

## Preparing for the Sign-up Night

### Mid-June to Mid-July

- Hold a planning meeting to review the fall recruitment plan.



All leaders and parents helping with recruitment should watch our Facebook Live training on Tuesday, June 13 at 6:30 p.m. It will also be available on our website and YouTube channel after this date.

### By July 31

- Work with your district executive to schedule student presentations ("boy talks") at schools where permitted. Set talks for no more than 24-48 hours before the Sign-up Night. District volunteers are happy to help with the talks if needed.



Families can apply online! Review this process through your My.Scouting.org account and update your unit's BeAScout info (e.g. meeting location, Facebook page, website).

- Submit your "Sign-up Night Information Card" (attached) to ensure materials will be available for you.

### In August

- Attend district Fall Recruitment Kick-off at Roundtable and receive recruiting materials.
- Attend Back-to-School events, open houses, Meet-the-Teacher nights, etc. Verify date/time and reserve a table.
- Distribute full-sheet flyers to the schools (where permitted) the week prior to the Sign-up Night. This will ensure they are distributed in time for "Friday Folders."
- Hold "boy talks" 24-48 hours prior to the Sign-up Night. Distribute half-sheet flyers directly to students at this time.

## Planning Meeting

This planning meeting should be an informal meeting of leaders and parents in mid-June to mid-July.

Goal: Plan a Sign-up Night to give every child the opportunity to join.

### Suggested Agenda

- Discuss last year's Sign-up Night; what went well, what should be changed.
- Review fall recruitment materials provided to you.
- Discuss fall recruitment plan and assign tasks.
  - Sign-up Night date/location/time
  - 2nd Chance to Join (September or October Mtg.)
  - What fees to collect
  - Watch the fall recruitment training video
  - Attend kick-off at August Roundtable to pick up supplies
- Attending Back-to-School and Meet-the-Teacher events
  - Bring/set up recruiting kit and unit display materials
- Conducting Sign-up Night
  - Pre-event set-up
  - Assembly line (stations)
  - Collect applications and fees
- Post-event follow-up
  - Share next meeting details with families that attended & other interested families.

