

# 2018 BOY SCOUT RECRUITMENT PLAYBOOK





## A MESSAGE FROM OUR COUNCIL KEY THREE

Dear Scouter:

You and the other leaders and parents in your troop or crew are the ones who make Scouting happen, day in and day out.

There was a time when the only challenge was how we could deliver the promise of Scouting to a manageable number of youth! We just focused on the life changing programs, and recruiting took care of itself.

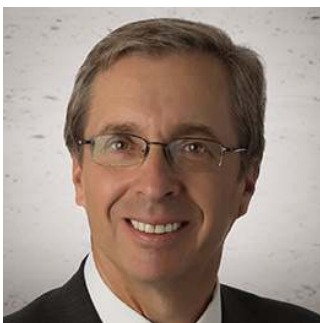
Today, the world is different, and for a variety of reasons we must all challenge ourselves to go out and find those youth and families.

Ultimately, whether we serve a growing or a declining number of children will be dependent on two things: do we have a positive and visible brand in the community; and, do we have a trigger for the joining decision (a written invitation delivered to parents by excited children who want to be Scouts.)

This playbook is designed to help you, and for us to support you, to do those two specific things. What will your unit do to be as visible in the community as you can be? What will you do to ensure that school fliers or other kinds of written invitations for fun and adventure with friends will be delivered to kids and their parents?

There is a solution for every challenge – and what better reward comes with a solution than helping a child to reach their fullest potential? This is what Scouting, and leaders like you, have been proven time and time again to do for our communities and Nation.

Thank you for your thoughtful leadership!



**Bill Brody**  
Council President



**David Cousins**  
Council Commissioner



**John Andrews**  
Scout Executive



# INTRODUCTION

## PURPOSE OF THIS PLAYBOOK

This Playbook is intended to help your troop plan a year of activities which will grow your membership. Each section will provide information on how to implement the concepts of **VISIBLE**, **INVITING** and **FUN**. Several sections have room for your troop to brainstorm ideas and begin planning to grow. Please take the time to use these pages.

Also included is a form to order the resources needed for your recruitment efforts.

These resources are also available electronically at [northernstarbsa.org](http://northernstarbsa.org)

## MOVING FORWARD IN 2018- WHAT'S NEW/WHAT'S DIFFERENT

In 2018, we will be working with all of our Scouting units to ensure that Scouting in all of our communities is more **VISIBLE**, more **INVITING** and more **FUN**!

- Over the summer and fall of 2017, we met with several focus groups to determine how Scouting was viewed in the communities and what barriers existed. What we found out from those who knew about Scouting was: they had a very positive response. Unfortunately for many, they didn't know that Scouting was all around them. Therefore, we know that we need to be more **VISIBLE**.
- All units have the ability to, and are asked to, recruit youth members throughout the year, and recruiting new youth in addition to Webelos Transition.
- We also learned that families are looking for **FUN**, and that we need to do a better job communicating with parents exactly the **FUN** that takes place in Boy Scouting, and that the Boy Scout program has trained leaders and an organized plan of activities for families.





## **BE VISIBLE- TO ALL**

Believe it or not, one of the most common questions we get is “Where is Scouting today?” The key to showcasing Scouting and growing excitement to be a Scout or to support Scouting is to be as visible as you possibly can. Here are a few ways to be more visible:

### **LOCAL NEWSPAPER**

- Troops should work with local newspapers to get pictures, stories and recruitment information printed.

### **MIDDLE SCHOOL OPEN HOUSES/MEET THE TEACHER EVENT**

- Troops must have a table at these events. Best success is achieved with troop displays and activities. Parents should be able to register their youth at these events. See the open house recruitment form on page 15.

### **INFLATABLE ARCHERY RANGES**

- Northern Star Council has a number of inflatable, safe, foam-tipped archery ranges available for use at events. Talk to your Program Relations Executive about availability.

### **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.

### **PARTICIPATE IN YOUR LOCAL FESTIVAL, PARADE OR COUNTY FAIR**

- Invite everyone to your next troop meeting
- Have a booth where other youth can try their hand at Boy Scout activities

### **SOCIAL MEDIA**

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

### **NIGHT TO UNITE (FORMERLY KNOWN AS NATIONAL NIGHT OUT)**

- Have a presence and an activity in your neighborhood

### **ADOPT A SCHOOL**

- Support your local school with community service projects on an on-going basis. More information on page 10.

