

# 2010 CUB SCOUT RECRUITMENT CAMPAIGN GUIDE



TRUSTWORTHY   LOYAL   HELPFUL   FRIENDLY   COURTEOUS   KIND

**words to live by™**

OBEDIENT   CHEERFUL   THRIFTY   BRAVE   CLEAN   REVERENT



## WESTCHESTER - PUTNAM COUNCIL BOY SCOUTS OF AMERICA

Dear Scouter:

Every year over 1,500 local boys join the Cub Scouts to do one thing, HAVE FUN! They find out about your Pack from a friend, through the media, or at school. They do not stop to evaluate all the various issues or weigh their choices; they simply go home and say... "I want to be a Scout!"

A successful round-up starts with a sound plan. It continues when the plan is developed through our key volunteers and staff and most importantly, it can only be successful if our leaders commit to giving every family a chance to become part of Scouting.

With that in mind, we are pleased to provide you with your personal guide of our 2010 Cub Scout Recruitment Campaign, titled ***Words To Live By.***

We are here to support your efforts and provide powerful materials to market your Pack to your local community. The key will be to stick to the plan and make sure that you follow up on all of the details.

Our Council has a passion for membership growth and has been very successful at supporting our Packs. Please take some time to review this manual.

*Do Your Best* to conduct this campaign to the best of your unit's ability. Encourage your families to help out as leaders in whatever capacity they are comfortable, and most importantly HAVE FUN!

Best wishes,

***Marc T. Andrea***

Marc T. Andrea  
Scout Executive



# CUB SCOUT RECRUITMENT CAMPAIGN PACK TIMELINE

## **Review results from 2009**

- What worked?
- What did not work?
- How can we improve?
- Develop your Pack's Marketing Plan

**First Quarter in 2010**

## **Implement Your Pack's Marketing Plan**

- Set a date for a Tiger Cub join up date  
(This meets the first qualification for the Pinewood Derby kits)
- Assign a Pack Trainer to the Tiger Den
- Orient Tiger Cub Parents
- Set up 2-3 Tiger Cub "Go See Its" from June thru August
- Set a September Stand-Alone Rally night
- Develop local marketing efforts
- Develop a plan for a 2<sup>nd</sup> Chance effort for October

**Second Quarter in 2010**

**Summertime 2010**

Conduct Local Promotions

**August – October**

Conduct Recruitment "Cub Rally" Night

**September**

Application Submission Deadline

**October 15<sup>th</sup>**

Integrate all new families into Pack

**September – October**

Continue to register new members  
through 2<sup>nd</sup> Chance Recruiting

**October**

Thunderbird Games

**October 16-17**

Follow-up with families that have not attended

**October**

Turn in all new Scout Registrations from 2<sup>nd</sup> Chance efforts

**November 19<sup>th</sup>**

Re-charter Pack on-time

**December 12<sup>th</sup>**



# RESPONSIBILITIES

## WESTCHESTER-PUTNAM COUNCIL

- ◆ Coordinate Words to Live By plan to support Packs
- ◆ Host Program Jump Starts
- ◆ Provide support materials to Packs
- ◆ Provide updates, incentives and recognitions throughout the campaign

## YOUR DISTRICT

- ◆ Provide a District Volunteer to assist Packs
- ◆ Provide support to Packs to carry out marketing efforts
- ◆ Schedule visits to schools in local communities to encourage boys to join Cub Scouting
- ◆ Provide Unit Commissioner support at Pack Recruitment Nights
- ◆ Provide training for all new leaders

## YOUR PACK

- ◆ Plan a dynamic program year
- ◆ Set a date for a Stand-Alone Rally night
- ◆ Market your Pack in your local community
- ◆ Utilize a 2<sup>nd</sup> Chance opportunity for families to join
- ◆ Provide a welcoming environment for new families
- ◆ Schedule new leader training for newly recruited Den leaders
- ◆ Follow up with all families to ensure their integration into your Pack



