

2019
Denver Area Council
Cub Scout Membership Growth Plan



Sign Up Night Keys to Success & Overview

Plan

3 Keys to Success:

- Marketing – Work with Packs to maximize recruitment promotion for each school and community 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 sign up new families.
 - Onboarding - Ensure a quality program is planned for at least the first 3 months and onboard the new parents into active Pack leadership roles at 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 within the first four weeks 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 each new youth 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 meeting/activity following the Sign-Up Night, have a breakout to onboard all new parents.
 - Repeat sign up night process until the recruitment goal is met.

Marketing

- Each pack is to meet with the Denver Area Council and create a customized recruitment plans including, but not limited to:
- Recruiting materials such as posters, Yard Signs, custom stickers, etc., will be provided for school bulletin boards, churches, town libraries, shopping centers, Cub 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 Professionals.
- Cub Talks will be held in every school possible to personally invite new youth to join.
- Additional methods of marketing may be utilized including sign spinning, text announcements, Nextdoor, geofencing, and social media.



Timeline by Dates

January-April	Professional and key unit leader to contact each school principal to schedule relationship building meeting. If Principal is unable to meet, meet with the family liaison or other key school leadership
Jan - May	Meet with Pack Key 3 to customize recruitment plan
March	Staff Sign-Up Night Training
April 27 th	Council Sign-Up Night Training for District and Pack Volunteers at Scout Show
End of May	Confirm Back to School Night Date, Sign-Up Night Date and Parent Onboarding Meeting date with each Pack and backdate when school reservations will be available for each school district
May Roundtable	Districts hold Sign Up Night Training for District and Pack Volunteers
August Roundtable	District holds Sign Up Night Training for District and Pack Volunteers *All Packs turn in Sign Up Night checklist (page 11) and receive air cannon kits
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
August	Have a Commissioner or Pack representative call every youth that was dropped from the roster and personally invite them to the Sign-Up Night
August, September	Sign-Up Nights held, preferably the 2 nd or 3 rd week of school
By September 29 th	Pack holds activity for 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 should 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 fourth full week. Ideally held one to two weeks after Back to School Night.
- As a standalone meeting, not in conjunction with a Pack or Den Meeting.

Dates to AVOID:

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

Prof./District Membership Team Responsibilities

1. Work with the District Sign Up Night Chairman and team to ensure recruitment of quality personnel to conduct the presentation at each Sign-Up Night as needed.
2. **Visit each school principal by April 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 by May to review the Membership Plan handout for fall campaign. Invite Unit Commissioners to attend this meeting.**
4. Ensure every school holds a Sign-Up Night, preferably between the second and fourth 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 Sign-Up Night using date/time/location information. Staff is responsible to print and bring Pack's personalized Bring a Friend Postcards when putting together Toolbox.
5. Council will hold a Sign-Up Night training in April, District will duplicate at the May and August Roundtables.
 - a. Ensure every Pack sends a representative and all Presenters attend a 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 Cub Talks to excite and invite the youth the day before the Sign-Up Night. If the school does not allow access, see if they will consider a lunch room Cub Talk or allow you to talk to the youth 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, 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 youth prior to the Sign-Up Night. Ensure flyers are sent in weekly Folders.
7. Assign a Presenter for each Sign-Up Night - a leader within the Pack may be the Presenter should they meet the qualifications, otherwise recruit and assign a district volunteer. Schedule pickup/drop off locations for each Sign-Up night. Provide this information 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 pickup/drop off 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 (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 all youth that did not register at Sign Up Night.

Back to School/Meet the Teacher Night

- Schools with engaged representation at Back to School/Meet the Teacher Night have significantly better results!
- Work with Pack leadership to secure Pack booth at the event.
- Have a sign in sheet, flyers, Pack calendar, applications, Pack display board, and an activity to draw families to the booth. Work with the Pack to assign a fun and engaging leader and possibly a couple of Scouts to work the booth.
- Have all families sign in with their phone number and email and provide them with sign up night information.



Cub Talk

- Sign Up Nights that conduct a Cub Talk will have significantly better results!
- To be held during school hours on the day before the Sign-Up Night.
- Purpose of the cub talk:
 - To excite and encourage youth to come to the Sign-Up Night.
 - To inform the youth of when and where to go.
- Preparation:
 - Ask the principal for a brief opportunity to invite youth 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 all youth.
 - Some principals will call an assembly for youth 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 youth 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.
 - Give stickers to youth on their way out of school.