## **WHAT ACTIVITIES COULD WE DO TO BE VISIBLE TO FAMILIES WHO WANT TO TRY BOY SCOUTING?**

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## **BE INVITING- TO YOUTH**

Being visible is a great start, but the next step is to be inviting. Most youth and adults are hesitant to join without being asked or feel like they needed to be in Cub Scouts to join Boy Scouts. They need to feel welcomed and learn that Scouting is a safe place where they will have fun and make friends. Many families may be unaware or confused on how or where to join. Here are a few ways to be more inviting:

### **PEER TO PEER RECRUITING**

- Existing Boy Scouts create invitations at a troop meeting prior to the event and hand deliver them to their friends and classmates the week before the recruiting event. A special incentive is available this year- a free pocket knife for the recruiter and the new recruit (see flier on page 16).

### **PARENT TO PARENT RECRUITING**

- Parents help promote Scouting to their child's social circle through talking to their friend's parents and handing out fliers in their neighborhood, religious education class, sport teams, etc. Materials will be widely provided by the council and will be supported by social media and networks (videos, etc.).

### **SCHOOL OPEN HOUSES AND MEET THE TEACHER**

- All troops must have a table at these events not just to showcase what Boy Scouting has to offer, but also allow families to register right then and there.

### **“BRING A FRIEND” ACTIVITIES**

- Which of your activities could your Boy Scouts invite their friends to? All of them! What a great way for other youth members to get a firsthand look at Boy Scouting! This could be a day hike, a fun activity or a simple cookout with games.
- Set up a few sample activities and let all youth try. Registered Boy Scouts will get credit in their handbook. Mention to guests that if they were a registered Boy Scout, they would also be earning badges or advancements during these activities!

### **PARTICIPATE IN SCOUT SUNDAY**

- Your troop can have Scouts helping at local places of worship on Scout Sunday. This supports community service, Duty to God and doing a Good Turn Daily. Have a booth or a table set up and allow people to meet the Scouts and their leaders. Invite them to join your troop.

## **WHAT ACTIVITIES COULD WE DO TO INVITE OTHER FAMILIES TO TRY BOY SCOUTING?**

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## BE INVITING- TO ADULTS

### RECRUITING MORE ADULTS

Most troops could use more adult leaders. Here are some best practices for achieving this. There are also some things to steer clear of:

#### BEST PRACTICES

- Identify simple areas where you need help: popcorn sales pickup, camping coordinator, arranging transportation, fundraising or FOS coordinator, Community Service projects, etc. Not all help needs to be a registered volunteer.
- Identify areas which will need a registered leader- for now or for the future. Do you need members of the committee, assistant Scoutmasters, or a Scoutmaster?
- Identify parents with interest, talents, and experience for these needs.
- Meet with them in person, invite them to be an adult leader, and provide them with an outline of what is expected. Provide them with information on the training and support available.
- Make targeted asks. If Jill is the best candidate for Scoutmaster, have the current Scoutmaster and another volunteer go ask Jill personally. This shows the importance of the role and lets Jill know that she is the best candidate for this position
- ASK! This may sound like a no-brainer, but if you don't ask someone to step up and help, they aren't going to volunteer. Ask individuals to help.

#### WHICH POSITIONS DO YOU NEED TO PLAN TO FILL?

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#### LIST PARENTS WHO SHOULD BE INVITED TO BE LEADERS IN YOUR TROOP

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#### STEER CLEAR

- Don't make a general announcement at a meeting that the troop needs help- if interested, call the Scoutmaster. For instance, "So I'm stepping down as Scoutmaster and we really need a replacement. If anyone is interested, please come talk to me after the meeting."
- Don't place a paragraph on your website, Facebook, or newsletter as an ad for help. You want the best candidate possible for the position in your troop. Placing an ad opens up these positions of importance to anyone, which then diminishes the perceived importance.



