



BOY SCOUTS OF AMERICA®
DENVER AREA COUNCIL



2022 Council Recruiting Plan





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Quick Start Checklist

- Update your unit's Be-A-Scout Pin
- Contact your District Executive to discuss your recruitment plan.
- Update your unit calendar, contact information, and handouts
- Schedule a Join Night at each school - Order posters, flyers, buddy cards, QR code handouts
- Register your join night with the Council *at least two weeks in advance* so we can create a geofence set up for you
- Put posters and yard signs up at the school, encourage current Scouting families to put up yard signs in their yards
- Post flyers and posters in your schools promoting the join night
- Ask to have a table at Back to School Night, to hand out materials and information. If the school will not let you have a table, ask to allow the Scouts to be greeters and door-holders as people arrive at Back to School night (in uniform!).
- Hand out Buddy Cards to all your current Scouts, encourage them to invite a friend to the join night or a unit meeting
- If allowed by the school rules, have your existing Scouting families send out a personal email invitation to the other families in their grade, to come to the join night (you can include a link to one of the many Scouting videos!)
- If the school will allow you, do a Cub Talk 1-2 days before the join night, hand out stickers or a link to your unit website
- Schedule your Parent Orientation Night for *no more than one week* after your join night, invite all new families to attend the meeting
- Send a welcome email to each of your new families and Scouts
- Conduct a second join night at end of October when fall sports end



Unit and District Timelines

Unit Timeline

Time Frame	Task	Page #	Deadline
January - February	<ul style="list-style-type: none"> Assign & Recruit Membership Volunteers 	20-21	February 28th
February - March	<ul style="list-style-type: none"> Plan Recruitments (Spring and Fall) 	7	March 15th
March-May	<ul style="list-style-type: none"> Unit Roster Check Be A Scout Pin Set Up 	13 7	May 30th
	<ul style="list-style-type: none"> Confirm Back to School Dates Secure Sign-Up Night & Onboarding Dates 	7 7	
May-August	<ul style="list-style-type: none"> Complete School Reservation Application, confirm School access for Fall 2022 	N/A	August 1st
June	<ul style="list-style-type: none"> Summer Activity #1 Day Camp – Same-Day Registrations 	N/A	June 30 th
July	<ul style="list-style-type: none"> Summer Activity #2 Sign-Up Night Trainings 	N/A	July 31 st July 14 and 19
August	<ul style="list-style-type: none"> Welcome Back Activity 	7	August 7 th
	<ul style="list-style-type: none"> Have Table at Back to School Night Hold Sign Up Nights & Onboardings #1 	7 7-12	School Date August 31 st
September	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #2 Drive Through Sign Up Night (Council/District) Zoom Sign Up Night (Council/District/Unit) 	7-12	September 30 th
October	<ul style="list-style-type: none"> Unit Roster Checks 	13	October 31 st
October-November	<ul style="list-style-type: none"> Hold Sign Up Nights (Round 2) 	7-12	November 20 th
December	<ul style="list-style-type: none"> Recharter 	13	December 18 th



District Membership Committee Timeline

Time Frame	Task	Deadline
January - February	<ul style="list-style-type: none"> Assign & Recruit Membership Team 	February 28 th
January - April	<ul style="list-style-type: none"> Schedule Key 3 Visits Schedule School Visits Plan District Recruitment for Fall 	April 30 th
March-May	<ul style="list-style-type: none"> Check Unit Rosters <ul style="list-style-type: none"> Check Be A Scout Pins Confirm Back to School Dates with Units Secure Sign-Up Night & Onboarding Dates Release plan and promote at Roundtable 	March 30 th
	<ul style="list-style-type: none"> Attend Staff Training 	<i>Date set by Council</i>
May-August	<ul style="list-style-type: none"> Complete School Reservation Applications 	August 7 th
June	<ul style="list-style-type: none"> Promote Summer Activities 	June 30 th
July	<ul style="list-style-type: none"> Promote Summer Activities 	July 31 st
August	<ul style="list-style-type: none"> Welcome Back Activity Sign-Up Night Trainings Provide Back to School Night Materials Hold Sign Up Nights & Onboardings #1 	August 7 th <i>August Roundtable</i> <i>School Dates</i> August 31 st
	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #2 	September 30 th
September	<ul style="list-style-type: none"> Hold Sign Up Nights & Onboardings #2 	September 30 th
October	<ul style="list-style-type: none"> Check Unit Rosters Assist with Recharterers 	October 31 st
November	<ul style="list-style-type: none"> Thank You Cards to Schools & Volunteers 	November 20 th
December	<ul style="list-style-type: none"> Recharterers Due 	December 18 th



Year-Round Recruiting Campaigns

As we rebuild Scouting following the COVID pandemic, the national bankruptcy, and the departure of certain charter partners, our Council is encouraging all units and districts to develop and implement a **year round recruiting campaign**. Traditionally we had done a spring and fall campaign, but as we work to grow units and participation, we have realized that every youth should be given an opportunity to join their friends and be a Scout, at any time!

Why Recruit New Scouts?

It is important to remember that the mission of Scouting is worth sharing with all youth. Recruitments are the primary mechanism to introduce the opportunity to deliver the mission of Scouting to all families in your area. An additional benefit to recruitment is that the parents of the Scouts you recruit are the next candidates to take leadership positions and lead the unit in the future, and help you lighten the load in the short term. Make recruitment a priority in your unit and, don't be afraid to ask for help.

Use the Back-to-School Season for a Fall Recruiting Push

*Requires planning in the Summer to execute two Sign-Up Nights between mid-August and the end of October. **It should be understood that Fall recruiting is mandatory for all Packs and strongly recommended for all other units (Troops, Ships, Crews, and Posts)**.* About 80% of the Scouts that join your unit throughout the year will join during the back-to-school season. Ensuring that a quality fall recruitment takes place is of the utmost importance. To some degree, if a recruitment is poorly executed or missed in the mid-August to mid-September timeframe, it is difficult to recruit a lot of Scouts because families have already chosen their activities for the year. If your unit is at all concerned about not having the capacity to execute a great fall recruitment, ask your District Executive and they would be happy to assign the help of the District Membership Team.

Continue Recruiting through the Winter, Spring, and Summer

Scouting activities and advancement are designed to allow youth to join at any time of year, so units should have regular recruitment plans and activities throughout the year. This could include inviting new prospects to participate in unit events (campouts, Pinewood Derbies, service projects, weekend hikes, etc). A key part of recruiting and Delivering on the Promise of Scouting is to have an active summer program. This includes activities at least once a month throughout the summer and ideally some kind of campout (check out day camps, or family camping at the McNeil Scout Ranch at Peaceful Valley). As new Scouts join, you will want to give them time to complete ranks, and you would need engaging monthly activities to prevent them from becoming distanced throughout the summer.