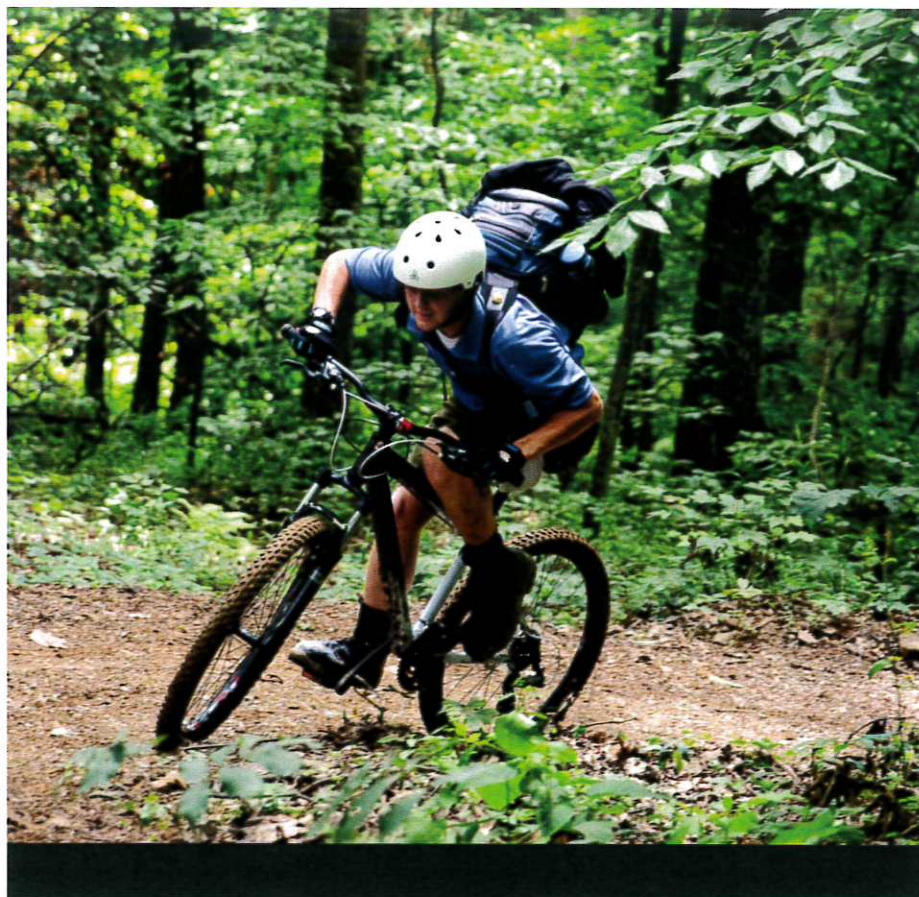
## What BSA Staff is Doing to Prepare

The council staff has been meeting with principals and superintendents over the summer.

- Collecting data on # of students and classrooms at each school
- Securing important dates (e.g. 1st day of school, meet-the-teacher nights)
- Identifying the best available dates from which you can choose for your Sign-up Night: All schools within one district and/or community should have Sign-up Nights on the same evening—**Tuesdays or Thursdays, between August 22 and September 14.**
- Identifying school access issues: School policies vary on flyer approval, disclaimers, and distribution; presentations to students; etc..




Also be on the lookout for billboards, video boards at Cardinals games, bus banners, radio coverage, e-blasts, and digital media!



## Promoting the Sign-up Night

Promotion involves everyone. Here are some ideas.

Promote At Your School	Promote In Your Community
<ul style="list-style-type: none"> <li>• Encourage current Scouts to wear uniforms to school the day of your Sign-up Night.</li> <li>• Post a yard sign at school. If school won't permit it, ask the house across the street.</li> <li>• Display posters in hallways.</li> <li>• Post joining date on school marquee.</li> <li>• Be present at school events.</li> <li>• Ask school to share on social media (Facebook, websites)</li> <li>• Deliver 2 sets of flyers.</li> <li>• Utilize email or phone blasts.</li> <li>• Boy Talks: Talk to students!</li> </ul>	<div data-bbox="1045 1262 1490 1339" style="background-color: yellow; padding: 5px;">  <b>Ask your Scout families to share on their social media.</b> </div> <ul style="list-style-type: none"> <li>• Post to communities' Facebook pages.</li> <li>• Reach out to "Mommy Bloggers."</li> <li>• Get your Charter Organization involved. Post to their social media, website, or in bulletins.</li> <li>• Deliver extra flyers/posters to libraries.</li> <li>• Hang a flyer on community event bulletin boards.</li> <li>• Send a story to your local radio or newspaper.</li> <li>• Attend community events, parades, fairs, and expos.</li> </ul>

# Sign-up Night Checklist

The fall recruiting coordinator is responsible for this event, but it's a great idea to divide the tasks among many leaders and parents. There are many small, easy jobs that add up to a great event!

## Before You Leave Home

- Prepare a game or craft for youth activity station.
- Wear your uniform.
- Bring some money for change.
- Bring extra pens and masking tape.
- Bring Fall Recruitment Kit (pens, sign-in sheet, applications, etc.).
- Bring display materials to decorate the room (e.g. pictures, handbooks).



**Bring copies of your unit's 2017-2018 program calendar.**

## When You Arrive at the Sign-up Night Location

- Arrive 30 minutes prior to start time.
- Arrange room in five stations.
- Check with parents/leaders about their parts of the evening.
- Station someone at the door to welcome parents and explain the assembly-line process.

