

JOIN SCOUT NIGHT

Guidebook

Fall 2020



BOY SCOUTS OF AMERICA®
BLUE GRASS COUNCIL



Fall Recruitment

The values and benefits of Scouting are more important than ever in these uncertain times. Kids are faced with fewer opportunities to engage socially, be challenged with physical activities, have opportunities to provide leadership, and more.

It is important that wherever possible, we continue to extend an invitation for youth to join in the adventure of Scouting.

There exists more limitations to provide those invitations than ever before. Traditional means of recruiting through in person school talks, sign up meetings, and other onboarding activities, may not be able to happen. The Blue Grass Council recognizes that some units will be better prepared to accept new youth than others and has designed a recruiting plan built upon flexibility and common sense.

To support recruitment efforts in a new way, the Blue Grass Council has taken many of its traditional ways and turned them in to virtual or digital to support many ways of recruitment this year.

**Over the next few pages you
will find information about:**

In-Person Recruitment

Virtual Recruitment

School Talk Videos

Parent/Guardian Videos

And more!

IN PERSON RECRUITMENT

For those units who choose to conduct an in-person recruitment event, we will fully support those initiatives through all traditional means possible. Please work closely with your District Executive and District Membership Team to design a recruitment plan that best meets your unit needs at this time.

TIPS FOR SUCCESS:

- **Schedule you're in-person recruitment** in coordination with your district executive.
- **Hold your recruitment outdoors** to allow for proper social distancing and open air.
- **Conduct it in an open house format.** Provide a time block for perspective families to come sign up. Example: come anytime from 6-7:30pm to join Cub Scouts at Canal Park Pavilion. This way families attend in waves to allow for social distancing.
- Consider having your parent orientation meeting **virtually** within 10 days of the Join Scout Night.

COUNCIL SUPPORT:

The Blue Grass Council will fully support any in-person recruitment events in every way possible with flyer distribution, virtual school talks, providing parent orientation packets, etc.

SCHOOL TALKS

While in person school talks will not be possible, the Blue Grass Council has created a school talks for kids that we will provide to all schools with the request that they show to kids through whatever means they have available.

Adventurer:

<https://youtu.be/kbgJk7uyWk4>



Fun Things:

<https://youtu.be/ObZmADZsfB4>



VIRTUAL RECRUITMENT METHOD

Organizing a Virtual Join Scout Night

Picking the Virtual Join Scout Night (JSN) Date:

1. Not on a pack meeting night, please choose a "stand-alone" recruitment night.
2. Not on Back to School Night (some packs find it helpful to have it a few days after Back to School Night so they can hand out flyers).
3. Know and consider the timing of the School's E-newsletter. This is a virtual announcement that gets sent to all the parents in the school. Many classes use "Class Dojo", "WhatsApp", and other group chat apps too.

Marketing Items:

1. Use the virtual flyer announcement to share with your School E-Newsletter, ask if you can add a video link too!
2. Create an event on Facebook to share/spread the news through geo-fencing.
3. Use neighborhood email lists and platforms such as Next-door to market your Virtual JSN.
4. Make use of Join Scout Night signs, available NOW at the Council, to put in neighborhood entry ways and public places with permission.
5. Post signs with QR Codes that can be posted in public places where families can be walking. Free QR codes can be found here: <https://www.the-qrcode-generator.com/>

Schedule a Virtual Meeting:

Virtual Pack meetings can be done through platforms such as **Zoom**, **Facebook Rooms** and **Google Meet**. All are free and have some limitations. Be sure you or the volunteer preparing for the meeting is familiar with virtual meetings before conducting your own.

Virtual Meeting Presentation:

The Virtual Meeting is like a "Plug and Play".

1. Create a PowerPoint unique to your pack!
2. Make sure you have the details for your Pack such as: Leaders names, planned pack activities and Pack/Den photos.
3. The Presentation is YOUR JOIN SCOUT NIGHT. Running the presentation should only take 30 minutes or LESS.
4. **Zoom Tips:**
 - When sharing your screen be sure to check two important boxes to enable **audio** and marking your presentation as a **video**. This will allow participants to hear and see the embedded videos smoothly.
 - When scheduling the Zoom be sure to enable the "Waiting Room" feature so that you can start the presentation when the presenter is ready.