# MAKE IT FUN- FOR ALL

## GAUGING FAMILY INTEREST

Part of what makes a successful Scouting program is engaging families by asking them what activities they wish to see the troop offer, and use that information to provide an inclusive and fun program for the whole family. Use the supplied template below in order to find out what families are looking for in your program!

## FAMILY INTEREST INFORMATION

PARENTS NAME \_\_\_\_\_

PHONE # \_\_\_\_\_ EMAIL \_\_\_\_\_

SCOUT'S NAME \_\_\_\_\_ GRADE \_\_\_\_\_

## THINGS OUR FAMILY ENJOYS DOING

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## THINGS OUR FAMILY WANTS TO TRY OR ARE INTERESTED IN

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## CAMPS OUR TROOP IS PLANNING TO ATTEND

Every Scout deserves the opportunity to go to camp. List some potential camps below that you plan to go to.

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## RESOURCES AVAILABLE (BE CREATIVE)

### FLIERS

- Fliers can be printed with your troop joining night information. Contact your membership chair or Program Relations Executive (PRE) for fliers.

### POSTERS

- These are 11x17" posters for school or community bulletin boards and hallways as well as key businesses in the community where they are likely to be seen by parents and kids.

### BOY SCOUT WELCOME BOOKLETS

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

### BANNERS

- Banners are available for checkout at Scout office.

### POSTCARDS

- Available by request through the PRE.

### BOY SCOUT INTEREST FORMS

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

### A SCOUT IS REVERENT BULLETIN INSERTS

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

### INFLATABLE ARCHERY RANGES

- Northern Star Council has a number of inflatable, safe, foam-tipped archery ranges available for use at events. Talk to your PRE about availability.

### CUSTOM MATERIALS

- If you would like custom or unique materials, request them through your PRE.





# RECRUIT A TROOP MEMBERSHIP COORDINATOR

## POSITION CONCEPT

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

## REPORTS TO

- Troop Committee Chair

## RESPONSIBILITIES

- Build on-going relationships with your local Pack. Invite Webelos to troop activities and offer Arrow of Light dens to meet at the same time as the troop during the fall/winter.
- Develop your membership goal with your Program Relations Executive, and make plans to achieve it by December 31, 2018.
- Plan, organize, promote and execute recruitment throughout the year. This includes troop representation at school open houses, setting a troop recruitment date and continually inviting new members to all troop functions throughout the year.
- Monitor youth retention and develop strategies to improve retention.
- Review recruiting support materials and plans on the council website.
- 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 troop support fees are collected.

## TIME CONSIDERATIONS

- Attend regular troop and committee meetings as scheduled by the troop Committee Chair.
- Plan and attend troop recruitment events.
- Staff recruitment events and help with planning as needed.
- Communication and visits with local Cub Scout Packs.

**Ensure all new families feel welcome and invited into the troop.**



# GROW YOUR TROOP

## BOY SCOUT RECRUITMENT: FALL AND SPRING TROOP OPEN HOUSE

The troop open house is a time to swing open your doors and roll out the red carpet to welcome guests. It provides a forum to show off Scouting activities and the troop's accomplishments. It is an effective tool to reach youth who have never tried Scouting. Hosting a troop open house is a five-step process that has been proven in troops throughout the nation. Each of the following steps is vital to the event's success:

1. Conduct a school rally in fifth and sixth grade classrooms or lunchroom. Capture the names of interested youth.
2. Have current Scouts invite potential members (Helps fulfill First Class Requirement). Another option is to mail the parents of interested youth a personal invitation to the troop open house.
3. Follow-up the invitation with a telephone call.
4. Host the troop open house for youth and their parents.
5. Organize a troop or district activity to involve new Scouts right away.

## ANNUAL WEBELOS TRANSITION PROCESS

### TROOP LEADER ACTION STEPS AND TIMELINE

By Dates	
August	Follow up with Webelos to attend Fall Camporee with troop
September	Invite Webelos to participate in troop activities: Court of Honor, hike, service project, etc. Plan Key Leader meeting with pack and invite Webelos and parents.
October	Attend Key leader meeting. Plan and schedule dates for: orientation/camp promotion, troop meeting visit & pack graduation/transition.
November	Invite Webelos and parents to orientation meeting. Webelos complete applications. Include summer camp promotion.
November-February	Select troop activities for Webelos to attend. Coordinate February with Webelos leaders and invite Webelos and parents to attend
February-March	Troop attends the Pack crossover event. The youth transition paperwork is turned into the Scout Office no later than May 1
April-May	New Scouts camp with the troop. Troop follows up with Webelos who haven't transitioned. Send youth Boy Scout representation to Webelos Woods.

