

2009 Membership Campaign

Invitation Methods for Cub Scouting

Top 10 List

The following methods are considered to be the "Top Ten" most important ideas for recruiting. All packs should complete all of the following methods.

1. Pack information sheet

This is a chance to brag about your pack and have a quick handout ready to distribute. Details should include a Pack Information Sheet that includes pack calendar, list of leaders' contact information and other exciting information about your program.

2. Organize Visits/Scheduling

Before school starts you should schedule a face-to-face meeting with your chartered organization. This meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your recruitment process. Be sure to bring pertinent information regarding the Cub Scout program, a "yearbook" of activities and be prepared to explain the benefits of the program to the organization. Bring a can of popcorn or other gifts to the principal or office assistant to show your appreciation.

3. Flyers

Flyers are provided by the council office. Work with your district executive to order them well in advance of your Join Night. Information included on this sheet is the date, time and location of the Join Night as well as contact information. Join Nights should be planned within the first few weeks of school and these flyers should be provided to the school and sent home with all the boys. It helps the school if you offer to pre-count groups of flyers for the classes. Attach a small sheet with directions to each stack of flyers to both aid and thank the classroom teacher for distributing the flyers.

4. Uniform

This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece. Ask all Scouts to wear their uniform on the day of the Join Night, pack and den meetings and other school events including Back to School Night. Leaders should also wear their uniforms to school events. Offer a reward at the night's meeting for any boy that wears his uniform. Design a pack t-shirt for Scouts to wear to school on a regular basis.

5. School Visits

School (classroom, lunchroom, school bus) visits are highly effective way to get kids excited about the program. This is a great opportunity to share information about your pack and its activities and personally invite them to the Join Night. Be sure to bring visual aids, stickers and display boards. This visit can be done up to three days before the Join Night. Tell the boys to bring their parents to the Join Night to learn about the fun in Cub Scouting! Be sure to send a thank you note to the school after your visit.

6. Stickers

Use stickers to remind boys of the Join Night. Stickers should include the time and day for Join Night. Distribute at Back to School events and other school functions. Customize your stickers with contact information.

7. Lawn signs

Post these signs at the school and other high traffic areas prior to Join Night. Use the council provided signs or create your own. Include the Cub Scout logo, date, time and location for your Join Night.

8. Picture Board

Sometimes pictures speak louder than words, including contact information on boards as well. Creating these boards may be a great den activity. Your pack should create a board full of pictures of your yearly events. These boards should be displayed at Back to School Night, recruitment events, school activities and any other places where you will have contact with families.

9. Back to School Night

Your pack is part of the fiber of the school and its families. Being present at Back to School Night and all other school activities is an important way to raise exposure of your program. Set up a table with flyers, a sign-in sheet, stickers, picture board and other visuals and speak with all families at school events. Take names of interested families so that you can personally call and remind them of your Join Night.

10. Volunteer at Back to School Night

Have members of your pack volunteer to help with Back to School Night. Assistance could include setting up chairs, greeting families or other duties. Be sure to have all families and leaders wear their uniforms. Bring your Pack Information Business Cards to pass out to families.

If you need help, contact your District Membership Chair or Council Membership Chair Charles Rincon at mr.chazz@verizon.net.