

2017
Denver Area Council
Cub Scout Membership Growth Plan



Sign Up Night for Scouting Overview/Keys to Success

Plan

3 Keys to Success:

- Marketing - Plan ahead to maximize promotion for Sign Up Night through council and unit marketing methods
 - Sign Up Night - Conduct a Sign Up Night for every school in the Denver Area Council. **W.R.I.P.** through your school night presentation in 15 minutes and get them signed up
 - Onboarding - Ensure a quality program is planned for at least the first 3 months and onboard the new parents into active Pack leadership roles the first meeting following the Sign Up Night
- Confirm with each school the “Back to School/Open House” night and secure Pack representation
 - Secure commitment for recruitment plan with **Unit Key 3** prior to June 1st using the Membership Plan handout. Email the Sign Up Night plan to the unit Key 3 one week prior to meeting and review face to face.
 - Hold a Sign Up Night for each school during the second or third week after school starts.
 - At the sign up night, reference the pre-printed Invite a Friend Postcard with details of the Pack’s next meeting/activity. Have all the new boys write their best friends name on the card that is not at the meeting and request that they hand deliver the invite at school the next day.
 - At the Pack’s next meeting/activity following the Sign Up Night, have a breakout to onboard all new parents.
 - Repeat sign up night and invite a friend/onboarding process until the recruitment goal is met.

Promotion

- Follow the Customized Recruitment Plans created with each Pack
- Recruiting materials such as posters, Yard Signs, custom stickers, etc. will be provided for school bulletin boards, churches, town libraries, shopping centers, boy talks, etc.
- Printed flyers will be provided for distribution to all eligible youth in each school
- Council wide publicity with local media will be properly coordinated by the Council Director of Marketing and District Leads
- Boy Talks will be held in every school possible to personally invite new boys to join
- Alternative methods of recruitment will be utilized when needed including sign spinning, text announcements, and social media



Timeline by Dates

January-March	Contact each school principal to schedule relationship building meeting
March	Staff Sign Up Night Training
April – May	Meet with Pack Key 3 to customize recruitment plan
April 19 th	Council Sign Up Night Training at Englewood High School (6:30pm)
End of May	Confirm 1 st Sign Up Night date with Schools
May/June	District Sign Up Night Training
By August 1 st	Invite a Friend/Parent Orientation Date
August	Roundtable Sign Up Night Training (for Packs who did not attend in May/June)
August 15 th	All Posters & Yard Signs up, flyers delivered to units
August	Deliver flyers to schools during first week for distribution
August	Pack sends representative to Meet the Teacher/Back to School Night/Parent-Teacher Conferences
August	Have a Commissioner or Pack representative call every boy that was dropped from the roster and personally invite them to the Sign Up Night
August, September	Sign Up Nights held 2 nd or 3 rd week of school
By September 29 th	Pack holds Invite a Friend and Parent Orientation Meeting
October	Repeat sign up night and invite a friend/onboarding process if Pack membership goal is not yet met
November	Collection of Unit rosters due
End of November	Thank you note to principals and key volunteers



Determining Sign Up Night Dates

Sign Up Nights are to be held:

- Tuesdays, Wednesdays or Thursdays
- Start at 6:30pm or 7pm
- At each elementary school
- After the first full week of school, but before the end of the third full week
- As a stand along meeting, not in conjuncture with a Pack or Den Meeting

Dates to AVOID:

- The Tuesday after Labor Day
- Thursday Night Broncos Games (Games on 9/8, 10/13)

Prof./District Membership Team Responsibilities

1. Work with the District Sign Up Night Chairman to ensure recruitment of quality personnel to conduct the presentation at each Sign-Up Night as needed
2. **Visit each school principal to set recruitment and marketing plan for the fall join campaign by April. Utilize the Principal Plan brochure provided by the Council**
3. **Visit each Cub Scout Pack Key 3 to review the Membership Plan handout for fall campaign by June. Invite Unit Commissioners to attend this meeting.**
4. Ensure every school holds a Sign-Up Night between the second and third week of school. When scheduling Sign Up Nights, ask each Pack for their first major event following Sign Up Night:
 - a. Use this event to Personalize Bring a Friend Postcards for each Pack using date/time/location information. Stuff Pack's personalized Bring a Friend Postcards in Parent Packets when putting together Toolbox
5. Hold a District Sign Up Night training in April or May and again in August
 - a. Ensure attendance from every Pack at the training
6. Coordinate between your Packs and Schools to:
 - a. Confirm the Sign-Up Night dates. You suggest the date! Avoid conflicts and schedule early. Do not schedule your date on the same night as elementary, middle and high school open houses, PTA/PTO meeting nights, major sporting events, etc.
 - b. If a school has a marquee or a billboard, inquire as to the possibility of putting an announcement on it. Also, inquire about school PA announcements. Arrange to have reminder announcements made several days in a row before the Sign Up Night date. Utilize PTA and school newsletters, e-notices, emails, school texting, websites, social media, etc.