### Assistant Scoutmaster/ Webelos Coordinator Responsibilities

- While new youth recruitment events need to happen, know that Webelos are the source of 90% of all new Boy Scouts. They are the lifeblood of the future of your troop, and you must put extra work into cultivating the relationship. Invite the Arrow of Light Dens to have their meeting at the same time/location as the troop.
- Schedule a key leader meeting by October with the partner pack.
- Arrange for Webelos dens to visit troop meetings /outings.
- Assign a Boy Scout who will provide a good example of Scouting to be the Webelos Den Chief
- Attend pack and/or pack committee meeting as often as possible during the year to keep the lines of communication open and become acquainted with the Webelos and their parents.
- Encourage the most enthusiastic Webelos leaders and parents to join the troop with the Webelos as a new Patrol Adviser, Assistant Scoutmaster or committee member.



## ADOPT-A-SCHOOL PROGRAM

The Adopt-a-School program is a way for troops to build relationships with local schools. Participating troops work with school administrations to offer volunteer services that help serve the school's needs.

By building relationships with local schools, troops can also strengthen their relationships within the community and build school pride, as well as Scout pride.

At the end of the first year when the Scouts have completed 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:

- 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





# 2018 TROOP PROGRAM PLANNING

## SECURE YOUR DATE!

Provided for you on the next few pages are some examples and templates for your annual program-planning calendar. As you begin to set dates for your troop's campouts and activities, consider including some council-led weekends and events as well!



To make a reservation for your Troop, visit <http://camp.northernstarbsa.org/>

## FUNDRAISING

Council-sponsored sales will teach salesmanship, goal setting, adult interaction, public speaking, budgeting and more. Youth can “earn their own way” when it comes to going to camp or other Scouting activities. Fundraisers give your troop more money to spend on programming while reducing out-of-pocket expenses for parents.

No child is ever turned away due to a lack of money. All youth can participate in Scouting no matter what their family's financial situation might be.

## YOUTH PROTECTION TRAINING

The #1 priority in Scouting is the safety of the youth we serve. All registered leaders in the BSA have a background check and take Youth Protection Training. Youth Protection Training is not just for registered leaders. The most effective method in keeping youth safe is for the parents and the youth themselves to take this FREE online training. Please take the time to offer this training at one of your meetings or direct parents to :

**[www.my.scouting.org](http://www.my.scouting.org)**.



# 2018 TROOP PROGRAM PLANNING

## WHY CAMP?

Camping is a crucial part of the Scouting Experience. In addition to fun, camping builds confidence, teamwork, responsibility, citizenship, and skills.



## SUMMER RESIDENT CAMP

Boy Scouts and Venturers can participate in week-long programs at Many Point Scout Camp and Tomahawk Scout Reservation.

Scouts can earn:

- 55 possible Merit Badges
- BSA Lifeguard /First Class Rank Requirements
- Swimming Skills
- Aqua Trampoline
- Honor Patrol
- Leave No Trace
- Much, much more!

Activities Include:

- Sailing
- Canoeing
- Water Polo
- Horse Rides
- Iceberg
- Fire Tower
- Climbing/Bouldering
- Shooting Sports
- Nature Programs
- Disc Golf
- Fishing
- Snorkeling
- Polar Bear Swim
- Archery
- Tomahawk Throwing
- ATVs
- Jet Skis (Many Point only)



## WINTER CAMP

North Wind (Stearns Scout Camp) and Snow Base (Tomahawk Scout Reservation) Winter Camps run from January through February. All participants will have fun and stay warm!

Provided equipment includes a sleeping system of -22 to -30 degree-rated sleeping bags; socks and boots; mittens and shells; hats (one for day, one for sleeping); wool pants; wool shirts; water bottles and a lot more.



