

**SCOUT ME IN™**

GEO-FENCING

2019 Fall Recruitment Campaign

In partnership with the BSA's National Service Center, the Washington Crossing Council will be supporting your pack with digital recruitment marketing this fall. Through digital ads, we'll ensure that families in your community understand the incredible benefits of Cub Scouting and know how to join.

Layered on top of your pack's recruitment efforts will be ads in Facebook, Instagram, Pinterest, YouTube and Nextdoor that will promote Cub Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way. The work of executing those ads will be handled between the council and the national office.

What will it cost your pack? Nothing! This service is being provided by the council and the BSA. There is no cost to your pack.

No additional tasks...no additional cost...what's the catch? There is no catch!

We're working hard to ensure families understand that Cub Scouting can help them make the most of the time they have together, and that Cub Scouting can help them set their children on the path to success. With a strong recruiting effort, we can ensure every family has the opportunity to join Scouting.

Here's what we need from you: the date, time and location of your joining event (open house, school night, etc.) That's it! We'll take care of the rest!

Simply complete and return the following pages so we can gather the needed information for your September recruitment event.

Thank you for all you do through Scouting to support the families in your community. Your work changes lives, piece by piece, meeting by meeting. Your efforts make a difference, and we thank you for the time you so generously give.

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SCOUT ME IN™

Digital Recruitment Marketing (GEO-FENCING) Commitment Sheet 2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Digital Recruitment Marketing (GEO-FENCING) campaign.

District: _____ Pack Number: _____ Town: _____

- We will have a recruitment night in September.
- We will provide the needed site information by the deadlines indicated.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Commitment sheet to be submitted no later than August 15, 2019.

SEPTEMBER SIGN-UP

Event date _____ Event location name _____

Event start time _____ Event street address _____

Town _____ Zip Code _____

Pack Sign-Up Coordinator (Contact information for online ads):

Name _____ Phone: _____

Email address: _____

Additional Geo-fence location:

Additional site _____

Event street address _____

Town _____ Zip Code _____

It is recommended Pack sign-up nights are scheduled to take place the week after local schools hold their Back to School nights.

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SCOUT ME IN™

Commitment Sheet

2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Recruitment Campaign.

Pack Number: _____ Town: _____ District: _____

- We will have recruitment nights in September, October and early November.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Pack Committee Chair:

Cubmaster:

Signature

Signature

Printed Name

Printed Name

Date

Date

SCOUT ME IN commitment sheet to be submitted no later than August 15, 2019.

Pack Sign-Up Coordinator:

Name

Phone:

Email address:

Who will distribute / circulate flyers at your elementary school: _____

Who will make your Pack's in-school student talks? _____

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SCOUT ME IN™

Flyer Order Form

PLEASE PRINT THE INFORMATION AS YOU WISH IT TO APPEAR ON THE 2019 SCOUT ME IN RECRUITMENT FLYER.

Cub Scout Pack # _____

SEPTEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

OCTOBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

NOVEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

FLYER POINT OF CONTACT (Pack Sign-Up Coordinator): [To be printed on the flyer]

_____ Name Phone: _____

_____ Email address: _____

We wish to recruit from the following schools:

We will recruit: ___ Boys and Girls ___ only boys ___ only girls.

Flyers will be available for pick up by the Pack at the Council Service Center by the requested date indicated above. The Pack can then make sure the flyers are distributed in the school(s). School Districts that have special rules regarding flyer distribution will be handled on an individual basis. Please be certain to check with your school district for any special rules for flyer distribution. Failure to do so may result in delay or a lost opportunity to distribute flyers in school.

Sufficient flyers for distribution in the schools will be provided. If you wish to distribute additional flyers (through churches, Post Office, etc...), please note the number of additional flyers needed: _____.

Return this information to your district coordinator (or if none) your District Executive by August 15, 2019

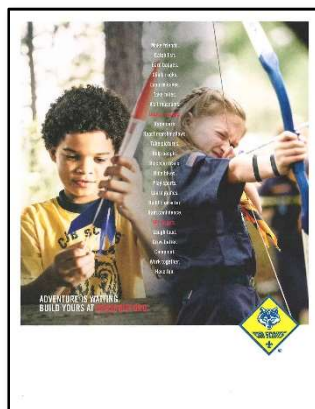
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Prepared for: Pack _____

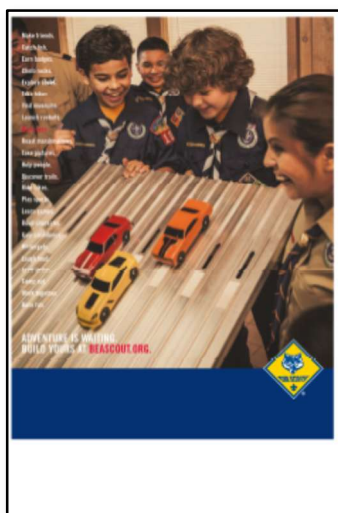


SCOUT ME IN™

2019 FALL RECRUITMENT CAMPAIGN



Flyers



Posters



Yard Signs

WHAT IS THE "SCOUT ME IN" FALL RECRUITMENT CAMPAIGN?

The *SCOUT ME IN* fall recruitment campaign is a concerted recruiting effort by the Council and District Membership committees, taking place in September and October in all school systems – private, public, and parochial. Evenings are designated by Cub Scout Packs for all parents to gather at a *SCOUT ME IN* fall recruitment location to register themselves and their child(ren) with the Boy Scouts of America through a Cub Scout Pack.

WHY "SCOUT ME IN" FALL RECRUITMENT?

The *SCOUT ME IN* fall recruitment campaign means membership, and for all Scouting leaders, membership is registration in the Boy Scouts of America – giving young people an opportunity to participate in a program that has been tried and proven. It is reaching out to families who have eligible children and inviting them to join. It's organizing new Cub Scout Packs and dens and recruiting qualified leadership. GOOD membership is a sign of a healthy Cub Scout Pack and a quality Pack program.

Remember, adding YOUTH means: a better Tiger Cub and Cub Scout programs for all; more families involved; more exciting things to do; and more friendships made. Adding families means more people involved in your chartered organization, and more leaders. Adding leaders means more hands to help and more personal satisfaction.

FOLLOW THE STEP BY STEP "SCOUT ME IN" FALL RECRUITMENT PLAN ON THE FOLLOWING PAGES AND YOU WILL ADD NEW MEMBERS!

FALL RECRUITMENT CAMPAIGN JOB DESCRIPTIONS**PACK SIGN-UP COORDINATOR**

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including sign with unit number, name of charter partner, and time and place of Pack and Den meetings.
3. Promotes the wearing of uniforms to school by all members of the Pack on the day of *SCOUT ME IN* recruitment.
4. Leads *SCOUT ME IN* recruitment event for new youth and parents, registers new youth, and secures parental help.
5. Turns in additional enrollments and fees to the Council Service Center the week after the *SCOUT ME IN* recruitment event.
6. Follows up on new Tiger Cubs and Cub Scouts to ensure that they become active in the Pack, and sees that parents who have volunteered are assigned specific responsibilities.

LION CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Lion Cub organizational meeting for new youth and parents, registers new Lion Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Lion Cub registration, and then reviews the Lion Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of youth/adults' addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Lion Cub Den meetings.
9. Sees that Lion Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
10. Sees that, at the conclusion of the Lion Cub program year, Lion Cubs graduate into a Tiger Den of the Cub Scout Pack with a formal "graduation ceremony".

TIGER CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Tiger Cub organizational meeting for new youth and parents, registers new Tiger Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Tiger Cub registration, and then reviews the Tiger Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of all youth/adults addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Tiger Cub Den meeting.
9. Conducts regular (at least monthly) phone contacts with Tiger Cub Den.
10. Sees that Tiger Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
11. Sees that, at the conclusion of the Tiger Cub program year, Tiger Cubs graduate into a Wolf Den of the Cub Scout Pack with a formal "graduation ceremony".

SCOUT ME IN RECRUITMENT EVENT

PLANNING SCHEDULE

<u>ITEM</u>	<u>DATE</u>	<u>DONE</u>
1. Confirm <i>SCOUT ME IN</i> recruitment event location. Meet with custodian (if required)	Aug 1	_____
2. Meet with the local school Principal <ul style="list-style-type: none"> - Set up school visit - Leave flyers and teacher letter for distribution. - Confirm distribution date. 		_____
3. Conduct School Visits	Week of Sept. _____	_____
4. September <i>SCOUT ME IN</i> recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Sept. _____	_____
5. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Sept. 30	_____
6. October <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Oct. _____	_____
7. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Oct. 31	_____
8. November <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Nov. _____	_____
9. Submit the completed registration forms and fees to the Council Service Center.	Nov. 30	_____

<u>BEFORE THE SCOUT ME IN RECRUITMENT EVENT PROGRAM:</u>	<u>DONE</u>
1. Plan a card table display. Make a sign with your unit number, chartering organization, time and place of meeting. Plan to bring your flags.	_____
2. Plan a very brief ceremony involving present youth members or prepare to say a few words about your program. Encourage current members to make recruiting posters to promote <i>SCOUT ME IN</i> in your community.	_____
3. Recruit some help to call prospective members. Invite them to attend <i>SCOUT ME IN</i> with their parents.	_____
4. Encourage your Cub Scouts to wear their uniforms on the day of the <i>SCOUT ME IN</i> program and ask them to invite their friends.	_____
5. Distribute homemade <i>SCOUT ME IN</i> posters in your neighborhood. Include name of school and time of meeting. Don't forget to pick them up afterwards.	_____
6. Plan to arrive ½ hour early at your <i>SCOUT ME IN</i> location. Be in uniform.	_____

<u>AT THE SCOUT ME IN RECRUITMENT EVENT LOCATION:</u>	<u>DONE</u>
1. Set up your displays.	_____
2. Help greet parents and youth.	_____
3. "Be prepared" to enroll both youth and parents. (For a sure-fire method of signing up parents as well as youth, see Appendix B - "How to recruit Den Leaders and Committee Members")	_____
4. Distribute applications for membership and review them with both the youth and their parents. Have plenty of pens and/or pencils on hand.	_____
5. Process applications. Make sure they are signed and fees are collected. "Be prepared" to have some change on hand.	_____
6. Tell the youth not to purchase a book. One will be provided by the Pack upon submitting their application by October 31. Have the new Cub Scouts begin work on Bobcat/Scout requirements.	_____
7. Announce time and place of next meeting after all have registered. Thank all for coming and dismiss.	_____
8. Fill out report envelope and enclose fees.	_____
9. Turn in completed form and fees to the Council Service Center.	_____

SCOUT ME IN RECRUITMENT AND UNIFORM DAY

WHAT: The “*SCOUT ME IN*” fall recruitment campaign is a program designed to be held on given nights in various locations. Our purpose is to give prospective Lions, Tiger Cubs, Cub Scouts and their parents an opportunity to learn about the educational program of Scouting and join a Cub Scout Pack.

WHEN: Selected dates in September, October and November.

WHY: For many reasons:

- To fulfill our obligation to offer Scouting to all youth.
- To help relieve the workload on our school officials by coordinating our recruitment into an annual plan.
- To best utilize the time and talent of more than 500 volunteer leaders in a coordinated effort for Scouting.
- To help the early fall reactivation of Scouting units.
- To give parents the opportunity to meet and to talk with Scouting leaders and learn their opportunities in Scouting.

UNIT RESPONSIBILITIES:

- A. Make a sign giving unit number, sponsor and time and place of your unit meeting.
- B. Promote the wearing of uniforms to school all day by members of your unit.
- C. Be present in uniform with key volunteer and youth leaders at the meeting to tell the unit story and to register new youth and leaders in your unit.

**SCOUT ME IN RECRUITMENT EVENT
AGENDA**

Suggested material checklist:

- Cub Scout Promise poster (homemade)
- Parent Talent Survey (enough copies for one per parent – see appendix A)
- *SCOUT ME IN* attendance roster
- Pens, pencils, stapler
- Equipment for games
- Calculator
- Materials for name tags and markers
- Boys' Life mini-mags (one per family)
- Copy of current charter to verify returning/renewing Cub Scouts)
- Adult and Cub Scout applications
- Pack calendar, newsletter and leader roster (one per family)
- Sample Scouting magazines
- Sample Boys' Life magazines
- Sample Cub Scout Den & Pack Resource Guide

Before the meeting

- Set up the tables and chairs as needed.
- Set up exhibits of Cub Scout projects.
- Set up FIVE tables with signs:
 - New Lion Cubs (Kindergarten)
 - New Tiger Cubs (First Grade)
 - New Cub Scouts (Second and Third Grade)
 - New Webelos Scouts (Fourth and Fifth Grade)
 - Returning Cub Scouts
- All materials and equipment on hand.
- Name tags, pens.
- Pre-opening game materials (if needed).
- Cub Scout and Adult registration applications.
- Ceremony and games equipment (if needed).

Pre-opening/Gathering Period

- Welcoming committee greets families as they arrive and makes them feel at ease.
- Have youth and parents sign-in on the *SCOUT ME IN* roster (Re-registering Cubs on one sheet, new Cub Scouts on a second sheet, Tiger Cubs on a third sheet, Lion Cubs on a fourth sheet.)
Make sure they include their name, address, and phone number.
- Make out name tags for youth and adults (if needed).
- Pass out "Parent Talent Survey" (see appendix A) to each parent. Ask them to return the survey prior to the opening ceremony.
- Direct parents and youth to the exhibit area or to a seat.

General Program

- 1. Welcome and Opening Ceremony
 - A. Welcome to this evening's *SCOUT ME IN* recruitment event here in _____.
 - B. My name is _____ and I am your coordinator for tonight's program.
 - C. We will open our meeting with the Pledge of Allegiance as we do at every Cub Scout meeting. Leading us will be _____ who is/are from _____. (Invite four uniformed Cub Scouts to perform ceremony)
 - D. At this time I would like to introduce you to the following people who will be helping with tonight's program.

<u>NAME</u>	<u>POSITION/UNIT #</u>	<u>CHARTERED ORGANIZATION</u>

- 1. Introduce the Lion Cub Den Leaders. Separate Lion Cubs (Kindergarteners) and their parents into a group, preferably in a separate room.
- 2. Introduce the Tiger Cub Den Leaders. Separate Tiger Cubs (First Graders) and their parents into a group, preferably in a separate room.
- 3. Review the purpose of *SCOUT ME IN* recruitment.
 - A. Familiarize interested families with Scouting and its objectives.
 - B. Provide an opportunity for youth and parents to join in the adventure of Scouting.
- 4. Resume explanation of Scouting: (Explain)

The Boy Scouts of America supports a program for youth beginning in Kindergarten which can be continued until graduation from high school.

Cub Scouting - is a home centered program developed especially for parents of youth (5 - 10 years of age) to use with and for their children. It makes good use of a period in a child's life that might otherwise be left to pure chance. It gives a child something to work for – something to look forward to - and the program is as American as apple pie. The Cub Scout learns to respect his/her God, country, home, and fellow humans. The ideals and activities of Cub Scouting contribute in the best possible way toward the battle of life and the fullest appreciation of American citizenship.

The Cub Scout program includes a plan of advancement through which children learn by doing. Their achievement program is packed full of adventures. It includes practically every child's interest and desire. It is doing for the fun of doing, not doing for the sake of getting. Children meet weekly as neighborhood dens in one of the parent's homes, their Den Leader's home, at the school, or wherever and whenever it is most convenient for the den's leadership. They complete various handicraft projects, learn to play team games, stunts, and also, learn to live and play with others.

Once a month, all the dens meet together at what is known as a pack meeting. Here, all the Cub Scouts and parents have fun together. Dens present skits they worked out in their dens, based on the theme of the month, and exhibit their handicraft projects. Parents, with the Cubmaster's help, plan things to bring. Thus, Cub Scouting is for the whole family. For a youth to receive the most from their Cub Scouting experience, his/her parents must assist their child and their pack in accomplishing its objectives. **PARENTS JOIN THE PACK WITH THEIR CHILD.**

Scouts BSA – might be called the intermediate program of the Boy Scouts of America, as boys and girls may join at the age of 11 and continue until the age of 18.

Venturing - Or, when entering high school (age 14) youth may join an older youth program.

