

# Membership for PACKS



YOUR GUIDE TO  
GROWING YOUR PACK  
MEMBERSHIP BY  
BECOMING MORE

**VISIBLE**  
**INVITING**  
**FUN!**





## A MESSAGE FROM OUR COUNCIL KEY THREE

Dear Scouter:

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

There was a time when we and those who came before us were only challenged by 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.

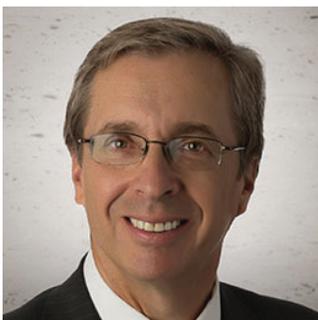
Today, the world is different, and for a variety of reasons we must all challenge ourselves to go out and find those youth and families.

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 (through kids) 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 pack 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**. Each section has a page for your pack to brainstorm ideas and begin planning to grow. Please take the time to use these pages.

Also included are the resources available and the recognition plan in place for the packs who increase their membership in 2019.

These resources are available electronically at [www.northernstar.org/2019-recruiting-resources](http://www.northernstar.org/2019-recruiting-resources).

## MOVING FORWARD IN 2019 - WHAT'S NEW/WHAT'S DIFFERENT

In 2019, 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 2018, 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 encouraged to, recruit youth members at ANY time during the year. Our "one night registration at every elementary school" may have caused some confusion with parents and units who believed that the only time they could join Scouts was that one night. We need to make sure our program is **INVITING** all night long.
- 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 Cub Scouting, and that the Cub 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**

- Packs should work with local newspapers to get pictures, stories and recruitment information printed. Find samples at [www.northernstar.org/2019-recruiting-resources](http://www.northernstar.org/2019-recruiting-resources).

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

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

### **INFLATABLE ARCHERY RANGES**

- Northern Star Scouting 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. Find samples at [www.northernstar.org/2019-recruiting-resources](http://www.northernstar.org/2019-recruiting-resources).

### **UNIFORM DAY**

- Existing Cub Scouts should be encouraged to wear their uniform or pack t-shirt to school on September 19th and on pack meeting days

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

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

### **SOCIAL MEDIA**

- Have all members of your pack 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. Find samples at [www.northernstar.org/2019-recruiting-resources](http://www.northernstar.org/2019-recruiting-resources).

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

- Have a presence and an activity in your neighborhood

### **WHAT ACTIVITIES COULD WE DO TO BE VISIBLE TO FAMILIES WHO WANT TO TRY CUB 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 just join without being asked. 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 Cub Scouts create invitations at a den meeting prior to the event and hand deliver them to their friends and classmates the week before the recruiting event.

### 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 in support of social media and networks (videos, etc.).

### SCHOOL OPEN HOUSES AND MEET THE TEACHER

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

### “BRING A FRIEND” ACTIVITIES

- Which of your activities could your Cub Scouts invite their friends to? All of them! What a great way for other youth members to get a firsthand look at Cub Scouting! This could be a day hike, a hay ride, a simple cookout with games or a STEM activity like launching model rockets.
- Set up a few sample activities from the different Cub Scout handbooks and let all youth try. Registered Cub Scouts will get credit in their handbook and mention to guests if they were a Cub Scout, they would also be earning badges during these activities!

### PARTICIPATE IN YOUR PLACE OF WORSHIP

- Your pack can have Scouts helping at local places of worship. This supports community service, Duty to God and doing a Good Turn Daily. Have a booth or table set up and allow people to meet the Cubs and their leaders. Invite them to join your pack. Recruitment materials are available for places of worship.

### ADOPT A SCHOOL

- Support your local school with community service projects or have a booth at the school carnival. Make sure that a part of your booth is to actively invite people to join! More information on page 10.

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

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## BE INVITING- TO ADULTS

### RECRUITING MORE ADULTS

Every pack 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: Blue and Gold banquets, Pinewood Derby, 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, Den Leaders, or a Cubmaster?
- 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 info for training and support available.
- Make targeted asks. If Jill is the best candidate for Cubmaster, have the current Cubmaster 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 PACK

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### STEER CLEAR

- Don't make a general announcement at a meeting that the pack needs help - if interested, call the Cubmaster. For instance, "So I'm stepping down as Cubmaster 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 pack. 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 pack offer in order 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 PACK 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 (FULL OR HALF SHEET)

- Half sheet fliers available upon request for school talks and summer events. Full sheets will be delivered to elementary schools by Program Relations Executives at the start of the school year.