Peer to Peer Recruiting

All Scouts and units should be in the habit of regularly inviting their friends to see what cool things are going on in Scouting. Statistics show that youth are more likely to stick with the program if their best friends are doing it with them. Great ways to incentivize this include the Recruiter Strip for a Scout's uniform and unit level prizes. Your District Executive can help you create or order Buddy Cards, where each of your Scouts brings an invitation card to their best friends at school. Invite friends to unit meetings, rocket launches, pinewood derbies, rain-gutter regattas, picnics, campfires, hikes, service days, etc.





Marketing Strategies

Learn about local marketing resources that your unit can utilize, such as your church bulletin, NextDoor forums and publications, discussion groups for your neighborhood, community Facebook pages or Instagram pages, etc. Also look for opportunities for your unit to be visible in the community, such as assisting at church/temple/religious services as greeters and ushers, marching in 4th of July events, having an activity table in summer fairs and school fall festivals, and doing outdoor activities in visible locations during favorable weather.

<https://scoutingwire.org/marketing-and-membership-hub/>

BeAScout Unit Pin

Ensure your unit's BeAScout Pin is up to date so families searching for information on Scouting in your area can contact you directly. The Unit Key 3 (Unit Leader, Charter Org. Rep and Committee Chair) all have access through My.Scouting.org. See <https://www.scouting.org/wp-content/uploads/2020/05/Be-A-Scout-Pin-Set-up.pdf>

Printed Materials

Council-provided recruiting materials such as posters, yard signs, and custom stickers, for school bulletin boards, churches, town libraries, shopping centers, Cub Talks, etc. can be requested here: <https://www.denverboyscouts.org/resources/recruitment-resources/>. Printed flyers will be provided for distribution to all youth in each school if that is how your school district handles getting flyers out to students. Cub Talks will be held in every school possible to personally invite new youth to join.

Social Media

Social Media has become a virtual part of our lives and how we join groups. In the fall season, the Council offers Facebook Geofencing, which uses GPS to purposefully promote events such as Join Nights to people within a chosen radius from a set location. Additional methods of marketing may be utilized including other social media, networking and school communication apps.

Promotional Videos

The BSA National office provides high-quality, high-energy 30-second videos that can be personalized at the end with your unit's sign-up information.

Yard Signs

Families in the unit can put up a "Join Scouting" yard sign encouraging passers-by to join.

Buddy Cards

Prospective youth are much more likely to join the unit when they already know someone in the unit, and can have a personal connection. Encourage your youth *and families* to invite others in their grade to join! You can hand out Buddy Cards to your current Scouts, and make a contest for them to give these to friends in their grade to invite them to a join night, den meeting, or pack meeting (at any time throughout the year!).

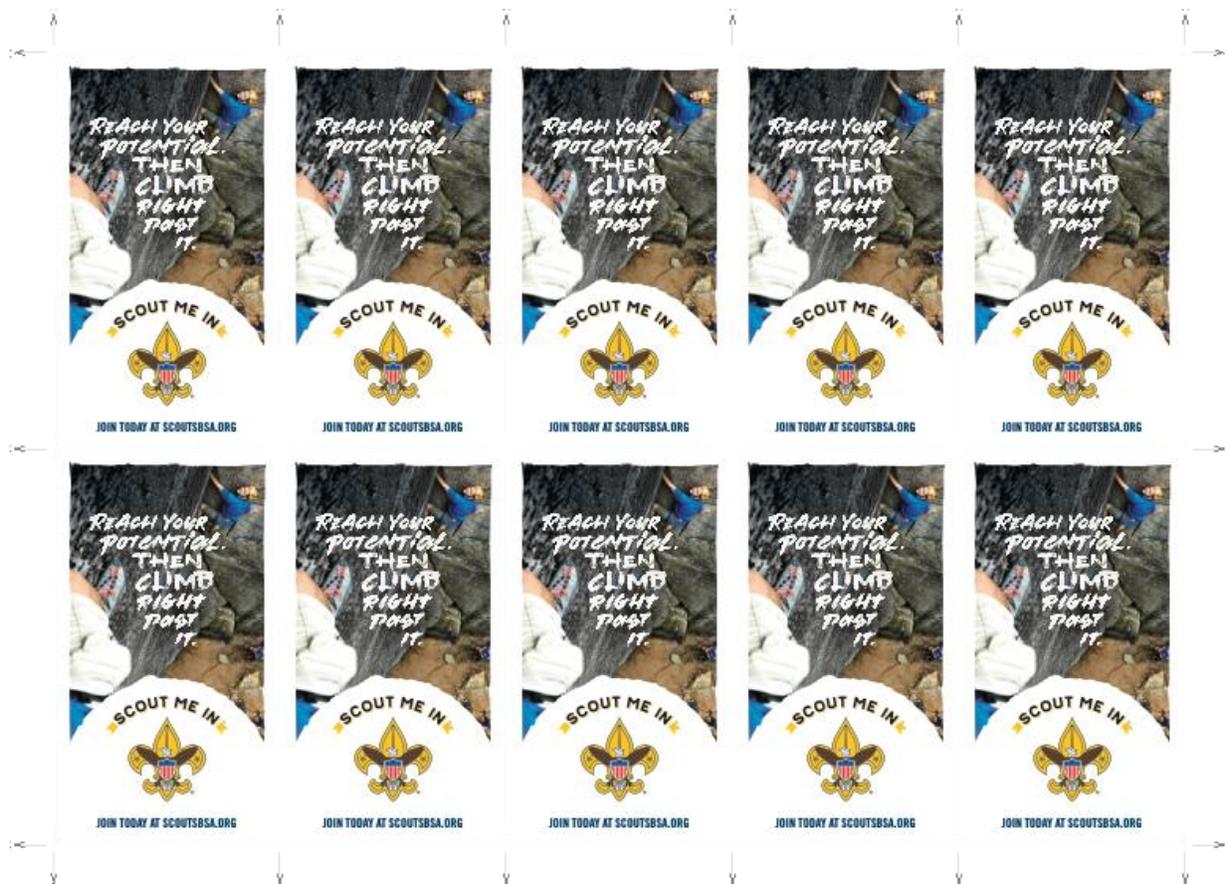


QR Code Flyers

Prospective families today are digital in how they receive their news and information. Whenever parents hear about a new activity for their kids, the first thing they do is go online to do research – so make it easy for them! Print off a bunch of quarter-page handouts to give out at your Cub Talks, with Buddy Cards, or to have available at your activities to hand out to interested people passing by, that have a QR-code link to Scouting or to your unit website. An example is included in the back of this booklet, or you can create your own at one of the many free QR code creation websites.