When parents come to a Join Scout Night, they are looking for a quality program. The pack leadership should develop their calendar, identify any gaps in leadership, and plan an outdoor activity, whether virtually or as a group depending on self-distancing restrictions, for the pack within the first month after Join Scouting Night.

Hold your Virtual Join Scout Night

Start the meeting 10-15 minutes early to allow families to connect online. Some people are not well trained in Virtual Meetings so be prepared to mute participants if there is a lot of background noise. Also give yourself an addition 2-5 minutes after the initial start time to allow families to still join in. **PLAY** and Review the presentation with your families. Make sure to ask if families have any questions. At the end of the presentation let parents know that you are emailing the youth and adult applications to them. These are available for download on our Fall recruitment page, They are fillable PDF applications and can be processed at the Scout Service Center with an email approval from the unit leader with the following statement; I (Cubmasters Name) give permission to register (Youth's Name) in Pack (XYZ).

OTHER RECRUITMENT METHODS

The Drive-Thru Registration event is designed for social distancing and allows prospective new families to stay safely in their cars as they navigate through various information stations. This type of event also offers an alternative venue when indoor gatherings at local schools or community locations is not an option.

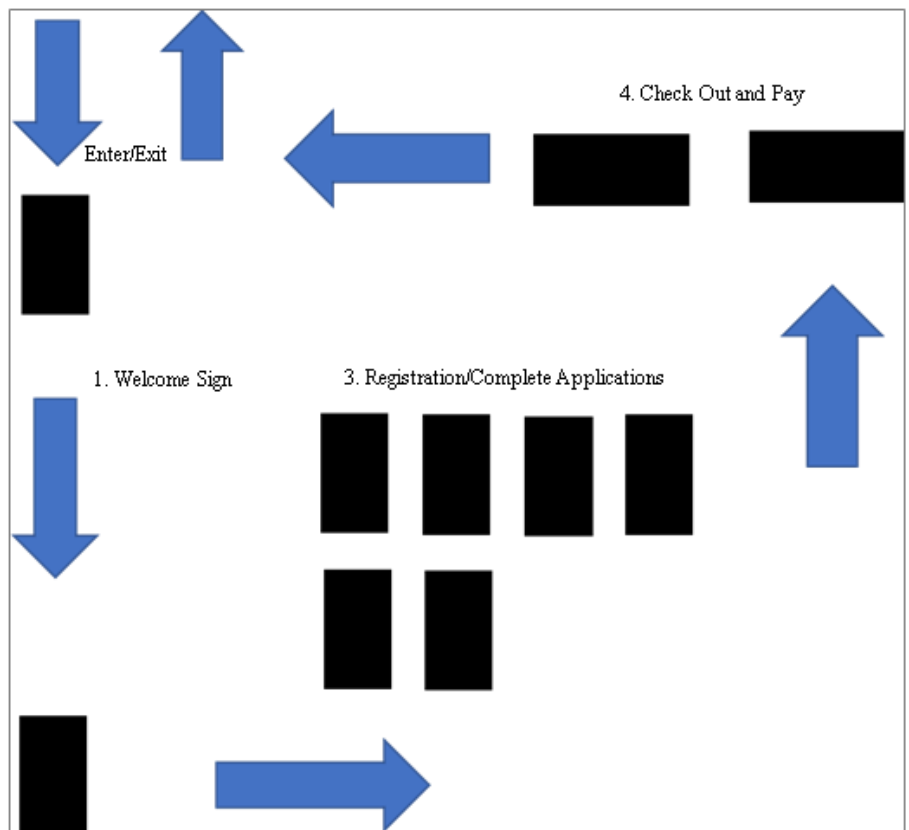
This is the first impression families will have of your unit. Planning a well- staffed Join Scouting event will help you create a great impression. Being able to share a full year's worth of programming events and activities will help prospective families know that they are making a good choice and their children will have many opportunities for growth, learning and FUN.

TIPS FOR SUCCESS:

Gather as many unit adults and leaders as possible, extra hands will be important to ensure congestion doesn't occur.

Pick a location that will be easy to use during the event and receive approval to use the space for your Join Scouting event. Consider school parking lots first. Then look into community centers or other high traffic areas in your community.

Map out and plan the flow of traffic for the event using the diagram below as your guide. We suggest using adult volunteers to help with traffic flow as much as possible. Reply on extra yard signs if necessary.



