



Cub Scouts Membership Plan

Scouting  America
Silicon Valley Monterey Bay Council

Pack Information

Unit Number: _____ Schools Served (Max 3) _____ _____ _____	<p style="text-align: center;">Membership Coordinator</p> <p style="text-align: center;"><i>This is the <u>primary contact</u> for BeAScout (Unit Pin), leads, and recruitment communications (including flyers, and events).</i></p> <p>Name: _____</p> <p>Phone: _____</p> <p>Email: _____</p>
<p>Have you updated your UNIT PIN (for BeAScout.org)? Yes <input type="checkbox"/> No, Help Us! <input type="checkbox"/></p>	

There should be 1 Join Night planned per school recruited from!

Join Nights Planned				New Parent Orientation			
				<i>Ideal: 5 - 12 days after Join Night</i>			
	Date	Time	Location		Date	Time	Location
#1				#1			
#2				#2			
#3				#3			

Goal Setting

When setting your recruiting goals, remember:

The ideal Den size is 6-10 youth.

2 Dens = 12 - 20 youth

RANK	CURRENTLY REGISTERED	NEW YOUTH RECRUITED	TOTAL YOUTH
LION			
TIGER			
WOLF			
BEAR			
WEBELOS			
AOL			
TOTAL			



Support and Promotion

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Recruitment Support

SVMBC Provides	Your Pack Provides
Training materials and volunteer guidance	A welcoming and inclusive experience for new families
Flyers with your custom join information	A Membership Chair or New Member Coordinator
Yard signs, posters, peer-to-peer cards	Join Night dates, times, and locations
Peachjar promotion (where available)	Follow-through on your recruitment plan
Facebook geofencing for Join Nights	
Staff, or volunteer, support for Join Nights	

Promote Your Pack!

<p>School Promotion</p> <ul style="list-style-type: none"> <input type="checkbox"/> Share flyers through school channels <input type="checkbox"/> Open House / Back-to-School table <input type="checkbox"/> School newsletter announcement <input type="checkbox"/> Bulletin board/display case promotion <input type="checkbox"/> Reminder emails through teachers/parents <input type="checkbox"/> School carnival/family event participation <input type="checkbox"/> Meet with the principal <input type="checkbox"/> Pickup/drop-off flyer handout (with permission) <input type="checkbox"/> Approved signs or banners <input type="checkbox"/> Wear Your Pack Shirt Day 	<p>Word of Mouth</p> <ul style="list-style-type: none"> <input type="checkbox"/> Scouts invite a friend <input type="checkbox"/> Parents personally invite families <p>Social Media & Online</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pack promo video <input type="checkbox"/> Paid social promotion with DE <input type="checkbox"/> Nextdoor posting <input type="checkbox"/> Parent/leader social sharing blitz
<p>Community Outreach</p> <ul style="list-style-type: none"> <input type="checkbox"/> Park/library info table <input type="checkbox"/> Community marquee promotion <input type="checkbox"/> Flyers in businesses/community centers <input type="checkbox"/> After-school program outreach <input type="checkbox"/> Youth sports outreach <input type="checkbox"/> Community festival participation <input type="checkbox"/> Yard signs in visible locations 	<p>Other Successful Pack Promos:</p> <hr/> <hr/> <hr/> <hr/>

Recommendation for Success:

The strongest Packs usually choose 12 promotion activities and assign clear ownership rather than trying to do everything. Pick the ideas that best match your schools, families, and community—and execute them well.