5. Have returning Den Leaders prepared with several games and Cub Scout promise poster. Excuse the youth to another area for games and to learn the Cub Scout promise.
6. How to join Scouting:
 - A. A youth may join the Cub Scouting program if they are in Kindergarten through 5th grades, and not yet 11 years of age. Be sure to collect the appropriate membership fees for new Cub Scouts and for returning Cub Scouts. Secondary accident insurance is provided for each registered Scout.
 - B. Currently, youth may join Scouts BSA if he/she is at least 10 ½ years of age and has completed the 5th grade or is at least 11 and not yet 18 years of age. Be sure to collect the appropriate membership fees. Secondary accident insurance is provided for each registered scout.
 - C. Parents can help by serving as unit leaders, den leaders, or committee members; or they can help with transportation or special events. The active support of all parents is necessary. Few leaders begin with any experience. Training, roundtables, the Den Leader Guide (show the book and explain that there are weekly meeting plans for each month and for each age group) and commissioner service is provided by the Washington Crossing Council through four local districts. Adults (18 to 21 years of age) may join the Scouting program and serve as assistant leaders; adults (21 years of age and older) may join the Scouting program and serve as leaders or committee members. The adult leaders pay an annual membership fee, which includes “Scouting” magazine and accident insurance.
7. “Boys’ Life” Magazine
“Boys’ Life” magazine is as much a part of Scouting as going to pack meetings (show several copies and pass out mini-mags to every family). Any youth or adult registered in Scouting may subscribe to it for \$12.00 per year (12 issues), which is half the regular price. New Scouts and Scouters subscribing to “Boys’ Life” this evening would pay \$16.00 for 16 issues. “Boys’ Life” is not only entertaining, but brings Scouting to our membership every day. It is coordinated to support the suggested monthly themes for both pack and troop programs. It is mailed directly to the youth. Youth are encouraged to subscribe to “Boys’ Life” when they register.
8. Who pays for Scouting?
 - A. Youth and family costs include an annual membership fee, weekly den dues of \$0.50 to \$1.00, uniform costs, activities, and literature. Uniforms are part of the Scouting program and should be acquired for both youth and adult leaders.
 - B. Pack costs include the providing of program materials (awards, unit equipment, leadership tools and literature). These costs are covered by money earning projects, such as the annual Trail’s End Popcorn sale.
9. Divide into packs (if at a multiple-pack *SCOUT ME IN* recruitment event location) or go directly to #10 if only one pack is present)
10. Unit Leader Highlights the Program.
Explain where den and pack meetings are held, day and time; as well as some examples of a few activities or special events the pack participated in last year and then outline this year’s suggested program. Pass out annual pack calendar, newsletter, and leader roster. Parents and

youth may have questions related to your pack or Scouting in general. Invite your leaders to participate, as well as other council or district Scouters who may be present.

11. Registration

Parents fill-out an application to join Scouting NOW!

{Use "How to Recruit Den Leaders & Committee Members – see appendix B} Assign two leaders to serve as registrar to review applications, receipt registration and Boys' Life fees, and fill out sign in sheets.

12. Have the youth rejoin the group and sit with their parent(s).

13. Closing Thoughts

Briefly, this is what Scouting has to offer you and your child. Please remember that Scouting is a program for youth, but it can succeed only with the assistance and guidance of interested parents.

It is time to say good night now; but before our closing ceremony, we want to invite anyone who has additional questions to remain, and our leaders will meet with you and your child.

14. Closing Ceremony

Form all newly registered Cub Scouts, as well as all Cub Scouts present, into their dens. Have the dens form several "living circles". Have all Cub Scouts repeat the Cub Scout Promise as displayed on home made posters. Dismiss everyone with the Cubmaster's benediction.

NOTE: All completed applications {youth and adult} should be returned to the Scout Service Center as soon as possible. Please check to see that all youth and adult applications and the proper fees are included.

- Check fees, applications (is all information complete? – name? address? grade? date of birth? etc) to make sure everything balances.
- Are all payments matched to the proper applications?
- Are all renewing Cub Scouts currently registered?
- Is the Cubmaster's signature on all applications?
- Are all applications signed by parent?

Your cooperation will ensure that every application will be processed speedily and the membership cards returned to the unit leader. In this way, the youth may receive his/her membership card immediately upon completion of their Bobcat requirements....instant recognition!

APPENDIX A –

FAMILY TALENT SURVEY

Each adult family member is invited to fill out a separate sheet.

Pack _____
Date _____

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

- 1. My interests/pastimes include: Social Media Music Sports (please specify):
Health & Fitness STEM Travel Other Parent Groups (please specify):
Family Activities Gardening Cooking Crafts Video Games DIY Projects Writing Art
Other Volunteer Work (please specify): Other (please specify):
2. A topic I would enjoy teaching youth is:
3. My job, business, or profession might be of interest to Cub Scouts:
4. I have training or experience that might be helpful.
First Aid or Safety-Related Training or Credentials (please specify):
Teaching, Coaching, or Mentoring (please specify):
Previous Scouting Experience (please specify):
Other:
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
posting on social media helping to welcome other new parents making contacts for trips and activities
providing transportation serving as a pack committee member being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
an occasional presenter part of a team helping a Cub Scout den
Den Leader or Assistant Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities

- Carpentry
Swimming/watercraft safety
Games
Nature
Sports
Outdoor activities
Crafts
Music/songs
Citizenship/flag etiquette
Bookkeeping

- Computer skills
Drawing/art
Radio/electricity
Dramatics/skits
Cooking/banquets
Sewing
Transportation
Hiking
Other

Special Program Resources

- I have a van SUV or truck
I have a workshop.
I have family camping gear.
I have camping gear that others could use.
I have access to a cottage, camping property or boat.
I can help Webelos Scouts with Scouts BSA skills
I can give other help.

Tiger Activity Areas

- Nutrition/health
Magic
Biking
Astronomy
First aid

Wolf Activity Areas

- Knoys
Sign language
Coin collecting
Physics
Math/codes
Collections
Disabilities awareness
Dinosaurs
Compass use
Health
Gardening
Civil service/military

Bear Activity Areas

- Pocketknives/woodcarving
Camping
Computers/technology
Citizenship/flag etiquette
Fishing
American Indian culture
Animal care
Forensics
Physics
Marbles
Robotics
General science

Webelos Activity Areas

- Outdoor cooking
First aid
Camping
General science
Disabilities awareness
Survival skills
Geocaching
Geology
Engineering
Home repair
Game design
Wildlife
Plant life
Movie Making

Adult Name _____ Youth Name _____
E-Mail address _____ Phone(s) H- _____ C- _____ B- _____
[The best way to reach me is via email text cell phone home phone business phone.]
Street address _____ City _____ State _____ Zip _____

APPENDIX B –

SCOUT ME IN FALL RECRUITMENT

HOW TO RECRUIT DEN LEADERS AND COMMITTEE MEMBERS

1. Have Kindergarteners and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group.
2. Have 1st graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
3. Have 2nd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
4. Have 3rd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
5. Do the same with the 4th and 5th graders as a separate group.
6. Tell the parents that as least two parents are needed from each den (group) to serve on the Pack Committee (give them a job). Two additional parents are needed for each den of Kindergarteners – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 1st graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 2nd and 3rd graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed from each den of 4th and 5th graders to serve as the Webelos Leader, and the other to be the Assistant.
7. Say something like this, “You folks get acquainted and select the most qualified leaders. Don’t worry about experience; no one here has experience at first. Good training is available. Literature is in abundance and the Den Leader Guide is a valuable tool (show sample). No creativeness is necessary. We meet monthly to plan ahead and share the work and the fun. Qualifications for leaders are patience with youth, good character, and willingness to spend some time getting trained and planning for each meeting. So talk it over between yourselves. When the necessary adults are selected and signed up we can enroll the children.
8. Place six youth applications with six adult applications on top of them in the center of the circle.
9. Stand back for awhile. Let them get acquainted and talk over their selection. Then circulate to answer questions. But don’t plead and don’t give in. If you become involved in their discussion, they will let you do the work.
10. Pick up applications when completed. Congratulate leaders and recognize them. Announce time and place of next pack leaders meeting and the district training course.
11. DON’T BEG for help or cooperation. DON’T ask for it, EXPECT IT and you will get it. DON’T SETTLE FOR LESSa child’s life is at stake!

APPENDIX C –

BeAScout.org PIN MANAGEMENT

If there was one simple action you could take to amplify your local recruiting efforts, would you take it? Obviously that question is a no-brainer and the answer should be a big ol' YES! Even better, it only takes a few seconds to complete.

Updating your pin with current information on BeAScout is the easiest way unit leaders can help prospective Scouts and their families get in touch with a unit in your council. This quick process hardly takes a minute, yet it translates to significant gains to your council's membership. How significant? Once schools start up and parents are looking to involve their kids in activities, BeAScout will receive more than 500,000 nationally visits from people interested in learning more about Scouting, and you won't want to miss the opportunity to show off your unit. If every unit completed this simple task, thousands of new youth across the nation would be introduced to the fun, character-building adventures only Scouting can provide.

It's important to note that a unit will not receive leads if their pin is not updated and Unit Mode is not turned on. Additionally, units won't be able to take advantage of receiving online applications directly from BeAScout (by turning on the Apply Now function) without updating their pins.

Sharing the correct and most up-to-date local Scouting information on BeAScout is a great opportunity for Scout units to highlight what makes their unit unique, express how excited they are about Scouting, and to show to prospective Scout families the benefits of Scouting.

How to update your BeAScout.org pin

Updating your [BeAScout.org](https://www.beascout.org) pin is simple, and it's a good way to make sure your information is current — that it doesn't list last year's Cubmaster or meeting time, for example. Access to update your pin is available to all unit leaders, including committee members in a unit.

To update your pin:

1. Go to [My.Scouting.org](https://www.myscouting.org)
2. In the drop-down menu, go to Legacy Web Tools and select BeAScout.
3. Choose "unit" (rather than council) under "Unit Pin Mode" to update the pin with your contact info.
4. Be sure to set pin status to "active." If they want the "Apply Now" button on the pin, set "Apply Status" to "active."
5. Note that it may take a few hours, or up to overnight, for the updated information to show up.
6. For Cub Scout packs: You'll also want to go to Organization Manager and identify your packs gender: all-boy, all-girl or a mix of all-boy dens and all-girl dens. Under Organization Manager, find the settings tab and scroll to the bottom of the page. The default is Boys Dens, but you can change that. Be sure to enter an effective date or it will not update the pin.

**SCOUT ME IN™**

GEO-FENCING

2019 Fall Recruitment Campaign

In partnership with the BSA's National Service Center, the Washington Crossing Council will be supporting your pack with digital recruitment marketing this fall. Through digital ads, we'll ensure that families in your community understand the incredible benefits of Cub Scouting and know how to join.

Layered on top of your pack's recruitment efforts will be ads in Facebook, Instagram, Pinterest, YouTube and Nextdoor that will promote Cub Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way. The work of executing those ads will be handled between the council and the national office.

What will it cost your pack? Nothing! This service is being provided by the council and the BSA. There is no cost to your pack.

No additional tasks...no additional cost...what's the catch? There is no catch!

We're working hard to ensure families understand that Cub Scouting can help them make the most of the time they have together, and that Cub Scouting can help them set their children on the path to success. With a strong recruiting effort, we can ensure every family has the opportunity to join Scouting.

Here's what we need from you: the date, time and location of your joining event (open house, school night, etc.) That's it! We'll take care of the rest!

Simply complete and return the following pages so we can gather the needed information for your September recruitment event.

Thank you for all you do through Scouting to support the families in your community. Your work changes lives, piece by piece, meeting by meeting. Your efforts make a difference, and we thank you for the time you so generously give.

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SCOUT ME IN™

Digital Recruitment Marketing (GEO-FENCING) Commitment Sheet 2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Digital Recruitment Marketing (GEO-FENCING) campaign.

District: _____ Pack Number: _____ Town: _____

- We will have a recruitment night in September.
- We will provide the needed site information by the deadlines indicated.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Commitment sheet to be submitted no later than August 15, 2019.

SEPTEMBER SIGN-UP

Event date _____ Event location name _____

Event start time _____ Event street address _____

Town _____ Zip Code _____

Pack Sign-Up Coordinator (Contact information for online ads):

Name _____ Phone: _____

Email address: _____

Additional Geo-fence location:

Additional site _____

Event street address _____

Town _____ Zip Code _____

It is recommended Pack sign-up nights are scheduled to take place the week after local schools hold their Back to School nights.

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SCOUT ME IN™

Commitment Sheet

2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Recruitment Campaign.

Pack Number: _____ Town: _____ District: _____

- We will have recruitment nights in September, October and early November.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Pack Committee Chair:

Cubmaster:

Signature

Signature

Printed Name

Printed Name

Date

Date

SCOUT ME IN commitment sheet to be submitted no later than August 15, 2019.

Pack Sign-Up Coordinator:

Name

Phone:

Email address:

Who will distribute / circulate flyers at your elementary school: _____

Who will make your Pack's in-school student talks? _____

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SCOUT ME IN™

Flyer Order Form

PLEASE PRINT THE INFORMATION AS YOU WISH IT TO APPEAR ON THE 2019 SCOUT ME IN RECRUITMENT FLYER.

Cub Scout Pack # _____

SEPTEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

OCTOBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

NOVEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

FLYER POINT OF CONTACT (Pack Sign-Up Coordinator): [To be printed on the flyer]

Name Phone:

Email address:

We wish to recruit from the following schools:

We will recruit: ___ Boys and Girls ___ only boys ___ only girls.

Flyers will be available for pick up by the Pack at the Council Service Center by the requested date indicated above. The Pack can then make sure the flyers are distributed in the school(s). School Districts that have special rules regarding flyer distribution will be handled on an individual basis. Please be certain to check with your school district for any special rules for flyer distribution. Failure to do so may result in delay or a lost opportunity to distribute flyers in school.

Sufficient flyers for distribution in the schools will be provided. If you wish to distribute additional flyers (through churches, Post Office, etc...), please note the number of additional flyers needed: _____.

Return this information to your district coordinator (or if none) your District Executive by August 15, 2019

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Prepared for: Pack _____

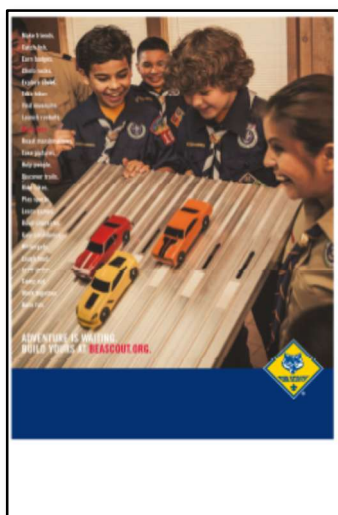


SCOUT ME IN™

2019 FALL RECRUITMENT CAMPAIGN



Flyers



Posters



Yard Signs

WHAT IS THE "SCOUT ME IN" FALL RECRUITMENT CAMPAIGN?

The *SCOUT ME IN* fall recruitment campaign is a concerted recruiting effort by the Council and District Membership committees, taking place in September and October in all school systems – private, public, and parochial. Evenings are designated by Cub Scout Packs for all parents to gather at a *SCOUT ME IN* fall recruitment location to register themselves and their child(ren) with the Boy Scouts of America through a Cub Scout Pack.

WHY "SCOUT ME IN" FALL RECRUITMENT?

The *SCOUT ME IN* fall recruitment campaign means membership, and for all Scouting leaders, membership is registration in the Boy Scouts of America – giving young people an opportunity to participate in a program that has been tried and proven. It is reaching out to families who have eligible children and inviting them to join. It's organizing new Cub Scout Packs and dens and recruiting qualified leadership. GOOD membership is a sign of a healthy Cub Scout Pack and a quality Pack program.

Remember, adding YOUTH means: a better Tiger Cub and Cub Scout programs for all; more families involved; more exciting things to do; and more friendships made. Adding families means more people involved in your chartered organization, and more leaders. Adding leaders means more hands to help and more personal satisfaction.

FOLLOW THE **STEP BY STEP** "SCOUT ME IN" FALL RECRUITMENT PLAN ON THE FOLLOWING PAGES AND YOU **WILL** ADD NEW MEMBERS!

FALL RECRUITMENT CAMPAIGN JOB DESCRIPTIONS**PACK SIGN-UP COORDINATOR**

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including sign with unit number, name of charter partner, and time and place of Pack and Den meetings.
3. Promotes the wearing of uniforms to school by all members of the Pack on the day of *SCOUT ME IN* recruitment.
4. Leads *SCOUT ME IN* recruitment event for new youth and parents, registers new youth, and secures parental help.
5. Turns in additional enrollments and fees to the Council Service Center the week after the *SCOUT ME IN* recruitment event.
6. Follows up on new Tiger Cubs and Cub Scouts to ensure that they become active in the Pack, and sees that parents who have volunteered are assigned specific responsibilities.