Station 1: Welcome & Sign In

- ❖ New families provide sign in sheet information to station chief to prevent contact with others.
- ❖ Be a friendly, outgoing greeter to everyone who attends.
- ❖ Explain to each family that there are 4 stations to visit and it only takes _minutes to complete.
- ❖ If your Drive-Thru Join Scouting event is very busy, plan to be able to open a second lane so two families can be Welcomed to the event at the same time.

Supplies Needed:

- Station Sign (2)
- Welcome Sign
- Attendance Sheets
- Pens

Station 2: What We Do

- ❖ Share information and handouts that explain all the FUN activities the Pack has planned for the upcoming year. (Sample rank handouts and Pack Calendar are pieces to share.)
- ❖ If possible, give the kids in the car a popcorn snack or other small snack (Pop into Scouting).
- ❖ Explain how families can sign up to go to these events and that attendance at all events isn't a requirement.
- ❖ Direct them to the area to complete registration forms and give them a pen to keep (if they need one).
- ❖ Share the unit plans about Scouting virtually if the need arises.

Supplies Needed:

- Station Sign
- Pack Contact/Info Sheet & Calendar
- Scout Shop Uniform Guide Flyer
- Applications

Station 3: Registration & Complete Forms

- ❖ Have a couple adults floating to answer questions and ensure applications are completed fully.
- ❖ Ensure that each youth application is signed by their legal Parent or Guardian.
- ❖ Ensure each application includes date of birth, current grade level and school.
- ❖ Share information regarding registration assistance through the Council.
- ❖ Share other costs in Scouting handout and how popcorn helps fund those for the Pack.

Supplies Needed:

- Station Sign
- Pens
- Financial Assistance Request Form

Station 4: Check out/Pay

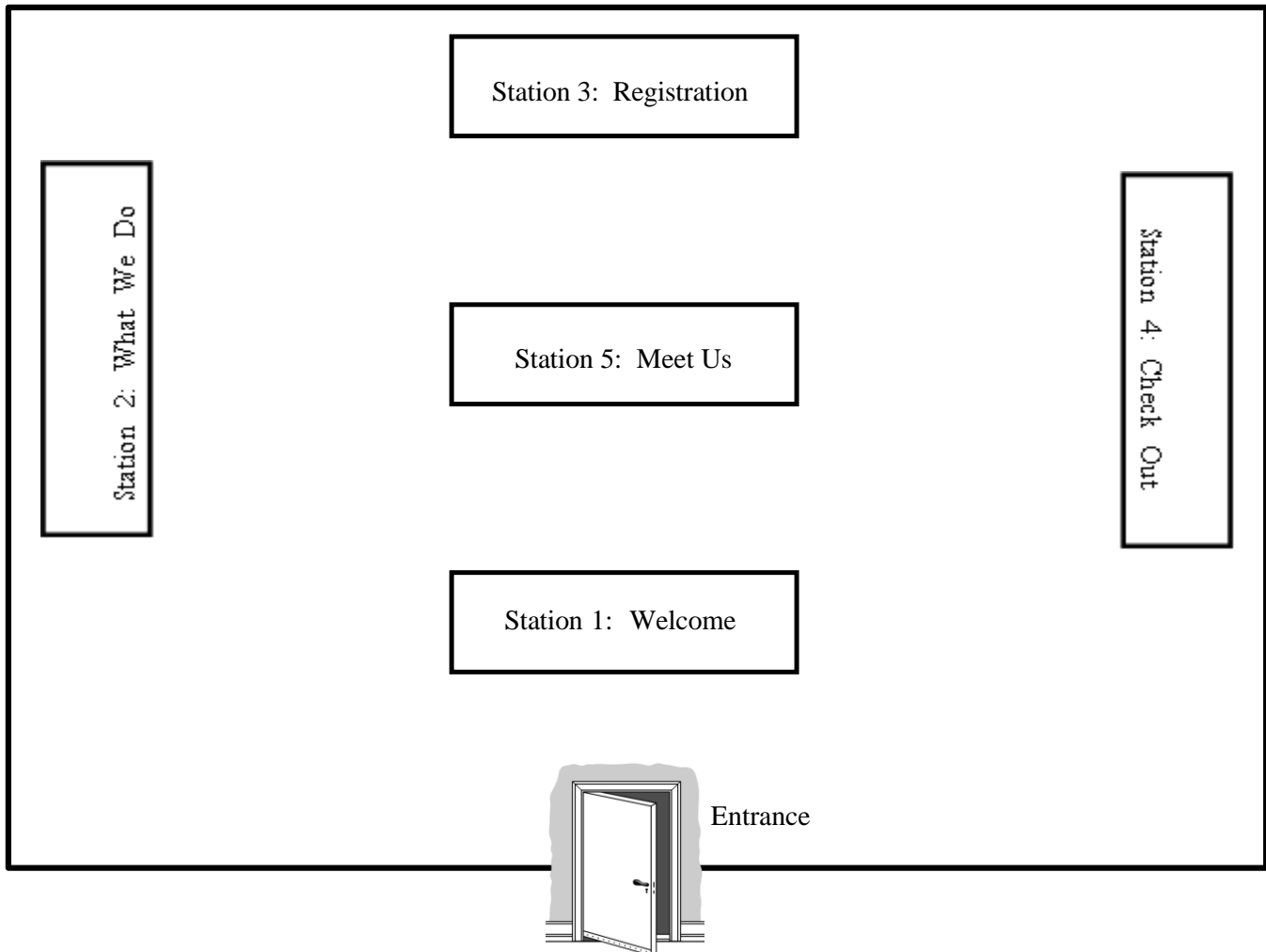
- ❖ Share and explain registration fees.
- ❖ Collect registration fees and applications.
- ❖ Tell them the next activity for the Pack.

