



# RACE TO SPRING

## Key Steps to Success

- Complete recruiting and training of district round-up coordinators, pack round-up coordinators, and all needed helpers.
- Conduct a spring round-up committee briefing for all round-up chairs and coordinators.
- Contact each Cubmaster personally, providing an orientation on the district's spring round-up campaign and soliciting a commitment to participate.
- Conduct new-unit campaigns.
- Contact school superintendents and principals to secure their support and participation.
- Identify and secure alternate locations for rally events as needed.
- Start your publicity and marketing campaign.
- Finalize arrangements for placing billboards, banners, yard signs, etc. and begin posting them in secured areas.
- Confirm dates and times for flyer and rallies with schools and alternate locations.
- Deliver news releases to all local media outlets.
- Continue posting billboards, banner, yard signs, etc.
- Conduct school rallies and sign-up program as scheduled.
- Follow through on new-unit organization.
- Conduct a round-up committee meeting to review results and develop follow-up strategies.
- Pack trainers ensure that all new leaders receive Fast Start and position-specific training.

If you need help, contact your District Membership Chair, or Council Membership Chair Charles Rincon [mr.chazz@verizon.net](mailto:mr.chazz@verizon.net).