Classroom Visit/Cub Talk Checklist

- Wear Field Uniform or Denver Area Council polo.
- Bring necessary materials.
 - Stickers
 - Sample Flyer - Hand out flyers to everyone again if they let you!
- Cub 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, air cannons, 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.



Pack Responsibilities

Jan-May

- Have your Key 3 meet with your professional staff to customize your marketing methods.
- Send a Pack Representative to the Council School Night training in April, or a District training in May or August.
- Designate Pack New Member Coordinator.

May-July

- Ensure designated New Member Coordinator (position description on page 8) 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/membership
- 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 and through social media.
- 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.
- Attend Back to School Night to market upcoming 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 and quarters), 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 youth at the Pack meeting following Sign Up Night. While the youths are having fun with air cannons, hold your Parent Orientation Meeting and Provide a list of leadership opportunities within the Pack. Have each family commit to taking on at least one of these leadership opportunities.
 - 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.

October

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

November

- Share updated Pack Roster with your professional staff.



The Unit's 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:

In general, all New Member Coordinators:

- D Serve as welcoming ambassadors for the unit.
- D Work with the unit committee in developing and implementing the Unit Membership Plan.
- D Participate in New Member Coordinator training and collaborate with the district membership team.

Specific responsibilities for each New Member Coordinator should be determined by the unit's New Member team depending on individual interests and 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 listed should be included in the Unit Membership Plan developed with the leadership of New Member Coordinators:

- 1. Share the benefits of Scouting.**
 - a. Develop and share your own Scouting story, showing the impact of Scouting on your family.
 - b. Identify and access research data and local examples confirming the fun and value of Scouting to youth, families, and the community.
 - c. Promote Scouting benefits through social media and other avenues of communication.
 - d. Showcase Scouting through engagement in local community events and service.
- 2. Coordinate unit recruitment.**
 - a. Oversee unit recruitment efforts such as joining events, informational presentations, and peer-to-peer initiatives.
 - b. Appeal to potential youth members and their families through well-designed and widely-distributed invitations shared through electronic media, handouts, and personal contacts.
 - c. Ensure that the unit's BeAScout pin is up-to-date and that prompt follow-through takes place.
 - 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, electronically and/or in print, to answer frequently asked questions and to provide resource and contact information.
 - c. Ensure that youth and adult applications, transfers, and payments are promptly submitted to the council service center.
 - d. Build fun and excitement about the unit program and encourage youth and their families to take pride in Scouting accomplishments.
 - e. Promote feedback and sharing of ideas through customer satisfaction surveys and other means.



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

- Mock WRIP Presentation
- 2019 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



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. Youths' Life Magazine, "Mini-Mag"
 - iv. Trail to Bobcat Guide
 - v. Scouting Uniform Checklist
 - vi. Online Registration Directions
 - vii. Colorado Adventure Point Flyer
 - viii. Word Search Activity for youth
 - ix. CAP New Cub Family Day Flyer
 - b. Registration Incentives (for youth that complete an application and pay fees)
 - i. Promotional Avalanche/Nuggets Pre-Season voucher (while supplies last)
 - ii. Denver Area Council Sunglasses
 - c. Grade Table Tents
 - d. Unit account authorization form
 - e. Customized Buddy Card
 - f. Report Envelope
 - g. Attendance sheets
 - h. Credit Card Slips (Only distribute upon request)
 - i. Pens and other supplies
 - j. Sticky notes
 - k. 2 blank sheets of paper to make signs to hang noting Sign Up Night meeting location
 - l. Tape
 - m. 2 blank flyers
 - n. 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 Air Cannons)**

Pack _____ District _____

School/s _____

New Member Coordinator (Not Cubmaster) _____

Phone _____ Email _____

Pack Checklist:

- Pack Attendance Confirmed for Sign Up Night
- Pack Booth at Back to School Night Date/Time _____
- Pack School Night Date Set – Date _____
- Pack Information Sheet Prepared
- Pack Calendar (Minimum of 3 Months)
- Scheduled Parent Orientation with Youth Activity – Date/Time/Location _____
- Pack driven Marketing Methods
 - _____
 - _____
 - _____

Professional Staff Checklist

- Marketing Materials Printed and Delivered (Posters, Flyers, etc...)
- Order Customized Invite a Friend Post Cards
- Deliver Yard Signs at August Roundtable
- Cub Talk – Date _____ Presenter _____
- Pick Up and Drop Off Locations for Sign Up Night Toolkits
 - Pick up Location – Date/Time _____
 - Drop off Location – Date/Time _____



2019 Denver Area Council Fall Sign Up Night Presentation Guide

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 Presenter will provide New Parent Packets and other recruitment supplies.