Supplies Needed:

- Station Sign & Calculator
- Turn-In Envelope for Applications & Fees
- Extra copies of unit calendar and contact information

THE FIVE STATION PLAN FOR A SCOUT SIGN UP NIGHT

Sample Floor Plan for Your Join Scouting event:



For your Join Scouting event, many units are utilizing the Five Station Plan. This is a relaxed, round robin layout where families can move through each station and meet unit leaders and volunteers, while learning about all of the FUN activities the Pack has planned for the upcoming program year.

This is the first impression families will have of your unit. Planning a well-staffed Join Scouting event will help you create a great impression. Being able to share a full year's worth of programming events and activities will help prospective families know that they are making a good choice and their children will have many opportunities for growth, learning and FUN.

We recommend setting up an activities tables where Den Leaders can lead kids through an activity, like making slime or running old derby cars on a track. The possibilities are endless. It is just a great way to show the kids what FUN they will have in Scouting and will give parents the chance to move through the 5 Stations easily. Table tents are available online on our website under Volunteers / Fall Recruitment.

STATION 1: WELCOME & SIGN IN

- ❖ Be a friendly, outgoing greeter to everyone who attends
- ❖ Have each family complete the Attendance Roster
- ❖ Explain to each family that there are 5 stations to visit and it only takes 20-30 minutes to complete

Items Needed:

- Station Sign
- Welcome Sign
- Attendance Sheets
- Pens

STATION 1 CHIEF: Add Name of Station Chief _____

STATION 2: WHAT WE DO

- ❖ Share information and handouts that explain all of the FUN activities the Pack has planned for the upcoming year (Sample Unit Rank handouts available online.)
- ❖ Explain how families can sign up to go to these events and that attendance at all events isn't a requirement

Items Needed:

- Station Sign
- Pack Calendar
- Unit Contact Information
- Scout Shop Uniform Guide Flyer
- Unit Rank handouts

STATION 2 CHIEF: Add Name of Station Chief _____

STATION 3: REGISTRATION

- ❖ Have each new member complete the BSA Youth Application form
- ❖ Ensure that each youth application is signed by their legal Parent or Guardian
- ❖ Ensure each application includes date of birth, current grade level and school

Items Needed:

- Station Sign
- BSA Youth Applications & Parent Interest Survey
- Pens
- Financial Assistance Request Form

STATION 3 CHIEF: Add Name of Station Chief _____

STATION 4: CHECK OUT

- ❖ Share and explain registration fees
- ❖ Collect registration fees
- ❖ Share information regarding registration assistance through the Council

Items Needed;

- Station Sign
- Calculator
- Turn-In Envelope for Applications & Fees

STATION 4 CHIEF: Add Name of Station Chief_____

STATION 5: MEET US & ANSWER QUESTIONS

- ❖ Explain the den structure and introduce families to their Den leader
- ❖ Answer questions about Pack activities
- ❖ Share/show cool Pack items like Pinewood Derby cars and summer camp shirts
- ❖ Share pictures taken during recent activities

Items Needed:

- Station Sign
- Slides/pictures of past Pack activities
- Extra copies of unit calendar and contact information

STATION 5 CHIEF: Add Name of Station Chief_____

REMINDERS:

It will be more important than ever before that units and parents promote their own program through their networks. In-person school talks with flyer and sticker distribution are the most successful recruitment method, and with limited access this year, it will be up to the individual unit to self-promote as much as possible.