Virtual Cub Talks & Welcome Videos

Create short videos to send electronically to families and promote on Facebook. If you have a close relationship with your school, you could ask them to include a link to the welcome video in the school bulletin. Units can also create short welcome videos for anyone who “inquires” about their unit on Be A Scout, which is more fun than an email.





Stages of Recruitment

Stage 1: Planning & Promotion

Plan the Recruitment Date

- Determining the correct date for a Sign-Up Night requires thinking about the local community's activities & acting quickly. Another factor to include is the availability of the school for a Cub Talk. Schedule Cub Talk & Sign-Up Night with School(s)
- Schedule around major local community activities
- Ensure Cub Talk is 1-2 days BEFORE the Sign-Up Night

Determining Sign Up Night Dates

Sign Up Nights should be held:

- ✓ Tuesdays, Wednesdays or Thursdays.
- ✓ Start at 6:30pm or 7pm.
- ✓ After the first full week of school, but before the end of the fourth full week.
- ✓ Ideally held within one to two weeks after Back to School Night.

Dates to **AVOID**:

- ✓ The Tuesday after Labor Day.
- ✓ Thursday Night Broncos Games.
- ✓ Monday, Friday, and weekends.

Any facility fees required for a Sign-Up Night will be covered by the Denver Area Council with prior approval from the District Professional.

Printed Materials

Every unit has access to the Denver Area Council's Print Shop for printed materials such as flyers, posters, yard signs, etc. We encourage every unit to order materials online through the www.Denverboyscouts.com website. Each order placed should be for one School/ Recruitment event and should allow a minimum of 3 days for completion. Before submitting your order, you will need to determine some key points of information:

- New Member Coordinator Contact Info (Name, Phone, Email)
- Sign Up Night Details (Date, Time, Location with address)
- Onboard Meeting Details (Date, Time, Location with address)
- Number of Flyers and/or Stickers

Please refer to the Marketing section for instructions on how to order material online.

Back to School Events

Most schools will host an event for parents to gather information from other organizations the school might be affiliated with. Schools with engaged representation at Back to School activities have significantly better results!

- Secure a booth or table to promote unit. Set-Up Unit Display Board and an activity to draw families to the booth.
- Also include a Sign-In Sheet, Sign-Up Night Flyers, Unit Calendars & Applications.



Cub Talks

The Cub Talk is a recruiting presentation roughly three to five minutes to potential Cub Scout Pack members who are interested in joining the Scouting program. Typically held at elementary schools, they can also be given at community centers, churches and directly to other youth serving organizations. Sign-Up Nights that conduct Cub Talks in advance will have significantly better results!

There are many different types of Cub Talks to accommodate different availability of access:

Important Takeaways:

- ❖ Inform the Youth of the Meeting Information
- ❖ Excite & encourage the Youth to come to the Sign-Up Night.

1. **Classroom to Classroom** – Go from class to class and conduct a brief 90 second presentation. Give stickers to all youth.
2. **Assembly for Youth** – Some principals will allow presentation just prior to the end of the school day. Give stickers to them as they enter or leave.
3. **Cafeteria or Lunchroom** – Give a 90 second presentation to the youth while they are eating. Give stickers to them as they enter or leave.
4. **Recess** – Provides an opportunity to engage with the youth. Needs to be an attention grabber. Give stickers to them as they come by.
5. **On Their Way Out of School** – Have an activity table with flyer information for parents, give stickers to youth.

We use Stickers to grab the attention of the youth at the same time getting the meeting information home to the parents. The purpose of Cub Talks is informing the youth of when and where to go as well as to excite & encourage the youth to come to the Sign-Up Night.

Confirm the Cub Talk at least 1 day before the scheduled date

Cub Talk Example

<https://www.youtube.com/watch?v=kTF2iZij7bx8> or <https://www.youtube.com/watch?v=10Fx7GZwRW0>

Materials Needed:

- Wear your Scout uniform, or a Pack t-shirt or Scouting polo if you can
- Stickers with Sign-Up Night Details
- Sample Flyer – Hand out flyers to everyone again if they let you!

Cub Talk Presentation (HAVE FUN!!):

1. Introduce yourself!
2. Tell them you are there to invite them to join Cub Scouts.
3. Talk briefly about several of the fun things they will get to do if they join cub Scouts.
 - a. Pinewood Derby & Day Camps
 - b. Air Cannons & Fishing, etc.
 - c. Do not advertise things you don't do!
4. Emphasize time, date, and location of Sign Up Night at least 3 times.
5. Show flyer that went home already and explain the sticker will help parents remember.
6. Review key information before you leave.

After the cub talk, stake up to two (2) yard signs in front of or on the street corners of the school.



Stage 2: Conduct Your Sign-Up Night

Sign-up nights give parents and youth an opportunity to get to know Scouting at a personal level, face-to-face. Questions are answered, interest is built, and parents see how Scouting is for families like theirs, no matter what that family may look like. What's more, families often enroll their children right there on the spot. It's a win-win situation!

Sign-Up Night Material Box

Denver Area Council has created a seamless system for holding a Sign-Up Night using Sign-Up Night Material Boxes. This box contains everything a presenter would need to successfully execute a Sign-Up Night. Each box comes standard with the following resources; however, this should be checked **BEFORE** receiving the box.

Pre-Prepared Packet for Each Family

- | | |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Applications<ul style="list-style-type: none"><input type="radio"/> Youth<input type="radio"/> Adults | <ul style="list-style-type: none"><input type="checkbox"/> New Parent/ Guardian Orientation Guide<input type="checkbox"/> Scout Life Mini Mags<input type="checkbox"/> DAC Promotional Material |
|---|---|

Other Resources in the Box:

- | | |
|--|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Sign-In Sheets<input type="checkbox"/> Extra Applications<input type="checkbox"/> Authorization Forms<ul style="list-style-type: none"><input type="radio"/> Credit Card<input type="radio"/> Unit Account | <ul style="list-style-type: none"><input type="checkbox"/> Office Supplies<ul style="list-style-type: none"><input type="radio"/> Paper Clips<input type="radio"/> Pens<input type="checkbox"/> Grade Table Tents (K-5) |
|--|---|

Confirm the Location

Even though reservations may have been made for the Sign-Up Night, situations change so it's always good to confirm. The day before the Sign-Up Night it's recommended to confirm the location and any special instruction regarding access into the building.