- Snowshoeing
- Skiing
- Shelter Building
- Outdoor Cooking
- Sleeping Out-doors
- Winter Games
- Winter Survival Instruction
- Dog Sledding
- Ice Fishing
- Much, more!

## PLANNING A NATIONAL HIGH ADVENTURE TRIP?

Now is the time to start for 2020! Here is what you should be doing.

August 2018	September 2018	October 2018	May 2019	January 2020
Start discussion with your Troop, would Scouts like to attend a High Adventure Base in 2019?	Establish estimated cost and budget for trip with anticipated payment schedule	Determine the Lottery/Sign-up period	Start training for the following summer's adventure	Submit applications for camperships for families that need assistance.
Schedule a High Adventure Planning Meeting, contact Council High Adventure Committee.		Collect deposits from interested crew members		



# 2018 TROOP PROGRAM PLANNING

## 12 STEPS TO BUILDING AN EXCITING ANNUAL PROGRAM PLAN

- 1. BRAINSTORM AND SURVEY YOUR YOUTH:** Each patrol should put up two poster boards, one with every Scout's name down the left side, the other poster board with each parent's name down the left side. Gather around the boards – have each Scout provide at least two things that they want to do. Do the same with the parents. Be openminded and accepting of all ideas! This process helps identify WHAT your Scouts want to do, and also which parents will be excited to help out on a particular activity.
- 2. REVIEW AND REFLECT ON THE CURRENT SCHOOL YEAR'S PROGRAM:** Your Unit Commissioner has a discussion guide to help you structure this review and reflection. Meet with him or her in April, before you begin planning for the new school year.
- 3. SET A DATE TO PLAN:** Begin early. We recommend starting in May. Set a date to meet with the Patrol Leaders Council and the Troop Committee.
- 4. CHECK MEETING DATES:** Check with your chartered organization and school calendar to confirm availability for meetings and events.
- 5. SELECT MONTHLY THEMES:** Choose from Troop Program Features and schedule them into your calendar. This will equip you with a theme for weekly meetings and monthly camp outs. A written plan for every weekly meeting based on Troop Program Features or themes you develop on your own will lead to organized meetings.
- 6. NOTE COUNCIL AND DISTRICT DATES:** Review the council and district calendar and mark dates on your program schedule for district and council activities (Camporees, Youth Leader Training, Webelos Woods, Roundtables, etc.).
- 7. SET MEETING DATES:** Review available meeting dates with the Patrol Leaders' Council and committee, and set dates for the coming year. Write troop meeting dates in your planning calendar. Be careful to avoid holidays or school-break dates.
- 8. SET Troop ACTIVITY DATES:** For special activities your troop will be doing during the year; put them in your program calendar. These may include: weekend campouts and activities, troop fundraisers, Courts of Honor, Snow Base or North Wind Winter Camping, Scout Anniversary Week in February, Friends of Scouting at your Court of Honor, Summertime Activities, Summer Camp at Many Point or Tomahawk, and High Adventure Trips (Philmont, Florida Sea Base, Northern Tier, The Summit, or your own trip).



# 2018 TROOP PROGRAM PLANNING

## 12 STEPS TO BUILDING AN EXCITING ANNUAL PROGRAM PLAN CONTINUED

### 9. SCHEDULE YOUR MONTHLY COMMITTEE AND PLC MEETINGS AND COMMUNICATION

**DEADLINES:** Schedule these dates to plan the next month's activities and meetings (i.e. in September you plan for October). A committee meeting and a PLC meeting should be held every month.

**10. DEVELOP A BUDGET:** Use the worksheet on page 24 to plan how to fund your annual program. Scouting provides an exciting fundraising tool: the Popcorn Sale in the fall. Camp, registration fees, materials and activities should all be paid for by the unit budget. Make an activity plan, set a fundraising goal and make sure your families know that if they meet your goal, their Scouting year will be fully paid for. Plan it, Raise it, Spend it! Additional resources and tools are available at [www.NorthernStar.org/Journey](http://www.NorthernStar.org/Journey).

**11. COMMUNICATE THE PLAN:** Parents and Scouts will more fully participate in meetings and activities if they have a copy of the plan. Make sure that every family receives a copy of the troop calendar.

