BOY SCOUTS OF AMERICA®
DENVER AREA COUNCIL

Invitation Methods for Cub Scouting

Ideas for Marketing Your Cub Scout Pack

Look Inside For Exciting Ideas On Inviting New Families To Join Cub Scouting!

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Dear Cub Scout Leader:

For over 100 Years we continue to be driven by the desire to make possibilities into realities, so that the best in each young person is brought out. Scouting programs are designed to support young people's spirits and dreams through challenges and encouragement. The Boy Scouts of America has created a strong foundation of leadership, service, and community for millions of America's youth. We celebrate this legacy as we reaffirm our commitment to inspire and prepare future generations. Scouting has brought families together to prepare America's youth to live, work and play with character and integrity in both our communities and business world.

We care about connecting kids and their families with ways to learn and grow-and ways to lead. That's something valuable to everyone in every community. We know that all parents want their children to succeed in life. They put a premium on education, faith, and a sense of community. We have a long history of offering those very things. We believe we can deliver lifelong experiences to youth and families in a culturally relevant way.

The BSA has remained the nation's leading youth organization because it remains true to the core values of Scouting, such as service to others, respecting and embracing the outdoors, doing your best, and living in a healthy manner. One of BSA's core programs is "No Child Left Inside" which encourages youth to participate in outdoor activities.

This guidebook has been created to assist leaders and families in offering a variety of quality invitations to each and every young boy in our community. We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help us spread the excitement so every boy has the opportunity to be a Scout.

Yours in Scouting,

John G. Cabeza
Scout Executive/CEO
Denver Area Council

The Seven Methods of Invitation

Studies show that families need to receive a request to join Cub Scouts in several different ways to truly feel that they have been invited. We firmly believe that if your Cub Scout Pack will choose seven different methods of invitation to target potential Cub Scouts, it will have a significant impact on recruiting results. We have provided the following list of available methods for you to choose from with the hope that you will commit to using a minimum of seven to target boys for your Pack. Not only have we included methods to be used immediately prior to your Join Night, we have included a list of possible methods for year round recruiting.

1. School Visits / Boy Talks

- School (classroom, lunchroom, school bus) visits are a highly effective way to get kids excited about the program.
- This is a great opportunity to share information about your pack and its activities and personally invite them to Join Night.
- Be sure to bring visual aids, stickers and display boards. This visit can be done up to three days before Join Night.
- Tell the boys to bring their parents to Join Night to learn about the fun in Cub Scouting!
- Be sure to send a thank you note to the school after your visit.

2. Flyers

- Flyers are provided by the Council office. Work with your District Executive to order the flyers well in advance of your Join Night.
- Information included on this sheet is the date, time and location of Join Night as well as the contact information.
- Join Nights should be planned within the first few weeks of school and these flyers should be provided to the school and sent home with all the boys. It helps the school if you offer to pre-count groups of flyers for each class.
- Attach a small sheet with the directions to each stack of flyers to both aid and thank the classroom teacher for distributing the flyers.

3. Stickers

- Use the Council provided stickers to remind boys of Join Night.
- Customize and print your own stickers with contact information, time, day and location.
- Stickers should include the time and day for Join Night.
- Distribute at Back to School events and other school functions.

4. **Back to School Night or School Events**

- Your pack is part of the fiber of the school and its families.
- Being present at Back to School Night and all other school activities is an important way to raise exposure of your program.
- Set up a table with flyers, a sign-in sheet, stickers, picture boards and visuals and speak with all families at school events.
- Take names of interested families so that you can personally call and remind them of your Join Night.

5. Lawn Signs

- Post these signs at the school and other high traffic areas prior to Join Night.
- Use the Council provided signs or create your own.
- Include the Cub Scout Logo, date, time, location and Council website address on your signs.

6. **Personal Phone Calls / Email Invitations**

- Use school distribution lists to send out information.
- Ask each family to brainstorm other families that they could call or email to personally invite to be part of the Pack.
- The Pack should provide each family with the Pack Information Sheet and other items to help spread the word and excitement of Scouting.
- Have an incentive for the family that invites the most new members.

7. **Pack Information Sheet**

- Each pack should develop and distribute a Pack Information Sheet that includes items regarding your pack. Details should include meeting times and locations, a pack calendar, list of leaders contact information and other exciting information about your program.
- This is your chance to brag about your pack and have a quick handout ready to distribute.
- Copies of this sheet should be provided to your sponsoring organization, families in the pack and other neighborhood organizations so that they can distribute it to interested families.
- Distribute the information sheet to local gathering points.

8. **Organizational Visits / Scheduling**

- Before schools starts you should schedule a face-to-face meeting with your chartered organization. This important meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your recruitment process.
- Be sure to bring pertinent information regarding the Cub Scout program, a "yearbook" of activities and be prepared to explain the benefits of the program to the organization.
- Bring a box of Trail's End popcorn or other gift to the principal or office assistant to show your appreciation.