## The Sign-up Night Is Not Over Until You Visit the District Headquarters

- Volunteers will be waiting for you. They will stay until you arrive.
- Bring all applications (paid or not, complete or not).
- Bring all registration fees (a single check from the unit is preferred).
- Bring a copy of the sign-in roster (it's a carbon copy form for that reason).
- Put these items in the collection envelope provided to you in advance.
- Pick up your incentives at the headquarters.
- Bring details of your "2nd Chance to Join Scouting" meeting. This should simply be a meeting in September to which we can invite any missed youth.

## Resources

Each pack and troop will receive a fall recruitment kit at the district kick-off during August Roundtable that contains:

- Yard sign
- Sign-in sheets
- Sign-up Night flyers
- 5 pens
- Marker
- Adult applications
- Youth applications
- Mini Boys Life magazines
- New Parent Guide
- Station signs
- Poster
- New Cub Scout Leader Guide (packs only)

If additional quantities of the above supplies are needed for your sign-up night, or if there are questions, your membership team and district executive stand ready to help! Simply call a council service center.



## Conducting the Sign-up Night

Don't overthink this! Families are coming to join, you don't have to sell Scouting. It is important to have a quick, "in-and-out" registration event.

The objectives of the Sign-up Night are:

1. **Make joining easy.**
2. **Make joining accessible to all eligible kids.**
3. **Make joining that night the priority.**

## Follow the Plan

The Sign-up Night should be formatted so families proceed in assembly-line fashion through exactly five stations.

- **Station 1: Welcome & Sign-in**  
Make sure all guests are greeted with a smile and sign-in.
- **Station 2: Provide Unit Information**  
Provide basic info about your unit (e.g. den structure) and provide a copy of your 2017-2018 program calendar.
- **Station 3: Fill Out Application**  
Parents should fill out the youth application here. Applications can also be submitted online if you have internet access.
- **Station 4: Collect Registration Fee**  
Collect the registration fee (\$8-\$10) tonight. Any additional unit dues should be collected later, once Scouts have an opportunity to participate in fundraisers and/or raise their own funds. Paying your own way is an important part of Scouting. Don't ignore this for the sake of convenience.
- **Station 5: Fun Activity**  
Have a craft, a game, or a photo booth at the very end. This ensures families visit all stations and do so quickly.

After the event, turn in all applications, fees, and the sign-in roster to your district headquarters in order to collect your incentives.

## Assignments/Tasks

Identify the leader/parent responsible for each important task below. Remember, many hands make light work!

- Reserve location for Sign-up Night: \_\_\_\_\_
- Attend Roundtable to get supplies: \_\_\_\_\_
- Attend Back-to-School events: \_\_\_\_\_

The Sign-up Night is conducted in assembly line fashion. Provide any fun activities at the end, once all stations are visited..

- Pre-event setup (tables, chairs): \_\_\_\_\_
- Welcome/Sign-in Station: \_\_\_\_\_
- Unit Information Station: \_\_\_\_\_
- Application Station: \_\_\_\_\_
- Payment Station: \_\_\_\_\_
- Fun Activity Station: \_\_\_\_\_
- Turn In Paperwork at District Headquarters: \_\_\_\_\_  
\_\_\_\_\_

# After the Sign-up Night

1. Conduct a parent orientation meeting within 2 weeks. This is your opportunity to talk about volunteer needs, fundraisers to offset costs, purchasing uniforms and handbooks, etc.
2. Conduct a Scout meeting within 2 weeks. Make sure the new families know when the first pack meeting, den meeting, or troop meeting is going to be held. Don't make them wait long for it.
3. Cub Scouts to attend a council "New Scout Event." The kids are excited to join because of the fun outdoor activities they heard about. They don't have to wait until the summer to do them. The council hosts several events—Day One, Fun With Son, and Cub Launch—designed for them to experience activities like shooting bb-guns, campfire cooking, archery, and making cool Scoutcrafts. Current Scouts and siblings can all attend.

## Fall Recruitment Incentives



Scouting is more fun with more friends involved! Earn special incentives for enrolling new youth members! Goals must be met by October 31, 2017. Day One, Fun With Son, and Cub Launch vouchers will be available at your sign-up night for immediate recognition.

