THE RECRUITMENT PLAYBOOK

THE UNIT ROLE

What is a Playbook?

A playbook is a manual with a set of strategies and methods that are tried and true practices to achieve success. The Cub Scout Recruitment playbook is a basic step-by-step instruction manual on how to run a recruiting effort for your pack, district, and council. Part of our definition of winning in Scouting is bringing in new youth. The Cub Scout Recruitment Playbook is designed to assist unit leadership in bringing in new youth into their pack.

Does this playbook include everything you’ll do? Of course not. Every pack is a different and will serve different communities. As a result, you’ll have different opportunities and challenges. But this is meant to provide a solid foundation for your unit’s playbook. Although this playbook is geared towards Cub Scout Packs, almost all the best practices can be utilized in Boy Scout Troop recruiting.

*There are 3 key phases of Cub Scout Sign Up. BEFORE, DURING and AFTER.*

Click here for more information online: [http://scoutingwire.org/marketing-and-membership-hub/cub-scout-recruiting/unit-recruiting/sign-up-night-unit-playbook/](http://scoutingwire.org/marketing-and-membership-hub/cub-scout-recruiting/unit-recruiting/sign-up-night-unit-playbook/)

A copy of this Unit Playbook can be found at: [http://svmbc.org/svmbc/resources/recruiting/cub-scout-recruitment/](http://svmbc.org/svmbc/resources/recruiting/cub-scout-recruitment/)
Timeline

(Make sure to review promotional checklist listed to stay on timeline below)

- **By 8 weeks Prior to Sign up Night**
  - Contact the chartered partner organization and discuss cub scout recruitment plans
  - Contact the school principal to discuss cub scout recruitment
  - Recruitment of Unit Membership Chair or can be the Pack Recruitment Chair
  - Attend District Training for Cub Scout Recruitment
  - Set recruitment goals
  - Have a marketing and communication plan. Flyers, yards, signs marques, school bulletins, newspaper....
  - Get the word out. Set date time and location
  - Recruitment Building a recruitment Team (unit level) 5-6 people for stations Pack sign up coordinators
  - Position descriptions for each station
  - [Link to BSA publication called “School access challenges: A tiered response to building relationships”](#)
  - Make sure the event is properly scheduled and already planned at the promised time by the Unit, or District, or Council.

- **By 6 Weeks Prior to Sign-Up Night**
  - Event promotion efforts begin with social media, local newspapers
  - Recruit 5 Station Chiefs – Outgoing, Knowledgeable, Organized, Friendly, Responsible
  - Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night materials
  - Review Station “Station Chief Briefing” with each Station Chief

- **By 4 weeks out from your join Scouting night event(s),**
  - Have Your Pack Calendar, Fee Schedule, Leaders List, Meeting Times / Dates / Locations Prepared.
  - Make sure your promotion plan is ready. (Fliers, posters, boy talks, calls to parents, attendance to open house/ school etc.)
  - Make sure other ‘playbook’ materials i.e., rod and reels, rocket kits, catapult kits, etc., will be available in time for your event.
• **Sign-Up Night**
  - Arrive 1 Hour Early
  - Make Sure Station Chiefs Have Their Stations Set Up
  - Pack night coordinator secure attendance sheet and follow-up
    - **Contact District Executive Immediately Following Sign-Up Night**
      - To Report Your Success
      - To Make Arrangements for Pickup of Application and Fees
    - **Following Sign-Up Night**
      - Make Sure EVERY FAMILY Receives a Welcoming Phone Call from Their Den leader, Cubmaster, Committee Chair or Your Membership recruitment chair
      - Make Sure as Many New Scouts as Possible Participate in One of the Playbook Activities

**A checklist of Ways to Promote Your Recruitment**

1. Chartered partner organization visit
2. Meeting with the principal
3. Open House and School visits
4. PTA/PTO presentations
5. Pack web site and School Web site
6. Stickers & wristbands
7. Customized invitation letters
8. Flyers
9. Community Events
10. Personal Phone Call
11. School and Library Display cases
12. Lunch tray liner
13. School intercom announcement
14. Community events and parades
15. Community reader-boards and marques
16. Church Bulletin inserts, articles, and calendars
17. Local newspapers “news stories”, radio, TV.
18. Door Hangers
19. Pack information sheet
20. Social media communication

Click on this link for detailed Invitation Methods for Cub Scouting:
Pack Sign-Up Coordinator Responsibilities

