



Denver Area Council 2020 Cub Scout Recruitment Plan

Sign-Up for Cub Scouts!

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Marketing Strategies

Ensure that your BeAScout Unit Pin is fully updated & select 2 other strategies to implement.

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 Key3 (Unit Leader, Charter Org. Rep. and Committee Chair) all have access through My.Scouting.org.

- Handy Guide – [Download](#)
- PowerPoint – [Download](#)
- National Page – <https://www.scouting.org/resources/online-registration/>

Social Media – Social Media has become a virtual part of our lives and how we join groups. The Geofencing, NextDoor forums and publications, local discussion groups for your neighborhood, personal and community Facebook and Instagram pages. That way, if someone Googles “Pack 130” because they saw it on a yard sign, they can find you quickly. Also, have 2-3 people in each Pack work to be advocates or influencers through social media options to recruit new families.

Geofencing – Using technology to create a virtual geographic boundary, zip code, etc. enabling a message to be sent inviting families to join Cub Scouts to a person’s mobile device when they enter or leave a particular area.

- Provided by the Council includes:
 - Providing information from BeAScout.org to the National Office
 - Paying for the cost of geofencing for each unit in the Council
- Provided by the Unit: **SUBMIT INFORMATION TO DISTRICT PROFESSIONAL**
 - Contact information from BeAScout.org
 - Locations to geofence (local areas around your unit)

Promotional videos – The BSA National office can offer high-quality, high-energy 30-second videos that can be personalized at the end with your pack’s sign up information.

Virtual Cub Talks – Create short videos to send electronically to families and promote on Facebook. Send to your schools to see if they can play it on the morning announcements

Unit Welcome Videos – 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.

Community Promotions – Emphasize that Scouting is here and active. Increase traffic to BeAScout.org. Promote Scouting, not just your unit. Emphasize girls in Scouting. We will need **3 Days (72 hours)** to complete your order. After your order is complete, you will need to follow up with your District Professional to pick up your materials.

Flyers & Door Hangers – Post all over town. Try local Starbucks community board, Target, community centers, everywhere! These flyers will be generic “BeAScout” oriented flyers, so no one feels like they are encroaching in someone else’s

neighborhood. These flyers will be generic flyers that will promote new families to visit BeAScout.org to find a local Pack. [Order Here](#)

Yard Signs & Posters – Families in the pack can put a Cub Scout yard sign encouraging friends and passers-by to join. [Order Here](#)

Akela's Invite-a-Friend Challenge – Have your Cub Scouts participate in a social distancing adventure to leave goodies for their friends, invite them to Scouting, and have them join the challenge. See more details in Appendix A. Have your Scouts each pick 2-5 friends to invite into Scouting!

1. Generic Goody Bags - make it a Den specific activity and add candy, patches, fun notes, and more!
2. While practicing, safe social distancing guidelines, each Scout drops off the goodie bag filled with fun treats and gifts to their friends.
3. Virtual and peer-peer recruitment is going to be important going forward. Have your Scouts be in uniform while dropping off their Invitations.
4. The goal would be, once their friend either signs up or gets invited, they can post the Akela I've been Invited paper in their window, so other Scouts know to invite more!

Recruitment

Information needed from the Pack

- New Member Coordinator Contact Info (Name, Phone, Email)
- Sign Up Details (Date, Time, Location with address)

A New Plan for Recruitment

It's important to understand that recruitment is not a "seasonal" event – its YEAR-ROUND! Summer is a great time for Scouting, and due to the pandemic, we have not been able to get outdoors and participate in activities with others. Therefore, the Council and Districts will be spearheading **Virtual Recruitment events Council-Wide**.

This **SHOULD NOT REPLACE** any other recruitment event that your unit has scheduled but should be in addition to regular efforts in the Fall. If your unit is able and willing to hold an In-Person recruitment event, please practice safety recommendations from the C.D.C. & local and state guidelines.

In Person Multi-Station Sign-Up Method

By establishing "stations", it allows for social distancing as each parent learns more about the pack. This method is an informational event about 15-20 minutes from start to finish. (stagger when families come – 15 minutes intervals- so we keep groups small)

Have 4-5 tables spread out and have adults travel in groups of 3-5 to keep the process moving smoothly. The purpose is to get them the information and sign them up. At the same time an activity should be available for all youth who attend so that the parents can focus on the information. (possible activity Marshmallow Catapults, Stomp Rockets, etc.)

Station 1: Welcome & Sign-In

Youth will go to activity. *Welcome to Cub Scouts* brochure and sign in sheet.

Station 2: What Cub Scouts Do

Unit Specific Information - pack calendar, meeting times and locations and leader contact information. Scout shop guide to the uniform.

Station 3: Registration

Applications, registration, pack fees and fundraising discussed.