**12. CONDUCT A LEADERSHIP REVIEW:** Your Unit Commissioner will be an important resource in helping you evaluate your Pack's leadership needs. What are the positions that need to be filled? What is your unit's leader succession plan?



# RESOURCES- OPEN HOUSE RECRUITMENT FORM



Northern Star Council BSA



## Annual Troop Open House



**THANK YOU** for all you do for the boys of your Troop! We are excited at the potential of welcoming hundreds of new Boy Scouts into the program this year, and we couldn't do it without YOU!

Your troop can request Troop Recruitment materials to help you hold a successful recruiting event. We would like to encourage troops to hold open houses in addition to welcoming Webelos Scouts. Every troop must have a membership goal in mind and make a commitment to recruit and RETAIN new Boy Scouts by having a complete year-round program.

We hope these materials will help you as you prepare for an effective recruitment event to welcome new boys to the adventure of Scouting! Order your materials today by emailing your Scout office staff Program Relations Executive, or Boy Scout Recruitment staff advisor Andy Goke at [agoke@nsbsa.org](mailto:agoke@nsbsa.org)

### 2018 RECRUITMENT MATERIALS ORDER FORM FOR OPEN HOUSE

Date \_\_\_\_\_ District \_\_\_\_\_ Troop # \_\_\_\_\_

Person Placing Order \_\_\_\_\_

Phone \_\_\_\_\_

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

#### **Information for Flyers:**

Date of Event: \_\_\_\_\_

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

Location: \_\_\_\_\_

Address \_\_\_\_\_

Details (room, etc) \_\_\_\_\_

Contact \_\_\_\_\_

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

Phone \_\_\_\_\_

Materials needed by \_\_\_\_\_

#### **Materials Needed**

- Boy Scout Recruitment Flyers
- Scout is Reverent Fliers
- Boy Scout Promotional Posters
- High Adventure Surveys
- Banner- to check out
- Inflatable Archery Range- to check out
- Youth Applications
- Adult Leader Applications

#### **Quantity**

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# RESOURCES- RECRUITMENT FLIER

**Free pocket knife & Recruiter strip patch!!**



Northern Star Council, Boy Scouts of America  
www.NorthernStarBSA.org



2018



**ATTENTION  
BOY SCOUTS:**

Recruit a friend and you and your friend receive a **FREE POCKET KNIFE** and **RECRUITER** strip patch!

**Scoutmasters, we ask that you hold an open house recruitment opportunity in support of this effort.**

Joining youth must be brand new to Scouting; youth crossing over from Cub Scouts are not eligible for this promotion. Knives, recruiter strip patch and Totin' Chips will be distributed through Scoutmasters who are to obtain parent permission and review safety rules with the Scouts before presenting them with their knife.

**All Scouts must be registered by 12/31/18 to receive a knife**

**Submit this completed form to:**

**Northern Star Scouting office, or email to: [agoke@nsbsa.org](mailto:agoke@nsbsa.org)**

Troop number: \_\_\_\_\_ District: \_\_\_\_\_

Name of new recruited Scout: \_\_\_\_\_

Name of recruiter: \_\_\_\_\_

Parent of new Scout approval signature: \_\_\_\_\_

Parent of recruiter approval signature: \_\_\_\_\_

Name of Scoutmaster to distribute knives & patch: \_\_\_\_\_



# 2019 TROOP PROGRAM PLANNING

Starting in 2019, girls will have the opportunity to join the Boy Scouting program. This infographic provides some more details on when and how that process will take place.

## FAMILY SCOUTING

OFFERING ICONIC BOY SCOUTS OF AMERICA® PROGRAMS TO BOYS AND GIRLS

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### WHAT IS HAPPENING?

Starting in 2018, families can choose Cub Scouts® for their sons AND daughters.


A Scouting® program for older girls will be delivered in 2019, allowing participants to earn the highest rank of Eagle Scout™

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### WHY THE CHANGE?

Families today are busier than ever and with less free time, families want convenience. In fact, *convenience beats cost as the #1 concern.*

Research shows that our programs are extremely appealing to today's busy families.