LION CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Lion Cub organizational meeting for new youth and parents, registers new Lion Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Lion Cub registration, and then reviews the Lion Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of youth/adults' addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Lion Cub Den meetings.
9. Sees that Lion Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
10. Sees that, at the conclusion of the Lion Cub program year, Lion Cubs graduate into a Tiger Den of the Cub Scout Pack with a formal "graduation ceremony".

TIGER CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Tiger Cub organizational meeting for new youth and parents, registers new Tiger Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Tiger Cub registration, and then reviews the Tiger Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of all youth/adults addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Tiger Cub Den meeting.
9. Conducts regular (at least monthly) phone contacts with Tiger Cub Den.
10. Sees that Tiger Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
11. Sees that, at the conclusion of the Tiger Cub program year, Tiger Cubs graduate into a Wolf Den of the Cub Scout Pack with a formal "graduation ceremony".

SCOUT ME IN RECRUITMENT EVENT

PLANNING SCHEDULE

<u>ITEM</u>	<u>DATE</u>	<u>DONE</u>
1. Confirm <i>SCOUT ME IN</i> recruitment event location. Meet with custodian (if required)	Aug 1	_____
2. Meet with the local school Principal <ul style="list-style-type: none"> - Set up school visit - Leave flyers and teacher letter for distribution. - Confirm distribution date. 		_____
3. Conduct School Visits	Week of Sept. _____	_____
4. September <i>SCOUT ME IN</i> recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Sept. _____	_____
5. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Sept. 30	_____
6. October <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Oct. _____	_____
7. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Oct. 31	_____
8. November <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Nov. _____	_____
9. Submit the completed registration forms and fees to the Council Service Center.	Nov. 30	_____

<u>BEFORE THE SCOUT ME IN RECRUITMENT EVENT PROGRAM:</u>	<u>DONE</u>
1. Plan a card table display. Make a sign with your unit number, chartering organization, time and place of meeting. Plan to bring your flags.	_____
2. Plan a very brief ceremony involving present youth members or prepare to say a few words about your program. Encourage current members to make recruiting posters to promote <i>SCOUT ME IN</i> in your community.	_____
3. Recruit some help to call prospective members. Invite them to attend <i>SCOUT ME IN</i> with their parents.	_____
4. Encourage your Cub Scouts to wear their uniforms on the day of the <i>SCOUT ME IN</i> program and ask them to invite their friends.	_____
5. Distribute homemade <i>SCOUT ME IN</i> posters in your neighborhood. Include name of school and time of meeting. Don't forget to pick them up afterwards.	_____
6. Plan to arrive ½ hour early at your <i>SCOUT ME IN</i> location. Be in uniform.	_____

<u>AT THE SCOUT ME IN RECRUITMENT EVENT LOCATION:</u>	<u>DONE</u>
1. Set up your displays.	_____
2. Help greet parents and youth.	_____
3. "Be prepared" to enroll both youth and parents. (For a sure-fire method of signing up parents as well as youth, see Appendix B - "How to recruit Den Leaders and Committee Members")	_____
4. Distribute applications for membership and review them with both the youth and their parents. Have plenty of pens and/or pencils on hand.	_____
5. Process applications. Make sure they are signed and fees are collected. "Be prepared" to have some change on hand.	_____
6. Tell the youth not to purchase a book. One will be provided by the Pack upon submitting their application by October 31. Have the new Cub Scouts begin work on Bobcat/Scout requirements.	_____
7. Announce time and place of next meeting after all have registered. Thank all for coming and dismiss.	_____
8. Fill out report envelope and enclose fees.	_____
9. Turn in completed form and fees to the Council Service Center.	_____

SCOUT ME IN RECRUITMENT AND UNIFORM DAY

WHAT: The “*SCOUT ME IN*” fall recruitment campaign is a program designed to be held on given nights in various locations. Our purpose is to give prospective Lions, Tiger Cubs, Cub Scouts and their parents an opportunity to learn about the educational program of Scouting and join a Cub Scout Pack.

WHEN: Selected dates in September, October and November.

WHY: For many reasons:

- To fulfill our obligation to offer Scouting to all youth.
- To help relieve the workload on our school officials by coordinating our recruitment into an annual plan.
- To best utilize the time and talent of more than 500 volunteer leaders in a coordinated effort for Scouting.
- To help the early fall reactivation of Scouting units.
- To give parents the opportunity to meet and to talk with Scouting leaders and learn their opportunities in Scouting.

UNIT RESPONSIBILITIES:

- A. Make a sign giving unit number, sponsor and time and place of your unit meeting.
- B. Promote the wearing of uniforms to school all day by members of your unit.
- C. Be present in uniform with key volunteer and youth leaders at the meeting to tell the unit story and to register new youth and leaders in your unit.

**SCOUT ME IN RECRUITMENT EVENT
AGENDA**

Suggested material checklist:

- Cub Scout Promise poster (homemade)
- Parent Talent Survey (enough copies for one per parent – see appendix A)
- *SCOUT ME IN* attendance roster
- Pens, pencils, stapler
- Equipment for games
- Calculator
- Materials for name tags and markers
- Boys' Life mini-mags (one per family)
- Copy of current charter to verify returning/renewing Cub Scouts)
- Adult and Cub Scout applications
- Pack calendar, newsletter and leader roster (one per family)
- Sample Scouting magazines
- Sample Boys' Life magazines
- Sample Cub Scout Den & Pack Resource Guide

Before the meeting

- Set up the tables and chairs as needed.
- Set up exhibits of Cub Scout projects.
- Set up FIVE tables with signs:
 - New Lion Cubs (Kindergarten)
 - New Tiger Cubs (First Grade)
 - New Cub Scouts (Second and Third Grade)
 - New Webelos Scouts (Fourth and Fifth Grade)
 - Returning Cub Scouts
- All materials and equipment on hand.
- Name tags, pens.
- Pre-opening game materials (if needed).
- Cub Scout and Adult registration applications.
- Ceremony and games equipment (if needed).

Pre-opening/Gathering Period

- Welcoming committee greets families as they arrive and makes them feel at ease.
- Have youth and parents sign-in on the *SCOUT ME IN* roster (Re-registering Cubs on one sheet, new Cub Scouts on a second sheet, Tiger Cubs on a third sheet, Lion Cubs on a fourth sheet.)
Make sure they include their name, address, and phone number.
- Make out name tags for youth and adults (if needed).
- Pass out "Parent Talent Survey" (see appendix A) to each parent. Ask them to return the survey prior to the opening ceremony.
- Direct parents and youth to the exhibit area or to a seat.

General Program

- 1. Welcome and Opening Ceremony
 - A. Welcome to this evening's *SCOUT ME IN* recruitment event here in _____.
 - B. My name is _____ and I am your coordinator for tonight's program.
 - C. We will open our meeting with the Pledge of Allegiance as we do at every Cub Scout meeting. Leading us will be _____ who is/are from _____. (Invite four uniformed Cub Scouts to perform ceremony)
 - D. At this time I would like to introduce you to the following people who will be helping with tonight's program.

<u>NAME</u>	<u>POSITION/UNIT #</u>	<u>CHARTERED ORGANIZATION</u>

- 1. Introduce the Lion Cub Den Leaders. Separate Lion Cubs (Kindergarteners) and their parents into a group, preferably in a separate room.
- 2. Introduce the Tiger Cub Den Leaders. Separate Tiger Cubs (First Graders) and their parents into a group, preferably in a separate room.
- 3. Review the purpose of *SCOUT ME IN* recruitment.
 - A. Familiarize interested families with Scouting and its objectives.
 - B. Provide an opportunity for youth and parents to join in the adventure of Scouting.
- 4. Resume explanation of Scouting: (Explain)

The Boy Scouts of America supports a program for youth beginning in Kindergarten which can be continued until graduation from high school.

Cub Scouting - is a home centered program developed especially for parents of youth (5 - 10 years of age) to use with and for their children. It makes good use of a period in a child's life that might otherwise be left to pure chance. It gives a child something to work for – something to look forward to - and the program is as American as apple pie. The Cub Scout learns to respect his/her God, country, home, and fellow humans. The ideals and activities of Cub Scouting contribute in the best possible way toward the battle of life and the fullest appreciation of American citizenship.

The Cub Scout program includes a plan of advancement through which children learn by doing. Their achievement program is packed full of adventures. It includes practically every child's interest and desire. It is doing for the fun of doing, not doing for the sake of getting. Children meet weekly as neighborhood dens in one of the parent's homes, their Den Leader's home, at the school, or wherever and whenever it is most convenient for the den's leadership. They complete various handicraft projects, learn to play team games, stunts, and also, learn to live and play with others.

Once a month, all the dens meet together at what is known as a pack meeting. Here, all the Cub Scouts and parents have fun together. Dens present skits they worked out in their dens, based on the theme of the month, and exhibit their handicraft projects. Parents, with the Cubmaster's help, plan things to bring. Thus, Cub Scouting is for the whole family. For a youth to receive the most from their Cub Scouting experience, his/her parents must assist their child and their pack in accomplishing its objectives. **PARENTS JOIN THE PACK WITH THEIR CHILD.**

Scouts BSA – might be called the intermediate program of the Boy Scouts of America, as boys and girls may join at the age of 11 and continue until the age of 18.

Venturing - Or, when entering high school (age 14) youth may join an older youth program.

5. Have returning Den Leaders prepared with several games and Cub Scout promise poster. Excuse the youth to another area for games and to learn the Cub Scout promise.
6. How to join Scouting:
 - A. A youth may join the Cub Scouting program if they are in Kindergarten through 5th grades, and not yet 11 years of age. Be sure to collect the appropriate membership fees for new Cub Scouts and for returning Cub Scouts. Secondary accident insurance is provided for each registered Scout.
 - B. Currently, youth may join Scouts BSA if he/she is at least 10 ½ years of age and has completed the 5th grade or is at least 11 and not yet 18 years of age. Be sure to collect the appropriate membership fees. Secondary accident insurance is provided for each registered scout.
 - C. Parents can help by serving as unit leaders, den leaders, or committee members; or they can help with transportation or special events. The active support of all parents is necessary. Few leaders begin with any experience. Training, roundtables, the Den Leader Guide (show the book and explain that there are weekly meeting plans for each month and for each age group) and commissioner service is provided by the Washington Crossing Council through four local districts. Adults (18 to 21 years of age) may join the Scouting program and serve as assistant leaders; adults (21 years of age and older) may join the Scouting program and serve as leaders or committee members. The adult leaders pay an annual membership fee, which includes “Scouting” magazine and accident insurance.
7. “Boys’ Life” Magazine
“Boys’ Life” magazine is as much a part of Scouting as going to pack meetings (show several copies and pass out mini-mags to every family). Any youth or adult registered in Scouting may subscribe to it for \$12.00 per year (12 issues), which is half the regular price. New Scouts and Scouters subscribing to “Boys’ Life” this evening would pay \$16.00 for 16 issues. “Boys’ Life” is not only entertaining, but brings Scouting to our membership every day. It is coordinated to support the suggested monthly themes for both pack and troop programs. It is mailed directly to the youth. Youth are encouraged to subscribe to “Boys’ Life” when they register.
8. Who pays for Scouting?
 - A. Youth and family costs include an annual membership fee, weekly den dues of \$0.50 to \$1.00, uniform costs, activities, and literature. Uniforms are part of the Scouting program and should be acquired for both youth and adult leaders.
 - B. Pack costs include the providing of program materials (awards, unit equipment, leadership tools and literature). These costs are covered by money earning projects, such as the annual Trail’s End Popcorn sale.
9. Divide into packs (if at a multiple-pack *SCOUT ME IN* recruitment event location) or go directly to #10 if only one pack is present)
10. Unit Leader Highlights the Program.
Explain where den and pack meetings are held, day and time; as well as some examples of a few activities or special events the pack participated in last year and then outline this year’s suggested program. Pass out annual pack calendar, newsletter, and leader roster. Parents and

youth may have questions related to your pack or Scouting in general. Invite your leaders to participate, as well as other council or district Scouters who may be present.

11. Registration

Parents fill-out an application to join Scouting NOW!

{Use "How to Recruit Den Leaders & Committee Members – see appendix B} Assign two leaders to serve as registrar to review applications, receipt registration and Boys' Life fees, and fill out sign in sheets.

12. Have the youth rejoin the group and sit with their parent(s).

13. Closing Thoughts

Briefly, this is what Scouting has to offer you and your child. Please remember that Scouting is a program for youth, but it can succeed only with the assistance and guidance of interested parents.

It is time to say good night now; but before our closing ceremony, we want to invite anyone who has additional questions to remain, and our leaders will meet with you and your child.

14. Closing Ceremony

Form all newly registered Cub Scouts, as well as all Cub Scouts present, into their dens. Have the dens form several "living circles". Have all Cub Scouts repeat the Cub Scout Promise as displayed on home made posters. Dismiss everyone with the Cubmaster's benediction.

NOTE: All completed applications {youth and adult} should be returned to the Scout Service Center as soon as possible. Please check to see that all youth and adult applications and the proper fees are included.

- Check fees, applications (is all information complete? – name? address? grade? date of birth? etc) to make sure everything balances.
- Are all payments matched to the proper applications?
- Are all renewing Cub Scouts currently registered?
- Is the Cubmaster's signature on all applications?
- Are all applications signed by parent?

Your cooperation will ensure that every application will be processed speedily and the membership cards returned to the unit leader. In this way, the youth may receive his/her membership card immediately upon completion of their Bobcat requirements....instant recognition!

APPENDIX A –

FAMILY TALENT SURVEY

Pack _____
Date _____

Each adult family member is invited to fill out a separate sheet.

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

- 1. My interests/pastimes include: Social Media Music Sports (please specify):
Health & Fitness STEM Travel Other Parent Groups (please specify):
Family Activities Gardening Cooking Crafts Video Games DIY Projects Writing Art
Other Volunteer Work (please specify): Other (please specify):
2. A topic I would enjoy teaching youth is:
3. My job, business, or profession might be of interest to Cub Scouts:
4. I have training or experience that might be helpful.
First Aid or Safety-Related Training or Credentials (please specify):
Teaching, Coaching, or Mentoring (please specify):
Previous Scouting Experience (please specify):
Other:
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
posting on social media helping to welcome other new parents making contacts for trips and activities
providing transportation serving as a pack committee member being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
an occasional presenter part of a team helping a Cub Scout den
Den Leader or Assistant Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities

- Carpentry
Swimming/watercraft safety
Games
Nature
Sports
Outdoor activities
Crafts
Music/songs
Citizenship/flag etiquette
Bookkeeping

- Computer skills
Drawing/art
Radio/electricity
Dramatics/skits
Cooking/banquets
Sewing
Transportation
Hiking
Other

Special Program Resources

- I have a van SUV or truck
I have a workshop.
I have family camping gear.
I have camping gear that others could use.
I have access to a cottage, camping property or boat.
I can help Webelos Scouts with Scouts BSA skills
I can give other help.

Tiger Activity Areas

- Nutrition/health
Magic
Biking
Astronomy
First aid

Wolf Activity Areas

- Knoys
Sign language
Coin collecting
Physics
Math/codes
Collections
Disabilities awareness
Dinosaurs
Compass use
Health
Gardening
Civil service/military

Bear Activity Areas

- Pocketknives/woodcarving
Camping
Computers/technology
Citizenship/flag etiquette
Fishing
American Indian culture
Animal care
Forensics
Physics
Marbles
Robotics
General science

Webelos Activity Areas

- Outdoor cooking
First aid
Camping
General science
Disabilities awareness
Survival skills
Geocaching
Geology
Engineering
Home repair
Game design
Wildlife
Plant life
Movie Making

Adult Name _____ Youth Name _____
E-Mail address _____ Phone(s) H- _____ C- _____ B- _____
[The best way to reach me is via email text cell phone home phone business phone.]
Street address _____ City _____ State _____ Zip _____

APPENDIX B –

SCOUT ME IN FALL RECRUITMENT

HOW TO RECRUIT DEN LEADERS AND COMMITTEE MEMBERS

1. Have Kindergarteners and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group.
2. Have 1st graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
3. Have 2nd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
4. Have 3rd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
5. Do the same with the 4th and 5th graders as a separate group.
6. Tell the parents that as least two parents are needed from each den (group) to serve on the Pack Committee (give them a job). Two additional parents are needed for each den of Kindergarteners – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 1st graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 2nd and 3rd graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed from each den of 4th and 5th graders to serve as the Webelos Leader, and the other to be the Assistant.
7. Say something like this, “You folks get acquainted and select the most qualified leaders. Don’t worry about experience; no one here has experience at first. Good training is available. Literature is in abundance and the Den Leader Guide is a valuable tool (show sample). No creativeness is necessary. We meet monthly to plan ahead and share the work and the fun. Qualifications for leaders are patience with youth, good character, and willingness to spend some time getting trained and planning for each meeting. So talk it over between yourselves. When the necessary adults are selected and signed up we can enroll the children.
8. Place six youth applications with six adult applications on top of them in the center of the circle.
9. Stand back for awhile. Let them get acquainted and talk over their selection. Then circulate to answer questions. But don’t plead and don’t give in. If you become involved in their discussion, they will let you do the work.
10. Pick up applications when completed. Congratulate leaders and recognize them. Announce time and place of next pack leaders meeting and the district training course.
11. DON’T BEG for help or cooperation. DON’T ask for it, EXPECT IT and you will get it. DON’T SETTLE FOR LESSa child’s life is at stake!