So, you are the Pack Sign-Up Night Coordinator. That means that you are an organized leader and outgoing. You smile at everyone and are friendly. Here are your tasks:

- **6 weeks out:** Have Your Pack Calendar, Fee Schedule, Leaders List, Meeting Times / Dates / Locations Prepared
  - Provide Information to your Unit Commissioner, District Sign-Up Chair, and District Executive
  - Submit Recruitment Material Order Form to your District Executive
- **4 Weeks out:** Prior to Sign-Up Night
  - Recruit 5 Station Chiefs – Outgoing, Knowledgeable, Organized, Friendly, Responsible
  - Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night Crate and Handbooks
  - Review Station “Station Chief Briefing” with each Station Chief
- **Sign-Up Night**
  - Preparation:
    - Arrive 1 Hour Early
    - Assist Station Chiefs if their station is not yet set up
  - During Sign-Up Night Time Window:
    - Act as Greeter and Floater During Sign-Up Night Window
      - Available to Answer Quick Questions – Do Not Let Yourself Get Caught Up with One Family
      - Play Traffic COP – Assist Families to Go to Next Available Station
      - Coach Station Chiefs if They Are Keeping Families at Their Stations Too Long – Process Is Meant to be Completed in 30 Minutes or Less
    - Make Sure Station 4 (Check Out) Does Not Get Backed Up – Have multiple pens and a wide enough table that multiple people can fill out the applications
  - Immediately following the Sign-Up Night
    - Help Station 4 Chief Get Cubmaster Signature on All Youth Applications
    - Help Station 4 Chief Get Committee Chair and COR (if available) Signatures on adult Applications
    - Assist Station 4 Chief in Separating “Local Council Copy” from Applications and Record $ Amount for Fees and Form of Payment on Each Application (check #, etc.)
    - Gather Sign-Up Night Crate Materials
    - Make Sure Room is Left Better Than You Found It
  - Contact District Membership Chair and District Executive Immediately Following Sign-Up Night
    - To Report Your Success
To Make Arrangements for Pickup of Application and Fees
  o Within one week of Sign-Up night
    ▪ Make Sure EVERY FAMILY Receives a Welcoming Phone Call from Their Den leader, Cubmaster, Committee Chair or Your Pack Membership Chair. as Many New Scouts as Possible Participate in One of the Shooting Sports Activities

There are key individuals that play an important role in the success of your sign up nights:
  • Pack sign up coordinator – responsible for the Pack Sign up Event
  • 5 Station Chiefs responsible for explaining how Cub Scouts works along with collecting applications.

  Station 1:  Welcoming to Cub Scouts Information
  Station 2:  What We Do
  Station 3:  Registration form and financial assistance
  Station 4:  Check out (applications complete)
  Station 5:  Families sign up for a special activity. Give age appropriate handbook

**During the SIGN UP RECRUITMENT**

  o Make sure your resources and materials are available during your event.
  o Welcome families and activities
  o Follow the 5 Stations and Sign up!
  o Join Cub Scouting Event
Information Station 1

Sign in Here...

Station Chief Briefing:

You are the Station Chief for Information Station 1. That means that you are outgoing, smile at everyone and are friendly. Here are your tasks:

- Make sure the Station 1 sign is visible
- Have Sign-Up Night Sign in Sheets and Pens displayed
- Maintain or use council attendance sheets
- Have copies of “Welcome to Cub Scouts” available at your station
- Greet every family that comes in
- Ask each family to sign in
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Direct them to Station 2

What You Want to Have:

☐ Station Sign

☐ Welcome Sign

☐ “Welcome to Cub Scouts” brochure

☐ Sign in Sheets & pens
Information Station 2

WHAT WE DO...

Station Chief Briefing:

You are the Station Chief for Information Station 2. That means that you are outgoing and friendly, and that you know about the activities the pack has planned for the year. You are someone that has experience having fun in Cub Scouts! Here are your tasks:

- Make sure the Station 2 sign is visible
- Provide Everyone with a Pack Calendar
- Have copies of other event fliers available
- Provide Each Family with a copy of “When / Where We Meet”
- Inform Families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Direct them to Station 3

What You Want to Have:

☐ Station Sign

☐ Pack Calendar

☐ Event Fliers and Boy’s Life mini mags

☐ “When / Where We Meet” handout with meeting times & locations along with pack and den leaders with contact phone numbers and emails.

☐ When Available – have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts
Information Station 3

REGISTRATION FORMS...

