



NORTHERN STAR SCOUTING

CUBS CATCH
THE FUN

**PACK
RECRUITMENT
GUIDEBOOK**

2021

PURPOSE OF THIS GUIDEBOOK

One of the essential functions of a Pack is to share the fun and adventure of Scouting with new families. This Guidebook is intended to help your pack grow your membership. Each section will provide information on how to implement the concepts of **VISIBLE**, **INVITING** and **FUN**.



MOVING FORWARD IN 2021 Scouting Post-Pandemic

2020 was a challenging year for all of Scouting. While many Dens and Packs met virtually, others simply hit 'pause' until they could meet comfortably in person. The spring of 2021 saw many units return to in-person meetings and activities. Scouting is committed to providing and supporting excellent program in a safe environment. For the most up-to-date information on meeting spaces, health screenings and activities protocols, visit the Covid19 page at NorthernStar.org.

VISIBLE, MORE INVITING AND MORE FUN!

As families look to return to the active world, Scouting is uniquely positioned to engage both kids and parents in healthy, fun adventures. Folks are looking for opportunities to be outside together and Scouting is a great fit. To take advantage of this new market demand, our Scouting Packs need to be **VISIBLE**, **INVITING** and **FUN**! This guidebook will help!

BE VISIBLE - TO THE COMMUNITY

Help the whole community realize Scouting is going strong! The best way to get on parents' radar is to be visible. There are loads of ways to get your Pack 'out there.' Here are some proven examples:

SCHOOL OPEN HOUSES/MEET THE TEACHER EVENT • Wherever possible, Packs should have a table at these events. This year, Northern Star is providing open house kits that include sample materials & a craft project. Parents can register their kids online right there while Pack representatives answer questions.

LOCAL NEWSPAPER • Packs should work with local newspapers to get pictures, stories and recruitment information printed.

INFLATABLE ARCHERY RANGES • Northern Star Council has a number of inflatable, safe, foam-tipped archery ranges available for use at events. Talk to your District 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.

UNIFORM DAY • Cub Scouts should be encouraged to wear their uniform or Pack t-shirt to school on a chosen day early in the school year, 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. Simple giveaways like bookmarks are available to help promote your Pack.

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. Templates and resources are available at facebook.com/NorthernStarBSA/

SEPTEMBER RECRUITMENT EVENT • Each Pack should host a simple fall activity that new families can attend. Packs can leverage their new fishing poles for an easy fishing afternoon at a local pond or meet up for a bike ride. Share your event plans and details with your District by the end of June.



WHAT ACTIVITIES COULD WE DO TO BE
VISIBLE TO FAMILIES WHO WANT
TO TRY CUB SCOUTING?



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 should have a table at these events not just to showcase what Cub Scouting has to offer, but also to 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 or a simple cookout with games. • 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. Remember to mention to guests if they were a Cub Scout, they would also be earning badges during these activities!

PARTICIPATE IN ACTIVITIES WITH YOUR CHARTER PARTNER • Support 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 Cubs and their leaders. Invite them to join your Pack.

ADOPT A SCHOOL • Support your local school with community service projects or have a booth at the school carnival. Make sure a part of your booth is to actively invite people to join!

SEPTEMBER RECRUITMENT EVENT • Each Pack should host a simple fall activity that new families can come to. Packs can leverage their new fishing poles for an easy fishing afternoon at a local pond or meet up for a bike ride. Share your event plans and details with your district membership team by the end of June.

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



BE INVITING - TO ADULTS

Every Pack could use more adult leaders. Here are some ideas for achieving this.

BEST PRACTICES

- Identify simple areas where you need help: Blue and Gold banquets, Pinewood Derby, Community Service projects, etc. Not all helpers need to be registered leaders.
- 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 available support.
- 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 the position
- ASK! This may sound like a no-brainer, but if you don't ask someone to personally step up and help, they aren't going to volunteer. Ask individuals to help.
- After new youth/adults join, send welcome emails, phone calls, etc. Be sure to get them a schedule, unit leader contact list, calendar, upcoming events and any other information that might be helpful.

WHICH POSITIONS DO YOU PLAN TO FILL? _____

LIST PARENTS WHO SHOULD BE INVITED TO BE LEADERS IN YOUR PACK _____

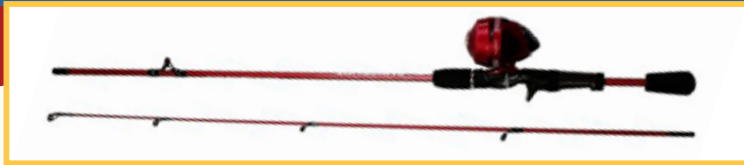
STEER CLEAR

- Don't make a general announcement at a meeting that the pack needs help. 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." This 'shotgun' approach rarely works! Your best candidates will not self-identify, and families may leave.
- 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 and sends the wrong message.



CUBS CATCH THE FUN!

Starting July 1st, every Cub Scout (both new and returning) who registers for the 2021-2022 program year will get a brand-new Zebco Fishing Pole! Poles will be distributed by District staff starting in July.



School Open House

In every available elementary school, Packs are asked to host a simple 'Cubs Catch the Fun' table. Open House Kits (distributed at Kickoffs August 5th and 10th) will include samples of the promotional water bottles, t-shirts, bookmarks, and Welcome to Cubs booklets. They'll also include materials for kids to craft their own Casting Lure. "Hey Kids, make a casting lure and then when you sign up, use it with your own brand-new fishing pole!"