Activities for the Youth

Having an activity for the youth during the Sign-Up Night greatly increases the success for three reasons:

1. Allows the parents to focus on the information being presented.
2. Demonstrates the Scouting method to the new parents from the beginning.
3. Solidifies the involvement of the youth, and confirms the promise to them of the amount of fun they will have in Scouting.

The activities do not have to be complicated or elaborate – just entertaining enough to distract the youth for 20 minutes. For example, a great activity for new Cub Scouts is working on their first rank advancement – the **Bobcat Rank**. For new troop members, they can work on their **Scout Rank**. They may not complete all the requirements that night, but it will encourage them to attend the next meeting to finish their first rank. Other activities include:



Cub Scouts

- Build Stomp Rockets
- Scout Oath & Law Word Search
- Marshmallow Catapults

Scouts BSA/Sea Scouts/Venturing

- Knot Tying competition
- Basic first aid training
- Pioneering demonstration
- Flag Etiquette





Recruitment Methods: W.R.I.P. and Multi-Station

Although there are multiple ways to recruit youth, the Denver Area Council has utilized a few methods that have proven successful over the years.

Method #1: The W.R.I.P. Method (2-4 volunteers recommended for this method)

A method that needs less volunteers but is more dependent on a specific start time is the W.R.I.P. method presentation. The presentation should be brief, informative, and follow the outline below. Please keep in mind that the entire presentation should be no more than 15 to 20 minutes.

W- Why Scouts? (3 minutes) Give a brief description of what Scouting is and why Scouting is important. Keep in mind that most of these parents are already bought in if they are at the Sign-Up Night.

R – Review Materials. (5 minutes) Review the materials in the Sign-Up Night packet. Be sure to also review unit-specific materials, your calendar and information sheet (these materials provided by unit).

I – Invite a Friend. (3-5 minutes) Your unit’s Onboard Meeting should be preprinted on a Invite a Friend postcard. Pass the customized postcard to each youth; have them write their best friends name from school or church who is not at the Sign-Up Night on the card and deliver the next day.

P – Paperwork. (As long as necessary) Assist parents in filling out their paperwork completely and efficiently. Reference the directions of completing applications online if the unit supports this option. This is a good opportunity to answer individual questions they may have and ensure they have all the information including dates and locations of upcoming event.

Method #2: The Multi-Station Method (8-10 volunteers recommended for this method)

By establishing “stations”, it allows for a more personal connection as each parent learns more about the unit. This method is for more of a “come and go” or “open house” style informational meeting, with the event lasting no more than an hour.

Have 4-5 tables spread out and have adults travel in groups of 3-5 to keep the process moving smoothly, so not everyone will arrive at once. The purpose is to get them the information and sign them up. At the same time an activity should be available to all youth who attend so that the parents can focus on the information.

Station 1: Welcome Table with a sign in sheet. Youth will go to activity.

Station 2: Unit Specific Information is handed out about activities and contact information. Include applications with handouts.

Station 3: Have handouts about the structure of the BSA & Unit operations.

Station 4: Fees & Fundraising is discussed.

Station 5: Paperwork is completed and can be turned in before leaving.

Once paperwork is completed, invite the adults to the Onboarding Meeting (within 1 week) to review and answer questions about the program.



Three things to ensure at the Sign-Up Night, REGARDLESS of method:

1. Applications/Information received for each youth attending, whether or not they are joining.
2. A good, organized experience for the new families.
3. The new families walk away with a calendar and they know when the next meeting is, with the contact information for the unit leadership.

Stage 3: Onboard Meeting for New Parents & Youth

Introducing New Parents to the structure of BSA programs creates a transparency allowing those same parents to become volunteers. This is best achieved at the Onboarding Meeting, which should be held no more than one week after the Sign-Up Night. This meeting is to show parents how Scouting gives youth what they want and offers what they, as parents, need from a program for their children. It introduces parents to other leaders within the unit as well as showing how they can help their youth succeed, and that it can be personally rewarding for them as well.

Get Them to Volunteer

Every Unit needs more volunteers to help the program operate more efficiently. The Onboarding Meeting is the **PRIME OPPORTUNITY** to provide a more one-on-one conversation with parents to express the Unit's needs and answer questions. Show how the parents volunteering will not only help the unit but will also provide training and skills useful in the workforce.

Do's:

- ❖ Have a handout that indicates position(s) available in the Unit.
- ❖ Set one-year term limits for each of the position(s).
- ❖ Allow THEM to ask questions – follow up with opportunities to help the unit.

Don'ts:

- ❖ Avoid negative statements – People join positive teams...not negative ones.
- ❖ Don't extend the meeting over one hour – Keep it short & to the point.

Example: One unit created a board listing all their activities for the year in individual boxes, and put sticky notes of various responsibilities in each box (such as a box for Pinewood Derby, and then sticky notes for track set up, announcer, prize organizer, clean up). Parents could volunteer by pulling down sticky notes, writing their name, and putting it back in the box for the activity!



Stage 4: Follow-Up for Retention

Even after we have completed join nights and gotten new Scouts to register, the effort of the Membership team is not over! We still want to make sure we are accounting for all the youth in the program, and to make sure their registration is properly renewed each year.

Unit Roster Checks

About 3 times a year, each unit should conduct a “Roster Check” which allows each unit to ensure each participating youth is registered within Scouting. This is important not only to ensure each Scout receives credit for their advancements, but also to ensure the unit and participants are covered under the National Insurance. Once a roster check is complete, it can be sent to the District Membership Chair or District Professional.

How to Complete a Roster Check:

- ❖ Create a list of youth and adults currently attending Unit activities/meetings
- ❖ Print the my.scouting.org membership Unit Roster for youth and adults
- ❖ Compare the lists: Who is missing from the My.Scouting.org list?
- ❖ Complete applications for youth & adults missing from My.Scouting.org list
 - Adult Apps must have YPT and new background check completed before submitting

Annual Recharter Renewals

Every year, units must complete a process called recharter where adult and youth members are renewed for the upcoming year. This is an important time in every unit’s schedule because, if not done properly, the unit will be forced to terminate their program, and the insurance covering leaders, Scouts, and meeting spaces will lapse. Preparing BEFORE recharter season can ensure that each recharter is processed smoothly. Please contact your District Executive or Unit Commissioner for more information on how to Be Prepared for this year’s Recharter Season!