APPENDIX C –

BeAScout.org PIN MANAGEMENT

If there was one simple action you could take to amplify your local recruiting efforts, would you take it? Obviously that question is a no-brainer and the answer should be a big ol' YES! Even better, it only takes a few seconds to complete.

Updating your pin with current information on BeAScout is the easiest way unit leaders can help prospective Scouts and their families get in touch with a unit in your council. This quick process hardly takes a minute, yet it translates to significant gains to your council's membership. How significant? Once schools start up and parents are looking to involve their kids in activities, BeAScout will receive more than 500,000 nationally visits from people interested in learning more about Scouting, and you won't want to miss the opportunity to show off your unit. If every unit completed this simple task, thousands of new youth across the nation would be introduced to the fun, character-building adventures only Scouting can provide.

It's important to note that a unit will not receive leads if their pin is not updated and Unit Mode is not turned on. Additionally, units won't be able to take advantage of receiving online applications directly from BeAScout (by turning on the Apply Now function) without updating their pins.

Sharing the correct and most up-to-date local Scouting information on BeAScout is a great opportunity for Scout units to highlight what makes their unit unique, express how excited they are about Scouting, and to show to prospective Scout families the benefits of Scouting.

How to update your BeAScout.org pin

Updating your [BeAScout.org](https://www.beascout.org) pin is simple, and it's a good way to make sure your information is current — that it doesn't list last year's Cubmaster or meeting time, for example. Access to update your pin is available to all unit leaders, including committee members in a unit.

To update your pin:

1. Go to [My.Scouting.org](https://www.myscouting.org)
2. In the drop-down menu, go to Legacy Web Tools and select BeAScout.
3. Choose "unit" (rather than council) under "Unit Pin Mode" to update the pin with your contact info.
4. Be sure to set pin status to "active." If they want the "Apply Now" button on the pin, set "Apply Status" to "active."
5. Note that it may take a few hours, or up to overnight, for the updated information to show up.
6. For Cub Scout packs: You'll also want to go to Organization Manager and identify your packs gender: all-boy, all-girl or a mix of all-boy dens and all-girl dens. Under Organization Manager, find the settings tab and scroll to the bottom of the page. The default is Boys Dens, but you can change that. Be sure to enter an effective date or it will not update the pin.

**SCOUT ME IN™**

GEO-FENCING

2019 Fall Recruitment Campaign

In partnership with the BSA's National Service Center, the Washington Crossing Council will be supporting your pack with digital recruitment marketing this fall. Through digital ads, we'll ensure that families in your community understand the incredible benefits of Cub Scouting and know how to join.

Layered on top of your pack's recruitment efforts will be ads in Facebook, Instagram, Pinterest, YouTube and Nextdoor that will promote Cub Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way. The work of executing those ads will be handled between the council and the national office.

What will it cost your pack? Nothing! This service is being provided by the council and the BSA. There is no cost to your pack.

No additional tasks...no additional cost...what's the catch? There is no catch!

We're working hard to ensure families understand that Cub Scouting can help them make the most of the time they have together, and that Cub Scouting can help them set their children on the path to success. With a strong recruiting effort, we can ensure every family has the opportunity to join Scouting.

Here's what we need from you: the date, time and location of your joining event (open house, school night, etc.) That's it! We'll take care of the rest!

Simply complete and return the following pages so we can gather the needed information for your September recruitment event.

Thank you for all you do through Scouting to support the families in your community. Your work changes lives, piece by piece, meeting by meeting. Your efforts make a difference, and we thank you for the time you so generously give.

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SCOUT ME IN™

Digital Recruitment Marketing (GEO-FENCING) Commitment Sheet 2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Digital Recruitment Marketing (GEO-FENCING) campaign.

District: _____ Pack Number: _____ Town: _____

- We will have a recruitment night in September.
- We will provide the needed site information by the deadlines indicated.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Commitment sheet to be submitted no later than August 15, 2019.

SEPTEMBER SIGN-UP

Event date _____ Event location name _____

Event start time _____ Event street address _____

Town _____ Zip Code _____

Pack Sign-Up Coordinator (Contact information for online ads):

Name _____ Phone: _____

Email address: _____

Additional Geo-fence location:

Additional site _____

Event street address _____

Town _____ Zip Code _____

It is recommended Pack sign-up nights are scheduled to take place the week after local schools hold their Back to School nights.

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SCOUT ME IN™

Commitment Sheet

2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Recruitment Campaign.

Pack Number: _____ Town: _____ District: _____

- We will have recruitment nights in September, October and early November.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Pack Committee Chair:

Cubmaster:

Signature

Signature

Printed Name

Printed Name

Date

Date

SCOUT ME IN commitment sheet to be submitted no later than August 15, 2019.

Pack Sign-Up Coordinator:

Name

Phone:

Email address:

Who will distribute / circulate flyers at your elementary school: _____

Who will make your Pack's in-school student talks? _____

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SCOUT ME IN™

Flyer Order Form

PLEASE PRINT THE INFORMATION AS YOU WISH IT TO APPEAR ON THE 2019 SCOUT ME IN RECRUITMENT FLYER.

Cub Scout Pack # _____

SEPTEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

OCTOBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

NOVEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

FLYER POINT OF CONTACT (Pack Sign-Up Coordinator): [To be printed on the flyer]

Name Phone:

Email address:

We wish to recruit from the following schools:

We will recruit: ___ Boys and Girls ___ only boys ___ only girls.

Flyers will be available for pick up by the Pack at the Council Service Center by the requested date indicated above. The Pack can then make sure the flyers are distributed in the school(s). School Districts that have special rules regarding flyer distribution will be handled on an individual basis. Please be certain to check with your school district for any special rules for flyer distribution. Failure to do so may result in delay or a lost opportunity to distribute flyers in school.

Sufficient flyers for distribution in the schools will be provided. If you wish to distribute additional flyers (through churches, Post Office, etc...), please note the number of additional flyers needed: _____.

Return this information to your district coordinator (or if none) your District Executive by August 15, 2019

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Prepared for: Pack _____

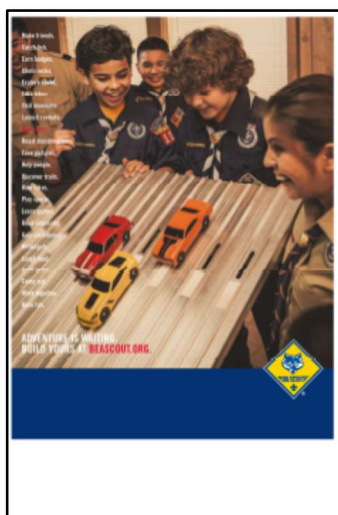


SCOUT ME IN™

2019 FALL RECRUITMENT CAMPAIGN



Flyers



Posters



Yard Signs

WHAT IS THE "SCOUT ME IN" FALL RECRUITMENT CAMPAIGN?

The *SCOUT ME IN* fall recruitment campaign is a concerted recruiting effort by the Council and District Membership committees, taking place in September and October in all school systems – private, public, and parochial. Evenings are designated by Cub Scout Packs for all parents to gather at a *SCOUT ME IN* fall recruitment location to register themselves and their child(ren) with the Boy Scouts of America through a Cub Scout Pack.

WHY "SCOUT ME IN" FALL RECRUITMENT?

The *SCOUT ME IN* fall recruitment campaign means membership, and for all Scouting leaders, membership is registration in the Boy Scouts of America – giving young people an opportunity to participate in a program that has been tried and proven. It is reaching out to families who have eligible children and inviting them to join. It's organizing new Cub Scout Packs and dens and recruiting qualified leadership. GOOD membership is a sign of a healthy Cub Scout Pack and a quality Pack program.

Remember, adding YOUTH means: a better Tiger Cub and Cub Scout programs for all; more families involved; more exciting things to do; and more friendships made. Adding families means more people involved in your chartered organization, and more leaders. Adding leaders means more hands to help and more personal satisfaction.

FOLLOW THE STEP BY STEP "SCOUT ME IN" FALL RECRUITMENT PLAN ON THE FOLLOWING PAGES AND YOU WILL ADD NEW MEMBERS!

FALL RECRUITMENT CAMPAIGN JOB DESCRIPTIONS**PACK SIGN-UP COORDINATOR**

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including sign with unit number, name of charter partner, and time and place of Pack and Den meetings.
3. Promotes the wearing of uniforms to school by all members of the Pack on the day of *SCOUT ME IN* recruitment.
4. Leads *SCOUT ME IN* recruitment event for new youth and parents, registers new youth, and secures parental help.
5. Turns in additional enrollments and fees to the Council Service Center the week after the *SCOUT ME IN* recruitment event.
6. Follows up on new Tiger Cubs and Cub Scouts to ensure that they become active in the Pack, and sees that parents who have volunteered are assigned specific responsibilities.

LION CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Lion Cub organizational meeting for new youth and parents, registers new Lion Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Lion Cub registration, and then reviews the Lion Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of youth/adults' addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Lion Cub Den meetings.
9. Sees that Lion Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
10. Sees that, at the conclusion of the Lion Cub program year, Lion Cubs graduate into a Tiger Den of the Cub Scout Pack with a formal "graduation ceremony".

TIGER CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Tiger Cub organizational meeting for new youth and parents, registers new Tiger Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Tiger Cub registration, and then reviews the Tiger Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of all youth/adults addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Tiger Cub Den meeting.
9. Conducts regular (at least monthly) phone contacts with Tiger Cub Den.
10. Sees that Tiger Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
11. Sees that, at the conclusion of the Tiger Cub program year, Tiger Cubs graduate into a Wolf Den of the Cub Scout Pack with a formal "graduation ceremony".

SCOUT ME IN RECRUITMENT EVENT

PLANNING SCHEDULE

<u>ITEM</u>	<u>DATE</u>	<u>DONE</u>
1. Confirm <i>SCOUT ME IN</i> recruitment event location. Meet with custodian (if required)	Aug 1	_____
2. Meet with the local school Principal <ul style="list-style-type: none"> - Set up school visit - Leave flyers and teacher letter for distribution. - Confirm distribution date. 		_____
3. Conduct School Visits	Week of Sept. _____	_____
4. September <i>SCOUT ME IN</i> recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Sept. _____	_____
5. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Sept. 30	_____
6. October <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Oct. _____	_____
7. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Oct. 31	_____
8. November <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Nov. _____	_____
9. Submit the completed registration forms and fees to the Council Service Center.	Nov. 30	_____

<u>BEFORE THE SCOUT ME IN RECRUITMENT EVENT PROGRAM:</u>	<u>DONE</u>
1. Plan a card table display. Make a sign with your unit number, chartering organization, time and place of meeting. Plan to bring your flags.	_____
2. Plan a very brief ceremony involving present youth members or prepare to say a few words about your program. Encourage current members to make recruiting posters to promote <i>SCOUT ME IN</i> in your community.	_____
3. Recruit some help to call prospective members. Invite them to attend <i>SCOUT ME IN</i> with their parents.	_____
4. Encourage your Cub Scouts to wear their uniforms on the day of the <i>SCOUT ME IN</i> program and ask them to invite their friends.	_____
5. Distribute homemade <i>SCOUT ME IN</i> posters in your neighborhood. Include name of school and time of meeting. Don't forget to pick them up afterwards.	_____
6. Plan to arrive ½ hour early at your <i>SCOUT ME IN</i> location. Be in uniform.	_____

<u>AT THE SCOUT ME IN RECRUITMENT EVENT LOCATION:</u>	<u>DONE</u>
1. Set up your displays.	_____
2. Help greet parents and youth.	_____
3. "Be prepared" to enroll both youth and parents. (For a sure-fire method of signing up parents as well as youth, see Appendix B - "How to recruit Den Leaders and Committee Members")	_____
4. Distribute applications for membership and review them with both the youth and their parents. Have plenty of pens and/or pencils on hand.	_____
5. Process applications. Make sure they are signed and fees are collected. "Be prepared" to have some change on hand.	_____
6. Tell the youth not to purchase a book. One will be provided by the Pack upon submitting their application by October 31. Have the new Cub Scouts begin work on Bobcat/Scout requirements.	_____
7. Announce time and place of next meeting after all have registered. Thank all for coming and dismiss.	_____
8. Fill out report envelope and enclose fees.	_____
9. Turn in completed form and fees to the Council Service Center.	_____

SCOUT ME IN RECRUITMENT AND UNIFORM DAY

WHAT: The “*SCOUT ME IN*” fall recruitment campaign is a program designed to be held on given nights in various locations. Our purpose is to give prospective Lions, Tiger Cubs, Cub Scouts and their parents an opportunity to learn about the educational program of Scouting and join a Cub Scout Pack.

WHEN: Selected dates in September, October and November.

WHY: For many reasons:

- To fulfill our obligation to offer Scouting to all youth.
- To help relieve the workload on our school officials by coordinating our recruitment into an annual plan.
- To best utilize the time and talent of more than 500 volunteer leaders in a coordinated effort for Scouting.
- To help the early fall reactivation of Scouting units.
- To give parents the opportunity to meet and to talk with Scouting leaders and learn their opportunities in Scouting.

UNIT RESPONSIBILITIES:

- A. Make a sign giving unit number, sponsor and time and place of your unit meeting.
- B. Promote the wearing of uniforms to school all day by members of your unit.
- C. Be present in uniform with key volunteer and youth leaders at the meeting to tell the unit story and to register new youth and leaders in your unit.

**SCOUT ME IN RECRUITMENT EVENT
AGENDA**

Suggested material checklist:

- Cub Scout Promise poster (homemade)
- Parent Talent Survey (enough copies for one per parent – see appendix A)
- *SCOUT ME IN* attendance roster
- Pens, pencils, stapler
- Equipment for games
- Calculator
- Materials for name tags and markers
- Boys' Life mini-mags (one per family)
- Copy of current charter to verify returning/renewing Cub Scouts)
- Adult and Cub Scout applications
- Pack calendar, newsletter and leader roster (one per family)
- Sample Scouting magazines
- Sample Boys' Life magazines
- Sample Cub Scout Den & Pack Resource Guide

Before the meeting

- Set up the tables and chairs as needed.
- Set up exhibits of Cub Scout projects.
- Set up FIVE tables with signs:
 - New Lion Cubs (Kindergarten)
 - New Tiger Cubs (First Grade)
 - New Cub Scouts (Second and Third Grade)
 - New Webelos Scouts (Fourth and Fifth Grade)
 - Returning Cub Scouts
- All materials and equipment on hand.
- Name tags, pens.
- Pre-opening game materials (if needed).
- Cub Scout and Adult registration applications.
- Ceremony and games equipment (if needed).

Pre-opening/Gathering Period

- Welcoming committee greets families as they arrive and makes them feel at ease.
- Have youth and parents sign-in on the *SCOUT ME IN* roster (Re-registering Cubs on one sheet, new Cub Scouts on a second sheet, Tiger Cubs on a third sheet, Lion Cubs on a fourth sheet.)
Make sure they include their name, address, and phone number.
- Make out name tags for youth and adults (if needed).
- Pass out "Parent Talent Survey" (see appendix A) to each parent. Ask them to return the survey prior to the opening ceremony.
- Direct parents and youth to the exhibit area or to a seat.

General Program

- 1. Welcome and Opening Ceremony
 - A. Welcome to this evening's *SCOUT ME IN* recruitment event here in _____.
 - B. My name is _____ and I am your coordinator for tonight's program.
 - C. We will open our meeting with the Pledge of Allegiance as we do at every Cub Scout meeting. Leading us will be _____ who is/are from _____. (Invite four uniformed Cub Scouts to perform ceremony)
 - D. At this time I would like to introduce you to the following people who will be helping with tonight's program.

