

## Join Scouting Drive 2020

Our goal for is to make it as easy and remove as many barriers as possible when signing up for Scouting. By following the steps outlined in this plan, we can do just that!

This year's Fall Join Scouting Drive will utilize the national "Scout Me In" campaign.

### Plan Overview

During the fall there are some basic guidelines for recruiting:

- At least 3 weeks prior, Cub Scout Associates (CSAs) set a Join Scouting Night at every elementary school.
  - ◊ Standalone night – not same night as PTA/PTO or open house, etc.
  - ◊ Only on Tuesday, Wednesday or Thursday from 6:30 – 8:30 PM
    - Allows us to speak directly to boys a day or two before the JSN.
- 5 - 10 days before the JSN, CSAs delivers flyers and yard signs to the school.
- 1 or 2 days before the JSN, visit with prospective Scouts in the school.
- The day of the JSN, afternoon announcements.
- At the JSN:
  - ◊ Each family gets a packet about Scouting in general and your unit specifically.
  - ◊ Each family completes the application and pays national fees that evening.
  - ◊ Large group presentations are avoided and families are spoken to on a "1 on 1" basis (The Parent Orientation at your next meeting is a better place to speak to new parents as a group).
  - ◊ Collect applications/national fees and arrange to get them to your CSA that evening (usually through District JSN Volunteers).
- After the Join Scouting Night, CSAs send home the "It's Not Too Late To Join" flyers with a follow-up recruitment event information.

### What We Need from each Pack

- A copy of the Pack's Calendar to give to each new family
- Contact information for the Pack's Leadership to give to each new family
- The dues structure of the Pack
- 3 preferred dates for the Join Scouting Night that are a Tuesday, Wednesday or Thursday in the first month of school, but not the first week.
  - ◊ Your CSA will do their best to use one of these three dates if possible.
- The date & information for a follow-up recruitment event in October.
- Assistance with Buzz Ups (promotional talks) and the JSN(s).
- To ensure that beascout.org and online application information is updated.
- Select Recruitment items from the "Recruitment Menu" and commit to accomplishing them. Your Cub Scout Associate or District Executive will contact you to provide this list.