9. **Wear Your Uniform**

- This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform on the day of Join Night, pack and den meetings and other school events including Back to School night.
- Leaders should also wear their uniforms to school events.
- Offer a reward at that night's meeting for any boy that wears his uniform.
- Design a pack t-shirt for Scouts to wear to school on a regular basis.

10. **Picture Board**

- Sometimes pictures speak louder than words; include contact information on boards as well.
- Creating these boards may be a great den or pack activity.
- Your pack should create a board full of pictures of your yearly events.
- These boards should be displayed at Back to School Night, recruitment events, school activities and other locations where you will have contact with families.

11. **Buddy Cards**

- These cards are designed for the Cub Scout to use to recruit his friends.
- They are fun in nature and may include some of the exciting activities that the Pack participates in or even a quote from the Scout.
- The cards can also include the Pack meeting dates, location and contact information.

12. School Marquee

- Use the school outdoor marquee to promote Join Night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your Join Night.
- The school marquee should be used to promote other Scouting activities throughout the year.

13. Promote at church and other personal affiliations

- Families also have many other affiliations such as church and sports.
- These other activities can be sued to spread the word of Scouting.
- Families can us the Information Business Cards and Buddy cards to promote the Pack.
- Make a 1/2 sheet flyer to insert into the church bulletins with all pertinent information.
- Make a presentation at local Sunday School classes.
- Be sure to participate in Scout Sunday by wearing your uniform and setting up information table.
- Promote and explain the religious award programs for your faith.

14. Intercom / Video Announcement

- Use the schools public address system or intercom to make announcements regarding the Pack and specifically Join Night.
- Make announcements exciting and use a reminder for all upcoming opportunities to join. (Pack Meetings, Open Houses, etc.)
- Have a morning announcement reading by a member of your pack in full uniform.
- Do a presentation the morning of your Join Night.
- Show a Cub Scout promotional video spot during announcements.

15. Display Case

- Use a display case or bulletin board at school to display the excitement in your pack.
- Use pictures and other visuals to catch attention and motivate the boys to attend the Join Night.
- Include a poster with date and location of Join Night and other information.
- Some schools will keep the information up year-round.
- Update often with upcoming pack activities.

16. Recruitment Incentives

- Have the pack provide door prizes at Join Night.
- Provide each member with an incentive to recruit a new boy to join the pack.
- Have an incentive for the den that recruits the most new boys.

17. School Lunch Tray Liners

- Provide an exciting informational handout to cover the lunch trays in the cafeteria, similar to fast food restaurants.
- You should include pictures, puzzles or other exciting visuals to attract attention and even motivate the boys to join Cub Scouts.
- You can also include information for the girls on joining Girl Scouts.

18. Serve School Lunch

- Have pack leaders volunteer to serve school lunch on the day of your Join Night.
- Be sure to bring pack picture board, stickers and flyers to gain interest.
- Volunteers should wear their uniforms and promote the Cub Scout Pack.

19. Local Newspapers

- Community newspapers are always interested in neighborhood events or Cub Scouts and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar and other sections.
- It is a great idea to call a reporter and introduce yourself; this may lead to good things in the future like coverage for Pinewood Derbies and other events.
- Invite local reporters to cover special pack events such as, a bike rodeo and Good Turn Week events.

20. Sports Fields / Recreation Centers

- Sports are a major activity of many families in our area and in our neighborhoods.
- Work with local sports venues to hang banners posters or to set up an information table and yard signs at the field or court during games and tournaments.
- Have the pack host a Recreation Center activity.

21. Community Marquees

- Use marquees at churches, recreation centers, or businesses to promote your Join Night and your pack.
- Contact organization well in advance to plan a message and the timing of your request.
- Scrolling signs are also a great way to promote your events and information.
- Be sure to thank the organization for their support.

22. Local Libraries

- Work with your local library to hand posters and distribute your pack information sheet.
- Most families visit libraries and this is a great way to reach them.
- Libraries also have events that may be a great way to increase your pack's exposure.
- Have your dens make book marks advertising your pack and donate them to the library to hand out.
- Have pack leaders volunteer at the library to read at story time and wear their uniforms.

23. Church Sunday School Presentations

- Make a presentation at local Sunday School Classes.
- Be sure to participate in Scout Sunday by wearing your uniform and setting up an information table.
- Promote and explain religious award programs for your faith.

24. Business Window / Counter Displays

- Visit local businesses to see if they will allow you to post or leave information regarding your pack and its activities.
- Identify family friendly businesses such as Dairy Queen, Pizza Hut, etc.

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