## PROMOTION PLAN

### There Are Four Ways To Promote Your Pack And Recruit New Families:

- **Conducting a Spring Rally for new Tiger Cubs and to organize a Tiger Cub Den.** This could be done as a Stand-Alone Rally or part of a Spring Event for your Pack. The new families joining the Pack need to fill out an application and the Pack needs to submit the applications to the Scout Service Center by June 15, 2010.
- **Hosting a Stand-Alone Rally during September 2010.** This method utilizes all marketing materials, combined with a flyer drop or school visit by your District Executive where permissible. A Stand Alone Rally is a critical first step that usually provides the most new families. The agenda for the recruitment night is part of this guide. It should be followed by the trained presenter that night to maximize the new families who actually enroll in your Pack. Supplies for the recruitment event come in a **“Promotion Kit”** that is supplied by the Council.
- **Conducting a 2nd Chance Opportunity.** This can be an open house or combined with a Pack meeting. Marketing materials, as well as flyer drops by your District Executive, are available for promotion. This step will ideally round out your Dens and pick up families that could not make your Stand Alone Rally due to a scheduling conflict, or who attended but were indecisive about joining. You may also have had phone calls from parents who said they will attend the Rally, but failed to do so. Use your Pack meeting following the Rally Night as a follow-up sign-up night.
  1. Use the phone numbers on the Pack’s copy of the Rally Night sign-in to invite parents who attended the rally but did not complete the joining process, or for parents that called after the rally.
  2. Produce a second flyer ( provided through your District Executive) to go home with the boys from school letting parents know they can still sign up at the next Pack meeting or at an upcoming activity (2nd Chance Opportunity).
  3. Set aside some time at the Pack meeting to sign-up families and provide a brief orientation for the new families.
- **Utilizing the 2010 Parent to Parent recruiting plan and materials.** These new materials will be part of the Promotion Kit at Program Jump Start. These items will help existing Scouts share the opportunity of joining them in Cub Scouting. There will also be materials for parents of Scouts to share with other parents about the values of Cub Scouting and how to join the local Cub Pack. The Peer to Peer program can be used before the Stand-Alone Rally or to support the 2<sup>nd</sup> Chance Opportunity.



## TIGER CUB DEN APRIL/MAY RALLY NIGHT CHECKLIST

- Prepare your pre-opening activity.
- Wear your complete uniform.
- Review the agenda and practice your presentation.
- Take a calculator and 10 to 20 pens.
- Take some change, both bills and coins.
- Take duct tape.

### **When you arrive at the round-up location, about 45 minutes early**

- Organize your materials and set up the room.
- Check with team members (including Pack leaders) about their parts of the program.
- Post your Pack organizational chart and have all leaders wear name tags.
- Station Unit Commissioner and another team member at the door to welcome families.
- Boys and parents should sit together by grade.

### **When you give the presentation**

- Begin promptly.
- Have an opening ceremony presented by the Pack or a Troop (optional).
- Welcome everyone by introducing Pack leaders and Commissioner.

### **After the presentation**

- Obtain applications from each youth and review each application to make certain it is complete with signatures, date of birth etc.
- Be sure to turn in all applications, monies, attendance rosters, and report envelopes to your District Executive.



## The Spring Tiger Cub RALLY NIGHT AGENDA / SCRIPT

### I. Before the Meeting - 30 minutes

Assigned to \_\_\_\_\_

- A. Set up tables and chairs as needed
- B. Set up Tiger Cub Scout project exhibits
- C. Make sure all materials and equipment are on hand
  - 1. Name tags, registration sheets and pens
  - 2. Pre-Opening game material
  - 3. Youth and Adult registration forms

### II. Pre-Opening - 15 Minutes

Assigned to \_\_\_\_\_

- A. Welcoming Committee greets families as they arrive
- B. Start a pre-opening get acquainted game
- C. Direct visitors to exhibit area and seats (be certain to have families sit by grade)

### III. Rally Night - 30 minutes

Assigned to \_\_\_\_\_

- A. Welcome and Introductions - 3 minutes
  - 1. Presenter introduces leaders and guests
  - 2. Briefly state the purpose of the meeting and what will be accomplished
- B. Opening - 2 minutes
  - 1. Teach the Cub Scout Salute
  - 2. Pledge of Allegiance
  - 3. Have Assistant Cubmaster or other adult take boys to another room or outdoors for games and activities during the main part of the meeting.
- C. Explain the benefits of Cub Scouting to parents - 3 minutes
- D. Show Parent Orientation and Recruiting Video - 10 minutes
- E. Present the Parent Orientation Guide and Review - 7 minutes
  - 1. Adult leader and parent roles
  - 2. How is Cub Scouting Organized?
  - 3. Typical meeting schedule
  - 4. Review the uniform and what parents need to purchase
- F. Have parents complete application to join Pack - 5 minutes
  - 1. Stress the importance of filling out application completely.
  - 2. Mention that personal information will not be distributed to any outside sources. Focus on writing clearly, particularly with emails so that the Pack and the Council can send up to the minute information in a professional manner.

