

FALL RECRUITMENT PLAN

Greater St. Louis Area Council

2018 Unit Guide

Scout It Out

Every child needs Scouting's values: life-changing and life-directing characteristic traits, decision-making abilities, and teamwork and leadership skills. Children need mentors and positive adult role models in their lives. Scouting provides those in a structured, fun environment.

Compared to their non-Scout peers, Scouts grow up to do better in school, graduate from high school and college at a higher rate, value and practice their faith more consistently, are more financially responsible, attain higher incomes and home ownership, report higher confidence in their abilities and satisfaction with their lives, and give back to their communities.

Because you give time and effort to Scouting, kids will have the advantages in life they may not otherwise have. However, kids will not get all that you and Scouting have to offer if they don't join. It all starts with giving every eligible child the opportunity to join. It starts with you!

Your Task

- **Get other parents/volunteers to help grow Scouting this fall.**
- **Follow the plan in the packet.**
- **Have fun... You're changing the lives of kids!**



Join the Livestream

Plan to watch the Fall Recruitment training streamed live at www.facebook.com/stlbsa on June 12 at 6 pm.

Available after that date at:

- www.stlbsa.org
- www.youtube.com/stlbsavideos



In This Guide

- Preparing for the Sign-up Night
- Promoting the Sign-up Night
- Conducting the Sign-up Night
- Following-up After the Sign-up Night

First Things First

Don't overthink this! Families are coming to your Sign-up Night to join Scouting. It is important to have a quick, "in-and-out" registration event.

1. **Make every family feel welcome.**
2. **Make joining easy.**
3. **Make joining accessible to all eligible kids.**
4. **Make joining that night the priority.**

Follow the best practices in this plan to have a successful fall recruitment!



Preparing for the Sign-up Night

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

✓	Tasks	Who will complete this task?	Date Completed
	Watch the Fall Recruitment Training Livestream at www.facebook.com/stlbsa . Video will also be posted to www.stlbsa.org and www.youtube.com/stlbsavideos after this date.		June 12 6:00 p.m.
	Secure fall recruitment date for your school district or community from District Executive. Your unit should go on the assigned date.		
	Reserve location for your Sign-up Night—typically school gym.		
	Secure date of your school's Open House. Contact school to request a table for your unit to promote Scouting.		
	Submit Sign-up Night Flyer Order Form to District Executive to request these FREE, professionally produced flyers. Units should not create or distribute their own flyers.		by July 31
	Families can now apply online. Update your unit's contact info and details through your My.Scouting.org account.		
	Finalize your unit's 2018-2019 Program Calendar. This is a MUST HAVE for recruitment.		
	Assign Scout leaders and parents to run stations at the Sign-up Night (see next page).		
	Attend your district Roundtable in August to pick up the unit "Recruitment Kit" supplies.		

Preparing for the Sign-up Night

(continued)

The Sign-up Night should be arranged so families proceed in assembly-line fashion through five stations. Assign these roles by July 31 so helpers can prepare.

- **Arrival & Setup**

Who will arrive 30 minutes early to make sure all supplies are laid out and the room is arranged?

Assigned to: _____

- **Station 1: Welcome & Sign-in**

Make sure all guests are greeted with a smile and sign-in.

Assigned to: _____

- **Station 2: Provide Unit Information**

Provide basic info about your unit (e.g. den or patrol structure), the next meeting details, and a copy of your 2018-2019 program calendar.

Assigned to: _____

- **Station 3: Fill Out Application**

Parents should fill out the youth application here. Computers can also be setup to take online applications if you have internet access.

Assigned to: _____

- **Station 4: Collect Registration Fee**

Collect the registration fee 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 avoid this for the sake of convenience.

Assigned to: _____

- **Station 5: Fun Activity**

Have a craft, game, Pinewood Derby track, or photo booth at the very end. This ensures families visit all stations and do so quickly.

Assigned to: _____



In Your Recruitment Kit

Each pack and troop will receive a Fall Recruitment Kit at August Roundtable that contains:

- ⇒ Yard sign (1 per school)
- ⇒ Sign-in Rosters
- ⇒ Flyers (if pre-ordered in time)
- ⇒ Ink pens
- ⇒ Permanent marker
- ⇒ Adult and youth applications
- ⇒ Station Table Tents
- ⇒ Poster
- ⇒ Collection Envelope (to take to your headquarters that night)
- ⇒ New Parent Guides (Cub Scouts only)
- ⇒ Mini Boys' Life magazines (Cub Scouts only)
- ⇒ New Cub Scout Leader Guides (Cub Scouts only)



