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2023 PLAYBOOK SIGN UP FOR SCOUTING



BOY SCOUTS OF AMERICA®
SOUTH TEXAS COUNCIL

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Now more than ever before, **Scouting** is providing families the opportunity to **#AdventureON!**

Our **2023 Sign Up for Scouting Playbook** blends print and digital campaign strategies that will help your pack welcome new members all while showcasing the fun of Scouting in your neighborhood.

Our **2023 Sign Up for Scouting Playbook** explains how to conduct a Sign Up for Scouting Night, the best ways to welcome new families and the resources available to help market your pack and sign up night.

For resources and recruitment helps, visit the BSA Sign Up for Scouting resource hub at <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

Or scan QR code below



Visit the South Texas Council Membership Resource Page for information listed in the Playbook.



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SCHEDULE SIGN-UP NIGHTS

The foundation of your recruitment plan are your sign up nights. This is where families will actually join your pack!

There are 2 recruitment nights that should take place at your school – your traditional **Sign Up for Scouting Night** and your school's sponsored **Meet the Teacher Night**.

Packs should confirm and schedule their Sign Up for Scouting Night and Meet the Teacher Night with their District Service Executive.



SIGN UP FOR SCOUTING NIGHT

Your pack's Sign Up for Scouting Night is all about your pack and this is your time to shine. This night is scheduled by your pack in coordination with your District Membership Team or your district service executive at your elementary school and is an evening to welcome new families and showcase what your pack is all about.

Sign Up for Scouting Nights should be held:

- Tuesdays, Wednesdays, or Thursdays
- At 6:30pm or 7pm
- After the first full week of school
- With-in two weeks of Meet the Teacher Night

Dates to Avoid:

- Tuesday after Labor Day & Mondays, Fridays, and weekends

MEET THE TEACHER NIGHT

Your pack will also want to be a part of your school's Meet the Teacher or Back to School Night. These nights are school sponsored for parents to gather information from other organizations the school might be affiliated with.

This is a great opportunity to welcome all families back to school and to show that your pack is a vibrant part of the elementary school community. Your pack's role at Meet the Teacher Night is to enroll new families on the spot and/or to invite them to attend your pack's Sign Up for Scouting Night. Meet the Teacher should not be the main recruiting event. This event does not replace your pack's Sign Up for Scouting Night.

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SIGN UP NIGHT

The Recruitment Event

“Sign-up” nights have been a keystone for recruiting for years, and for good reason: They work! Sign-up nights give parents and youth an opportunity to get to know Scouting at a personal level, face-to-face. Questions are answered, interest is built, and parents see how Scouting is for families like theirs, no matter what that family may look like.

Keys Points for Success

1. Be prepared - know the plan. Get trained.
2. Recruit volunteers to help - den leaders , parents, charter rep., etc.
3. Designate a Sign Up Night Coordinator (role on page 6)
4. Schedule your Sign Up Night with your school(s) in advance.
5. Schedule Scout Talks with your school(s). If you need help ask.
6. Promote/Market your Sign Up Night. (page 7)
7. Be present at Meet the Teacher Night or Back to School Night.
8. Follow the Sign Up Night Agenda (option A or B).
9. Register new youth and parents at the Sign Up Night, Don't let them leave without turning in an application or an online application.
10. Hold a New to Scouting parent orientation.

THE RECRUITMENT NIGHT SUCCESS

1. Set up a Welcome Table with a sign in sheet.
2. Distribute applications or online registration QR code, New Cub Scout Family Guide, and pack calendar.
3. Follow meeting agenda.
4. Collect completed applications and registration fees.
5. Announce next meeting date.



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PUT PACK LEADERSHIP IN PLACE

It's important that pack leadership is in place well before your recruitment nights even take place. An organized leadership team communicates that your pack is the perfect place for new families to experience the adventure of Scouting!

A key leadership position you'll need to have for your recruitment night is the Pack Sign Up for Scouting Night Coordinator.

Pack Sign Up for Scouting Night Coordinator Role:

- *Confirm the dates for the Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Attend the district Fall Recruiting Training.*
- *Gather the recruiting materials for Meet the Teacher Night and the Pack's Sign Up for Scouting Night.*
- *Recruit adult volunteers to help with Meet the Teacher Night and the Pack's Sign Up for Scouting Night.*
- *Attend both recruitment events to assist in signing up families for Scouting.*



PROMOTING/MARKETING YOUR SIGN UP NIGHT

Yard Signs

Display the yard signs in high traffic areas in your neighborhood at least one week prior to Sign Up Night and near the school(s) where you recruit members. **Yard Signs are available at no cost, contact your District Service Executive or the council service center.**

Flyers/Posters

Put up flyers/posters anywhere—school, daycare centers, community centers, grocery stores, restaurants, bowling alley, etc. Send two sets of flyers home, one a week prior to the Sign Up Night and one the day of the Scout Talks. **Custom Flyers with your pack's Sign Up Night information are available at no cost. Contact your District Service Executive or council service center to order.**

School and Neighborhood Newsletters

Write an article for your school and neighborhood newsletters, spotlighting Scouting and all the activities and good things your unit is doing to make an impact in your local community and at your school... include pictures!

Church/Chartered Organization Bulletins

Work with Chartered Organization leadership (Chartered Organization Representative and Institutional Head) to be sure all play a role in recruiting success. Encourage the chartered organization to publish your announcement in the church bulletin or newsletter the week prior to your Sign Up Night.