- c. Arrange Boy Talks to excite and invite boys the day before the Sign Up Night. If the school does not allow access, see if they will consider lunch room boy talks or allow you to talk to the boys during recess.
 - d. Confirm arrangements for room and for a custodian if necessary.
 - e. Display posters and Yard Signs in prominent locations. Personally put up the posters. Use high traffic areas like the main entrance to the school, bathrooms, in the cafeteria, etc. Yard signs should be put in an area that parents will see during drop off and pick up
 - f. Deliver “flyers” in advance (1-2 weeks prior) so they will be sent home with boys prior to the Sign Up Night
7. Assign a Presenter for each Sign-Up Night - a leader within the Pack may be the Presenter should they meet the qualifications and standards, otherwise recruit and assign a district volunteer. Schedule Report Meeting locations for each Sign-Up night. Provide this schedule by school/unit/date to all presenters prior to the Sign-Up Night.
- a. Arrange for each presenter to meet you at least one hour prior to the school night at the report meeting location to pick up Sign Up Night Toolbox
 - b. Attend/assist Sign Up Nights when possible after all supplies have been picked up
 - c. Be at the report meeting location by 30 minutes after the start of the first Sign Up Night prepared to meet the presenter to collect applications, money, and left over parent packets and slime (Presenters are allowed to have the Pack keep 3-5 Parent Packets, but all other materials must be returned)
 - d. Collect attendance rosters and follow up on boys that did not register at Sign Up Night

Boy Talk

- Sign Up Nights that conduct a Boy Talks will have significantly better results!
- To be held during school hours on the day before the Sign Up Night
- Purpose of the boy talk
 - To excite and encourage boys to come to the Sign Up Night
 - To inform the boys of when and where to go
- Preparation:
 - Ask the principal for a brief opportunity to invite boys personally to join Scouting. This can be done in the following ways:
 - Go from classroom to classroom to conduct a brief 90 second presentation. Give stickers to them as they enter
 - Some principals will call an assembly for boys just prior to the end of the school day. Give stickers to them as they enter
 - Conduct a 90 second presentation in the cafeteria while the boys are eating. Give stickers to them as they enter
 - Use recess as an opportunity. Needs to be an attention grabber. Give stickers to them as they come by



Classroom Visit/Boy Talk Checklist

- Wear Field Uniform
- Bring necessary materials
 - Stickers
 - Slime
 - Sample Flyer - Hand out flyers to everyone again if they let you!
- Boy Talk Presentation (HAVE FUN!!)
 - Introduce yourself
 - Tell them you are there to invite them to join Cub Scouts
 - Talk briefly about several of the fun things they will get to do if they join cub Scouts
 - Pinewood Derby, fishing, slime, day camp, bow and arrows
 - Do not advertise things you don't do!
 - Emphasize date and location of Sign Up Night several times.
 - Show flyer that went home already and explain the sticker will help mom and dad remember
 - Review key information again
 - Avoid taking questions during presentation. Walk around, distribute stickers, and answer questions from students after the 90 second presentation



District Sign Up Night Training Agenda
Hosted by District Membership Team in May or June AND August Roundtable

- | | |
|---|--------------------|
| 1. Welcome | Membership Chair |
| a. What's New? The 2017 Membership Plan | |
| 2. 2017 Sign up for Scouting Overview | District Executive |
| a. 3 keys to a successful recruitment | |
| • Marketing | |
| • Sign Up Night/W.R.I.P | |
| • Parent Orientation/Invite a Friend | |

MARKETING/PREP

- | | |
|--|--------------------|
| 3. Pack & District Representation/Responsibilities | District Executive |
| 4. School Night Supplies and Checklist | District Executive |

SIGN UP NIGHT/ONBOARDING

- | | |
|--|--------------------|
| 5. W.R.I.P. Plan in Action | District Executive |
| a. Invite a Friend Postcard | |
| 6. Collect Supplies/Applications by District Rep. <u>THAT NIGHT</u> | District Executive |
| 7. Parent Onboarding/Invite a Buddy | Membership Team |
| a. Designate a Unit Leader or a Troop to Run a Fun Activity for the Boys | |
| 1. (Slime can be used for this activity) | |
| b. Meet with New Parents to review and assign Pack Leadership Opportunities | |
| c. Review Training Opportunities including My.Scouting.org and Council Trainings including University of Scouting, Roundtables, and District Specific Trainings. | |
| d. Quality 3 Month Program Set Including Den Meeting Schedules and Pack Meetings | |
| e. Popcorn, Pack Dues, and Investment in Character | |
| 8. Slime Demo | Membership Team |
| 9. Closing | Membership Chair |