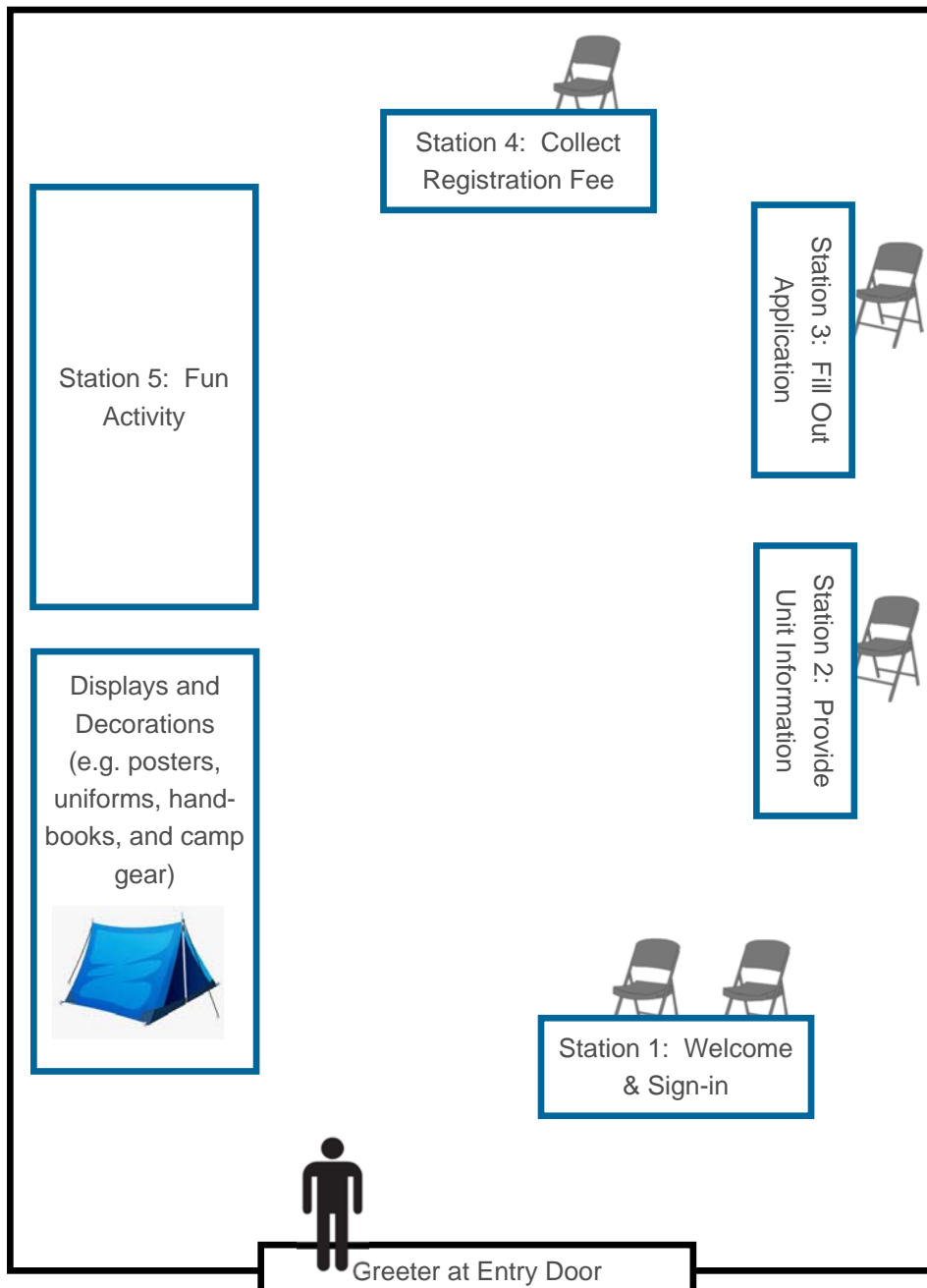
Promoting the Sign-up Night

Promotion is much more than flyers and school presentations. It requires many points of contact.

✓	Tasks	Who will complete this task?	Date Completed
	Post yard sign at school or across street		
	Display poster in school hallway		
	Post recruitment date on school marquee		
	Have a table at school Open House		
	Ask school to post flyer to social media and website		
	Deliver approved full-sheet flyers to school		1 week prior
	Deliver approved half-sheet flyer to school		24-48 hours prior
	Request to utilize school phone and email blasts		
	Visit schools and give student presentation		24-48 hours prior
	All current leaders and parents share recruitment invitation on their social media		
	Post to community online groups, Facebook pages		
	Announce on city or bank marquees		
	Deliver extra flyers/posters to places kids and families frequent (e.g. libraries, trampoline parks)		
	Get your Charter Organization involved. Post to their social media, website, newsletter, or bulletin.		
	Hang flyers on community announcement boards		
	Attend community parades, expos, and festivals		
	Contact local media with a Scouting story		

Conducting the Sign-up Night

- Post clear signage at the facility, on the correct entry door, and at the room.
- All leaders should wear their uniforms.
- Arrange the room as shown below.
- Make families feel welcome.



Be sure to promote Boys' Life subscriptions. Boys who subscribe stay in Scouting longer!