Station Chief Briefing:

You are the Station Chief for Information Station 3. That means that you are outgoing and friendly, and that you want to see every boy join Cub Scouts! Here are your tasks:

- Make sure the Station 3 sign is visible
- Have BSA Youth Application Forms Ready to be completed and Pens
- Have copies of “Pack Leadership” to give out
- Have copies of “What does the Youth Application Do???” and make sure every family gets one
- Have copies of “What Other Costs Are There?” and give these out
- Be Prepared to Answer Questions about Pack Fee payment plans and/or financial assistance
- Direct them to Station 4

What You Want to Have:

- [ ] Station Sign
- [ ] BSA Youth Applications
- [ ] Pens
- [ ] “Pack Leadership” handout
- [ ] “What Other Costs Are There?” handout along with explanation on financial resources for those that need it: Camperships, Uniform Bank, Fundraisers
- [ ] Scout Shop Guide to the Uniform
Information Station 4

CHECK OUT...

Station Chief Briefing:

You are the Station Chief for Information Station 4. That means that you are friendly, and that you are detailed oriented and organized! Here are your tasks:

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade
- Collect the proper amount for BSA Membership Fee (Boy’s Life if added) and note the amount and form of payment on each form (Ask Families to wait to pay any pack fees later)
- Be Prepared to Answer Questions about Pack Fee payment plans and/or financial assistance
- Direct them to Station 5
- Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up – these are to be collected, signed by the CUBMASTER, the local council copy separated and put in the Envelope along with the BSA Registration Fees collected

What You Want to Have:

- [ ] Station Sign
- [ ] Calculator
- [ ] Sign-Up Night Envelope for applications and fees turn in
Information Station 5

Den Leaders / Questions & Answers...

Station Chief Briefing:

So, you are the Station Chief for Information Station 5. Your goal is to be there to answer the questions that are not addressed through the rest of the Sign-Up Night process, and give families a chance to meet existing Den Leaders. Here are your tasks:

- Make an effort to have as many Den leaders and Assistant Den leaders on hand to talk about their dens and give families a chance to get to know them
- Answer questions about the type of activities their child will be doing
- Share cool experiences you have had with your child through the Scouting program
- Assist the Pack Sign-Up Night Coordinator with room clean-up after the Sign-Up Night Time Window

What You Want to Have:

☐ Station Sign

☐ Suggested—picture board of FUN Pack activities
Now that the Sign Up Night Event has been completed there are several important steps to follow up with to insure a sign up experience.

After the SIGN UP RECRUITMENT

- Turn in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive within 24 hours of the event.

- Welcome your new families and members. Don’t wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.

- Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home, or invite them to the first meeting or your council’s recruiting event so they can see Cub Scouting for themselves.

SUMMARY

Be sure to remember before, during, and after, these components need to be followed to guarantee a successful Cub Scout Sign Up Night.

- Build a Team
- Attend District Training for Cub Scout Recruitment
- Choose an activity playbook such as: Hooked on Scouting, Rocket into Fun, Science of Fun
- Set recruitment goals
- Get the word out. Set date time and location
- Join Sign Up Night (Use attendance sheets)
- Welcome new families
Option #2: Joining Meeting

This meeting is the first impression new families will have of Cub Scouts – make it positive – be prepared, organized, fun and welcoming.

Parents will expect to have the following questions answered:
What will my son be doing? .... What is the value? ... How do I sign up? ... How much does it cost? ... What is the time commitment? ... What do I have to do?

Plan for Join meeting with the help of other leaders:

- Distribute responsibilities among the pack leaders – everyone has a part.
  (Greeters, Activity persons (at least 2), presenter, application/fee collector, den leaders)

Before you leave home:

- Prepare the fun activity – or follow up with the person assigned
- Prepare for your presentation (secure equipment needed) – be familiar with the material

Have on hand the following materials:

- Sign in roster & Pens
- Youth & Adult membership applications
- Parent Information guide
- Boys’ Life mini-magazines
- Pack information (key contacts, meeting dates & upcoming activities, cost to join/how to pay)
- Adult leader training information
- Sample resource books for display (youth program books, Cub Scout Leader Guide, etc.)
- Pocket calculator, change, both bills and coins
- Masking tape, signs, markers

Arrive & Set up (30 minutes prior to the meeting):