### Cub Scout Packs

- Achieve 10% growth in members over Oct. 31, 2016 and every registered Scout in the pack will receive a FREE Pinewood Derby car! Cars must be redeemed by Dec. 31, 2017 using the voucher on the following page.
- Each **new** Cub Scout will receive a voucher for 50% off registration to attend one of our many "New Scout Events" (Day One, Fun With Son, or Cub Launch).

### Boy Scout Troops

- Achieve 10% growth in members over Oct. 31, 2016 and the troop will receive a \$50 voucher for an add-on program at a council camp property (climbing, horseback riding, etc.). Voucher must be redeemed by December 31, 2018.

### Venturing Crews and Exploring Posts

- Achieve 10% growth in members over Oct. 31, 2016 and the crew or post will receive a \$50 voucher for an add-on program at a council camp property (climbing, horseback riding, etc.). Voucher must be redeemed by December 31, 2018.

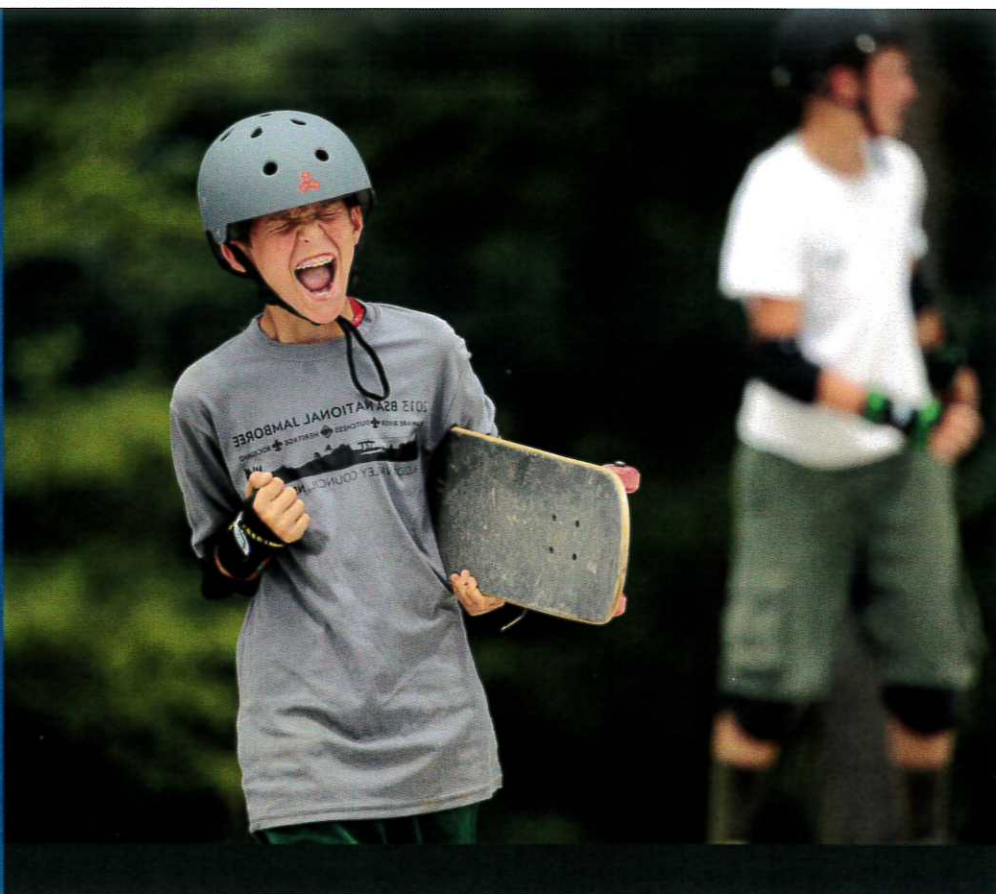
## Keep Inviting Families!

More kids will join when they hear the fun things their classmates are doing.

