for places of worship. Request them through your District Executive.

HERO SCOUT ACTIVITY SHEETS WITH CRAYONS

- Will be available to packs to use at school open houses, SNFS rallies, and parent orientation meetings.

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PROMOTIONS TO BE CONDUCTED BY THE PACK

LOCAL NEWSPAPER

- Packs should work with local newspapers to get pictures, stories, and SNFS information printed.

SCHOOL OPEN HOUSES/MEET THE TEACHER EVENT

- Packs should have a table at these events. Best success is achieved with large, active, hands-on displays (water bottle rocket launches, pinewood derby tracks, games of skill, etc.). Parents should be able to register their youth at these events.

SCHOOL NEWSLETTERS

- Send a press release to your local school to be included in the school's newsletter. Highlight local youth and recognize adult leaders.

UNIFORM DAY

- Existing Cub Scouts should be encouraged to wear their uniform or Pack t-shirt to school on September 19th.

PEER TO PEER RECRUITING

- Existing Cub Scouts create invitations at a den meeting prior to the joining event night and hand deliver to all their friends and classmates the week before and the day of the recruiting event.

PARENT TO PARENT RECRUITING

- Parents help promote Scouting to their son's social circle through talking to their friend's parents and handing out fliers in their neighborhood, Sunday school class, sporting teams, etc. Materials will be widely provided by the council, in support of social media and networks (videos, etc.).

SOCIAL MEDIA

- Have all members of your pack utilize social networks such as Facebook to provide messages and information that will resonate with parents. Make sure that your recruitment information is included.

HEROSCOOTS.ORG WEBSITE

- Source for recruitment and camp information, promotional materials, and pack meeting ideas.

BE CREATIVE! KEEP IT SIMPLE! MAKE IT FUN!



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ASSIGNMENTS

Unit: _____

District : _____

Date: _____

The Unit Agrees to:

- Attend a School Night for Scouting Training session
- Have a table and register youth at your school open house/meet the teacher night
- Conduct a School Night for Scouting rally on September 19th
- Conduct a New Parent Meeting approximately one week later.
- Conduct a local unit marketing campaign, including:
 - Placement of yard signs
 - Newspaper articles with unit SNFS rally info
 - SNFS rally info on community and business marquees
 - Posters and flyers in neighborhoods and apartment complexes
 - Posters and bulletins placed in places of worship

The District Executive Agrees to:

- Meet with every elementary school principal before May.
 - PTO/PTA Open House**
Date & Time: _____
 - First School Night**
Date & Time: _____
Location: _____
 - Second School Night**
Date & Time: _____
Location: _____
 - 1st Flier Date:** _____
 - 2nd Flier Date:** _____
- Determine School Access for:
 - Electronic Fliers [Y / N]
 - A.M. Announcements [Y / N]
 - Video Announcements ... [Y / N]
 - School Marque Sign..... [Y / N]
 - Yard Sign..... [Y / N]
 - Posters..... [Y / N]
- Confirm # Classrooms; Students:
 - K: # ___ x 20 = _____
 - 1: # ___ x 20 = _____
 - 2: # ___ x 20 = _____
 - 3: # ___ x 20 = _____
 - 4: # ___ x 20 = _____
 - 5: # ___ x 20 = _____
 - 6: # ___ x 20 = _____
 - Total: # ___ x 20 = _____
- Ensure that all units have a district support person assigned to them.
- Deliver fliers and posters to all elementary schools.
- Secure a district turn-in location for all units to turn-in applications and fees on September 19th.
- Meet with the heads of places of worship to promote SNFS.
- Confirm all schools will be open on the day of SNFS.