Sign Up Night Supplies

1. Sign Up Night Toolbox (**provided by the Denver Area Council, BSA - to be picked up by Sign Up Night Presenter the night of presentation at designated Report Meeting location**)
 - a. Parent Packets
 - i. Applications
 1. Youth
 2. Adult Leader (Spanish applications are available upon request)
 - ii. Parent Orientation Guides
 - iii. Boys' Life Magazine, "Mini-Mag"
 - iv. Trail to Bobcat Guide
 - v. Customized Buddy Card
 - vi. Scouting Uniform Checklist
 - vii. Trail's End Popcorn Information
 - viii. Online Registration Directions
 - b. Registration Incentives (for youth that complete an application and pay fees)
 - i. Promotional Avalanche/Nuggets Pre-Season voucher
 - ii. Council Shoulder Patch
 - iii. Slime
 - c. Grade Table Tents
 - d. Report Envelope
 - e. Attendance sheets
 - f. Credit Card Slips (Only distribute upon request)
 - g. Pens and other supplies
 - h. Packet with "extras" of each of the supplies
2. Cub Scout Den and Pack Meeting Guides (available online)
3. Pack Specific Information (Provided by Pack)
 - a. Unit leader names and contact information
 - b. Critical dates and information on upcoming Pack activities
 - c. Pack Calendar (Minimum 3 months)
 - d. Display board with pictures of Pack Activities



**Pack Sign Up Night Checklist
(Due at August Roundtable to get Slime)**

Pack _____ District _____

School/s _____

Pack Sign Up Night Volunteer _____

Phone _____ Email _____

Pack Checklist:

- Pack Attendance Secured for August Roundtable Training
- Pack Booth at Back to School Night – Date _____
- Pack School Night Date Set – Date _____
- 1st Pack Meeting/Activity for Invite a Friend – Date _____
- Pack Information Sheet Prepared
- Pack Calendar (Minimum of 3 Months)
- Scheduled Parent Orientation with Youth Activity – Date _____
- Pack Leadership Marketing Methods
 - _____
 - _____
 - _____

Professional Staff Checklist

- Implement Customized Membership Plan for Each Unit
- Marketing Materials Printed and Delivered (Posters, Flyers, etc...)
- Deliver Yard Signs at August Roundtable
- Schedule and Conduct Boy Talk – Date _____
- Pick Up and Drop Off Locations for Apps and slime set
 - Pick up Location – Date/Time _____
 - Drop off Location – Date/Time _____
- Order Customized 2nd Sign Up Night Invite a Friend Post Cards



2017 Denver Area Council Fall Sign Up Night Presentation Plan

Thank you for your involvement with this year’s Sign Up Night for Scouting campaign. Your support during this time is key to growing the Scouting program in our community.

As a leader, you will be responsible to coordinate with your District Sign Up Night Presenter with the date, time, and location of your fall recruitment presentation. Your Pack will be responsible for providing a Pack Information Sheet at the Sign Up Night to include key contacts and activity calendar for at least the next 3 months.

Your assigned Sign Up Night Presenter will provide New Parent Packets, slime, and other supplies.

The Presentation:

We have a new standard for the Sign Up Night presentation this year that is simple and straight forward. The Sign Up Night presentation should follow the **W.R.I.P.** guidelines below. The key to this year’s presentation is that it should be brief and informative and follow the outline below.

Please keep in mind that the entire presentation should be no more than 15 minutes.

W- Why Scouts? (3-5 minutes) Give a brief description of why Scouting is important. You may consider referring to the information outlined in the graphic here. Keep in mind that most of these parents are already bought in if they are at the Sign Up Night.

R – Review Materials. (3-5 minutes) Review the materials in the Sign Up Night packets and the Pack Information Sheet with the parents. Keep in mind that some Packs add some Pack-specific materials. Familiarize yourself with those materials as well as the specific information for your Pack.

I – Invite a Friend. (3-5 minutes) Your Pack’s first activity following the Sign Up Night will be preprinted on a Bring a Friend Postcard. Pass out the customized Bring a Friend Postcard and have each boy write his 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. 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.