For the Adults, make sure:

- ❖ Youth Protection Training is up to date.
- ❖ All Leaders are trained in their respected positions
- ❖ Confirm leadership positions – Position changes **REQUIRE A NEW** adult application with a new background check form (there is no additional cost, but their new position must be registered)
- ❖ Collect fees for upcoming year

For the Youth:

- ❖ Confirm all youth that are continuing
- ❖ Collect fees for upcoming year



Sign Up Night Instructions

Unit Sign Up Night – W.R.I.P. Method - IN PERSON SIGN UP

Before You Arrive

- Put on polo or Class B as appropriate with your school.
- Practice your presentation more than twice.
- Make sure you have all of your supplies needed for the Sign-Up Night.

When you arrive at the school

- Arrive thirty minutes early.
- Spread out your materials and set up room properly.
 1. Have a check in table with parent packets and sign in sheet.
 2. Put out the unit display board (if available).
 3. Reconfirm with the Pack leader that is giving a 3-minute overview of the unit.
- Either you or another leader must be positioned by the door to welcome the families with the sign in sheet and a calendar for everyone. Make sure everyone signs in.
- Have the youth and parents sit together by grade levels noted by the table tents.
- Set up a youth activity (crossword puzzle, scoutcraft...etc.)

The Presentation

- Begin promptly. **Keep the presentation to 10 to 15 minutes.**
- Introduce yourself and welcome all on behalf of the unit, the Denver Area Council, and BSA
- **Follow the W.R.I.P. guideline for the presentation**
- Refer to application for correct prorated registration fees and mention that the unit may have additional fees which will be explained at the orientation meeting. Checks should be made payable to the Denver Area Council.
- Collect applications:
 - *If this is an online app unit:* Walk everyone through the process, or provide computer access to complete applications on site
 - **Remember: Families have come to the meeting expecting and intending to sign up for Scouting. Whether or not everyone is joining, collect applications so we have all the information to get them involved.**
- Be sure every family has their Den Leader's name and phone number and when and where their first activity/meeting will be - this should be on the Unit Information Sheet.
- Give their Unit representative the unit copy of each youth and adult application as well as their copy of the sign-in sheet.



What to Do If...

- **You run out of applications.** Go ahead and collect the fees, and ensure that all youth names are on the sign-in sheet. The unit leadership gathers applications at the next meeting and submits to council or have them register online.
- **The school is locked.** If you don't know where to go or to call to get a key, hold the meeting in the parking lot, on the playground, or at any nearby facility (put up a redirect sign on the door). If that won't work, get everyone to fill out an attendance sheet and invite them to the upcoming meeting. Apologize for the inconvenience.
- **A youth shows up without a parent or adult.** Be sure you have them fill out the sign-in sheet. Ask another adult to help them fill out an application. Send the application home with them and ask them to bring it back with fees to their first meeting. Make sure the youth signs in on the attendance sheet so you can follow up.
- **The parents don't have any money with them.** Have the parent fill out and turn in an application anyway. Have the presenter take the top copy and make a note that payment is still needed. Tell the family to bring the fees to the first meeting. Check with the unit for possible registration assistance up front or consider having them register and pay online.

After the Meeting

- Collect leftover packets and supplies.
- Put the top sheet of all completed applications and money in the report envelope (or have the unit collect the fees and write a check to the Denver Area Council). Unit keeps a copy of each application.
- Put a copy of the sign in sheet in the report envelope, and the unit keeps a copy.
- Give copies of all applications and the sign in sheet to the Unit.
- Leave the room and the school in good condition.
- Connect with your District Executive on where to meet to get everything to the council office.



Unit Sign Up Night – W.R.I.P. Method - VIRTUAL JOIN NIGHT

Before You Go Live

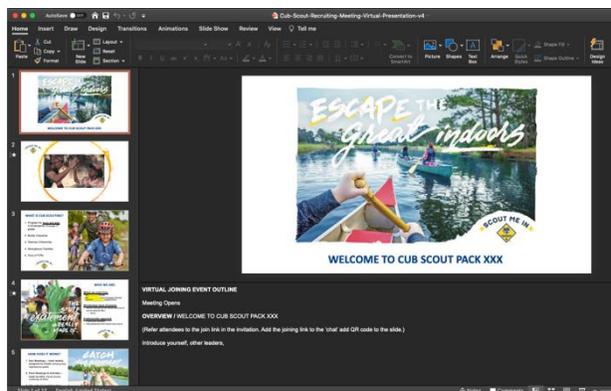
- Make sure to email out link to prospective scout families (class email lists, Friday folders, have current members email their friends, etc.)
- Post Zoom link on unit social media platforms (Facebook page, Twitter feed)
- Make sure that your BeAScout.org pin is configured to allow online registration (*see <https://www.scouting.org/wp-content/uploads/2020/05/Be-A-Scout-Pin-Set-up.pdf>*)
- Put on Scout Uniform, polo or Class B as appropriate with your school.
- Practice your presentation more than twice.

You can download a pre-built Zoom PowerPoint Join Night Presentation and a script at this link, you just need to put in your unit-specific information before you go live:

Powerpoint:

<https://www.denverboyscouts.org/wp-content/uploads/2020/09/Cub-Scout-Recruiting-Meeting-Virtual-Presentation-v4.pptx>

Script: <https://www.denverboyscouts.org/wp-content/uploads/2020/09/Script-for-Online-Join-Night-Powerpoint.docx>



Going Live

- Begin promptly. **Keep the presentation to 10 to 15 minutes.**
- Enable the chat function, and have another volunteer manning the chat while the presenter presents the information.
- Set the meeting so that participants cannot unmute themselves, so they do not interrupt the presentation
- Introduce yourself and welcome all on behalf of the unit, the Denver Area Council, and BSA
- **Follow the W.R.I.P. guideline and the script for the presentation**
- Point everyone to the BeAScout.Org link for your unit – send it out in the chat!!
- Be sure to provide the unit leader’s contact information (email, phone number) in the chat so the new families can contact you!
- Be sure every family has their Den Leader’s name and phone number and when and where their first activity/meeting will be - this should be on the Unit Information Sheet.



COVID-19 Additional Information

The Fall 2022 recruiting season will be the third fall season where Scouting is having to adapt to COVID-19 Coronavirus restrictions in our communities, our schools, and our charter partners. Some locations may not have any restrictions at all, while other locations may continue to prohibit outside organizations like Scouting from meeting within your usual meeting location for the rest of 2022. Conducting a full and successful recruitment season will require volunteers at all levels (unit, district, and council) to work together to overcome these temporary challenges and provide every youth in our Council with the opportunity to join Scouting.