Station 4: Checkout

Applications and fees collected. (use Square readers)

Station 5: Next Steps

Discuss when and where first meeting or activity is and answer questions. Invite the them to the Onboarding Meeting (within 1 week) to get additional information about the program.

AND/OR

Virtual Multi-Station Sign-Up Method

Meeting content is like the in-person method above with a few minor changes.

The Denver Area Council will be hosting Council-Wide Virtual Recruitment events for any unit that would like to participate. Please contact your District Professional or the Council Office for more information on how to participate.

District & Council Support

District Membership Committee –Train packs on how to run a Sign-Up event.) Helps packs identify location for sign up event. (I.e. parks, church parking lots, school grounds. Ensure packs have turned in their recruitment information.

District Commissioner Staff –Help assigned packs with their sign-up event. Every pack should have a district volunteer to help them.

District Program Committee – Organize 2-3 virtual and/or outdoor events that new and existing Cub families can participate in throughout the summer. (i.e. Scouting “Activity Trucks”)

Council – Provide family overnight camp at Magness. STEM, Makers & Day Care camps at Colorado Adventure Point (CAP). Day camps in each district in September and October.

- **Traveling Trailer of Scouting** – Work with neighborhoods to set up 2 - 3 hour programs in public areas where social distancing is possible. Provide generic BeAScout promotions to families who participate or have units help provide program and promote their unit. Highlight girls in Scouting.

Unit Checklist

- Update Unit BeAScout Pin
- Order promotional materials
 - We recommend engaging families to put out promotional items
 - Order as many as you would like by [clicking here](#)
- Encourage Scouts to participate in Akela’s Invite A Friend Challenge
- Promote Council and District virtual and in-person activities
- Review unit roster with unit commissioner or district professional
- If comfortable, schedule and promote unit in-person sign up night

Appendix A

Scout Me In!



I've Been Invited!

You've Been Invited!

Since this is a time for friends, the outdoors, creativity, adventurous spirits, and exploring skills a-new. I would like to take the time to invite you!

To a place where fun and friendships are born. Where leaders are built, and adventure awaits.

I would like to invite you to Pack _____

For more information on this Pack and more visit beascout.org or give us a call!

(contact info)

Copy this note and make it two. If you joined or just took a view, tape up this note at the front of your door, so Scouts like me can know to invite more!

Directions:

- 1) Enjoy your treats and nifty gifts!
- 2) Visit BeAScout.org or use the contact information listed above to learn more about Cub Scouts and get signed up!
- 3) Cut along the folded line and place the "I've Been Invited" side in your window/front door
- 4) Get your adventure on! Check out camping and activities offered by the Denver Boy Scouts at denverboyscouts.org



How to do the Akela Invite-A-Friend Challenge

Have your Scouts each pick 2-5 friends to invite into Scouting!

Create goodie-bags with fun toys, candy, notes, or any items that represent your Pack! The Denver Area Council has starter kits available which you can order by [clicking here](#) and pick up at the Denver Area Council Office (10455 W 6th Ave) or coordinate with your District Professionals to get them dropped off.

While practicing safe social distancing guidelines, each Scout drops off a goodie bag [example shown below – include photo of bag] to their 2-5 friends, with the attached flyer/invitation, on their doorstep. Make sure you add your Pack Number on the sheets as well as a contact number/email for interested parents! There is even a space on the bottom to share a special message, let them know when meetings are, or anything you would like to add!

The goal is that this is a personal invitation from a friend into Scouting.

The parents can then tape the front of the page onto their front door/window to show that they have been invited. On the Scout's honor if they see that their friend has already been invited, they should then find a new friend to invite!

When a family signs up, after one of their first activities, ask them to create goodie-bags and invite a few friends of their own! That way you can keep the recruitment going!



The Drive-Thru Registration event is designed for social distancing and allows prospective new families to stay safely in their cars as they navigate through various information stations. This type of event also offers an alternative venue when indoor gatherings at local schools or community locations is not an option.