*In a recent survey of parents not involved with Scouting...*

**90%** are interested in a program like Cub Scouts for their daughters

**87%** are interested in a program like Boy Scouts® for their daughters


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### HOW WILL IT WORK?


 Cub Scout Pack
 All-Boy Den
 All-Girl Den

**Cub Scouts**  
Ages 5-10 (or grades K-5)

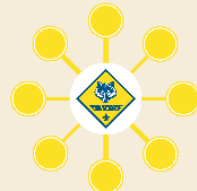
All-Boy Cub Scout Pack



Boys and Girls Cub Scout Pack

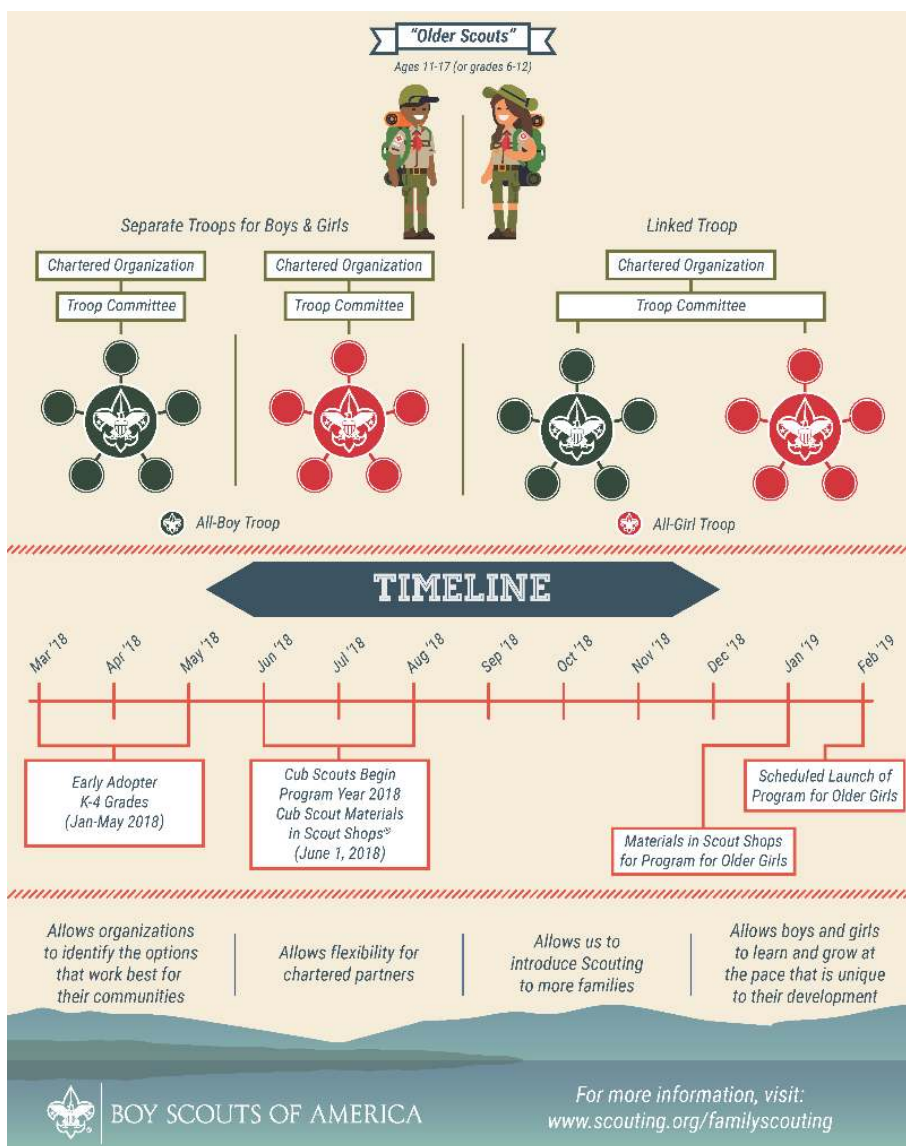


All-Girl Cub Scout Pack





# 2019 TROOP PROGRAM PLANNING





# **NORTHERN STAR SCOUTING**

**WWW.NORTHERNSTARBSA.ORG**  
**WWW.ADVENTUREISCALLING.ORG**

2018