Units

- Communicate with your charter partner and schools, learn and understand their specific requirements for your unit's meetings and join nights. Find out specifically whether you will be allowed in the building, do participants need to be masked, does the unit need to supply PPE (masks, sanitizer, etc.), should participants stay socially distanced, and is there a maximum number of people allowed in the event.
- Communicate with your District Executive about your restrictions, especially if you will not be allowed in your usual meeting location and need to find alternate locations.
- Plan and promote alternate Join Night formats (Zoom virtual join night, school playground join night session, etc.)

District Representatives

- Track and coordinate which charter partners are continuing to restrict access to facilities.
- Assist units to find alternate locations for meetings, opportunities to jointly meet with other units.
- Become familiar with jurisdictional COVID protocols required within the district (city/county regulations, school district protocols, etc.) and communicate these to units within the district.
- Evaluate units and strengths, assist weaker units with meeting organization (especially if conducting online/Zoom/virtual meetings).

Council Representatives

- Track and coordinate district join night and meeting access across council.
- Facilitate online/Zoom platforms for meetings.
- Assist units to find alternate locations for meetings, opportunities to jointly meet with other units.
- Coordinate and provide templates, webinars, videos, and council-wide marketing and promotion of Scouting.



Position Descriptions

District Membership Team Responsibilities

- With District Membership Chair, ensure that the District Membership Team is staffed with quality personnel.
- Visit the principal of schools we have poor or devolving relationships with by mid-April.
 - With a District Executive, talk scouting values and how our programs improve the lives of their students.
 - Utilize the Principal Plan brochure provided by the Council.
- Visit struggling or worsening Unit Key 3's to review this plan for the fall campaign.
 - Invite a Unit Commissioner or the ADC to attend this meeting.
- Attend the Council Sign Up Night Training.
- Assist in the District's Sign Up Night/Fall Membership Training (May or August).
 - Help ensure EVERY unit sends at least one representative to the training.
- Ensure every school holds a Sign-Up Night, preferably between the second and fourth week of school. When scheduling Sign Up Nights with units, ask each unit for their first major event following Sign Up Night:
 - Use this event to personalize Bring a Friend Postcards for each Sign-Up Night using date/time/location information. Staff is responsible to print and bring Unit's personalized Bring a Friend Postcards when putting together Toolbox.
- Work with several units and make sure their fall plan is airtight.
- Attend and Assist Sign up Nights

When the Sign-Up Night Event Approaches:

- Call leaders, confirm Sign-Up Night dates
- Have District volunteer communicate with Unit for Sign-Up Night to confirm attendance and presentation specifics.
 - Arrange each presenter to meet at least one hour prior to the school night to pick up the Sign-Up Night Toolbox.
 - Collect attendance rosters and follow up on youth that did not register

Ensure units are using the following promotions items

- Back to School Night Table
- Cub Talks (District Executive will do – they should take place a day or two before the Sign-Up night.
- Yard Signs (in front of the pick-up/drop off areas and street fronts)
- School/local marquee or billboard
- School PA announcements
- PTA and school newsletters, e-notices, emails, school texting, websites, social media, etc.
- Flyers (1-2 weeks prior to ensure they're sent home in weekly folders the week before the Sign-Up Night)



Unit Membership Team Responsibilities

Jan-May

- Key 3 meets with District Executive to customize your unit's marketing plan.
 - Host a Spring Sign up Night utilizing custom invite a friend cards to unit events.
- Unit Representative attends either the Council School Night training in April, or the District fall recruitment training in May or August.
- Designate unit's New Member Coordinator

May-mid July

- New Member Coordinator and other unit Key Leadership attends the District Sign Up Night Training (typically May or August – refer to district calendar).
- Create your 2021-2022 Unit Calendar.
- Create Unit Information Sheet, contact name(s), phone number(s), meeting day/time/location and a general overview of the unit activities.
- Order flyers, yard signs, and posters through the Denver Area Council Website:
www.denverboyscouts.org/membership
- Confirm your Sign-Up Night date and unit's first activity following Sign Up Night with your District Membership Chairman and District Executive.
- Reserve a booth at your school's Meet the Teacher/Back to School Night/Parent-Teacher Conference and assign an engaging unit leader to promote the unit.
- Unit leadership identifies and plans marketing methods that can be implemented by all unit parents within the school and through social media.
- Designate unit leadership to hold a FUN activity for the youth at the Parent meeting following Sign Up Night.

Mid July- August

- Implement Marketing Methods at least 2 weeks prior to Sign Up Night.
- Notify Council of your Sign-Up Night dates so that geofences can be set up.
- Attend Back to School Night to market upcoming Sign-Up Night.
 - Items to Bring: Unit Calendar, Unit Information Sheet, Sign Up Night flyers, a unit display board, and a sheet to collect interested names/contact information
- Ensure 2-3 Unit Representatives attend the Sign-Up Night with Unit Information Sheet, Unit Calendar, Unit Display Board, and change (small bills and quarters). Have someone prepared to give a 3-minute highlight of what your unit will do over the next school year and available to answer unit-specific questions.
- Get new applications to your District Executive to be added to your unit's roster.
- Have a Parent Orientation meeting the week after your Sign-Up Night. While the youth are having fun with an activity, hold your Parent Orientation Meeting and provide a list of leadership opportunities within the unit with short position descriptions.
 - Be prepared to welcome new families during this event/activity. Have the new youth join the Scouts and the new parents sit in on the orientation and sign up any unregistered youth. Collect fees and turn in any applications to the Council office or your District Executive.
- Continue inviting families to your upcoming meetings via invite a friend cards and flyers.

September

- Work with your District Executive to consider the need for a second recruitment.
- As youth continue to join, remember to send applications to your District Executive.



New Member Coordinators

[Note that a unit is encouraged to have co- or multiple holders of this position.]

Sustaining strong membership in a unit depends not only on having new members join the unit but also on engaging youth and their families in the unit experience so that they stay. The role of the New Member Coordinators is to ensure that both of these keys to success take place.

Appointment and Support:

- The New Member Coordinators are appointed by and report to the Unit Committee Chair.
- The New Member Coordinators work with and are supported by the District Membership Chair as well as by unit leadership, the sponsoring organization, and commissioners.