Things To Avoid


- Arriving or starting late
- Poorly lit parking lot
- Poor signage at entrance
- Locked doors
- Uninviting room
- PowerPoint presentations
- Overwhelming new families with info
- Kicking off Popcorn Fundraiser that night.
- Recruiting new leaders that night. Try the "Oreo Test" first.
- Sending families home to apply online later
- Sending families home with application to submit later

Conducting the Sign-up Night

(continued)

The registration event is over, but the night is not. It's time to visit your assigned headquarters.

✓	Collect These Items to Take to District Headquarters	Who will complete this task?
	Collect sign-in rosters	
	Collect all applications (even unpaid or incomplete). Check for missing info and signatures before everyone leaves.	
	Collect the registration fees. It is preferred the unit write one check for the full amount.	
	Confirm the date, time, location of your next pack or troop meeting. Write on your collection envelope.	
	Take these materials to your assigned headquarters. Volunteers there will double check everything before they let you leave. This may take 10-15 minutes.	
	Pick up incentives for your new Scouts. These are available at the headquarters that night. Supplies are limited and may not be available later.	



The first 6,000 new Scouts that join in August and September will receive a FREE SCOUT WATER BOTTLE! You will receive these at your district headquarters following your Sign-up Night. Distribute them to new Scouts at your next meeting.

Following-up After the Sign-up Night

- Contact families that signed-in, but did not register that night. Invite them to your next meeting.
- Conduct your next pack or troop meeting within 2 weeks. Hold a parent orientation at that meeting. This is your opportunity to talk about volunteer needs, training opportunities, fundraisers to offset costs, purchasing uniforms and handbooks, etc.
- Follow-up with any new Scout that did not come to that meeting. Make sure they know how much you want them to be a part of your unit.
- New Cub Scouts should attend Cub Launch (multiple locations) or Fun With Son (Pine Ridge Scout Camp). Don't wait until summer for fun, outdoor activities. The council hosts several events for them to experience activities like shooting bb-guns, campfire cooking, archery, and making cool Scoutcrafts soon after they join. New Cub Scouts will receive a voucher for \$5 off admission!
- New Boy Scouts should attend the District Fall Camporee with their new troop.



New This Year

FAMILY SCOUTING

We are excited to announce that the national organization has made the Cub Scout program open to boys and girls. It is important to note that this is a local choice, decided by a pack's chartering organization. With their approval, packs can now welcome even more youth to the character development and values-based leadership that Scouting promises.

Core Principles Adopted Locally

- **Leader training:** Leaders should understand these new options and emphasize keeping the child and family first. If your pack is not enrolling girls, know where interested families can join. They must feel welcomed by Scouting. Your district executive and membership committee can help.
- **Respect and maintain chartering organization relationships:** They can choose to have a pack of all-boy dens, all-girl dens, or boy and girl dens. It is a local choice.
- **Keep everything local:** Serve youth and families where there is a need.

It is important for all packs to have a Family Scouting plan prior to the promotion of the Sign-up Night. Work through your district executive and membership committees.

LION: KINDERGARTEN-AGE YOUTH

Lion is an official Cub Scout rank and program for kindergarten-age children nationwide taking effect for the 2018-2019 program year.

- 1:1 parent-to-child ratio
- 1 den meeting and 1 outing/ pack meeting per month
- More info: www.scouting.org/lion



FAMILY SCOUTING

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

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™

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

HOW WILL IT WORK?

Legend: Cub Scout Pack (blue), All-Boy Den (dark blue), All-Girl Den (yellow)

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

All-Boy Cub Scout Pack: 5 blue circles around a central Cub Scout logo.

Boys and Girls Cub Scout Pack: 3 blue circles and 3 yellow circles around a central Cub Scout logo.

All-Girl Cub Scout Pack: 5 yellow circles around a central Cub Scout logo.





BOY SCOUTS OF AMERICA
Greater St. Louis Area Council



stlbsa.org

Proud member of



Contact Us

MacArthur Service Center
4568 West Pine Blvd.
St. Louis, MO 63108
314-361-0600

Ritter Service Center
3000 Gordonville Rd.
Cape Girardeau, MO 63703
573-335-3346

Southern IL Service Center
803 East Herrin St.
Herrin, IL 62948
618-942-4863

Cohen Service Center
335 West Main St.
Belleville, IL 62220
618-234-9111



Sign-up Night Information Card

Free, professionally produced, color flyers are available this fall to promote Sign-up Nights. Full-sheet (8.5"x11") flyers should go to schools the week prior to the event, in time for "Friday Folders." Half-sheet flyers should be 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: _____
- Contact's Phone: _____
- Contact's Email: _____

- Sign-up Night Date: _____
- Sign-up Night Time: _____
- Sign-up Night Location: _____

Distributing Flyers to Schools

- I will pick up flyers at the August Roundtable.
- Please contact me when flyers are ready.
- Please deliver flyers to schools on my behalf.

Detach this card and return it 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.