Use **ALL** the recruitment tactics below to promote your own unit.

YARD SIGNS

Yard signs will be provided to all units to promote in person sign ups and Scouting in general! Put these in high traffic areas in town, at the school, and at your chartered organization.

FLYERS

Recruitment flyers will be distributed through all schools connected to units having in person recruiting where allowed. We will provide these as hard copies as allowed, but electronic everywhere.

BUDDY CARDS

Peer to peer recruitment will be as important as ever. Buddy Cards will be provided online for units to use to invite friends and families to join in the Scouting adventure. While physically distributing buddy cards might be difficult, consider an email "Parent-to-Parent Campaign".

SOCIAL MEDIA MARKETING

In addition to the direct mail campaign, the Blue Grass Council is investing in digital marketing through Facebook ads, geofencing, and potentially television spots. Promote your pack and sign up information in network groups like Next-door, community Facebook groups, school newsletters, etc.

SCHOOL OPEN HOUSES

While it might not be possible to have a representative at the school open house, ask your school if you can provide materials for an "un-manned" table.



Be sure to post to your favorite social media using #BlueGrassCouncilBSA and #BeAScout

BeAScout.org Online Registration

Online registration will be a key to success this fall when recruiting kids into the program. The online application process can be completed from start to finish without a single piece of paper changing hands. This allows prospective members to register and pay in a way that's convenient for them, and it creates a more efficient and user-friendly registration experience for your unit.

HOW TO UPDATE YOUR PIN

Your unit is represented on the BeAScout.org web searches using what is called a "Pin." It's important to have all of your information up to date for parents who search online to join Scouting. Start by going to BeAScout.org, select your unit type in the dropdown and put in your zip code. See what your Pin currently looks like and realize, this is what prospective parents see when doing online research in advance about your unit.

1. The unit leader must update the BeAScout Pin by logging into their my.scouting Tools account
2. From the top left menu, select Organization Manager and then click the link for 'Unit Pin'
3. Select to Allow Units to Update Pin Information
4. Select to Appear on BeAScout
5. Enter your unit's current information and save

Video and PDF Instructions found at:
www.scouting.org/resources/online-registration

HOW TO ACTIVATE ONLINE

Prospective parents are able to search just for units that accept online registration, so once your BeAScout.org Pin is active, we highly recommend setting up your unit for online registration.

Some important configuration items in your online **Organization Manager** for recruiting:

- Update your BeAScout Pin and make sure Unit PIN Mode is 'Unit'
- Select to Allow People to Apply Online. The Buckeye Council is only accepting online applications for youth.
- You may configure:
 - Unit Message Fee notice which describes dues for your Pack
 - Automated Welcome Message email from your unit
 - Assign Registration Inquiries Functional Roles:
 - Key 3 (Unit Leader, Committee Chair and Charter Org Representative)
 - Other unit leaders can be granted access for 'Registration Inquiries' using Organization Security Manager > Functional Position > Registration Inquiry

OTHER ONLINE REGISTRATION TOOLS

There are two other tools at www.my.scouting.org to help with recruiting: **Invitation Manager** and **Application Manager**

INVITATION MANAGER

- Generates URL and QR Codes specific to your unit's online registration link. These can be found in the top right corner of your Invitation Manager screen.
- Assign roles in your unit to manage leads and invitations.
- Digital tools for tracking leads and invitations and coordinating follow-up by your unit.

This is where INQUIRIES for your unit are.

APPLICATION MANAGER

- Only a Unit's Key 3 can 'review and accept' applications.
- Click Applicant's name under Application Status at the bottom of the page
- Click Accept or Review Applications (other options are Reassign, Do Not Accept, or Return to Applicant)

This is where APPLICATIONS for your unit are

Preparing for New Families

While this fall creates difficulties to have large, in-person meetings, units can still recruit and onboard families through new and existing means.