<u>NAME</u>	<u>POSITION/UNIT #</u>	<u>CHARTERED ORGANIZATION</u>

- 1. Introduce the Lion Cub Den Leaders. Separate Lion Cubs (Kindergarteners) and their parents into a group, preferably in a separate room.
- 2. Introduce the Tiger Cub Den Leaders. Separate Tiger Cubs (First Graders) and their parents into a group, preferably in a separate room.
- 3. Review the purpose of *SCOUT ME IN* recruitment.
 - A. Familiarize interested families with Scouting and its objectives.
 - B. Provide an opportunity for youth and parents to join in the adventure of Scouting.
- 4. Resume explanation of Scouting: (Explain)

The Boy Scouts of America supports a program for youth beginning in Kindergarten which can be continued until graduation from high school.

Cub Scouting - is a home centered program developed especially for parents of youth (5 - 10 years of age) to use with and for their children. It makes good use of a period in a child's life that might otherwise be left to pure chance. It gives a child something to work for – something to look forward to - and the program is as American as apple pie. The Cub Scout learns to respect his/her God, country, home, and fellow humans. The ideals and activities of Cub Scouting contribute in the best possible way toward the battle of life and the fullest appreciation of American citizenship.

The Cub Scout program includes a plan of advancement through which children learn by doing. Their achievement program is packed full of adventures. It includes practically every child's interest and desire. It is doing for the fun of doing, not doing for the sake of getting. Children meet weekly as neighborhood dens in one of the parent's homes, their Den Leader's home, at the school, or wherever and whenever it is most convenient for the den's leadership. They complete various handicraft projects, learn to play team games, stunts, and also, learn to live and play with others.

Once a month, all the dens meet together at what is known as a pack meeting. Here, all the Cub Scouts and parents have fun together. Dens present skits they worked out in their dens, based on the theme of the month, and exhibit their handicraft projects. Parents, with the Cubmaster's help, plan things to bring. Thus, Cub Scouting is for the whole family. For a youth to receive the most from their Cub Scouting experience, his/her parents must assist their child and their pack in accomplishing its objectives. **PARENTS JOIN THE PACK WITH THEIR CHILD.**

Scouts BSA – might be called the intermediate program of the Boy Scouts of America, as boys and girls may join at the age of 11 and continue until the age of 18.

Venturing - Or, when entering high school (age 14) youth may join an older youth program.

5. Have returning Den Leaders prepared with several games and Cub Scout promise poster. Excuse the youth to another area for games and to learn the Cub Scout promise.
6. How to join Scouting:
 - A. A youth may join the Cub Scouting program if they are in Kindergarten through 5th grades, and not yet 11 years of age. Be sure to collect the appropriate membership fees for new Cub Scouts and for returning Cub Scouts. Secondary accident insurance is provided for each registered Scout.
 - B. Currently, youth may join Scouts BSA if he/she is at least 10 ½ years of age and has completed the 5th grade or is at least 11 and not yet 18 years of age. Be sure to collect the appropriate membership fees. Secondary accident insurance is provided for each registered scout.
 - C. Parents can help by serving as unit leaders, den leaders, or committee members; or they can help with transportation or special events. The active support of all parents is necessary. Few leaders begin with any experience. Training, roundtables, the Den Leader Guide (show the book and explain that there are weekly meeting plans for each month and for each age group) and commissioner service is provided by the Washington Crossing Council through four local districts. Adults (18 to 21 years of age) may join the Scouting program and serve as assistant leaders; adults (21 years of age and older) may join the Scouting program and serve as leaders or committee members. The adult leaders pay an annual membership fee, which includes “Scouting” magazine and accident insurance.
7. “Boys’ Life” Magazine
“Boys’ Life” magazine is as much a part of Scouting as going to pack meetings (show several copies and pass out mini-mags to every family). Any youth or adult registered in Scouting may subscribe to it for \$12.00 per year (12 issues), which is half the regular price. New Scouts and Scouters subscribing to “Boys’ Life” this evening would pay \$16.00 for 16 issues. “Boys’ Life” is not only entertaining, but brings Scouting to our membership every day. It is coordinated to support the suggested monthly themes for both pack and troop programs. It is mailed directly to the youth. Youth are encouraged to subscribe to “Boys’ Life” when they register.
8. Who pays for Scouting?
 - A. Youth and family costs include an annual membership fee, weekly den dues of \$0.50 to \$1.00, uniform costs, activities, and literature. Uniforms are part of the Scouting program and should be acquired for both youth and adult leaders.
 - B. Pack costs include the providing of program materials (awards, unit equipment, leadership tools and literature). These costs are covered by money earning projects, such as the annual Trail’s End Popcorn sale.
9. Divide into packs (if at a multiple-pack *SCOUT ME IN* recruitment event location) or go directly to #10 if only one pack is present)
10. Unit Leader Highlights the Program.
Explain where den and pack meetings are held, day and time; as well as some examples of a few activities or special events the pack participated in last year and then outline this year’s suggested program. Pass out annual pack calendar, newsletter, and leader roster. Parents and

youth may have questions related to your pack or Scouting in general. Invite your leaders to participate, as well as other council or district Scouters who may be present.

11. Registration

Parents fill-out an application to join Scouting NOW!

{Use "How to Recruit Den Leaders & Committee Members – see appendix B} Assign two leaders to serve as registrar to review applications, receipt registration and Boys' Life fees, and fill out sign in sheets.

12. Have the youth rejoin the group and sit with their parent(s).

13. Closing Thoughts

Briefly, this is what Scouting has to offer you and your child. Please remember that Scouting is a program for youth, but it can succeed only with the assistance and guidance of interested parents.

It is time to say good night now; but before our closing ceremony, we want to invite anyone who has additional questions to remain, and our leaders will meet with you and your child.

14. Closing Ceremony

Form all newly registered Cub Scouts, as well as all Cub Scouts present, into their dens. Have the dens form several "living circles". Have all Cub Scouts repeat the Cub Scout Promise as displayed on home made posters. Dismiss everyone with the Cubmaster's benediction.

NOTE: All completed applications {youth and adult} should be returned to the Scout Service Center as soon as possible. Please check to see that all youth and adult applications and the proper fees are included.

- Check fees, applications (is all information complete? – name? address? grade? date of birth? etc) to make sure everything balances.
- Are all payments matched to the proper applications?
- Are all renewing Cub Scouts currently registered?
- Is the Cubmaster's signature on all applications?
- Are all applications signed by parent?

Your cooperation will ensure that every application will be processed speedily and the membership cards returned to the unit leader. In this way, the youth may receive his/her membership card immediately upon completion of their Bobcat requirements....instant recognition!

APPENDIX A –

FAMILY TALENT SURVEY

Pack _____
Date _____

Each adult family member is invited to fill out a separate sheet.

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

- 1. My interests/pastimes include: Social Media Music Sports (please specify):
Health & Fitness STEM Travel Other Parent Groups (please specify):
Family Activities Gardening Cooking Crafts Video Games DIY Projects Writing Art
Other Volunteer Work (please specify): Other (please specify):
2. A topic I would enjoy teaching youth is:
3. My job, business, or profession might be of interest to Cub Scouts:
4. I have training or experience that might be helpful.
First Aid or Safety-Related Training or Credentials (please specify):
Teaching, Coaching, or Mentoring (please specify):
Previous Scouting Experience (please specify):
Other:
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
posting on social media helping to welcome other new parents making contacts for trips and activities
providing transportation serving as a pack committee member being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
an occasional presenter part of a team helping a Cub Scout den
Den Leader or Assistant Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities

- Carpentry
Swimming/watercraft safety
Games
Nature
Sports
Outdoor activities
Crafts
Music/songs
Citizenship/flag etiquette
Bookkeeping

- Computer skills
Drawing/art
Radio/electricity
Dramatics/skits
Cooking/banquets
Sewing
Transportation
Hiking
Other

Special Program Resources

- I have a van SUV or truck
I have a workshop.
I have family camping gear.
I have camping gear that others could use.
I have access to a cottage, camping property or boat.
I can help Webelos Scouts with Scouts BSA skills
I can give other help.

Tiger Activity Areas

- Nutrition/health
Magic
Biking
Astronomy
First aid

Wolf Activity Areas

- Knoys
Sign language
Coin collecting
Physics
Math/codes
Collections
Disabilities awareness
Dinosaurs
Compass use
Health
Gardening
Civil service/military

Bear Activity Areas

- Pocketknives/woodcarving
Camping
Computers/technology
Citizenship/flag etiquette
Fishing
American Indian culture
Animal care
Forensics
Physics
Marbles
Robotics
General science

Webelos Activity Areas

- Outdoor cooking
First aid
Camping
General science
Disabilities awareness
Survival skills
Geocaching
Geology
Engineering
Home repair
Game design
Wildlife
Plant life
Movie Making

Adult Name _____ Youth Name _____
E-Mail address _____ Phone(s) H- _____ C- _____ B- _____
[The best way to reach me is via email text cell phone home phone business phone.]
Street address _____ City _____ State _____ Zip _____

APPENDIX B –

SCOUT ME IN FALL RECRUITMENT

HOW TO RECRUIT DEN LEADERS AND COMMITTEE MEMBERS

1. Have Kindergarteners and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group.
2. Have 1st graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
3. Have 2nd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
4. Have 3rd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
5. Do the same with the 4th and 5th graders as a separate group.
6. Tell the parents that as least two parents are needed from each den (group) to serve on the Pack Committee (give them a job). Two additional parents are needed for each den of Kindergarteners – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 1st graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 2nd and 3rd graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed from each den of 4th and 5th graders to serve as the Webelos Leader, and the other to be the Assistant.
7. Say something like this, “You folks get acquainted and select the most qualified leaders. Don’t worry about experience; no one here has experience at first. Good training is available. Literature is in abundance and the Den Leader Guide is a valuable tool (show sample). No creativeness is necessary. We meet monthly to plan ahead and share the work and the fun. Qualifications for leaders are patience with youth, good character, and willingness to spend some time getting trained and planning for each meeting. So talk it over between yourselves. When the necessary adults are selected and signed up we can enroll the children.
8. Place six youth applications with six adult applications on top of them in the center of the circle.
9. Stand back for awhile. Let them get acquainted and talk over their selection. Then circulate to answer questions. But don’t plead and don’t give in. If you become involved in their discussion, they will let you do the work.
10. Pick up applications when completed. Congratulate leaders and recognize them. Announce time and place of next pack leaders meeting and the district training course.
11. DON’T BEG for help or cooperation. DON’T ask for it, EXPECT IT and you will get it. DON’T SETTLE FOR LESSa child’s life is at stake!

APPENDIX C –

BeAScout.org PIN MANAGEMENT

If there was one simple action you could take to amplify your local recruiting efforts, would you take it? Obviously that question is a no-brainer and the answer should be a big ol' YES! Even better, it only takes a few seconds to complete.

Updating your pin with current information on BeAScout is the easiest way unit leaders can help prospective Scouts and their families get in touch with a unit in your council. This quick process hardly takes a minute, yet it translates to significant gains to your council's membership. How significant? Once schools start up and parents are looking to involve their kids in activities, BeAScout will receive more than 500,000 nationally visits from people interested in learning more about Scouting, and you won't want to miss the opportunity to show off your unit. If every unit completed this simple task, thousands of new youth across the nation would be introduced to the fun, character-building adventures only Scouting can provide.

It's important to note that a unit will not receive leads if their pin is not updated and Unit Mode is not turned on. Additionally, units won't be able to take advantage of receiving online applications directly from BeAScout (by turning on the Apply Now function) without updating their pins.

Sharing the correct and most up-to-date local Scouting information on BeAScout is a great opportunity for Scout units to highlight what makes their unit unique, express how excited they are about Scouting, and to show to prospective Scout families the benefits of Scouting.

How to update your BeAScout.org pin

Updating your [BeAScout.org](https://www.beascout.org) pin is simple, and it's a good way to make sure your information is current — that it doesn't list last year's Cubmaster or meeting time, for example. Access to update your pin is available to all unit leaders, including committee members in a unit.

To update your pin:

1. Go to [My.Scouting.org](https://www.myscouting.org)
2. In the drop-down menu, go to Legacy Web Tools and select BeAScout.
3. Choose "unit" (rather than council) under "Unit Pin Mode" to update the pin with your contact info.
4. Be sure to set pin status to "active." If they want the "Apply Now" button on the pin, set "Apply Status" to "active."
5. Note that it may take a few hours, or up to overnight, for the updated information to show up.
6. For Cub Scout packs: You'll also want to go to Organization Manager and identify your packs gender: all-boy, all-girl or a mix of all-boy dens and all-girl dens. Under Organization Manager, find the settings tab and scroll to the bottom of the page. The default is Boys Dens, but you can change that. Be sure to enter an effective date or it will not update the pin.

**SCOUT ME IN™**

GEO-FENCING

2019 Fall Recruitment Campaign

In partnership with the BSA's National Service Center, the Washington Crossing Council will be supporting your pack with digital recruitment marketing this fall. Through digital ads, we'll ensure that families in your community understand the incredible benefits of Cub Scouting and know how to join.

Layered on top of your pack's recruitment efforts will be ads in Facebook, Instagram, Pinterest, YouTube and Nextdoor that will promote Cub Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way. The work of executing those ads will be handled between the council and the national office.

What will it cost your pack? Nothing! This service is being provided by the council and the BSA. There is no cost to your pack.

No additional tasks...no additional cost...what's the catch? There is no catch!

We're working hard to ensure families understand that Cub Scouting can help them make the most of the time they have together, and that Cub Scouting can help them set their children on the path to success. With a strong recruiting effort, we can ensure every family has the opportunity to join Scouting.

Here's what we need from you: the date, time and location of your joining event (open house, school night, etc.) That's it! We'll take care of the rest!

Simply complete and return the following pages so we can gather the needed information for your September recruitment event.

Thank you for all you do through Scouting to support the families in your community. Your work changes lives, piece by piece, meeting by meeting. Your efforts make a difference, and we thank you for the time you so generously give.

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SCOUT ME IN™

Digital Recruitment Marketing (GEO-FENCING)

Commitment Sheet

2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Digital Recruitment Marketing (GEO-FENCING) campaign.

District: _____ Pack Number: _____ Town: _____

- We will have a recruitment night in September.
- We will provide the needed site information by the deadlines indicated.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Commitment sheet to be submitted no later than August 15, 2019.

SEPTEMBER SIGN-UP

Event date _____ Event location name _____

Event start time _____ Event street address _____

Town _____ Zip Code _____

Pack Sign-Up Coordinator (Contact information for online ads):

Name _____ Phone: _____

Email address: _____

Additional Geo-fence location:

Additional site _____

Event street address _____

Town _____ Zip Code _____

It is recommended Pack sign-up nights are scheduled to take place the week after local schools hold their Back to School nights.

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SCOUT ME IN™

Commitment Sheet

2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Recruitment Campaign.

Pack Number: _____ Town: _____ District: _____

- We will have recruitment nights in September, October and early November.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Pack Committee Chair:

Cubmaster:

Signature

Signature

Printed Name

Printed Name

Date

Date

SCOUT ME IN commitment sheet to be submitted no later than August 15, 2019.

Pack Sign-Up Coordinator:

Name

Phone:

Email address:

Who will distribute / circulate flyers at your elementary school: _____

Who will make your Pack's in-school student talks? _____

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SCOUT ME IN™

Flyer Order Form

PLEASE PRINT THE INFORMATION AS YOU WISH IT TO APPEAR ON THE 2019 SCOUT ME IN RECRUITMENT FLYER.

Cub Scout Pack # _____

SEPTEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

OCTOBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

NOVEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

FLYER POINT OF CONTACT (Pack Sign-Up Coordinator): [To be printed on the flyer]

_____ Name _____ Phone: _____

_____ Email address: _____

We wish to recruit from the following schools:

We will recruit: ___ Boys and Girls ___ only boys ___ only girls.

Flyers will be available for pick up by the Pack at the Council Service Center by the requested date indicated above. The Pack can then make sure the flyers are distributed in the school(s). School Districts that have special rules regarding flyer distribution will be handled on an individual basis. Please be certain to check with your school district for any special rules for flyer distribution. Failure to do so may result in delay or a lost opportunity to distribute flyers in school.

Sufficient flyers for distribution in the schools will be provided. If you wish to distribute additional flyers (through churches, Post Office, etc...), please note the number of additional flyers needed: _____.