Responsibilities:

- Serve as welcoming ambassadors for the unit.
- Work with the unit committee in planning and implementing the Unit Membership Plan.
- Participate in Fall Recruitment trainings and work with the district membership team.

Specific responsibilities for each New Member Coordinator should be determined by the unit's Committee depending on the needs of the unit. The tasks and opportunities listed below should help to guide the planning for individual and shared responsibilities.

Each of the three action elements serve as pillars of the Unit Membership Plan.

- 1. Share the benefits of Scouting.**
 - a. Share your Scouting story, showing the impact of Scouting on your family.
 - b. Confirm the fun and value of Scouting to youth, families, and the community.
 - c. Promote Scouting benefits through social media and other avenues.
 - d. Showcase Scouting through engagement in local community events and service.
- 2. Coordinate unit recruitment.**
 - a. Oversee unit recruitment efforts including joining events, informational presentations, and invite-a-friend initiatives.
 - b. Appeal to potential new scouts and their families through well-designed and widely distributed invitations through online media, flyers, and personal contacts.
 - c. Ensure the unit's BeAScout pin is up-to-date and that prompt response occurs.
 - d. Collaborate with local school representatives and community leaders, particularly in the chartered organization, to foster promotion of Scouting opportunities.
- 3. Guide the joining and welcoming process for youth and their families.**
 - a. Help youth and adults to greet newcomers warmly and to establish friendly, enjoyable relationships so that new members form a strong sense of belonging.
 - b. Develop a unit welcome packet that answers frequently asked questions and provides resources and contact information.

Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center or your District Executive.



Appendix



Pack Sign Up Night Checklist (Due at August Roundtable)

Pack: _____ District: _____
Name: _____ Phone: _____
Email: _____ @ _____

BeAScout Pin

- Accepting Online Apps

Unit Fees

- \$ _____ - Monthly - Annual

Regular Meeting Information
[SUN] [MON] [TUE] [WED] [THU] [FRI] [SAT]
[WEEKLY] [BI-MONTHLY] [MONTHLY]
Time: _____
Location: _____

If you have not ordered materials yet, please complete the following information

Cub Talk Details

- Date: _____ Time: _____ Location: _____
- Date: _____ Time: _____ Location: _____
- Date: _____ Time: _____ Location: _____

Sign-Up Night Details

- Date: _____ Time: _____ Location: _____
- Date: _____ Time: _____ Location: _____
- Date: _____ Time: _____ Location: _____

Order Materials: <https://www.denverboyscouts.org/resources/recruitment-resources/>

- # of Flyers: _____
- # of Stickers: _____
- 2 Yard Signs - Yes - No
- 2 Posters (11" x 7") - Yes - No
- # of Invite a Friend Post Cards: _____ (Example: On-Boarding Meeting)
 - Date: _____ Time: _____ Location: _____

----- CUT ----- CUT ----- KEEP FOR THE PACK ----- CUT ----- CUT -----

Pack Check List: (Page # references the 2020 Cub Scout Recruiting Plan)

- Attend Sign-Up Night Training
- Reserve Booth @ First School Activity (pg. #) | Date: _____ Time: _____
- Pack Driven Marketing Methods
 - _____
 - _____
 - _____
- Cub Talk Date Set (pg. #) | Date: _____ Time: _____
- Sign-Up Night Set (pg. #) | Date: _____ Time: _____
- Prepare Informational Sheet (pg. #)
- Prepare 3 Month Pack Calendar (pg. #)
- On Board Meeting Set (pg. #)



Sign Up Night Training Agenda

Hosted by District Membership Team at August Roundtable
For Sign Up Night Presenters and Pack Leaders

- ❖ Mock W.R.I.P. Presentation
- ❖ 2022 Sign Up Night for Scouting Overview
- ❖ 3 Keys to a successful recruitment
 - Marketing
 - Sign Up Night/WRIP
 - Onboarding: Parent Orientation/Invite a Friend

Breakouts – New Member Coordinators/Sign Up Night Presenters

New Member Coordinator Breakout (Pack Volunteers)

- ❖ Pack Responsibilities for Sign Up Night
 - Meet with your professional to review Sign Up Night Plan (January-May)
 - Schedule Sign Up Night Date and Onboarding/Invite a Friend Date
 - Pack Sign Up Night Checklist – Due by August Roundtable

- ❖ Implementing Marketing for your Pack
 - Sending a Representative to the Back to School/Meet the Teacher Night
 - Ordering flyers and other Sign Up Night Supplies
 - Marketing at schools through parents

- ❖ Your Pack's role at the Sign-Up Night
 - Pack Information Sheet
 - Pack Calendar

- ❖ Onboarding new parents and youth
 - Review Sample Agenda

Sign Up Night Presenter Breakout (District Volunteers)

- ❖ Review Sign Up Night Presenter Responsibilities
 - Pick Up/Drop Off Meeting Locations
 - What is in your Sign-Up Night Toolbox
 - Conducting a quality W.R.I.P. Presentation
 - Bring a Friend Postcards
 - Collecting Attendance Roster
 - Collecting and returning applications, attendance sheets, and supplies that same night



Onboarding Parent Orientation Meeting Agenda

6:00 Set Up

Assigned to _____

Set up tables and chairs as needed.

Make sure all materials and equipment are on hand.

- Den rosters from recruiting meeting.
- 3-5 Parent Packets (for any new families).
- Parent Talent Survey Sheets.
- Pack Calendar & Contact Information.
- Prepare activity with 2 volunteers ready to have fun with Scouts!

6:30 Start the Meeting

Assigned to _____

Opening

- Have the youth participate in a fun activity with designated Pack Leadership.
- Have all the new parents meet for the parent orientation.
 - Discuss the pack's plans for the future, mentioning some of the more exciting activities.
 - Have parents fill out the Family Talent Survey

6:45 Parent Involvement

Assigned to _____

Have families sit together (by age group)

- Introduce any people that were recruited since the first Sign Up Night.
- Share the Pack's Leadership Position opportunity list that you customize for your Pack before the meeting.

Discuss parent involvement

- Explain that the Cub Scouting program is an all-volunteer organization.
 - "Our Pack is successful because each family volunteers in some way during the year to help the Pack. Some people run the Den or Pack Meetings. Some people take a 'behind the scenes' role on the Pack Committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc."
- Have the Pack Trainer or an experienced leader talk about helping new leaders get started – Youth Protection, Fast Start Training, This is Scouting, Leader Specific, Roundtables, and monthly Pack Leaders' Meetings.
- Show how the Cub Scout Den Meeting plans and resource books are available online.
- Discuss adult registration fees and uniforms.
- Ask each family to sign up for one of the Pack's Leadership Positions listed on the customized sheet.