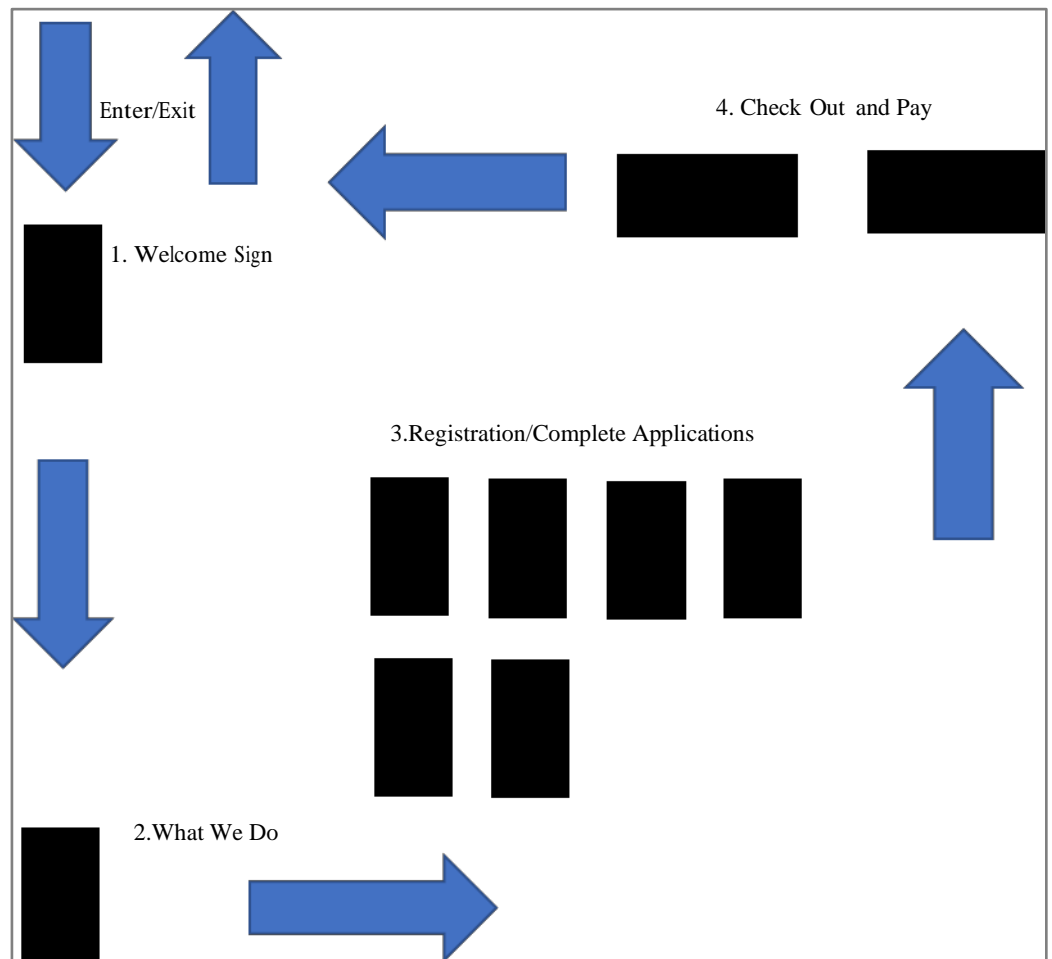
This is the first impression families will have of your unit. Planning a well-staffed **Join Scouting** event will help you create a great impression. Being able to share a full year's worth of programming events and activities will help prospective families know that they are making a good choice and their children will have many opportunities for growth, learning and FUN.



TIPS FOR SUCCESS:

- Gather as many unit adults and leaders as possible, extra hands will be important to ensure congestion doesn't occur.
- Pick a location that will be easy to use during the event and receive approval to use the space for your **Join Scouting** event. Consider school parking lots first. Then look into community centers or other high traffic areas in your community.
- Map out and plan the flow of traffic for the event using the diagram below as your guide. We suggest using adult volunteers to help with traffic flow as much as possible. Reply on extra yard signs if necessary.

Sample Diagram for Drive Thru Join Scouting event:





Station 1: Welcome & Sign In

New families provide sign in sheet information to station chief to prevent contact with others.

Be a friendly, outgoing greeter to everyone who attends.

Explain to each family that there are 4 stations to visit and it only takes ___minutes to complete.

If your Drive-Thru Join Scouting event is very busy, plan to be able to open a second lane so two families can be welcomed to the event at the same time.

Supplies Needed:

- Station Sign (2)
- Welcome Sign
- Attendance Sheets
- Pens

Station 2: What We Do

Share information and handouts that explain all the FUN activities the Pack has planned for the upcoming year. (Sample rank handouts and Pack Calendar are pieces to share.)

If possible, give the kids in the car a popcorn snack or other small snack (Pop into Scouting). Explain how families can sign up to go to these events and that attendance at all events isn't a requirement.

Direct them to the area to complete registration forms and give them a pen to keep (if they need one).

Share the unit plans about Scouting virtually if the need arises.

Supplies Needed:

- Station Sign
- Pack Contact/Info Sheet & Calendar
- Scout Shop Uniform Guide Flyer
- Applications

Station 3: Registration & Complete Forms

Have a couple adults floating to answer questions and ensure applications are completed fully.

Ensure that each youth application is signed by their legal Parent or Guardian.

Ensure each application includes date of birth, current grade level and school.

Share information regarding registration assistance through the Council.

Share other costs in Scouting handout and how popcorn helps fund those for the Pack.

Supplies Needed:

- Station Sign
- Pens
- Request Form

Station 4: Check out/Pay

Share and explain registration fees.

Collect registration fees and applications. Tell them the next activity for the Pack. Supplies Needed:

- Station Sign
- Calculator
- Turn-In Envelope for Applications & Fees Extra copies of unit calendar and contact information