Return this information to your district coordinator (or if none) your District Executive by August 15, 2019

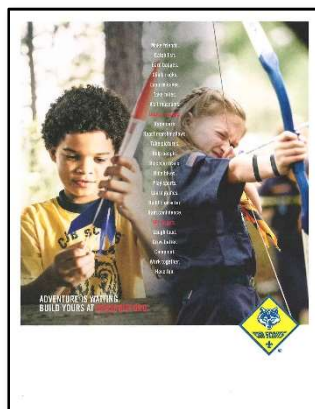
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Prepared for: Pack _____

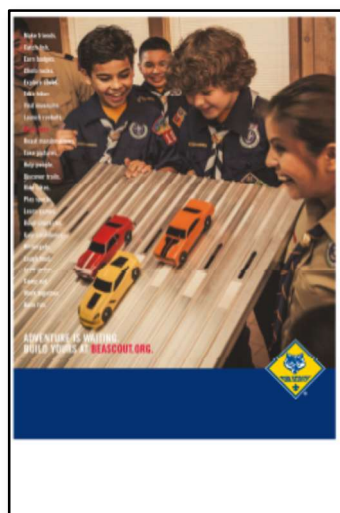


SCOUT ME IN™

2019 FALL RECRUITMENT CAMPAIGN



Flyers



Posters



Yard Signs

WHAT IS THE "SCOUT ME IN" FALL RECRUITMENT CAMPAIGN?

The *SCOUT ME IN* fall recruitment campaign is a concerted recruiting effort by the Council and District Membership committees, taking place in September and October in all school systems – private, public, and parochial. Evenings are designated by Cub Scout Packs for all parents to gather at a *SCOUT ME IN* fall recruitment location to register themselves and their child(ren) with the Boy Scouts of America through a Cub Scout Pack.

WHY "SCOUT ME IN" FALL RECRUITMENT?

The *SCOUT ME IN* fall recruitment campaign means membership, and for all Scouting leaders, membership is registration in the Boy Scouts of America – giving young people an opportunity to participate in a program that has been tried and proven. It is reaching out to families who have eligible children and inviting them to join. It's organizing new Cub Scout Packs and dens and recruiting qualified leadership. GOOD membership is a sign of a healthy Cub Scout Pack and a quality Pack program.

Remember, adding YOUTH means: a better Tiger Cub and Cub Scout programs for all; more families involved; more exciting things to do; and more friendships made. Adding families means more people involved in your chartered organization, and more leaders. Adding leaders means more hands to help and more personal satisfaction.

FOLLOW THE **STEP BY STEP** "SCOUT ME IN" FALL RECRUITMENT PLAN ON THE FOLLOWING PAGES AND YOU **WILL** ADD NEW MEMBERS!

FALL RECRUITMENT CAMPAIGN JOB DESCRIPTIONS**PACK SIGN-UP COORDINATOR**

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including sign with unit number, name of charter partner, and time and place of Pack and Den meetings.
3. Promotes the wearing of uniforms to school by all members of the Pack on the day of *SCOUT ME IN* recruitment.
4. Leads *SCOUT ME IN* recruitment event for new youth and parents, registers new youth, and secures parental help.
5. Turns in additional enrollments and fees to the Council Service Center the week after the *SCOUT ME IN* recruitment event.
6. Follows up on new Tiger Cubs and Cub Scouts to ensure that they become active in the Pack, and sees that parents who have volunteered are assigned specific responsibilities.

LION CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Lion Cub organizational meeting for new youth and parents, registers new Lion Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Lion Cub registration, and then reviews the Lion Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of youth/adults' addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Lion Cub Den meetings.
9. Sees that Lion Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
10. Sees that, at the conclusion of the Lion Cub program year, Lion Cubs graduate into a Tiger Den of the Cub Scout Pack with a formal "graduation ceremony".

TIGER CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Tiger Cub organizational meeting for new youth and parents, registers new Tiger Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Tiger Cub registration, and then reviews the Tiger Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of all youth/adults addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Tiger Cub Den meeting.
9. Conducts regular (at least monthly) phone contacts with Tiger Cub Den.
10. Sees that Tiger Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
11. Sees that, at the conclusion of the Tiger Cub program year, Tiger Cubs graduate into a Wolf Den of the Cub Scout Pack with a formal "graduation ceremony".

SCOUT ME IN RECRUITMENT EVENT

PLANNING SCHEDULE

<u>ITEM</u>	<u>DATE</u>	<u>DONE</u>
1. Confirm <i>SCOUT ME IN</i> recruitment event location. Meet with custodian (if required)	Aug 1	_____
2. Meet with the local school Principal <ul style="list-style-type: none"> - Set up school visit - Leave flyers and teacher letter for distribution. - Confirm distribution date. 		_____
3. Conduct School Visits	Week of Sept. _____	_____
4. September <i>SCOUT ME IN</i> recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Sept. _____	_____
5. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Sept. 30	_____
6. October <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Oct. _____	_____
7. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Oct. 31	_____
8. November <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Nov. _____	_____
9. Submit the completed registration forms and fees to the Council Service Center.	Nov. 30	_____

<u>BEFORE THE SCOUT ME IN RECRUITMENT EVENT PROGRAM:</u>	<u>DONE</u>
1. Plan a card table display. Make a sign with your unit number, chartering organization, time and place of meeting. Plan to bring your flags.	_____
2. Plan a very brief ceremony involving present youth members or prepare to say a few words about your program. Encourage current members to make recruiting posters to promote <i>SCOUT ME IN</i> in your community.	_____
3. Recruit some help to call prospective members. Invite them to attend <i>SCOUT ME IN</i> with their parents.	_____
4. Encourage your Cub Scouts to wear their uniforms on the day of the <i>SCOUT ME IN</i> program and ask them to invite their friends.	_____
5. Distribute homemade <i>SCOUT ME IN</i> posters in your neighborhood. Include name of school and time of meeting. Don't forget to pick them up afterwards.	_____
6. Plan to arrive ½ hour early at your <i>SCOUT ME IN</i> location. Be in uniform.	_____

<u>AT THE SCOUT ME IN RECRUITMENT EVENT LOCATION:</u>	<u>DONE</u>
1. Set up your displays.	_____
2. Help greet parents and youth.	_____
3. "Be prepared" to enroll both youth and parents. (For a sure-fire method of signing up parents as well as youth, see Appendix B - "How to recruit Den Leaders and Committee Members")	_____
4. Distribute applications for membership and review them with both the youth and their parents. Have plenty of pens and/or pencils on hand.	_____
5. Process applications. Make sure they are signed and fees are collected. "Be prepared" to have some change on hand.	_____
6. Tell the youth not to purchase a book. One will be provided by the Pack upon submitting their application by October 31. Have the new Cub Scouts begin work on Bobcat/Scout requirements.	_____
7. Announce time and place of next meeting after all have registered. Thank all for coming and dismiss.	_____
8. Fill out report envelope and enclose fees.	_____
9. Turn in completed form and fees to the Council Service Center.	_____

SCOUT ME IN RECRUITMENT AND UNIFORM DAY

WHAT: The “*SCOUT ME IN*” fall recruitment campaign is a program designed to be held on given nights in various locations. Our purpose is to give prospective Lions, Tiger Cubs, Cub Scouts and their parents an opportunity to learn about the educational program of Scouting and join a Cub Scout Pack.

WHEN: Selected dates in September, October and November.

WHY: For many reasons:

- To fulfill our obligation to offer Scouting to all youth.
- To help relieve the workload on our school officials by coordinating our recruitment into an annual plan.
- To best utilize the time and talent of more than 500 volunteer leaders in a coordinated effort for Scouting.
- To help the early fall reactivation of Scouting units.
- To give parents the opportunity to meet and to talk with Scouting leaders and learn their opportunities in Scouting.

UNIT RESPONSIBILITIES:

- A. Make a sign giving unit number, sponsor and time and place of your unit meeting.
- B. Promote the wearing of uniforms to school all day by members of your unit.
- C. Be present in uniform with key volunteer and youth leaders at the meeting to tell the unit story and to register new youth and leaders in your unit.

**SCOUT ME IN RECRUITMENT EVENT
AGENDA**

Suggested material checklist:

- Cub Scout Promise poster (homemade)
- Parent Talent Survey (enough copies for one per parent – see appendix A)
- *SCOUT ME IN* attendance roster
- Pens, pencils, stapler
- Equipment for games
- Calculator
- Materials for name tags and markers
- Boys' Life mini-mags (one per family)
- Copy of current charter to verify returning/renewing Cub Scouts)
- Adult and Cub Scout applications
- Pack calendar, newsletter and leader roster (one per family)
- Sample Scouting magazines
- Sample Boys' Life magazines
- Sample Cub Scout Den & Pack Resource Guide

Before the meeting

- Set up the tables and chairs as needed.
- Set up exhibits of Cub Scout projects.
- Set up FIVE tables with signs:
 - New Lion Cubs (Kindergarten)
 - New Tiger Cubs (First Grade)
 - New Cub Scouts (Second and Third Grade)
 - New Webelos Scouts (Fourth and Fifth Grade)
 - Returning Cub Scouts
- All materials and equipment on hand.
- Name tags, pens.
- Pre-opening game materials (if needed).
- Cub Scout and Adult registration applications.
- Ceremony and games equipment (if needed).

Pre-opening/Gathering Period

- Welcoming committee greets families as they arrive and makes them feel at ease.
- Have youth and parents sign-in on the *SCOUT ME IN* roster (Re-registering Cubs on one sheet, new Cub Scouts on a second sheet, Tiger Cubs on a third sheet, Lion Cubs on a fourth sheet.)
Make sure they include their name, address, and phone number.
- Make out name tags for youth and adults (if needed).
- Pass out "Parent Talent Survey" (see appendix A) to each parent. Ask them to return the survey prior to the opening ceremony.
- Direct parents and youth to the exhibit area or to a seat.

General Program

- 1. Welcome and Opening Ceremony
 - A. Welcome to this evening's *SCOUT ME IN* recruitment event here in _____.
 - B. My name is _____ and I am your coordinator for tonight's program.
 - C. We will open our meeting with the Pledge of Allegiance as we do at every Cub Scout meeting. Leading us will be _____ who is/are from _____. (Invite four uniformed Cub Scouts to perform ceremony)
 - D. At this time I would like to introduce you to the following people who will be helping with tonight's program.

<u>NAME</u>	<u>POSITION/UNIT #</u>	<u>CHARTERED ORGANIZATION</u>

- 1. Introduce the Lion Cub Den Leaders. Separate Lion Cubs (Kindergarteners) and their parents into a group, preferably in a separate room.
- 2. Introduce the Tiger Cub Den Leaders. Separate Tiger Cubs (First Graders) and their parents into a group, preferably in a separate room.
- 3. Review the purpose of *SCOUT ME IN* recruitment.
 - A. Familiarize interested families with Scouting and its objectives.
 - B. Provide an opportunity for youth and parents to join in the adventure of Scouting.
- 4. Resume explanation of Scouting: (Explain)

The Boy Scouts of America supports a program for youth beginning in Kindergarten which can be continued until graduation from high school.

Cub Scouting - is a home centered program developed especially for parents of youth (5 - 10 years of age) to use with and for their children. It makes good use of a period in a child's life that might otherwise be left to pure chance. It gives a child something to work for – something to look forward to - and the program is as American as apple pie. The Cub Scout learns to respect his/her God, country, home, and fellow humans. The ideals and activities of Cub Scouting contribute in the best possible way toward the battle of life and the fullest appreciation of American citizenship.

The Cub Scout program includes a plan of advancement through which children learn by doing. Their achievement program is packed full of adventures. It includes practically every child's interest and desire. It is doing for the fun of doing, not doing for the sake of getting. Children meet weekly as neighborhood dens in one of the parent's homes, their Den Leader's home, at the school, or wherever and whenever it is most convenient for the den's leadership. They complete various handicraft projects, learn to play team games, stunts, and also, learn to live and play with others.

Once a month, all the dens meet together at what is known as a pack meeting. Here, all the Cub Scouts and parents have fun together. Dens present skits they worked out in their dens, based on the theme of the month, and exhibit their handicraft projects. Parents, with the Cubmaster's help, plan things to bring. Thus, Cub Scouting is for the whole family. For a youth to receive the most from their Cub Scouting experience, his/her parents must assist their child and their pack in accomplishing its objectives. PARENTS JOIN THE PACK WITH THEIR CHILD.

Scouts BSA – might be called the intermediate program of the Boy Scouts of America, as boys and girls may join at the age of 11 and continue until the age of 18.

Venturing - Or, when entering high school (age 14) youth may join an older youth program.

5. Have returning Den Leaders prepared with several games and Cub Scout promise poster. Excuse the youth to another area for games and to learn the Cub Scout promise.
6. How to join Scouting:
 - A. A youth may join the Cub Scouting program if they are in Kindergarten through 5th grades, and not yet 11 years of age. Be sure to collect the appropriate membership fees for new Cub Scouts and for returning Cub Scouts. Secondary accident insurance is provided for each registered Scout.
 - B. Currently, youth may join Scouts BSA if he/she is at least 10 ½ years of age and has completed the 5th grade or is at least 11 and not yet 18 years of age. Be sure to collect the appropriate membership fees. Secondary accident insurance is provided for each registered scout.
 - C. Parents can help by serving as unit leaders, den leaders, or committee members; or they can help with transportation or special events. The active support of all parents is necessary. Few leaders begin with any experience. Training, roundtables, the Den Leader Guide (show the book and explain that there are weekly meeting plans for each month and for each age group) and commissioner service is provided by the Washington Crossing Council through four local districts. Adults (18 to 21 years of age) may join the Scouting program and serve as assistant leaders; adults (21 years of age and older) may join the Scouting program and serve as leaders or committee members. The adult leaders pay an annual membership fee, which includes “Scouting” magazine and accident insurance.
7. “Boys’ Life” Magazine
“Boys’ Life” magazine is as much a part of Scouting as going to pack meetings (show several copies and pass out mini-mags to every family). Any youth or adult registered in Scouting may subscribe to it for \$12.00 per year (12 issues), which is half the regular price. New Scouts and Scouters subscribing to “Boys’ Life” this evening would pay \$16.00 for 16 issues. “Boys’ Life” is not only entertaining, but brings Scouting to our membership every day. It is coordinated to support the suggested monthly themes for both pack and troop programs. It is mailed directly to the youth. Youth are encouraged to subscribe to “Boys’ Life” when they register.
8. Who pays for Scouting?
 - A. Youth and family costs include an annual membership fee, weekly den dues of \$0.50 to \$1.00, uniform costs, activities, and literature. Uniforms are part of the Scouting program and should be acquired for both youth and adult leaders.
 - B. Pack costs include the providing of program materials (awards, unit equipment, leadership tools and literature). These costs are covered by money earning projects, such as the annual Trail’s End Popcorn sale.
9. Divide into packs (if at a multiple-pack *SCOUT ME IN* recruitment event location) or go directly to #10 if only one pack is present)
10. Unit Leader Highlights the Program.
Explain where den and pack meetings are held, day and time; as well as some examples of a few activities or special events the pack participated in last year and then outline this year’s suggested program. Pass out annual pack calendar, newsletter, and leader roster. Parents and

youth may have questions related to your pack or Scouting in general. Invite your leaders to participate, as well as other council or district Scouters who may be present.

11. Registration

Parents fill-out an application to join Scouting NOW!

{Use "How to Recruit Den Leaders & Committee Members – see appendix B} Assign two leaders to serve as registrar to review applications, receipt registration and Boys' Life fees, and fill out sign in sheets.

12. Have the youth rejoin the group and sit with their parent(s).

13. Closing Thoughts

Briefly, this is what Scouting has to offer you and your child. Please remember that Scouting is a program for youth, but it can succeed only with the assistance and guidance of interested parents.

It is time to say good night now; but before our closing ceremony, we want to invite anyone who has additional questions to remain, and our leaders will meet with you and your child.

14. Closing Ceremony

Form all newly registered Cub Scouts, as well as all Cub Scouts present, into their dens. Have the dens form several "living circles". Have all Cub Scouts repeat the Cub Scout Promise as displayed on home made posters. Dismiss everyone with the Cubmaster's benediction.

NOTE: All completed applications {youth and adult} should be returned to the Scout Service Center as soon as possible. Please check to see that all youth and adult applications and the proper fees are included.

- Check fees, applications (is all information complete? – name? address? grade? date of birth? etc) to make sure everything balances.
- Are all payments matched to the proper applications?
- Are all renewing Cub Scouts currently registered?
- Is the Cubmaster's signature on all applications?
- Are all applications signed by parent?

Your cooperation will ensure that every application will be processed speedily and the membership cards returned to the unit leader. In this way, the youth may receive his/her membership card immediately upon completion of their Bobcat requirements....instant recognition!

APPENDIX A –

FAMILY TALENT SURVEY

Each adult family member is invited to fill out a separate sheet.