The Presentation:

We have a standard for the Sign-Up Night presentation that is simple and straight forward. The Sign-Up Night presentation should follow the **W.R.I.P.** guidelines below. The presentation should be brief, informative, and follow the outline below.

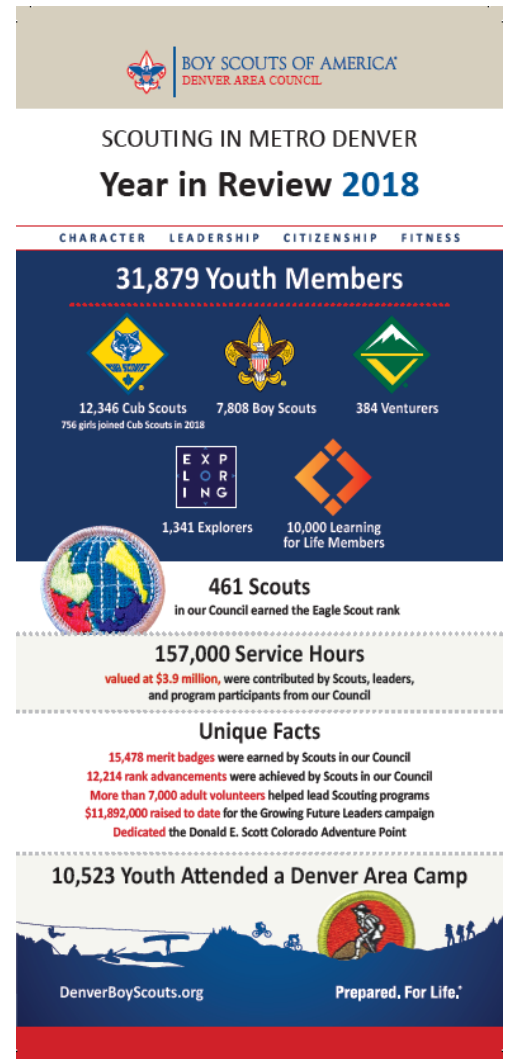
Please keep in mind that the entire presentation should be no more than 15 to 20 minutes.

W- Why Scouts? (3 minutes) Give a brief description of 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. (5 minutes) Review the materials in the Sign-Up Night packet. Allow the Pack a few minutes to review Pack-specific materials, their calendar and information sheet (these materials provided by 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 youth 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 Pack 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.



Sign Up Night Presenter Responsibilities

Before you arrive at the Sign-Up Night

- Call the unit the day before to remind them of 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 W.R.I.P guide.
- Meet Professional Staff at pick up/drop off 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 youths and parents stay in the assigned room, don't let them wander.
- Have the youth and parents sit together by grade levels noted by the table tents.
- Set up Youth pre-meeting activity (crossword puzzle).

The General Presentation

- Begin promptly. Never punish the punctual! **Keep the presentation to 15 to 20 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 prorated registration fees and mention that the Pack may have additional fees which will be explained at the orientation meeting. Checks should be made payable to the Denver Area Council.
- 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 one of the parents 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 family has their new Den Leader's name and phone number and when and where their first activity/meeting will be - this should be on the Pack Information Sheet.
- Be sure every family has filled out the sign-in sheet.
- Give their Pack representative the unit copy of each youth and adult application as well as their copy of the sign-in sheet.
- Be sure every family has Pack info sheet and Pack calendar.

After the Meeting

- Collect all leftover Parent Packets 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).
- Put Council copy of sign in sheet in the report envelope.
- Give a copy of all applications and a copy of the sign in sheet to the Unit.
- 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 pick-up/drop off 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 pickup/drop-off location to turn in your report envelopes, application, sign in sheets, 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. Ensure all Youth names are on the sign in sheet.
- **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 sheet and tell them they will be contacted shortly to re-conduct the Sign-Up Night.
- **A Youth shows up without a parent or adult.** Ask another adult to help them fill out an application. Send the application home with them and ask them to bring it back with his fees to their first meeting. Be sure you have them fill out the sign in sheet.
- **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.



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.
- Air Cannon kits and 2 volunteers ready to have fun with Scouts!

6:30 Start the Meeting

Assigned to _____

Opening

- Have the youth participate in a fun activity (air cannons) 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 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.