PREPARE FOR NEW FAMILIES

Units with an excellent track record of membership development and retention have one thing in common – they are prepared to receive new youth into their program. To ensure your unit is prepared, the following steps should be followed:

- Ensure strong, trained recruitment leadership
- The unit program calendar is prepared for the upcoming 2020-2021 program year.
- Know how much it costs your unit per youth, per year by creating a budget for all new and existing families.
- Involve existing parents to create a welcoming environment, where new families can learn about Scouting.
- Host a separate Parent Orientation Meeting for all new families
- Connect new youth with their den leaders immediately

FALL RECRUITMENT RESOURCES

As youth join the program, be sure to use the online Fall recruitment Resources on our website. These resources can be found under the volunteer tab as Fall Recruitment. Keep check this page often, as we add new things weekly!

You'll find:

- Pack Welcome / Information Page (fillable/printable PDF)
- Welcome to Cub Scouting Digital Newsletter
- Digital Recruitment flyer (fillable/printable PDF) that works for social media too!
- Peer to Peer Buddy Recruitment Cards
- Cub Scout Rally Videos (links to our YouTube Channel)
- Parent Guardian Informational Video

SAMPLE WELCOME EMAILS

Below are two sample welcome emails to use to welcome new families into your unit!

“Welcome to Cub Scout Pack 573!

I just want to take a few minutes to welcome you and your Scout to Pack 573, and to give you just a little more Pack specific information. We meet every Tuesday throughout the school year at Jerusalem Church located at 1417 Stonecreek Rd SW. Meetings are approximately 1 hr long and start at 6pm. We are gearing up for our First Meeting next Tuesday September 6th. Our parent orientation meeting will be held on Tuesday, September 13th at Please plan to stay for this short meeting if you can as we will be discussing briefly how Pack 573 operates and what to expect for the upcoming year, as well as dates for special events.

Cub Scout Pack 573 strives to offer a values-based youth development program for first through fifth grade boys in New Philadelphia and the surrounding communities that focuses on character building, service to

the community, development of positive appreciation for the outdoors, personal fitness and moral code. We are a family focused organization that follows the principles of the Scout Oath and Scout Law and focuses on personal development through fun, adventure, achievement and hands-on learning via structured activities. We hope to establish a strong foundation that will lead to our sons becoming strong, independent, good and moral leaders for the next generation.

Please let me know if you have any questions. You can contact me through email, phone call or text. You can also follow this link to join our Pack Facebook page.

Email # 2

“Welcome to Pack 257! Thank you for joining Cub Scouts tonight. Tonight was a brief introduction to Scouting, and next week we will have our Parent Orientation Meeting on Monday, September 9th at 6:00pm at St. John Lutheran Church. Here you will receive more information about Scouting, the Cub Scout Pack, and learn about the exciting events planned for the upcoming year. Below is a lot more information about your Scout's Lion Den. We will go over this information next week, but feel free to learn more before then.

Here is a little information about our Pack:

We meet on Mondays from 6:00-7:00pm at St John Lutheran Church on the corner of Wales Rd NE and Hills and Dales Rd NW (1900 Wales Rd NE). We are a very active Pack with at least 1 group outing or activity each month. Here is our meeting schedule and our next upcoming event:

Monthly Lion Meeting Schedule:

- 1st Monday - Committee Meeting (leaders and parents meet to discuss upcoming events, treasury report, etc)
- 2nd Monday - Den Meeting (the Scouts break out into their Den groups to work on earning belt loops and other advancements)
- 4th Monday - Pack Meeting (the entire Pack comes together and completes an activity together, performs skits,

Our Next Event:

- **Date:** August 24-26, 2018
- **Event:** Annual Family Campout
- **Location:** Canal Fulton Canoe Livery and Campground
- **Description:** Please join us for our annual family campout. Fishing and canoeing on a still lake will be available to families that are interested. Make sure to have your fishing license if you intend to fish.

If you would like to attend the campout, please let me know as soon as possible how many people would be attending.

What will you need to get started?

Lion Scout Shirt: We ask that you purchase a Lion T-shirt for your Scout as soon as you are able, but he doesn't need it immediately. The shirts are \$9.99 and are available at the Council Store located at 2301 13th St NW, Canton, OH 44708. There are also optional accessories available such as hats and neckerchiefs.

Scout Handbook: He will also need the Lion handbook. At this time, I'm not sure of the pricing of the handbook. I have not seen them in the Scout Shop yet. We will work through this book during meetings to help the boys earn badges and belt loops. You can also work through the book at home to earn additional awards.

