



New Horizons District

Action Items – School Night to Join Scouting 2020

2020 Overview

- This year, we are asking packs to participate in BOTH an in-person AND virtual recruitment event.
- Dates for these events have already been set, but we need to know the start time and location of your pack's in-person event.
- Your pack's in-person event *must* take place outdoors (local park, parking lot, etc.). The location & start time you provide to us will be published on our website (stlbsa.org/newhorizons/join-cub-scouts) and on flyers/videos for new Scout families to find you.
- For the virtual event, please have adult representatives attend to meet our new Scouting families via Zoom. District personnel will kick-off the virtual meeting, then use virtual "breakout rooms" by pack for YOU to interact directly with your new Scout families.

Action Items

1. Arrange your pack's In-Person recruitment event

- Identify an outdoor location
- Obtain permission, reserve park pavilion, etc.
- Promote, promote, promote! (social media, PTO, Nextdoor App, church bulletin)

2. Complete the recruitment event Google Form – IMPORTANT!

- Click Here: <https://forms.gle/n8Tb9adzV6bHUNYi8>

3. Update your pack's BeAScout.org Unit Pin

- Instructions can be found here (scroll down to "Step 2: Set Up Your BeAScout Unit Pin"): <https://www.scouting.org/resources/online-registration/>
- This action needs to be taken by the Committee Chair, the Chartered Organization Representative, or the Cubmaster.
- The BeAScout unit pin allows prospective members to find you online and apply to your unit.

4. Pick-up your pack's Recruitment Supplies

- **Wednesday, August 19**
- **Des Peres Park @ 6:00 – 8:30 PM**
- Contact Matt/Ben to arrange an alternative pick-up.

5. Consider a Credit Card Reader

- Free Square card reader with a new account: squareup.com

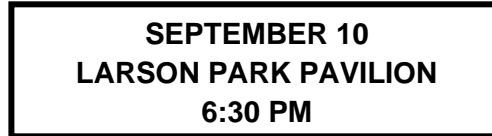
6. Need Flyers?

- Please contact Matt or Ben to request paper flyers.
- For school districts using Peachjar electronic flyers, we will create those for you.



7. Display your Yard Sign

- Place near the road so motorists can see!
- Use BIG letters & keep it simple: **Date, Location, Time** (see example below)



8. Print any Handouts for New Families

- Pack calendar, next meeting announcement, etc.

9. Prepare your PowerPoint for the Virtual Sign-up Night

- Keep it simple! (5-10 minutes max, then Q&A)
- PowerPoint template available here: <https://stlbsa.org/newhorizons/membership/>

10. Identify Manpower for both Recruitment Events

- Only need a few leaders to help run the in-person event (no youth, please).
- Identify presenter(s) for virtual event & ensure they know how to share their screen via Zoom.

11. Create a Follow-up Plan

- How will you contact families that came, but didn't sign-up?
- How will you welcome new families into your pack?
- When is the first pack/den meeting? How will this be communicated?
- Matt & Ben will email your list of virtual event participants.

Immediately, Once Your In-Person Recruitment Event is Finished... Go to Headquarters!

- See "School Night to Join Scouting Dates 2020" document for headquarters locations.
- Headquarters will be open from **6:30 PM until 9:00 PM.**
- Turn-in applications & one check from the pack for 2020 registration fees.
 - Checks should be payable to "GSLAC-BSA"
- **Youth Fees for Joining in September: \$47**

Next... Approve All Online Applications!

- Instructions can be found here (scroll down to "Application Manager"):
<https://www.scouting.org/resources/online-registration/>
- This action needs to be taken by the Committee Chair, the Chartered Organization Representative, or the Cubmaster.
- Delaying this process could result in the application being rejected and payment refunded! Check for new applications often.

Questions? Please contact Matt Kasate (matthew.kasate@scouting.org) or Ben Luedloff (benjamin.luedloff@scouting.org)