Pack _____
Date _____

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

- 1. My interests/pastimes include: Social Media Music Sports (please specify):
Health & Fitness STEM Travel Other Parent Groups (please specify):
Family Activities Gardening Cooking Crafts Video Games DIY Projects Writing Art
Other Volunteer Work (please specify): Other (please specify):
2. A topic I would enjoy teaching youth is:
3. My job, business, or profession might be of interest to Cub Scouts:
4. I have training or experience that might be helpful.
First Aid or Safety-Related Training or Credentials (please specify):
Teaching, Coaching, or Mentoring (please specify):
Previous Scouting Experience (please specify):
Other:
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
posting on social media helping to welcome other new parents making contacts for trips and activities
providing transportation serving as a pack committee member being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
an occasional presenter part of a team helping a Cub Scout den
Den Leader or Assistant Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities

- Carpentry
Swimming/watercraft safety
Games
Nature
Sports
Outdoor activities
Crafts
Music/songs
Citizenship/flag etiquette
Bookkeeping

- Computer skills
Drawing/art
Radio/electricity
Dramatics/skits
Cooking/banquets
Sewing
Transportation
Hiking
Other

Special Program Resources

- I have a van SUV or truck
I have a workshop.
I have family camping gear.
I have camping gear that others could use.
I have access to a cottage, camping property or boat.
I can help Webelos Scouts with Scouts BSA skills
I can give other help.

Tiger Activity Areas

- Nutrition/health
Magic
Biking
Astronomy
First aid

Wolf Activity Areas

- Knoys
Sign language
Coin collecting
Physics
Math/codes
Collections
Disabilities awareness
Dinosaurs
Compass use
Health
Gardening
Civil service/military

Bear Activity Areas

- Pocketknives/woodcarving
Camping
Computers/technology
Citizenship/flag etiquette
Fishing
American Indian culture
Animal care
Forensics
Physics
Marbles
Robotics
General science

Webelos Activity Areas

- Outdoor cooking
First aid
Camping
General science
Disabilities awareness
Survival skills
Geocaching
Geology
Engineering
Home repair
Game design
Wildlife
Plant life
Movie Making

Adult Name _____ Youth Name _____
E-Mail address _____ Phone(s) H- _____ C- _____ B- _____
[The best way to reach me is via email text cell phone home phone business phone.]
Street address _____ City _____ State _____ Zip _____

APPENDIX B –

SCOUT ME IN FALL RECRUITMENT

HOW TO RECRUIT DEN LEADERS AND COMMITTEE MEMBERS

1. Have Kindergarteners and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group.
2. Have 1st graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
3. Have 2nd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
4. Have 3rd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
5. Do the same with the 4th and 5th graders as a separate group.
6. Tell the parents that as least two parents are needed from each den (group) to serve on the Pack Committee (give them a job). Two additional parents are needed for each den of Kindergarteners – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 1st graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 2nd and 3rd graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed from each den of 4th and 5th graders to serve as the Webelos Leader, and the other to be the Assistant.
7. Say something like this, “You folks get acquainted and select the most qualified leaders. Don’t worry about experience; no one here has experience at first. Good training is available. Literature is in abundance and the Den Leader Guide is a valuable tool (show sample). No creativeness is necessary. We meet monthly to plan ahead and share the work and the fun. Qualifications for leaders are patience with youth, good character, and willingness to spend some time getting trained and planning for each meeting. So talk it over between yourselves. When the necessary adults are selected and signed up we can enroll the children.
8. Place six youth applications with six adult applications on top of them in the center of the circle.
9. Stand back for awhile. Let them get acquainted and talk over their selection. Then circulate to answer questions. But don’t plead and don’t give in. If you become involved in their discussion, they will let you do the work.
10. Pick up applications when completed. Congratulate leaders and recognize them. Announce time and place of next pack leaders meeting and the district training course.
11. DON’T BEG for help or cooperation. DON’T ask for it, EXPECT IT and you will get it. DON’T SETTLE FOR LESSa child’s life is at stake!

APPENDIX C –

BeAScout.org PIN MANAGEMENT

If there was one simple action you could take to amplify your local recruiting efforts, would you take it? Obviously that question is a no-brainer and the answer should be a big ol' YES! Even better, it only takes a few seconds to complete.

Updating your pin with current information on BeAScout is the easiest way unit leaders can help prospective Scouts and their families get in touch with a unit in your council. This quick process hardly takes a minute, yet it translates to significant gains to your council's membership. How significant? Once schools start up and parents are looking to involve their kids in activities, BeAScout will receive more than 500,000 nationally visits from people interested in learning more about Scouting, and you won't want to miss the opportunity to show off your unit. If every unit completed this simple task, thousands of new youth across the nation would be introduced to the fun, character-building adventures only Scouting can provide.

It's important to note that a unit will not receive leads if their pin is not updated and Unit Mode is not turned on. Additionally, units won't be able to take advantage of receiving online applications directly from BeAScout (by turning on the Apply Now function) without updating their pins.

Sharing the correct and most up-to-date local Scouting information on BeAScout is a great opportunity for Scout units to highlight what makes their unit unique, express how excited they are about Scouting, and to show to prospective Scout families the benefits of Scouting.

How to update your BeAScout.org pin

Updating your [BeAScout.org](https://www.beascout.org) pin is simple, and it's a good way to make sure your information is current — that it doesn't list last year's Cubmaster or meeting time, for example. Access to update your pin is available to all unit leaders, including committee members in a unit.

To update your pin:

1. Go to [My.Scouting.org](https://www.myscouting.org)
2. In the drop-down menu, go to Legacy Web Tools and select BeAScout.
3. Choose "unit" (rather than council) under "Unit Pin Mode" to update the pin with your contact info.
4. Be sure to set pin status to "active." If they want the "Apply Now" button on the pin, set "Apply Status" to "active."
5. Note that it may take a few hours, or up to overnight, for the updated information to show up.
6. For Cub Scout packs: You'll also want to go to Organization Manager and identify your packs gender: all-boy, all-girl or a mix of all-boy dens and all-girl dens. Under Organization Manager, find the settings tab and scroll to the bottom of the page. The default is Boys Dens, but you can change that. Be sure to enter an effective date or it will not update the pin.

**SCOUT ME IN™**

GEO-FENCING

2019 Fall Recruitment Campaign

In partnership with the BSA's National Service Center, the Washington Crossing Council will be supporting your pack with digital recruitment marketing this fall. Through digital ads, we'll ensure that families in your community understand the incredible benefits of Cub Scouting and know how to join.

Layered on top of your pack's recruitment efforts will be ads in Facebook, Instagram, Pinterest, YouTube and Nextdoor that will promote Cub Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way. The work of executing those ads will be handled between the council and the national office.

What will it cost your pack? Nothing! This service is being provided by the council and the BSA. There is no cost to your pack.

No additional tasks...no additional cost...what's the catch? There is no catch!

We're working hard to ensure families understand that Cub Scouting can help them make the most of the time they have together, and that Cub Scouting can help them set their children on the path to success. With a strong recruiting effort, we can ensure every family has the opportunity to join Scouting.

Here's what we need from you: the date, time and location of your joining event (open house, school night, etc.) That's it! We'll take care of the rest!

Simply complete and return the following pages so we can gather the needed information for your September recruitment event.

Thank you for all you do through Scouting to support the families in your community. Your work changes lives, piece by piece, meeting by meeting. Your efforts make a difference, and we thank you for the time you so generously give.

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SCOUT ME IN™

Digital Recruitment Marketing (GEO-FENCING) Commitment Sheet 2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Digital Recruitment Marketing (GEO-FENCING) campaign.

District: _____ Pack Number: _____ Town: _____

- We will have a recruitment night in September.
- We will provide the needed site information by the deadlines indicated.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Commitment sheet to be submitted no later than August 15, 2019.

SEPTEMBER SIGN-UP

Event date _____ Event location name _____

Event start time _____ Event street address _____

Town _____ Zip Code _____

Pack Sign-Up Coordinator (Contact information for online ads):

Name _____ Phone: _____

Email address: _____

Additional Geo-fence location:

Additional site _____

Event street address _____

Town _____ Zip Code _____

It is recommended Pack sign-up nights are scheduled to take place the week after local schools hold their Back to School nights.

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SCOUT ME IN™

Commitment Sheet

2019 Fall Recruitment Campaign

YES! We want to participate in the 2019 SCOUT ME IN Recruitment Campaign.

Pack Number: _____ Town: _____ District: _____

- We will have recruitment nights in September, October and early November.
- We agree to follow the SCOUT ME IN recruitment campaign as outlined in the information packet and adapt with any future updates.

Pack Committee Chair:

Cubmaster:

Signature

Signature

Printed Name

Printed Name

Date

Date

SCOUT ME IN commitment sheet to be submitted no later than August 15, 2019.

Pack Sign-Up Coordinator:

Name

Phone:

Email address:

Who will distribute / circulate flyers at your elementary school: _____

Who will make your Pack's in-school student talks? _____

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SCOUT ME IN™

Flyer Order Form

PLEASE PRINT THE INFORMATION AS YOU WISH IT TO APPEAR ON THE 2019 SCOUT ME IN RECRUITMENT FLYER.

Cub Scout Pack # _____

SEPTEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

OCTOBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

NOVEMBER SIGN-UP

_____	_____	_____	_____
Date(s)	Time	Location	# of flyers needed
_____			_____
Street address			Date flyers needed

FLYER POINT OF CONTACT (Pack Sign-Up Coordinator): [To be printed on the flyer]

Name Phone:

Email address:

We wish to recruit from the following schools:

We will recruit: ___ Boys and Girls ___ only boys ___ only girls.

Flyers will be available for pick up by the Pack at the Council Service Center by the requested date indicated above. The Pack can then make sure the flyers are distributed in the school(s). School Districts that have special rules regarding flyer distribution will be handled on an individual basis. Please be certain to check with your school district for any special rules for flyer distribution. Failure to do so may result in delay or a lost opportunity to distribute flyers in school.

Sufficient flyers for distribution in the schools will be provided. If you wish to distribute additional flyers (through churches, Post Office, etc...), please note the number of additional flyers needed: _____.

Return this information to your district coordinator (or if none) your District Executive by August 15, 2019

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Prepared for: Pack _____

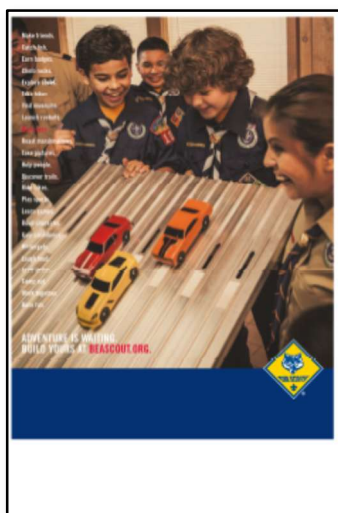


SCOUT ME IN™

2019 FALL RECRUITMENT CAMPAIGN



Flyers



Posters



Yard Signs

WHAT IS THE "SCOUT ME IN" FALL RECRUITMENT CAMPAIGN?

The *SCOUT ME IN* fall recruitment campaign is a concerted recruiting effort by the Council and District Membership committees, taking place in September and October in all school systems – private, public, and parochial. Evenings are designated by Cub Scout Packs for all parents to gather at a *SCOUT ME IN* fall recruitment location to register themselves and their child(ren) with the Boy Scouts of America through a Cub Scout Pack.

WHY "SCOUT ME IN" FALL RECRUITMENT?

The *SCOUT ME IN* fall recruitment campaign means membership, and for all Scouting leaders, membership is registration in the Boy Scouts of America – giving young people an opportunity to participate in a program that has been tried and proven. It is reaching out to families who have eligible children and inviting them to join. It's organizing new Cub Scout Packs and dens and recruiting qualified leadership. GOOD membership is a sign of a healthy Cub Scout Pack and a quality Pack program.

Remember, adding YOUTH means: a better Tiger Cub and Cub Scout programs for all; more families involved; more exciting things to do; and more friendships made. Adding families means more people involved in your chartered organization, and more leaders. Adding leaders means more hands to help and more personal satisfaction.

FOLLOW THE **STEP BY STEP** "SCOUT ME IN" FALL RECRUITMENT PLAN ON THE FOLLOWING PAGES AND YOU **WILL** ADD NEW MEMBERS!

FALL RECRUITMENT CAMPAIGN JOB DESCRIPTIONS**PACK SIGN-UP COORDINATOR**

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including sign with unit number, name of charter partner, and time and place of Pack and Den meetings.
3. Promotes the wearing of uniforms to school by all members of the Pack on the day of *SCOUT ME IN* recruitment.
4. Leads *SCOUT ME IN* recruitment event for new youth and parents, registers new youth, and secures parental help.
5. Turns in additional enrollments and fees to the Council Service Center the week after the *SCOUT ME IN* recruitment event.
6. Follows up on new Tiger Cubs and Cub Scouts to ensure that they become active in the Pack, and sees that parents who have volunteered are assigned specific responsibilities.

LION CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Lion Cub organizational meeting for new youth and parents, registers new Lion Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Lion Cub registration, and then reviews the Lion Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of youth/adults' addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Lion Cub Den meetings.
9. Sees that Lion Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
10. Sees that, at the conclusion of the Lion Cub program year, Lion Cubs graduate into a Tiger Den of the Cub Scout Pack with a formal "graduation ceremony".

TIGER CUB DEN LEADER

1. Attends Council/District *SCOUT ME IN* recruitment orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *SCOUT ME IN* recruitment event including posters, materials, literature, etc.
3. Leads *SCOUT ME IN* Tiger Cub organizational meeting for new youth and parents, registers new Tiger Cub pairs (youth and adult partner).
4. Collects correct prorated fees for Tiger Cub registration, and then reviews the Tiger Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with youth and parents.
5. Makes a roster of all youth/adults addresses and phone numbers.
6. Makes a master calendar of big ideas, dates, and persons in charge.
7. Turns in report envelope containing additional enrollments and fees to the unit leader.
8. Attends all Tiger Cub Den meeting.
9. Conducts regular (at least monthly) phone contacts with Tiger Cub Den.
10. Sees that Tiger Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.
11. Sees that, at the conclusion of the Tiger Cub program year, Tiger Cubs graduate into a Wolf Den of the Cub Scout Pack with a formal "graduation ceremony".

SCOUT ME IN RECRUITMENT EVENT

PLANNING SCHEDULE

<u>ITEM</u>	<u>DATE</u>	<u>DONE</u>
1. Confirm <i>SCOUT ME IN</i> recruitment event location. Meet with custodian (if required)	Aug 1	_____
2. Meet with the local school Principal <ul style="list-style-type: none"> - Set up school visit - Leave flyers and teacher letter for distribution. - Confirm distribution date. 		_____
3. Conduct School Visits	Week of Sept. _____	_____
4. September <i>SCOUT ME IN</i> recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Sept. _____	_____
5. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Sept. 30	_____
6. October <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Oct. _____	_____
7. Make arrangements to get the completed registration forms and fees to the Council Service Center.	Oct. 31	_____
8. November <i>SCOUT ME IN</i> Recruitment event <ul style="list-style-type: none"> - See that materials are at the <i>SCOUT ME IN</i> recruitment site on time. - Serve as master of ceremonies at your location. - Collect the additional registrations from unit leader. 	Nov. _____	_____
9. Submit the completed registration forms and fees to the Council Service Center.	Nov. 30	_____

<u>BEFORE THE SCOUT ME IN RECRUITMENT EVENT PROGRAM:</u>	<u>DONE</u>
1. Plan a card table display. Make a sign with your unit number, chartering organization, time and place of meeting. Plan to bring your flags.	_____
2. Plan a very brief ceremony involving present youth members or prepare to say a few words about your program. Encourage current members to make recruiting posters to promote <i>SCOUT ME IN</i> in your community.	_____
3. Recruit some help to call prospective members. Invite them to attend <i>SCOUT ME IN</i> with their parents.	_____
4. Encourage your Cub Scouts to wear their uniforms on the day of the <i>SCOUT ME IN</i> program and ask them to invite their friends.	_____
5. Distribute homemade <i>SCOUT ME IN</i> posters in your neighborhood. Include name of school and time of meeting. Don't forget to pick them up afterwards.	_____
6. Plan to arrive ½ hour early at your <i>SCOUT ME IN</i> location. Be in uniform.	_____

<u>AT THE SCOUT ME IN RECRUITMENT EVENT LOCATION:</u>	<u>DONE</u>
1. Set up your displays.	_____
2. Help greet parents and youth.	_____
3. "Be prepared" to enroll both youth and parents. (For a sure-fire method of signing up parents as well as youth, see Appendix B - "How to recruit Den Leaders and Committee Members")	_____
4. Distribute applications for membership and review them with both the youth and their parents. Have plenty of pens and/or pencils on hand.	_____
5. Process applications. Make sure they are signed and fees are collected. "Be prepared" to have some change on hand.	_____
6. Tell the youth not to purchase a book. One will be provided by the Pack upon submitting their application by October 31. Have the new Cub Scouts begin work on Bobcat/Scout requirements.	_____
7. Announce time and place of next meeting after all have registered. Thank all for coming and dismiss.	_____
8. Fill out report envelope and enclose fees.	_____
9. Turn in completed form and fees to the Council Service Center.	_____

SCOUT ME IN RECRUITMENT AND UNIFORM DAY

WHAT: The “*SCOUT ME IN*” fall recruitment campaign is a program designed to be held on given nights in various locations. Our purpose is to give prospective Lions, Tiger Cubs, Cub Scouts and their parents an opportunity to learn about the educational program of Scouting and join a Cub Scout Pack.