Northern Star Council Agrees to:

- Conduct a state-wide SNFS marketing campaign
- Provide SNFS support materials, including fliers, posters, mailings, door hangers, bulletin inserts, yard signs, billboards, newspaper info, and bus stop signage
- Provide SNFS campaign training for unit leaders
- Maintain an internet-based system: www.heroscouts.org
- Provide information to those interested in joining a nearby Scouting unit
- Provide the system for an online youth application
- Provides ten Cub Scout Fall Day Camp events
- Provide a social media marketing campaign including Facebook and Twitter

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SCHOOL NIGHT TIMELINE

BETWEEN SEPTEMBER 1ST AND SEPTEMBER 19TH

- Pick up Frisbees and other supplies at Roundtable.
- Confirm with your additional leaders who will be helping you at SNFS.
- Contact the school and make sure you have space reserved for SNFS.

BEFORE YOU LEAVE HOME

- Wear your uniform.
- Prepare to do the work indoors or out, in case school doors are locked.

Be sure to bring:

- Pack information sheets (has leader info, time/date/location of Parent Orientation Night)
- Frisbees to give out
- Recruitment Packet

DURING THE REGISTRATION EVENT

- Collect youth applications and fees, and any additional pack dues/fees.
- **Record t-shirt sizes on the t-shirt order form.**

IMMEDIATELY FOLLOWING THE REGISTRATION PERIOD

- Bring applications, fees, t-shirt order form, and attendance roster to the SNFS Turn-in Site.
- Pick up t-shirts for new Cub Scouts.



NEW PARENT ORIENTATION MEETING

KEY ITEMS

- This meeting should not be conducted at the SNFS sign-up night or at a regular pack meeting
- Introduce a basic understanding of programming and events.
 - Cub Scout Welcome Booklets and SNFS Packet contents can help guide this.
- Your summer camp dates and fees.
- Your pack fundraising plan and budget.
- Key activities and committees for your parents to sign up for.
- Youth Protection Training – To be taken online by **all parents and leaders** at MyScouting.org.
- Adult leader training opportunities; including the University of Scouting each Fall and Spring.
- Collect adult leader applications from all parents willing to serve youth as a Cub Scout leader.
- Have an activity for any new Cub Scouts and siblings who also attend, so you will have the full attention of the parents.
- Should last no more than one hour, but plan to stay late to answer additional questions!

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ADOPT-A-SCHOOL PROGRAM

The BSA® Adopt-a-School program is an exciting and comprehensive undertaking that will connect Scout packs across the country with schools in their communities. Participating Scouts then work, within clearly defined guidelines, to partner with school administrations and offer the volunteer services that most effectively meet their school's needs. With each unit offering their school a minimum one-year commitment, meaningful community relationships are built and significant changes will happen in the schools. Units may use their service hours to count toward Journey 2.0 progress.

This program will provide a lasting bond between individual Scouts and their immediate community, between Scouting and the community as a whole, and among the Scouts themselves. When Scouts provide service to a school they feel connected to, they're able to bond Scout pride with school pride, thereby strengthening the commitment to both.

This project establishes loyalty by building upon itself. At the end of the first year, when the Scouts have completed the four required projects, they gain a true sense of membership and accomplishment, which always enhances retention.

Here are a few potential project ideas to get you started, but our priority remains to let your school's specific needs determine how you serve.

- Grounds beautification
- Building improvements
- Giving tree coordination
- Teacher appreciation
- Helpers during festivals
- Book drive coordination
- Cleaning up after school events
- Green effort coordination
- Literacy program
- Food drive coordination



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NOTES, TIPS, AND IDEAS

- Be prepared for the possibility of setting up your School Night for Scouting booth outdoors, in case school doors are locked.
- You only need enough volunteers to answer individual questions without making others wait.
- After School Night for Scouting, review youth applications for adult information that you can use to determine possible leaders when you orient new parents at their first meeting.
- Keep copy of the attendance roster. Follow up with all unregistered youth, and all youth who expressed interest in Scouting.

“Make sure you Pack has a presence in your neighborhood, summer events, and school open houses so that families know you’re there and be ready to register new youth at every event you have”.

-Mike Smith, Troop 9017 - North Star District

“Packs will have better school access with better school relationships. Use the “Adopt-a-School” plan to support your local school.”