Free Day Camp

New Cubs who register by 9/30 get a voucher for one of Northern Stars' awesome Fall Day Camps. Packs are encouraged to pick a day to go along with their new families.



Free T-Shirt

New Cubs also get a glow-in-dark T-shirt they can wear to their first meeting.



Free Adventure Water-bottle

New Cubs can stay hydrated and check-off their adventures throughout the year. Water bottles also hold the t-shirt and voucher.

September Pack Recruitment Event

Packs should host a simple recruitment event like a fishing day in September. Contact your District Executive for more info or resources including a fishing program kit.



PROMOTIONAL MATERIALS

Promotional Materials: Available Year Round

Order through joincubs.org, your District Executive or pick up at the Scout Office

FLIERS (FULL OR HALF SHEET) • Half sheet fliers available upon request for school talks and summer events. Full sheets will be delivered to available elementary schools by District Executives at the start of the school year.

POSTERS • These are 11"x17" 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.

BOOKMARKS • Easy to hand out, these include a QR code directing families to joincubs.org.

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.

POSTCARDS • Available by request through your District Executive, postcards can be customized with your Pack's information.

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.

INFLATABLE ARCHERY RANGES • Northern Star Scouting has a number of inflatable, safe, foam-tipped archery ranges available for use at events. Talk to your District 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, contact your District Executive.

KITS:

Parade / Community Event – includes bookmarks, banners (as available)

NEW! Open House Kit – Registration table-topper, sample water bottle & t-shirt, posters, bookmarks, Welcome to Cub scouts booklets, Practice-Cast craft activity (distributed at Kickoffs August 5th & 10th).

Fishing Program Kit

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. Templates and resources are available at facebook.com/NorthernStarBSA/



ONLINE REGISTRATION & RENEWAL

All Northern Star Registration is online. Detailed guidance and instructions are available on the Annual Program Registration / Renewal page at NorthernStar.org. Registration for the 2021-2022 program year runs September 1, 2021 - August 30, 2022

► New Youth

Beginning July 1, new Scouts can register for the 2021/2022 program year. Annual registration is \$180. Northern Star Scouting is committed to including all families, regardless of their ability to pay. Scholarships are available through the online registration system. New Cub Scouts receive a voucher for free day camp, water bottle, t-shirt and fishing pole!

► Returning Youth

Cub Scouts who renew their membership by September 30th will receive a fishing pole.

► Adults

New and returning adults pay \$45. New applications are accepted year-round. Returning adults should register before August 31st.

► Unit Renewal

Units also need to register! The annual unit registration fee is \$75 and must be submitted, along with minimum charter requirements (5 registered adults & 5 registered youth) before annual charters expire on August 31st.





NEED HELP?

The council membership committee and your District membership chair are eager to help! Reach out through your District Executive or email at Membership@NorthernStar.org



MY SEPTEMBER PACK RECRUITMENT PLAN

Share your recruitment plan with your District membership team by **July 1st** to take advantage of online and printed promotional materials, like flyers and Facebook posts.

RECRUITMENT EVENT IDEA: _____

DATE: _____

LOCATION: _____

SUPPLIES NEEDED: _____

NOTES: _____

SCHOOL OPEN HOUSE COVERAGE

School _____

Date _____ **Time** _____

Who's covering _____



FISHING POLE 2021 DISTRIBUTION



WHO GETS A POLE?

- Cub Scouts who register for the 2021/2022 Program year by September 30th
- Both new Cub Scouts and returning will receive a fishing pole.
- That's right. Every. Single. Cub Scout.

WHEN DO I GET THE FISHING POLES?

- Starting July 1st, when a Cub's registration is complete (i.e. approved by the unit in the registration system) – they will be added to the 2021 recruitment incentive distribution list.
- Weekly, staff will review the list and determine the best way to get fishing poles to Pack leaders for distribution.
- In many cases, this will be a delivery to a Pack leader. Some districts may elect to host local pick-up locations, or bring poles to hand out at another event.
- Pack leaders are able to pick up poles at Base Camp as well.
- Pack leaders will be asked to give poles to their Scouts as quickly as possible.

WHAT KIND OF POLES ARE THEY?

Fishing poles are Zebco brand rod/reel combos. There are a few different models in our inventory, and we can't guarantee a particular model or color.

WHERE CAN I USE MY FISHING POLE?

- In September, Packs are invited to host a simple fishing day for local Cub families. These events are ideal for inviting new families for easy outdoor fun.
- Our fall day camps will be incorporating fishing activities and Northern Star will hold at least two fishing events at Stearns and Phillippo camps.
- Northern Star will be hosting a virtual fishing tournament in September to recognize 'whoppers' caught by individual Scouts.

I'M A CUB LEADER - WHERE ARE MY FISHING POLES?

- Contact your District Executive. They will arrange to have you pick up / deliver poles.
- If you'd rather come pick up poles at BaseCamp, simply email us ahead of time at membership@northernstar.org

CAN I GET EXTRA POLES FOR CUBS I HAVEN'T RECRUITED YET?

As a rule, we aren't giving out poles in advance. If your unit has special circumstances, please contact your District Executive or Membership@NorthernStar.org.





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