Pack Responsibilities

April-May

- Have your Key 3 meet with your professional staff to customize your marketing methods
- Send a Pack Representative to the Council School Night Kickoff
- Designate Pack Sign Up Night Lead Volunteer

May-July

- Ensure designated Sign Up Night Lead Volunteer and other Pack Key Leadership attends the District Sign Up Night Training in May or June (check district calendar)
- Create Pack Information Sheet with contact name and phone numbers as well as meeting day/time/location
 - Order flyers through Denver Area Council Website: www.denverboyscouts.org
- Create Pack Calendar that goes through at least October
- Meet with Pack parents/leadership to identify and plan marketing methods that can be implemented by parents within the school
- Confirm your Sign Up Night date and Pack's first activity following Sign Up Night with your District Membership Chairman and/or Professional Staff
- Reserve a booth at your school's Meet the Teacher/Back to School Night/Parent-Teacher Conference and assign an engaging unit leader with Pack Calendar, Pack Information Sheet, Sign Up Night flyers, and a Pack display board

August-September

- Implement Marketing Methods at least 2 weeks prior to Sign Up Night
- Send 2-3 Pack Representatives to unit's Sign Up Night with Pack Information Sheet, Pack Calendar, Pack Display Board, and change (small bills), Have someone prepared to give a 3-minute highlight of what your Pack will do over the next school year and available to answer Pack specific questions
- Designate Pack Leadership to hold a FUN activity for the boys 1 week after Sign Up Night. While the boys are having fun with SLIME (provided by Council), hold your Parent Orientation Meeting and Provide a list of leadership opportunities within the Pack. Have each parent to commit to taking on at least one of these leadership opportunities
 - Be prepared to welcome new families during this event/activity. Have the new boys join the Scouts and the new parents sit in on the orientation and sign their boys up that night. Collect fees and report the numbers to your professional staff

October

- Follow up with new families to ensure a quality first experience

November

- Share updated Pack Roster with your professional staff



Sign Up Night Presenter Responsibilities

Before you arrive at the Sign Up Night

- Call the school the day of to remind them about Sign Up Night
- Put on Scout polo or Class B with name tag
- Practice your presentation and review the agenda
- Meet Professional Staff at report meeting location to get supplies

When you arrive at the school

- Arrive thirty minutes early
- Take a copy of the school permit if needed
- Spread out your materials and set up room properly
 - Have a check in area with parent packets and sign in sheet
 - Set up provided table tents by grade
 - See if Pack has a display board to showcase
 - Touch base with the Pack leader that is giving a 3-minute overview of the Pack
- Check in with Pack leadership to make sure they are prepared
- Pack Representatives put up any display they have
- Either yourself or another Sign Up Night worker must be positioned by the door to welcome the families to Sign Up Night
- Be sure the boys and parents stay in the assigned room, don't let them wander
- Have the boys and parents sit together by grade levels noted by the table tents

The General Presentation

- Begin promptly. Never punish the punctual! **Keep the presentation to 15 minutes.**
- Introduce yourself and welcome everyone on behalf of the Denver Area Council, Boy Scouts of America
- **Follow the W.R.I.P. guideline for the presentation**
- Refer to application for correct fees. Checks should be made payable to the Denver Area Council, BSA
- Collect applications and fees:
 - If you have a small crowd (one or two dens) ask the parents to come up to your table by den and you collect from them individually
 - If you have a large crowd (three or more dens) ask the new Den Leaders to collect the applications and fees for their den and bring them to you as a group
 - Refer to the Online Registration handout and walk everyone through the process
- In the margin of each application, mark it paid and the amount received



- Be sure the Boys' Life box is marked if they are subscribing
- Be sure every boy has his new Den Leader's name and phone number and when and where his first activity/meeting will be - this should be on the Pack Information Sheet
- Give the Cub Pack representative the unit copy of each youth and adult application

After the Meeting

- Collect all leftover Parent Packets, slime and school night supplies. Put the top copy of all completed applications and money in the report envelope (or have the Pack collect the fees and write one check to the Denver Area Council)
- Collect sign in sheets, give one copy to the Pack and place the other in the report envelope
- Check each envelope to be sure the information on the applications totals the amount collected. Fill in the front of each envelope. You may do this at the report meeting site if you have a deadline to be out of the school
- Leave the room and the school in good condition
- Go immediately to the Sign-Up Night Report Meeting at the designated location to turn in your report envelopes and the leftover materials

What to Do If...

- **You run out of applications.** Go ahead and collect the fees. 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 or at any nearby facility. If that won't work, get everyone to fill out an attendance card and tell them they will be contacted shortly to re-conduct Sign Up Night
- **A boy shows up without a parent or adult.** Ask another adult to help him fill out an application. Send the application home with him and ask him to bring it back with his fees to his first meeting
- **The parents don't have any money with them.** Have the parent fill out and turn in an application. 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 Pack for possible registration assistance up front or consider having them register and pay online



Sample 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
- Slime Kit and 2 volunteers ready to have fun with Scouts!

6:30 Start the Meeting

Assigned to _____

Opening

- Have the boys participate in a fun activity SLIME 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.

6:45 Parent Involvement

Assigned to _____

Have families sit together (by age group)

- Introduce any people that were recruited since the first “recruiting” meeting.
- 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 parent 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 parent/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