7:00 Finish Recruiting

Assigned to _____

- For dens that already have a Den Leader:
 - The Den Leader discusses Den Meeting dates, times, and locations.
 - Collect applications and fees for new registering adults.



Parent Information Sheet

Parent Name: _____

Parent of: _____ Grades(s) _____

Address: _____

City: _____ State: _____ Zip: _____

Preferred Phone: _____ Alternate Phone: _____

Email Address: _____

Scouting is for parents as well as youth. We have a great group of parents who help according to their abilities. The information you share will help the unit committee determine ways you can help.

My Job or Profession: _____

My Hobbies: _____

My Scouting Experience: _____

- I am available to help with my scout's den meetings
- I am available to help with unit meetings and events
- I am available to serve on the unit committee
- I am available to help on these days of the week: M | Tu | W | Th | F | Sat | Sun
- I am available to help during these times of the day: Mornings Afternoons Evenings

General Activities:

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> I have a van or truck <input type="checkbox"/> I enjoy woodworking/carpentry <input type="checkbox"/> I have power tools <input type="checkbox"/> I enjoy camping <input type="checkbox"/> I have camping gear <input type="checkbox"/> I have outdoor skills and can assist or lead in teaching them <input type="checkbox"/> I enjoy cooking/baking <input type="checkbox"/> I enjoy crafts projects <input type="checkbox"/> I enjoy writing <input type="checkbox"/> I can maintain web sites <input type="checkbox"/> I have a Facebook account <input type="checkbox"/> I enjoy shooting sports <input type="checkbox"/> I enjoy water activities <input type="checkbox"/> I have first aid training | <ul style="list-style-type: none"> <input type="checkbox"/> I can make contacts for special trips and activities <input type="checkbox"/> My workplace would be a great field trip <input type="checkbox"/> I have access to camping property <input type="checkbox"/> I can lead songs OR games <input type="checkbox"/> I enjoy sewing <input type="checkbox"/> I enjoy event planning <input type="checkbox"/> Other: _____ |
|--|---|



Sample Pack Information Sheet

Pack 12345

Localtown Elementary School

123 Main Street, Denver, CO

www.BestScoutPackInDenver.com

IMPORTANT INFORMATION FOR NEW MEMBERS

Contact Information

Cubmaster: Bill Boyce (303) 333-3333 GetsLostInFog@gmail.com	Committee Chair: Ernie Seton (303) 555-5555 NativeLore@gmail.com
Denver Area Council Website: www.denverboyscouts.org	

Meeting Information

Monthly Pack Meeting: 6:30 – 7:30 PM	2 nd Tuesday of Each Month
Weekly Den Meeting TBD by Den Leader	TBD by Den Leader
Location: Localtown Elementary School	123 Main Street, Denver, CO

Upcoming Events:

Date	Event	Time	Location



Sample Pack Calendar

September

- 4 Join Night (new members)
- 11 Pack Meeting @ School
- 14-16 Cub-O-Ree at Magness Adventure Camp
- 21 Leader’s meeting at 8:10a @ Coffee
- 29 Hike in State Park?

October

- 4 Roundtable (leader training)
- 5 School Carnival (4:30p)
- 9 Pack Meeting @ School
- 14 Hike at Rocky Mtn Arsenal?
- 20 District Camporee Service Project (Odom Farm)
- 26 Leader meeting at 8:10a @ coffee
- 27 University of Scouting training 8a-4p

November

- 1 Roundtable
- 2/3 Popcorn distribution
- 13 Pack Meeting @ School
- 17 Scouting for Food pick up food
- 22-23 Thanksgiving- no school
- 30 Leader’s meeting at 8:10a @ coffee
- TBD Pack Hike?

December

- 6 Roundtable
- 11 Pack Meeting @ School - handout Derby cars, popcorn prizes
- 21 1st day of school break

January

- 3 Roundtable
- 7 School resumes
- 8 Pack Meeting @ School - PW Derby workshop
- 11 Leader’s meeting at 8:10a @ coffee
- 12 PW Derby workshop (Sat)
- 12 Scout Day at Stock Show
- 29 Pinewood Derby (Tuesday)

February

- 1 Roundtable
- 3 Scout Sunday
- 12 Pack Meeting @ School
- 18 No School-Presidents Day
- 22 Leader meeting at 8:10a @ coffee
- TBD Blue & Gold Banquet

March

- 7 Roundtable
- 12 Pack Meeting @ School– Crossover of Arrow of Light to Troops
- 25-29 Spring Break
- TBD Visit District 3 Police Station
- TBD District Pinewood Derby
- TBD Tour US Mint
- TBD Volunteer at Church Fish Fry

April

- 4 Roundtable
- 9 Pack Meeting @ School/Ambulance visit
- 26 Leader Meeting at 8:10a @ coffee
- 27 Scout Show @ NWSS
- TBD Sports Breakfast (flag ceremony)
- TBD Pack Hike/Camping for the brave
- TBD Scouting Mass (Parvuli Dei, Light of Christ)

May

- 2 Roundtable
- 14 Pack Meeting @ School
- 27 Memorial Day
- TBD Hike/Campout
- TBD End of Year Banquet

June

- 7 Last day of school
- 6 Roundtable
- TBD Pack camp @ Magness Adventure?

July

- TBD Hike/campout?
- TBD Pack camp @ Magness Adventure?
- TBD Parent Committee Planning Meeting



Example QR Codes

Here are some example QR code sheets you can use as inspiration! There are many websites that will allow you to create your own QR codes for free or nominal cost. Some (like the ones created below) also allow you to insert small images in the center to better define yourself!



Troop 62



Join Now!



Famous Scouts!



Watch Me!



Additional Recruiting Resources

Denver Area Council Membership Materials – here is your link to membership resources for the Denver Area Council, including a link to this booklet, sign-up sheet for flyers and posters, and other materials from the Council:
<https://www.denverboyscouts.org/resources/recruitment-resources/>

BSA National Marketing and Membership Hub – your one-stop shop for all information and best practices for membership recruitment!
<https://scoutingwire.org/marketing-and-membership-hub/>

Pack and Den Recruiting Materials – this is the website set up by National to provide resources to units for recruiting purposes, including artwork, best practices, case studies, activity ideas, etc.
<https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

YouTube – There are multiple Scout story and recruitment-focused videos on YouTube, that you can insert into your unit emails and put on your unit website to show off everything that Scouting has to offer.