WHEN: Selected dates in September, October and November.

WHY: For many reasons:

- To fulfill our obligation to offer Scouting to all youth.
- To help relieve the workload on our school officials by coordinating our recruitment into an annual plan.
- To best utilize the time and talent of more than 500 volunteer leaders in a coordinated effort for Scouting.
- To help the early fall reactivation of Scouting units.
- To give parents the opportunity to meet and to talk with Scouting leaders and learn their opportunities in Scouting.

UNIT RESPONSIBILITIES:

- A. Make a sign giving unit number, sponsor and time and place of your unit meeting.
- B. Promote the wearing of uniforms to school all day by members of your unit.
- C. Be present in uniform with key volunteer and youth leaders at the meeting to tell the unit story and to register new youth and leaders in your unit.

**SCOUT ME IN RECRUITMENT EVENT
AGENDA**

Suggested material checklist:

- Cub Scout Promise poster (homemade)
- Parent Talent Survey (enough copies for one per parent – see appendix A)
- *SCOUT ME IN* attendance roster
- Pens, pencils, stapler
- Equipment for games
- Calculator
- Materials for name tags and markers
- Boys' Life mini-mags (one per family)
- Copy of current charter to verify returning/renewing Cub Scouts)
- Adult and Cub Scout applications
- Pack calendar, newsletter and leader roster (one per family)
- Sample Scouting magazines
- Sample Boys' Life magazines
- Sample Cub Scout Den & Pack Resource Guide

Before the meeting

- Set up the tables and chairs as needed.
- Set up exhibits of Cub Scout projects.
- Set up FIVE tables with signs:
 - New Lion Cubs (Kindergarten)
 - New Tiger Cubs (First Grade)
 - New Cub Scouts (Second and Third Grade)
 - New Webelos Scouts (Fourth and Fifth Grade)
 - Returning Cub Scouts
- All materials and equipment on hand.
- Name tags, pens.
- Pre-opening game materials (if needed).
- Cub Scout and Adult registration applications.
- Ceremony and games equipment (if needed).

Pre-opening/Gathering Period

- Welcoming committee greets families as they arrive and makes them feel at ease.
- Have youth and parents sign-in on the *SCOUT ME IN* roster (Re-registering Cubs on one sheet, new Cub Scouts on a second sheet, Tiger Cubs on a third sheet, Lion Cubs on a fourth sheet.)
Make sure they include their name, address, and phone number.
- Make out name tags for youth and adults (if needed).
- Pass out "Parent Talent Survey" (see appendix A) to each parent. Ask them to return the survey prior to the opening ceremony.
- Direct parents and youth to the exhibit area or to a seat.

General Program

- 1. Welcome and Opening Ceremony
 - A. Welcome to this evening's *SCOUT ME IN* recruitment event here in _____.
 - B. My name is _____ and I am your coordinator for tonight's program.
 - C. We will open our meeting with the Pledge of Allegiance as we do at every Cub Scout meeting. Leading us will be _____ who is/are from _____. (Invite four uniformed Cub Scouts to perform ceremony)
 - D. At this time I would like to introduce you to the following people who will be helping with tonight's program.

<u>NAME</u>	<u>POSITION/UNIT #</u>	<u>CHARTERED ORGANIZATION</u>

- 1. Introduce the Lion Cub Den Leaders. Separate Lion Cubs (Kindergarteners) and their parents into a group, preferably in a separate room.
- 2. Introduce the Tiger Cub Den Leaders. Separate Tiger Cubs (First Graders) and their parents into a group, preferably in a separate room.
- 3. Review the purpose of *SCOUT ME IN* recruitment.
 - A. Familiarize interested families with Scouting and its objectives.
 - B. Provide an opportunity for youth and parents to join in the adventure of Scouting.
- 4. Resume explanation of Scouting: (Explain)

The Boy Scouts of America supports a program for youth beginning in Kindergarten which can be continued until graduation from high school.

Cub Scouting - is a home centered program developed especially for parents of youth (5 - 10 years of age) to use with and for their children. It makes good use of a period in a child's life that might otherwise be left to pure chance. It gives a child something to work for – something to look forward to - and the program is as American as apple pie. The Cub Scout learns to respect his/her God, country, home, and fellow humans. The ideals and activities of Cub Scouting contribute in the best possible way toward the battle of life and the fullest appreciation of American citizenship.

The Cub Scout program includes a plan of advancement through which children learn by doing. Their achievement program is packed full of adventures. It includes practically every child's interest and desire. It is doing for the fun of doing, not doing for the sake of getting. Children meet weekly as neighborhood dens in one of the parent's homes, their Den Leader's home, at the school, or wherever and whenever it is most convenient for the den's leadership. They complete various handicraft projects, learn to play team games, stunts, and also, learn to live and play with others.

Once a month, all the dens meet together at what is known as a pack meeting. Here, all the Cub Scouts and parents have fun together. Dens present skits they worked out in their dens, based on the theme of the month, and exhibit their handicraft projects. Parents, with the Cubmaster's help, plan things to bring. Thus, Cub Scouting is for the whole family. For a youth to receive the most from their Cub Scouting experience, his/her parents must assist their child and their pack in accomplishing its objectives. **PARENTS JOIN THE PACK WITH THEIR CHILD.**

Scouts BSA – might be called the intermediate program of the Boy Scouts of America, as boys and girls may join at the age of 11 and continue until the age of 18.

Venturing - Or, when entering high school (age 14) youth may join an older youth program.

5. Have returning Den Leaders prepared with several games and Cub Scout promise poster. Excuse the youth to another area for games and to learn the Cub Scout promise.
6. How to join Scouting:
 - A. A youth may join the Cub Scouting program if they are in Kindergarten through 5th grades, and not yet 11 years of age. Be sure to collect the appropriate membership fees for new Cub Scouts and for returning Cub Scouts. Secondary accident insurance is provided for each registered Scout.
 - B. Currently, youth may join Scouts BSA if he/she is at least 10 ½ years of age and has completed the 5th grade or is at least 11 and not yet 18 years of age. Be sure to collect the appropriate membership fees. Secondary accident insurance is provided for each registered scout.
 - C. Parents can help by serving as unit leaders, den leaders, or committee members; or they can help with transportation or special events. The active support of all parents is necessary. Few leaders begin with any experience. Training, roundtables, the Den Leader Guide (show the book and explain that there are weekly meeting plans for each month and for each age group) and commissioner service is provided by the Washington Crossing Council through four local districts. Adults (18 to 21 years of age) may join the Scouting program and serve as assistant leaders; adults (21 years of age and older) may join the Scouting program and serve as leaders or committee members. The adult leaders pay an annual membership fee, which includes “Scouting” magazine and accident insurance.
7. “Boys’ Life” Magazine
“Boys’ Life” magazine is as much a part of Scouting as going to pack meetings (show several copies and pass out mini-mags to every family). Any youth or adult registered in Scouting may subscribe to it for \$12.00 per year (12 issues), which is half the regular price. New Scouts and Scouters subscribing to “Boys’ Life” this evening would pay \$16.00 for 16 issues. “Boys’ Life” is not only entertaining, but brings Scouting to our membership every day. It is coordinated to support the suggested monthly themes for both pack and troop programs. It is mailed directly to the youth. Youth are encouraged to subscribe to “Boys’ Life” when they register.
8. Who pays for Scouting?
 - A. Youth and family costs include an annual membership fee, weekly den dues of \$0.50 to \$1.00, uniform costs, activities, and literature. Uniforms are part of the Scouting program and should be acquired for both youth and adult leaders.
 - B. Pack costs include the providing of program materials (awards, unit equipment, leadership tools and literature). These costs are covered by money earning projects, such as the annual Trail’s End Popcorn sale.
9. Divide into packs (if at a multiple-pack *SCOUT ME IN* recruitment event location) or go directly to #10 if only one pack is present)
10. Unit Leader Highlights the Program.
Explain where den and pack meetings are held, day and time; as well as some examples of a few activities or special events the pack participated in last year and then outline this year’s suggested program. Pass out annual pack calendar, newsletter, and leader roster. Parents and

youth may have questions related to your pack or Scouting in general. Invite your leaders to participate, as well as other council or district Scouters who may be present.

11. Registration

Parents fill-out an application to join Scouting NOW!

{Use "How to Recruit Den Leaders & Committee Members – see appendix B} Assign two leaders to serve as registrar to review applications, receipt registration and Boys' Life fees, and fill out sign in sheets.

12. Have the youth rejoin the group and sit with their parent(s).

13. Closing Thoughts

Briefly, this is what Scouting has to offer you and your child. Please remember that Scouting is a program for youth, but it can succeed only with the assistance and guidance of interested parents.

It is time to say good night now; but before our closing ceremony, we want to invite anyone who has additional questions to remain, and our leaders will meet with you and your child.

14. Closing Ceremony

Form all newly registered Cub Scouts, as well as all Cub Scouts present, into their dens. Have the dens form several "living circles". Have all Cub Scouts repeat the Cub Scout Promise as displayed on home made posters. Dismiss everyone with the Cubmaster's benediction.

NOTE: All completed applications {youth and adult} should be returned to the Scout Service Center as soon as possible. Please check to see that all youth and adult applications and the proper fees are included.

- Check fees, applications (is all information complete? – name? address? grade? date of birth? etc) to make sure everything balances.
- Are all payments matched to the proper applications?
- Are all renewing Cub Scouts currently registered?
- Is the Cubmaster's signature on all applications?
- Are all applications signed by parent?

Your cooperation will ensure that every application will be processed speedily and the membership cards returned to the unit leader. In this way, the youth may receive his/her membership card immediately upon completion of their Bobcat requirements....instant recognition!

APPENDIX A –

FAMILY TALENT SURVEY

Pack _____
Date _____

Each adult family member is invited to fill out a separate sheet.

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack's team and want you to know that whatever you can do to help will be appreciated.

- 1. My interests/pastimes include: Social Media Music Sports (please specify):
Health & Fitness STEM Travel Other Parent Groups (please specify):
Family Activities Gardening Cooking Crafts Video Games DIY Projects Writing Art
Other Volunteer Work (please specify): Other (please specify):
2. A topic I would enjoy teaching youth is:
3. My job, business, or profession might be of interest to Cub Scouts:
4. I have training or experience that might be helpful.
First Aid or Safety-Related Training or Credentials (please specify):
Teaching, Coaching, or Mentoring (please specify):
Previous Scouting Experience (please specify):
Other:
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
posting on social media helping to welcome other new parents making contacts for trips and activities
providing transportation serving as a pack committee member being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
an occasional presenter part of a team helping a Cub Scout den
Den Leader or Assistant Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities

- Carpentry
Swimming/watercraft safety
Games
Nature
Sports
Outdoor activities
Crafts
Music/songs
Citizenship/flag etiquette
Bookkeeping

- Computer skills
Drawing/art
Radio/electricity
Dramatics/skits
Cooking/banquets
Sewing
Transportation
Hiking
Other

Special Program Resources

- I have a van SUV or truck
I have a workshop.
I have family camping gear.
I have camping gear that others could use.
I have access to a cottage, camping property or boat.
I can help Webelos Scouts with Scouts BSA skills
I can give other help.

Tiger Activity Areas

- Nutrition/health
Magic
Biking
Astronomy
First aid

Wolf Activity Areas

- Knoys
Sign language
Coin collecting
Physics
Math/codes
Collections
Disabilities awareness
Dinosaurs
Compass use
Health
Gardening
Civil service/military

Bear Activity Areas

- Pocketknives/woodcarving
Camping
Computers/technology
Citizenship/flag etiquette
Fishing
American Indian culture
Animal care
Forensics
Physics
Marbles
Robotics
General science

Webelos Activity Areas

- Outdoor cooking
First aid
Camping
General science
Disabilities awareness
Survival skills
Geocaching
Geology
Engineering
Home repair
Game design
Wildlife
Plant life
Movie Making

Adult Name Youth Name
E-Mail address Phone(s) H- C- B-
[The best way to reach me is via email text cell phone home phone business phone.]
Street address City State Zip

APPENDIX B –

SCOUT ME IN FALL RECRUITMENT

HOW TO RECRUIT DEN LEADERS AND COMMITTEE MEMBERS

1. Have Kindergarteners and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group.
2. Have 1st graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
3. Have 2nd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
4. Have 3rd graders and their parents pick up their chairs, separate by youth gender and sit in circles with no more than 6 youth in each group. Use extras to fill in existing dens.
5. Do the same with the 4th and 5th graders as a separate group.
6. Tell the parents that as least two parents are needed from each den (group) to serve on the Pack Committee (give them a job). Two additional parents are needed for each den of Kindergarteners – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 1st graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed for each den of 2nd and 3rd graders – one to be the Den Leader and the other to be an Assistant. Two additional parents are needed from each den of 4th and 5th graders to serve as the Webelos Leader, and the other to be the Assistant.
7. Say something like this, “You folks get acquainted and select the most qualified leaders. Don’t worry about experience; no one here has experience at first. Good training is available. Literature is in abundance and the Den Leader Guide is a valuable tool (show sample). No creativeness is necessary. We meet monthly to plan ahead and share the work and the fun. Qualifications for leaders are patience with youth, good character, and willingness to spend some time getting trained and planning for each meeting. So talk it over between yourselves. When the necessary adults are selected and signed up we can enroll the children.
8. Place six youth applications with six adult applications on top of them in the center of the circle.
9. Stand back for awhile. Let them get acquainted and talk over their selection. Then circulate to answer questions. But don’t plead and don’t give in. If you become involved in their discussion, they will let you do the work.
10. Pick up applications when completed. Congratulate leaders and recognize them. Announce time and place of next pack leaders meeting and the district training course.
11. DON’T BEG for help or cooperation. DON’T ask for it, EXPECT IT and you will get it. DON’T SETTLE FOR LESSa child’s life is at stake!

APPENDIX C –

BeAScout.org PIN MANAGEMENT

If there was one simple action you could take to amplify your local recruiting efforts, would you take it? Obviously that question is a no-brainer and the answer should be a big ol' YES! Even better, it only takes a few seconds to complete.

Updating your pin with current information on BeAScout is the easiest way unit leaders can help prospective Scouts and their families get in touch with a unit in your council. This quick process hardly takes a minute, yet it translates to significant gains to your council's membership. How significant? Once schools start up and parents are looking to involve their kids in activities, BeAScout will receive more than 500,000 nationally visits from people interested in learning more about Scouting, and you won't want to miss the opportunity to show off your unit. If every unit completed this simple task, thousands of new youth across the nation would be introduced to the fun, character-building adventures only Scouting can provide.

It's important to note that a unit will not receive leads if their pin is not updated and Unit Mode is not turned on. Additionally, units won't be able to take advantage of receiving online applications directly from BeAScout (by turning on the Apply Now function) without updating their pins.

Sharing the correct and most up-to-date local Scouting information on BeAScout is a great opportunity for Scout units to highlight what makes their unit unique, express how excited they are about Scouting, and to show to prospective Scout families the benefits of Scouting.

How to update your BeAScout.org pin

Updating your [BeAScout.org](https://www.beascout.org) pin is simple, and it's a good way to make sure your information is current — that it doesn't list last year's Cubmaster or meeting time, for example. Access to update your pin is available to all unit leaders, including committee members in a unit.

To update your pin:

1. Go to [My.Scouting.org](https://www.myscouting.org)
2. In the drop-down menu, go to Legacy Web Tools and select BeAScout.
3. Choose "unit" (rather than council) under "Unit Pin Mode" to update the pin with your contact info.
4. Be sure to set pin status to "active." If they want the "Apply Now" button on the pin, set "Apply Status" to "active."
5. Note that it may take a few hours, or up to overnight, for the updated information to show up.
6. For Cub Scout packs: You'll also want to go to Organization Manager and identify your packs gender: all-boy, all-girl or a mix of all-boy dens and all-girl dens. Under Organization Manager, find the settings tab and scroll to the bottom of the page. The default is Boys Dens, but you can change that. Be sure to enter an effective date or it will not update the pin.

