**5 Steps to Successful Cub Scout Spring Recruiting**

**Who** —This should be focused on this year's kindergarten through fourth grade boys. As of June 1st the kindergarteners will be Tiger eligible.

**Why** — Help get new Scouts integrated with fun summer Pack events, at least one per month. Plug these new Scouts into Day Camp/Resident Camp (Webelos & AOL) and get them started with a strong foundation regardless of what rank they are starting with.

1. **Schedule a date** for your School Night for Scouting. If your charter is a school, early May is best before school is out.

2. **Schedule a meeting** with the gatekeeper to the Scout audience (school principal for example). Meet with them in your Class A uniform, try to keep it to ten minutes as they are busy and you want them to keep the door open for future meetings.

* Thank them for their support as Scouting is most successful with champions like them.
* Ask if they were in Scouts as a youth and what they liked most about it. If not share what you liked most about it or what your son likes most about it.
* Share a few adventures from the past year and show a few pictures that you have printed to leave with them.
* Ask for their permission to meet with the kindergarten — 4th grade boys for a Boy Talk. In just 5 minutes you and your BSA rep will communicate the fun adventures, invite them to attend the informational session the next day, and return them to class. Ask if you may come in the day before your recruitment event (have a date in mind) and ask what time would be best, preferably near the end of the day.
* Want help? Ask your BSA District Director Chas Kenawell (Hilliard/Worthington) [Chas.Kenawell@scouting.org](Chas.Kenawell@scouting.org%20) or District Executive Liz Handler (Clintonville/TriVillage) <Liz.Handler@scouting.org>

**3. eFlier** — Many schools have eliminated fliers to be sent home with parents and have implemented a "green" method by posting announcements to an eFlier site. Ask your BSA District Director/Executive ([Chas Kenawell](mailto:Chas.Kenawell@scouting.org) or [Liz Handler](mailto:Liz.Handler@scouting.org)) to help provide printed fliers or an eFlier with your pertinent information for your recruiting event. Schedule this to be posted the week before your recruiting event through the date of your event.

**4. Boy Talk** — Coordinate with your area's District Director/ Executive ([Chas Kenawell](mailto:Chas.Kenawell@scouting.org) or [Liz Handler](mailto:Liz.Handler@scouting.org)) for the Boy Talk. They are a resource for us to utilize and do a great job exciting the audience and encouraging them to attend School Night. It is best to conduct this the day before the recruiting event in your Class A uniform. Have self-adhesive address labels that say "I want to join and learn more about Cub Scouts along with the When & Where". Hand these to boys at the Boy Talk and ask them to them put on their shirt to give their parent when they get home.

**5. Recruiting/Cub Scout Informational Meeting** —

* Wear your Class A uniform
* Invite a few Cub Scouts & leaders to join you in their Class A uniforms
* Be sure to have sign-in sheets for names and contact's for everyone who attends
* Welcome and thank them for coming to learn more & launch their adventures with Scouting
* Opening ceremony —Just like at a Pack meeting with Pledge of Allegiance, Scout Oath/Law. Have your Cub Scouts present lead this and have the guest boys join in.
* Cub Scout Lingo - what is a Den & Pack, what are the ranks per grade
* Share a few fun events that you did last year & what they can expect
* Send Scouts and boys outside with two adult leaders to play a game
* Share your calendar of events from this past year to give them an idea of Pack meetings
* Review what the costs are & what is included
* Ask if any parents were in Scouting and what they liked most (these might be good Den leaders).
* When Scouts return, ask them if they had some fun, Does Scouting sound like fun?, ASK THEM TO JOIN!! Let's get registered tonight and get started on your adventure!
* Collect applications and fees
* Let them know when your next Pack meeting will be. Hopefully you have a fun Pack event planned for June, July, and August.

**6. Follow Up** — A day or two after the recruiting event, send a thank you email to attendees. Offer to answer any questions, and share a video [like these](http://blog.scoutingmagazine.org/2015/08/26/new-bsa-recruiting-videos-show-scouting-families-like/).

For those that registered, send their Den Leader their information and let each new Scout know who their Den Leader is and that they will be in touch with a schedule. Let them know that they are welcome to contact you if they have any questions at any time. Invite them to attend Day Camp (at a reduced fee) and provide a schedule for your Pack summer events.

Have any questions or want ideas for any of these action items? Contact Gary DeSilva [gary.desilva@att.net](gary.desilva@att.net%20) your Membership Coordinator.

**BONUS INFORMATION - Summer Pack Meetings**

If you have not already, ask your Pack parents to bring a few ideas to the next Pack meeting for fun Pack events that they can help to lead over the summer months. These should be parents that are not already leading or volunteering in the Pack. It could be a hike at a metro park, a fun Go See It, or a museum or something they think the boys would find interest in. At your Pack meeting ask for a volunteer for June, July, and August. As you ask for a volunteer for each month, just be quiet and wait for someone to raise their hand. You have lead all year, this is a way to get them engaged and the Pack parents have skills and passions that they would like to share and the Scouts can learn new things and go on adventures that they may not normally get to experience.