#### **IV. Den Groups - 15 minutes**

**Assigned to** \_\_\_\_\_

- A. A leader sits with each new Den to help select two leaders and set the first two meetings
- B. Tiger Cub Den Leaders collect applications and fees from each family and distribute the list of boys in each den
- C. Answer any questions the families may have

#### **V. Closing - 5 minutes**

**Assigned to** \_\_\_\_\_

- A. Boys rejoin the group
- B. The groups are brought back together to discuss the following topics:
  - 1. Invite the Pack's Committee Chair to talk briefly about the Pack's plans for the future, mentioning some of the more exciting features
  - 2. Introduce your Unit Commissioner or District Executive and ask him/her to speak for a minute about their role
  - 3. Discuss the next meeting date
  - 4. Thank everyone for coming
  - 5. Close with an inspirational thought, emphasizing the importance of family involvement

#### **VI. After the Meeting**

- A. Enjoy the fellowship and refreshments
- B. Verify the applications and registration fees
- C. Keep the Pack copy of the applications; turn in other copies to the District Executive
- D. Forward adult applications and fees to the Scout Service Center as soon as they have been accepted by the chartering organization, keeping the Pack copy
- E. Check to make sure the room is clean and returned to its original order



# SEPTEMBER RALLY NIGHT CHECKLIST

## Before you leave home

- Prepare your pre-opening activity.
- Wear your complete uniform.
- Review the agenda and practice your presentation.
- Take a calculator and 20 to 30 pens.
- Take some change, both bills and coins.
- Take duct tape.

## When you arrive at the round-up location, about 45 minutes early

- Organize your materials and set up the room.
- Check with team members (including Pack leaders) about their parts of the program.
- Post your Pack organizational chart and have all leaders wear name tags.
- Station Unit Commissioner and another team member at the door to welcome families.
- Boys and parents should sit together by grade.

## When you give the presentation

- Begin promptly.
- Have an opening ceremony presented by the Pack or a Troop (optional).
- Welcome everyone by introducing Pack leaders and Commissioner.

## After the presentation

- Obtain applications from each youth and review each application to make certain it is complete with signatures, date of birth etc.
- Be sure to turn in all applications, monies, attendance rosters, and report envelopes to your District Executive.



# SEPTEMBER RALLY NIGHT AGENDA / SCRIPT

## I. Before the Meeting - 30 minutes

Assigned to \_\_\_\_\_

- A. Set up tables and chairs as needed
- B. Set up Cub Scout project exhibits
- C. Make sure all materials and equipment are on hand
  - 1. Name tags, registration sheets and pens
  - 2. Pre-Opening game material
  - 3. Youth and Adult registration forms

## II. Pre-Opening - 15 Minutes

Assigned to \_\_\_\_\_

- A. Welcoming Committee greets families as they arrive
- B. Start a pre-opening get acquainted game
- C. Direct visitors to exhibit area and seats (be certain to have families sit by grade)

## III. Rally Night - 30 minutes

Assigned to \_\_\_\_\_

- A. Welcome and Introductions - 3 minutes
  - 1. Presenter introduces leaders and guests
  - 2. Briefly state the purpose of the meeting and what will be accomplished
- B. Opening - 2 minutes
  - 1. Teach the Cub Scout Salute
  - 2. Pledge of Allegiance
  - 3. Have Assistant Cubmaster or other adult take boys to another room or outdoors for games and activities during the main part of the meeting
- C. Explain the benefits of Cub Scouting to families - 3 minutes
- D. Show Parent Orientation and Recruiting Video - 10 minutes
- E. Present the Parent Orientation Guide and Review - 7 minutes
  - 1. Adult leader and parent roles
  - 2. How is Cub Scouting Organized?
  - 3. Typical meeting schedule
  - 4. Review the uniform and what parents need to purchase
- F. Have Parent complete application to join Pack - 5 minutes
  - 1. Stress the importance of filling out application completely.
  - 2. Mention that personal information will not be distributed to any outside sources.
  - 3. Focus on writing clearly, particularly with emails so that the Pack and the Council can send up to the minute information in a professional manner