## POSTERS

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

## TRADING CARDS

- Ten different Scout trading cards featuring fun Leave No Trace facts, Northern Star Scouting website, registration information and a blank area for units to add their own label with contact information.

## STICKERS

- Five different styles available. They are ideal to use at parades and other "in person" promotions.

## WRISTBANDS

- Glow in the dark silicone, ideal for community events.

## YARD SIGNS

- In addition to every registered Cub Scout family placing a sign in their yard, units should 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 miniature version of the Boys' Life magazine. Units can place a label on these to provide their local information.

## BANNERS

- Banners are available for checkout at the Scout office.

## POSTCARDS

- Available by request through the Program Relations Executive.

## 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 event.

## A SCOUT IS REVERENT BULLETIN INSERTS

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

## INFLATABLE ARCHERY RANGES

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

## LION AND TIGER COSTUME

- Costumes available for events. Check out from the Scout office customer service desk.

## CUSTOM MATERIALS

- If you would like custom or unique materials or have a need for a secondary language, request them through your Program Relations Executive.



# RECRUIT A NEW PACK MEMBER 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, and be the person who takes the lead in inviting new families to join and in working to make new families feel welcome.

## REPORTS TO

- Pack Committee Chair

## RESPONSIBILITIES

### **Attend one of 3 Fall Recruitment training sessions (register on NSC website):**

- University of Scouting on April 13, 2019
- April 25, 2019 - Centennial United Methodist Church 6:00-9:00 PM
- Your May District Roundtable
- Develop your membership goal with your Program Relations Executive, and make plans to achieve it by December 31, 2019.
- Plan, organize, promote and execute recruitment throughout the year. This includes pack representation at school open houses, ensuring coverage for SNFS on September 19, 2019 and continually inviting new members to all pack 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. This could include the local troop.
- 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.
- Ensure that all new registration forms are signed and are brought to district turn-in site with fees on September 19, 2019.

## TIME CONSIDERATIONS

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

**Ensure all new families feel invited and welcomed into the pack.**



## NOTES, TIPS, AND IDEAS FOR RECRUITMENT NIGHT

- Be prepared for the possibility of setting up your recruitment event outdoors, in case school doors are locked.
- You only need enough parents and leaders present to answer individual questions without making others wait.
- After your recruitment event, review youth applications for adult information that you can use to determine possible new 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.

*“Information gathered from new parent surveys collected over the last 3 years shows that the #1 recruitment tool has been paper fliers coming home from school. Troubling for us is that school access and the ability to send paper fliers home from schools has dropped significantly. If your school does not allow paper fliers to go home with students, the best strategy is to mobilize the parents in your pack to contact the principal encouraging them to allow paper flier distribution.*

- Jerry Carter, Cubmaster and Northern Star Scouting Membership Chair

*“Make sure your 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

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

-Jeff Kohen, Troop 9639 - Northwest District

*“Our pack has been using model rocketry for 3 years now as a summer activity. The Scouts enjoy building the rockets with the help of their parents. The entire pack enjoys launching them together following a supper cookout. Last summer we used model rocketry as a joint project with our Troop.”*

-Michael Erpelding, Pack and Troop 3357 - Crow River District

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

We create a carnival atmosphere at our school open house--water rockets, Nerf archery, a 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 and encourage 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 the open house.**

After the open house, we send out an email invitation to come to our pack meeting, and sign them up that night. Each contact is followed up with a personal phone call prior to the next event to see if they have any questions or concerns. The night before we send out a reminder email.

Afterwards, we follow up with any remaining youth--even meeting with families for coffee!

We do several community events each year; (Parade, Night to Unit, Trunk o' Treat and volunteer events).

Using this strategy, we recruited over 50 new Cub Scouts in 2016!



## ADOPT-A-SCHOOL PROGRAM

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

By building relationships with local schools, packs can also improve 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



*"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



# 2019 PACK GROWTH RECOGNITIONS

## REQUIREMENTS

1. The Cub Scout pack identifies and recruits an adult to be their New Member Coordinator.
2. The New Member Coordinator is trained at one of the following:
  - University of Scouting
  - District Training Course
  - Individual Session with Program Relations Executive



## RECOGNITION PLAN

- Every new Cub Scout receives a T-shirt with a glow in the dark logo.
- Every new Cub Scout receives one FREE Fall Day Camp session.
- Packs that hit their year-end membership goal by 12/31/19 will receive tickets to Crayola Experience.
- Cub Scouts that recruit a friend will receive a RECRUITER patch for their uniform and a chance to win a packable hammock.