If you have any other questions, please feel free to email, call, or text me. My contact information is below.

Preparing for New Families

While this fall creates difficulties to have large, in-person meetings, units can still recruit and onboard families through new and existing means.

PARENT ORIENTATION MEETING

Units may choose to have their parent orientation meeting in person or virtually. If conducting in person, all unit meeting guidelines must be met, so consider conducting in waves.

Opening & Welcome

If in-person, have the Scouts go to another room for games and activities.

Unit Programs & Fundraising

- Discuss the unit's plans for the future, mentioning some of the more exciting activities.
- Discuss the upcoming fall events and distribute any forms and flyers.
- Impact of Popcorn sale as a fundraiser.

Leadership

- Introduce Unit Leadership
- Unit Leadership Needs
 - *Don't ask for volunteers in this group setting yet (most people do not volunteer when asked this way). In consultation with the Chartered Organization, the unit committee will need to determine who the best candidates are. Those candidates should be asked to volunteer individually, preferably before the Parent Orientation Meeting.*
- Talk briefly about helping new leaders get started –Training Requirements, Meeting Resource Guides
- Discuss adult registration fees and uniforms

Den Organization (Packs Only) - ***At this point in the meeting, the Scouts can rejoin the group.***

- Have families sit together (by age group) and participate in a song or game.
- For dens that already have a den leader:
 - The den leader discusses den-meeting dates, times and locations.
 - Recruits parents to assist with den meetings or serve on the pack committee.
- For dens that don't have a den leader: Another pack leader will need to guide the discussion.
 - Discuss possible meeting dates, times and locations.
 - Talk with individual parents to secure den leadership.



Reminder announcements: Next meeting, fall activity information, popcorn sale dates

Closing Ceremony

Registering New Youth & Adults

REGISTRATION FEES

Month	Prorated Fee	Joining Fee	Total New Youth Fee	Boy's Life	First Issue	Adult Fee
September	\$22	\$25	\$47	\$4	November	\$14
October	\$16.50	\$25	\$42	\$3	December	\$10.50
November	\$11.00	\$25	\$36	\$2	January	\$7.00
December	\$5.50	\$25	\$31	\$1	March	\$3.50

The Blue Grass Council will only collect the \$7 insurance fee at the time of re-charter.

WHAT DOES THIS MEAN?

When a new youth joins your unit this fall, you should collect:

$$\begin{array}{ccccccc}
 \$25 & + & \$X & = & \$ & \text{Registration} & \\
 \text{Joining Fee} & & \text{Prorated} & & & \text{Fee} & \\
 & & \text{Member} & & & & \\
 & & \text{ship Fee} & & & &
 \end{array}$$

SUBMITTING APPLICATIONS

After receiving a hard copy of an application, units may do one of the following:

- **District Executive:** make arrangements with your DE for a pickup date and time
- **Mail:** the original application with payment to:
Blue Grass Council
2134 Nicholasville Road, Suite 3
Lexington, KY 40503
- **Deliver:** the original application with payment to any Blue Grass Council Service Center.

VIRTUAL RECRUITMENT INCENTIVE

Hey Blue Grass Scouting units – want to help us show that the Scouting adventure and spirit is continuing no matter what gets in our way?

We know many of you are developing some pretty inventive ways to keep Scouting going in your unit, family and community. Why not use this opportunity to get other friends in on the fun?

Yes – you can recruit new youth into Scouting and have them join you in your Virtual/Interactive Scouting Events and Meetings – and the best part is you can earn a pretty cool, one-of-a-kind, recruiting patch in the process! I mean, how many times do you get an opportunity to do cool Scouting adventures while in the middle of a world-wide pandemic? That's certainly "Scouting in Action!"

You may find that many of your neighborhood friends are looking for new things to do because their extracurricular programs that they are usually busy with might not have a lot going on right now. Why not ask them to join you on your Scouting adventure?

Any Scout that recruits a friend to join Scouting will get a special, extra-awesome, "Virtual Recruiter" Patch. What's not to lose? Besides, don't you think the world needs more Scouts – especially during times like these? So...Stay Calm and Scout On and let's get more Scouts recruited!



TO RECEIVE YOUR PATCH:

Go to this link:

[Virtual Recruiter Patch Request](#)

Once the recruited scout has been verified as joining, we will send you your patch!

If you'd like for us to mail the patch there will be a \$1 shipping and handling fee.