-Andrew McGlory, Troop 9061 - Zulu District

“We built a superhero-themed float to use in our local parades to build excitement and the enthusiasm to join Cub Scouts, and we will gladly share with other packs!”

-Alicia Tillman, Pack 9060 - Great Rivers District

“Sign up youth and families whenever and wherever you can.”

-Jeff Kohen, Troop 9639 - Northwest District

Renee Estrella-Wells, Pack 9455 of the Chief Black Dog District:

Create a carnival atmosphere at our school open house--water rockets, nerf archery, bouncy house and snacks. All our leaders and Scouts are in uniform; even when they go to visit teachers for class. Our parents and leaders then collect contact information from families at each school entrance, encouraging them to go down to our event area after they visit the teachers. This way they see other Scouts and are able to make a connection with the families. **We try to sign up as many as we can at open house.**

After the Open House we send out an email invitation to come to our pack meeting, signing them up that night. Each contact is followed up with a personal phone call prior to the SNFS event to see if they have any questions/concerns. The night before we send out a reminder email.

After SNFS we follow up with any remaining youth--even meeting with families for coffee!

We do several community events yearly, (Parade, Night to Unit, Trunk o' Treat and volunteer events). Using this strategy, we recruited over 50 new Cub Scouts in 2016!



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2017 PACK GROWTH INCENTIVE REQUIREMENTS

UNIT MEMBERSHIP COORDINATORS

1. The Cub Scout pack identifies and recruits an adult to be their Unit Membership Coordinator.
2. The Unit Membership Coordinator is trained at one of the following:
 - University of Scouting
 - District Training Course
 - Individual Session with Program Relations Executive
3. The Cub Scout pack recruited _____ new Cubs (August 1, 2016 – December 31, 2016)

SILVER RECOGNITION

- Achieve the goal of _____ new Cubs (August 1, 2017 – December 31, 2017)

GOLD RECOGNITION

- Achieve the goal of _____ new Cubs (August 1, 2017 – December 31, 2017)



BEST METHODS IN RECRUITING

REQUIRED:

- Unit Membership Coordinator ensures the pack has a presence and registers new youth at the fall Open House/Meet the Teacher Night to promote their pack and recruit new members.
- The Unit Membership Coordinator ensures that the pack conducts a “School Night for Scouting” rally to recruit new members on September 19, 2017.
- The pack conducts an October recruitment rally/activity.

COMPLETE AT LEAST 4 OF THE FOLLOWING:

- Unit Membership Coordinator conducts at least one summer time activity/event to promote and recruit new members (this could be at the town festival, parade, corn maze, etc.).
- Leverage personal relationships to improve school access and secure “Boy Talks.”
- Pack helps the school with a school carnival, parent night, etc.
- Pack commits to the Adopt-a-School program and partners with their local school.
- Secure a school directory to use to personally invite families to join Scouting.
- Conduct a “Bring a Friend” campaign with your Pack
- Work with your school to post your Pack calendar and recruitment opportunities on the school website/Facebook/social media

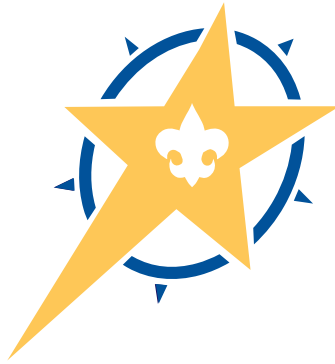
**THESE RECOGNITIONS WILL BE AN EVENT FOR YOUR ENTIRE PACK TO ATTEND –
ACTUAL EVENTS ARE STILL BEING DETERMINED**

Pack# _____

District _____

Name _____

Email _____



NORTHERN STAR COUNCIL
BOY SCOUTS OF AMERICA

Phone: 763.231.7201
Outside the Twin Cities: 877.231.7276

Gabbert Service Center
5300 Glenwood Avenue
Golden Valley, MN 55422

Hulings Service Center
393 Marshall Avenue
St. Paul, MN 55102

WWW.NORTHERNSTARBSA.ORG
WWW.HEROSCOUTS.ORG

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