## RECRUITMENT GOAL

- Achieve the goal of \_\_\_\_\_ registered Cubs by December 31, 2019 (new packs have a minimum goal of 10 registered Cubs)

## BONUS GOAL

- Achieve the goal of \_\_\_\_\_ registered Cubs by December 31, 2019 (new packs have a bonus goal of 15 registered Cubs)

## BEST PRACTICES IN RECRUITING (MINIMUM OF 5)

- New Member 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 New Member Coordinator ensures that the pack conducts a “School Night for Scouting” rally to recruit new members on September 19, 2019.
- The pack continues to invite new Scouts to every event throughout the year.
- New Member 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 “School 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
- Other best local practice \_\_\_\_\_

Pack# \_\_\_\_\_

District \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_



# 2019 PACK PROGRAM PLANNING

## SECURE YOUR DATE!

Provided for you on the next page is an example and template for your annual program-planning calendar. As you begin to set dates for your pack's campouts and activities, consider including some council-led weekends and events as well!



Weekends starting Saturday  
January 11 - Sunday March 7, 2020



Weekends starting  
Friday June 7 - August 18, 2019



Weekends starting  
Saturday October 5 - October 27, 2019



Friday October 11 - Sunday October 13, 2019

To make a reservation for your pack, visit [camp.northernstar.org](http://camp.northernstar.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 pack 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)



# SAMPLE PACK CALENDAR

PACK 477																											
2017-2018 Meeting Calendar																											
Sep-17							Oct-17							Nov-17													
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Dec-17							Jan-18							Feb-18													
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- Parent Meetings
- Special Events
- Roundtable
- Den Meetings
- Pack Camp Dates
- Pack Meetings
- Spring Break

[HTTP://WWW.NORTHERNSTAR.ORG/FOR-MEMBERS/JOURNEY](http://www.northernstar.org/for-members/journey)



# UNIT MEMBERSHIP TEAM INFORMATION

New Member Coordinator: \_\_\_\_\_ Email: \_\_\_\_\_

## Community Events (i.e. parades, festivals)

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

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

## Back to School/Open House

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

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

## School Night for Scouting

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

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

## Bring a Friend Events

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

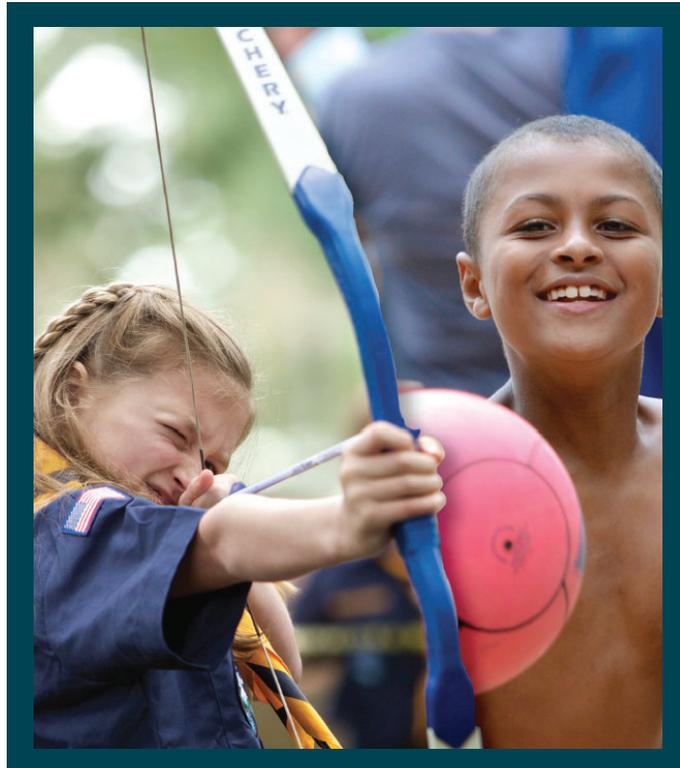
Name: \_\_\_\_\_ Email: \_\_\_\_\_

## Follow-up with Families that showed interest

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



## NORTHERN STAR SCOUTING



[WWW.NORTHERNSTAR.ORG](http://WWW.NORTHERNSTAR.ORG)  
[WWW.ADVENTUREISCALLING.ORG](http://WWW.ADVENTUREISCALLING.ORG)

2019