- Check with the other Join Night personnel and the unit leaders on their responsibilities.
- Set-up your presentation and materials.
- Set out your pre-opening game(s).
- Pack and/or Den Representatives put up any displays they have.
- Either you or another volunteer should be positioned by the door to distribute parent guides, applications, Boys’ Life Magazine and welcome kits to the families at the Recruitment Night for Scouting. Have families sign the attendance roster when they arrive.
- Be sure boys and parents stay in assigned room, do not wander around the building.
- Have boys and parents sit together by grade levels. Put signs on tables with grade level markers. Sign in can also be on each table by den.
- Hand out applications and let them begin filling them out.
- Begin promptly.
Typical Joining Meeting Agenda

Welcome Activity: Have a greeter welcome new families (make nametags), conduct a warm-up welcome game to keep people engaged

Flag Ceremony: Start the meeting with a Flag Ceremony. Ask one of the new boys to help. After the flag ceremony do a silly cheer to thank the boy for helping. (2-3 minutes)

Introductions: Make sure to introduce yourself and any other adult volunteers that may be helping. (2-3 minutes) – keep it brief (no need for an entire Scouting history of every leader)

Have some fun with the Boys: Do a silly skit, or sing a silly song with the new boys and their parents. Remember to highlight the fun of Scouting. (2-3 minutes)

Presentation of Cub Scouting: Make a professional presentation that explains what Cub Scouting is and how it works (follow the parent information booklet as a guide or the suggested script). Emphasize the importance of volunteering. Illustrate the advantages of the Scouting program, and the fun that the boys and their parents will have. (10 minutes)

Hand out a Pack calendar or newsletter so families can see the activities.

Form Dens: After the “Presentation of Cub Scouting” is concluded, have the new boys go to another area of the room and work on an activity, or play games with the adult volunteers that have been assigned this task. This is a critically important task, as it allows the parents of the boys to organize into Dens without too many distractions. After the boys have been separated from their parents, encourage the parents at each age appropriate table to organize into Dens. Give them the following instructions (15-25 minutes):

- Fill out their son’s youth application
- Pick a Den Leader and Assistant Den Leader for their new Den. Make sure that all adults fill out an Adult Leader application. Be sure to provide the new leader and assistant leader with information on training and Roundtable.
- Agree on a meeting date and time for their first meeting
- Have the new Den Leader complete a den roster (this can be the sign in sheet)
- Give the completed applications and fees, along with a copy of the Den Roster to the Unit Recruitment Coordinator once the previous four instructions are completed.

Collecting Applications and Fees: Make sure that all of the applications and fees are turned in, along with the Den Roster. This will allow the Membership Chairman of the Pack to easily incorporate the new boys and Dens into the existing Pack structure. Make sure that the new Scouts and new leader’s applications and fees are turned into the appropriate District or Council representative in a timely fashion.

- Adult applications will most likely have to be collected at the next meeting as the adults will need to take Youth Protection Training.

After the Presentation

Registration materials and collected fees are to be submitted to your district executive or the council service center immediately. If any problems occur, please contact your district executive at 408-638-8300.
**Sample Joining Meeting Script**

The following is a sample presentation that you can customize for your own use. The parents can follow along with the “Parent Information Guide”. You may wish to create flipcharts or a power point presentation with some pictures of your Pack’s activities.

1. **Cub Scouting is an Educational and Fun Program**

   You know, when most people think of Cub Scouting, they picture a group of boys meeting with their den leader, making crafts and hopefully learning useful new skills. Well, that picture is realistic, but actually it is only one way that is used to achieve Scouting’s goals.

   What are those goals? Cub Scouting is an educational program to help you develop your son’s character, to teach him good citizenship and to help him to become physically, mentally, and morally fit. Scouting will also help your son to reach beyond himself and learn teamwork, cooperation, and respect for himself and others. Best of all, he’ll be having so much fun that he may not even realize the educational process is taking place!

2. **The Family**

   The first phase of the Scouting program takes place at home. Your son will need a program handbook, purchased from the local Scout Shop. First-grade or seven-year olds use the TIGER BOOK, Second-grade or eight-year olds use the WOLF BOOK, Third-grade or nine-year olds use the BEAR BOOK, and fourth & fifth-graders will need the WEPBELOS BOOK. Each handbook is filled with challenging and fun activities and achievements to complete. Completed achievement awards are then presented at the next pack meeting.

3. **The Den**

   The second phase of the Scouting program involves a weekly or semi-monthly meetings of a small group of Cub Scouts, usually 5-8 boys, and is called a DEN. Each den is led by a DEN LEADER, usually a father or mother of one of the boys. The den meetings are held at a time and location convenient for the den leader and youth. At den meetings, the boys will learn to work together as they go on field trips, learn new songs and skits, master new skills, and build things – all of which are relevant to a monthly theme.