**IV. Age / Den Groups - 20 minutes**

**Assigned to** \_\_\_\_\_

- A. A leader sits with each new Den to help select two leaders and set the first two meetings
- B. Den Leaders collect applications and fees from each family and distribute the list of boys in each den
- C. Answer any questions the families may have

**V. Closing - 10 minutes**

**Assigned to** \_\_\_\_\_

- A. Boys rejoin the group
- B. The groups are brought back together to discuss the following topics:
  - 1. Invite the Pack's Committee Chair to talk briefly about the Pack's plans for the future, mentioning some of the more exciting features
  - 2. Introduce your Unit Commissioner or District Executive and ask him/her to speak for a minute about their role
  - 3. Discuss the next meeting date
  - 4. Thank everyone for coming
  - 5. Close with an inspirational thought, emphasizing the importance of family involvement

**VI. After the Meeting**

- A. Enjoy the fellowship and refreshments
- B. Verify the applications and registration fees
- C. Keep the Pack copy of the applications; turn in other copies to the District Executive
- D. Forward adult applications and fees to the Scout Service Center as soon as they have been accepted by the chartering organization, keeping the Pack copy
- E. Check to make sure the room is clean and returned to its original order



## SEPTEMBER RALLY NIGHT TIPS

1. **People come to the Cub Rally to sign up and most have already decided to join.** They don't need a long sales pitch. Keep the meeting as brief as possible (less than 1 hour) and focus on why you're there. If people want to stay afterwards and ask questions, that's good; but end the formal meeting as quickly as possible
2. **Leave the complicated details for a later time.** These people are joining a Den and a Pack – so just focus on Pack-level terms.
3. **Have a packet for each family that includes the year's calendar and key leader phone numbers/e-mails.** That way they have the key information in writing, in case they have to leave early or miss something during the presentation. This goes along with the Parent Orientation Guide.
4. **Use the sign-in sheet(s) provided in the Stand Alone Cub Rally Kit.** Get everyone's name and phone number and email address. After the Rally Night you can contact people who don't sign up for whatever reason.
5. **Inform people what they should do next** (e.g., buy a handbook, uniform and come to the Pack meeting next Thursday, etc.).
6. **Recruiting Den Leaders at the Cub Rally is a delicate process.** Remember, these people don't understand (yet) that Scouting is a family activity. To them, signing up for Cub Scouting is no different than signing up for baseball. They assume you already have leaders in place and all they need to do is pay. Gently dissolve them of this notion. Use one of the methods outlined on the "So, you need leaders page".
7. **Displays are great because they tell the Scouting story.** They are great for families to see while they are arriving at the rally. They do this without taking time out from your meeting. Pictures and Pinewood Derby cars paint an exciting picture.
8. **Have lots of leaders around in uniform.** They should be able answer questions and direct traffic.

**Remain positive no matter how crazy things get – HAVE FUN!**



## 2010 CUB SCOUT PACK Pinewood Derby Car and Recruitment INCENTIVES

**PINEWOOD DERBY KIT INCENTIVE:** All Packs that fulfill certain requirements during the Race to Cub Scouting will be rewarded with Pinewood Derby Kits for all youth members in their Pack. The Pack must...

- Conduct a spring 2010 **Tiger Cub Den Join-up Rally** and register the Tiger Cub Den and other new Cub Scouts by **June 15, 2010**
- Schedule and conduct their Cub Pack **“Stand Alone Fall Rally”** by **September 30<sup>th</sup>**
- Conduct a **“2<sup>nd</sup> Chance”** opportunity during the month of October
- Submit new youth applications from September Rallies no later than **October 15<sup>th</sup>**
- **Re-charter the Pack on or before December 11<sup>th</sup>** with all required paperwork and fees

*The Pack Pinewood Derby Kit recognition will be available for pick-up following the December 11<sup>th</sup> Charter Turn-In Day at the Scout Service Center.*

**The “MY FRIEND JOINED THE SCOUTS” BADGE INCENTIVE:** Each registered Scout who recruits a friend to join their Cub Scout Pack will receive the badge. The new application, with proper fees, must be submitted to your District Executive no later than November 19<sup>th</sup>.