More parents will recommend Scouting to friends when they see the benefits to their own kids.

More families will join when other programs in which they are involved are over.

Recruitment goes beyond this Sign-up Night, occurring year-round.



## Fall Recruitment Incentives

Submit this form if your unit earned the incentive for achieving 10% growth in membership over October 31, 2016. Goals must be met by October 31, 2017. Once verified, a voucher will be sent to your unit.

- District: \_\_\_\_\_
- Unit Type (e.g. pack): \_\_\_\_\_ and Number \_\_\_\_\_
- Contact Person's Name: \_\_\_\_\_
- Contact Person's Phone: \_\_\_\_\_
- Contact Person's Email: \_\_\_\_\_
- Contact Person's Address: \_\_\_\_\_  
\_\_\_\_\_

*FOR OFFICE USE:* Forward to Mark Hays, [mark.hays@scouting.org](mailto:mark.hays@scouting.org). Membership growth verified by \_\_\_\_\_ (initial). Voucher sent by \_\_\_\_\_ (initial/date).

### Membership Calculator

<b>October 31, 2016 Membership:</b>	
<b>Current 2017 Membership:</b>	
<b>Percent Growth:</b>	



## Additional Training Opportunities

The following resources are available if you need additional guidance:

- **Online Applications and [www.BeAScout.org](http://www.BeAScout.org) Invitations:** Find tutorials and videos on how to use these tools at [www.scouting.org/onlineregistration](http://www.scouting.org/onlineregistration).
- **Youth Protection Training:** Every registered leader is required to complete Youth Protection Training. This training is valid for two years. Parents are also encouraged to view this course. The training can be completed online at [www.my.scouting.org](http://www.my.scouting.org). District training committees also teach this course throughout the year.
- **My.Scouting:** The eLearning portal at [www.my.scouting.org](http://www.my.scouting.org) offers dozens of training modules including Youth Protection Training, This is Scouting, Leader Training, Safety Afloat, Weather Hazards, and more. By creating a My.Scouting account, leaders can also view training records, create calendars, and communicate with their families.
- **Greater St. Louis Area Council Training:** Training opportunities offered throughout our council can be found on our website, [www.stlbsa.org/training](http://www.stlbsa.org/training).



**New Leader Resources:** Helpful resources specifically for NEW leaders—including Guide for New Cub Scout Leaders and the 2017-2018 Program Guide among others—can be found at [www.stlbsa.org/training/adult/new-leader-resources](http://www.stlbsa.org/training/adult/new-leader-resources).



## 2nd Chance to Join

We know that some families cannot attend the Sign-up Night because of sports, band, or other engagements. For that reason, follow-up information about an alternate meeting will be sent to schools as well. Please provide a 2nd opportunity for families to join. To be held in September, this can be a regular troop or pack meeting, family picnic, etc.

## Sign-up Night Information Card

Free, professionally produced, color flyers are available this fall to promote registration events. Full-sheet (8.5"x11") flyers are sent to schools the week prior to the event and half-sheet flyers are distributed 24-48 hours before the event, preferably during a school presentation. Complete this form and submit to your district executive by July 31. A Scouting staff member will contact you when the flyers are available.

- District: \_\_\_\_\_
- Unit Type (e.g. pack, troop, crew): \_\_\_\_\_
- Unit Number: \_\_\_\_\_
- Contact Person's Name: \_\_\_\_\_
- Contact Person's Phone: \_\_\_\_\_
- Contact Person's Email: \_\_\_\_\_
- Sign-up Night Date: \_\_\_\_\_
- Sign-up Night Time: \_\_\_\_\_
- Sign-up Night Location: \_\_\_\_\_

- 2nd Chance Date: \_\_\_\_\_
- 2nd Chance Time: \_\_\_\_\_
- 2nd Chance Location: \_\_\_\_\_



Tear off this page and return form to a council service center or email to your district executive by July 31. Contact your district executive if materials are needed prior to the kick-off at your district's August Roundtable.