4. **The Pack**

   One a month, all our dens gather together for a family night or Pack Meeting. The pack meetings are not just for Cub Scouts, but also for the whole family. At the pack meeting, boys and their parents are recognized for the achievements earned over the past month. This meeting is also gives each of the dens a chance to report on and show off what they did together during their own meetings.

5. **Our Pack’s Special Activities**

   So you see, Cub Scouting is really very simple. The object is to provide a well-rounded, fun and educational program for both boys and their family. Here are some of the special activities planned for this Scouting year. (At this point, list and describe pack, district, and council events. Be certain to stress that your program is fun, worthwhile, simple, and within reach of everyone’s ability.)

6. **The Cost of Cub Scouting**

   As with every organization, there are some costs involved. Here is what it will cost you to participate in Scouting for a year:

   - The national registration fee is $15.00 per year (Plus prorated fees for current year)
   - Boys’ Life Magazine is a valuable Scouting publication specifically designed for boys and their families. It is mailed directly to your son each month. The subscription rate is $12.00 each year.
   - The Silicon Valley Monterey Bay Council provides a secondary medical insurance policy for $1.00 each year. This policy activates after your family’s primary insurance coverage for injuries sustained during authorized Scouting activities.

   (Include the following only if it applies to your own pack)
   - Our pack also charges a program fee to cover initial supplies, books, and other materials for our pack. That annual cost is $ ________.
(Include this next section only if your pack does not pick up the cost of adult registration fees.)

In the case of fees for adult volunteer leaders, there is a registration fee of $15.00 and $1.00 for the supplemental accident insurance. This includes a subscription to Scouting Magazine. Please keep in mind that in addition to the above costs, it will be necessary to furnish your son with a Cub Scout uniform. The uniform may be purchased at your local Scout Shop. During the early part of next calendar year, we will also be holding our annual Friends of Scouting campaign to support the year-round operations of the Silicon Valley Monterey Bay Council. At that time, you will be given the opportunity to make a tax-deductible gift to support local Scouting.

7. Cub Scouting is a Volunteer Organization

Now it’s time to get our pack organized!
As you are all aware, Cub Scouting is a volunteer organization which needs the help and support of all our parents. Each den needs a den leader. But there are several other positions that need to be filled as well. Together, we can make our pack work smoothly.

8. Den Leadership

In the meantime, let’s also talk a bit about some other help that will be needed for each den. The den leader is the person in charge and is responsible for organizing the den activities. That person also keeps track of what the boys achieve at home. Of course, it’s easier and lots more fun with two or more in charge, so the den leader will also need one or more assistant den leaders.

There are also opportunities to serve on the pack committee. The committee makes administrative decisions on behalf of all the dens. The committee meets once a month.

9. Unlimited Resources

Of course, there is nothing more frightening than taking on a task that you know nothing about. But don’t worry, we have nearly unlimited resources to get you started and keep you going in your new role as a Cub Scout leader.

Two important items are the Cub Scout Leader Guide and Den & Pack Meeting Resource Guide. (Hold up these two books so that everyone can see them. Then make them available for viewing on your “Show & Tell” table after the presentation.) These helpful books actually set up the meetings for you. They give you craft idea and instructions, games, skits, songs, and basically everything you are going to need to have a fun and successful meeting. It’s really program planning at its best and easiest.

Also, there is training available and highly recommended for all leaders. Information on trainings can be found on our local council website and there are several sessions available. (If possible, get a few registration flyers for the next upcoming sessions to hand out.) The training can also be taken online – but we recommend a live course. This is a basic training course and is a great way to learn about Cub Scouts and get exciting program ideas from other leaders in our council.

For even further support, there are monthly roundtable meetings which help by offering advice and helps for den and pack programs.

Now it is time to get our dens and pack organized. We will, of course, need a den leader for each den. So now, within your own groups, take a few minutes to talk among yourselves with the goal to select a den leader and also the necessary assistants. (Give the parents several minutes, but not too long, to make their choices.)

10. Our Volunteers Tonight Are...

Make a list of the new den leaders. If there are parents who have not volunteered, encourage them to consider a position on the pack committee and promise to contact them by phone.

Provide information on the new leader orientation meeting and the next pack meeting. Then distribute membership applications and collect them after they have been completed.

Ask for any questions and then thank them for attending.