# KEY CONTACTS

<p><b>Algonquin District</b></p> <p><i>Dan Conniff – District Director</i> 914-773-1135 x241 <a href="mailto:dconniff@wpcbsa.org"><u>dconniff@wpcbsa.org</u></a></p>	<p><b>Four Rivers District</b></p> <p><i>Tiffany Deygoo – District Executive</i> 914-773-1135 x239 <a href="mailto:tdeygoo@wpcbsa.org"><u>tdeygoo@wpcbsa.org</u></a></p>
<p><b>Manitoga District</b></p> <p><i>Ian Yearwood – Senior District Executive</i> 914-773-1135 x238 <a href="mailto:iyearwood@wpcbsa.org"><u>iyearwood@wpcbsa.org</u></a></p>	<p><b>Mohican District</b></p> <p><i>Jim Lupfer – Senior District Executive</i> 914-773-1135 x235 <a href="mailto:jlupfer@wpcbsa.org"><u>jlupfer@wpcbsa.org</u></a></p>
<p><b>Muscoot District</b></p> <p><i>Bob Willett – Field Director</i> 914-773-1135 x226 <a href="mailto:rwillett@wpcbsa.org"><u>rwillett@wpcbsa.org</u></a></p>	

## Westchester-Putnam Council

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**CUB SCOUT PACK  
2010 RACE COMMITMENT FORM**

**Cub Scout Pack #** \_\_\_\_\_ **Community** \_\_\_\_\_

**Key Leader:** \_\_\_\_\_

**Phone Number:** (H) \_\_\_\_\_

(B) \_\_\_\_\_

(Cell) \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

Our Pack will participate in the Westchester-Putnam Council's "*Race to Scouting*" program and will commit ourselves by following the program that is outlined in the 2010 Guide.

Our Tiger Cub Spring Rally Date is \_\_ \_\_\_\_, 2010.

We plan to recruit \_\_\_\_\_ new Tiger Cubs by June 15, 2010.

We expect to recruit an additional \_\_\_\_\_ Cub Scouts by November 19, 2010.

Signed for the Unit: \_\_\_\_\_ Date: \_\_\_\_\_

## **The 2010 Westchester-Putnam Council Cub Scout Recruitment Campaign Program**

### **(Important Information for the Cub Scout Pack Key Leaders)**

Enclosed is this year's campaign guide for your Cub Scout Pack which is designed to provide you with a successful plan to maximize your 2010 recruiting program for new families to join in the fun and excitement of Cub Scouting in your Pack.

Through our research, 21<sup>st</sup> century families look to join youth programs in the same way as planning their summer vacations. They want to have a reservation set several weeks prior to going on their trip. What that means for Scouting is that families like to make certain that they have a reservation to be part of a Cub Scout Pack when they begin the fall school year. This gives us a great opportunity to introduce the families to our programs this spring and summer.

To that end, our Council is offering several Cub Scout programs for registered families to participate in during the late spring and throughout the summer, a supplement to your Pack's program. Many of these special programs relate to some of the Cub Scout advancement trail or the Sports and Academic belt loop program.

The enclosed guide will help you with spring recruiting methods to invite new families to join in the fun of Cub Scouting. An emphasis is placed on organizing one or more Tiger Cub Dens this spring. Those Packs that have organized Tiger Dens in the spring of the year usually get a higher percentage of families to join their Pack as compared to Packs that only give the opportunity of joining in the fall.

### **New for 2010**

A significant change in this year's incentive program to receive free Pinewood Derby cars is being implemented. . **In order to be eligible to receive the cars, the Pack must commit to conducting a Spring Tiger Cub Rally and organizing a Tiger Cub Den and register them by June 15, 2010.** The Pack is required to fulfill the other 4 incentives as required in the past. The required attendance at a Jump Start Training session during the summer is no longer required. The 2010 incentive program is listed in the booklet. Special Council Cub Scout Program activity opportunities are also listed in the guide for your Unit.