Meet the Teacher/Other School events

This is a great time to have a booth set up to show off Scouting and explain what your unit does best. The Meet the Teacher Night should NOT replace your Sign Up Night, but should be used to encourage people to attend and enroll.

Peer-to-Peer invitations

Create invitations for your youth so they can distribute them to their friends with the date, time and location of your Sign Up Night.

Email Invitations (parent to parent)

Ask the families in your pack to send an email invitation to all of their friends that have Scout-age youth. People like to join organizations where they know other people. An email message helps them understand their friends are involved, too.

Social Networking

Ask parents who are on Facebook, LinkedIn, Twitter, Instagram, Snapchat, etc. to update their status to talk about your unit's social media site(s) and the Sign Up Night, or simply have them go to www.beascout.org or call the council service center, 1-361-814-4300 ext. 112 for more details.

Videos

Take your marketing game to the next level with video! Videos get noticed and will help you pack stand-out. Add video links to your social media sites.

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Option A - Sign Up Night Agenda

Before the meeting (20-30 minutes)

Set up tables and chairs
Welcome Packets —applications, Scout Life, Parent Brochure, etc.
Pens
Unit information page

Welcome & introductions (5 minutes)

Lead the Pledge of Allegiance
Key Pack Leader introductions

What is Scouting (Basic Version—10 minutes)

- Youth development program that builds character & confidence
- Family-oriented; all members of the Scout's family encouraged to participate when/where possible
- Fun with a purpose—youth will have fun while learning leadership skills
- Briefly describe upcoming Pack activities and a recent activity over the summer
- Leadership structure of the Pack

Volunteer Commitments (10 minutes)

- Call one new den up to the front, have each youth say what Scouting activity they are looking forward to the most
- Tell the parents of the den that these youth are ready to begin their Scouting journey, so they need coaches, mentors, adults to lead them.....we call them Den Leaders
- Ask which parents are committed to help them on their journey and would like to volunteer (for Kinder and 1st grade, be sure to cover the adult Partner 18 years or older)
- Complete Application – have simple recognition for all newly-recruited leaders whose applications and fees are turned in
- Repeat this process for each grade level, if needed

Youth/Adult Registration (5 minutes)

- Discuss Pack and BSA registration fees, insurance, and Scout Life option
- Collect all applications and prorated fees, at a minimum

Reminder announcements

- Parent Orientation Meeting – date, time, location, and FUN!!!
- Other key upcoming dates



Option B - Sign Up Night Agenda

All Sign Up Nights are designed to be fast for today's busy parents. The key to making them successful is preplanning. The following is an alternative suggested outline of how to execute an effective Sign-Up.

This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

Sign Up Night Stations

- **Station 1:** Welcome/Sign In
- **Station 2:** What We Do
- **Station 3:** Registration Form
- **Station 4:** Check Out (complete applications)
- **Station 5:** Den Leader Q&A

Below is an outline of what happens at each station. **Note:** *Make sure that each station sign is clearly visible to help make sure things go smoothly!*

Station 1: This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.

- Greet every family that comes to your station and ask them to sign in. Provide them with the "Welcome to Cub Scouts" brochure
- Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes

Materials:

- Station 1 sign and "Welcome" sign
- "Welcome to Cub Scouts" brochure

Station 2: This is where you will share the excitement of Cub Scouting and your pack activities. Introduce the leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.

Materials:

- Station 2 sign
- Pack calendar and event fliers
- Handout with meeting times and locations
- Listing of pack and den leaders with contact email and phone numbers.
- Scout Shop Guide to the Uniform
- Scout Life magazine promotion

Option B Sign Up Night Agenda Continued.

Station 3: This is the sign-up station where the station chief helps parents complete the actual application.

- Have BSA Youth Application forms ready to be completed and have pens available.
- Have copies of “What Other Costs Are There?” and give these out.
- Be prepared to answer questions about pack fee payment plans and/or financial assistance.

Materials:

- Station 3 sign
- BSA Youth Applications and pen
- Pack leadership handout

Station 4: Leaders at this station are responsible for final “check out,” including payment.

- Make sure the applications are properly completed.
- Collect the proper fee amount for BSA membership fee and Scout Life (if added).
- Forms and payments should be collected, signed by the Cubmaster, and put in the envelope.

Materials:

- Station 4 sign
- Calculator
- Envelope for applications and fees

Station 5: Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.

- Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.
- Answer questions about the type of activities their child will be doing.

Materials:

- Station 5 sign

After the Sign Up Night Event Is Over

Turn in the applications and money. Unit leaders and the Sign Up Night coordinator should review and complete applications after event. Applications, and registration fees are to be turned in to the district executive within 24 hours of the event or at the scheduled turn in.



Sample Parent Orientation Meeting Agenda

Opening (5 minutes)

Lead the Pledge of Allegiance
Welcome Remarks and Key Pack Leader Introductions

Pack Program/Fundraising (10 minutes)

- Discuss the unit's plans for the future, mentioning some of the more exciting activities
- Discuss the upcoming fall events and distribute event registration information
- Impact of Popcorn sale as a fundraiser for the Pack and each family

Dismiss the youth to another room for games and activities with proper supervision (Bobcat Badge is a great starter)

Unit Leadership Needs (15 minutes)

- Using whiteboard, blackboard, or poster board—have list of all open positions in the Pack, with the number of volunteers needed for each position
- Example: Pinewood Derby 3 adults, Blue & Gold 3 adults, Christmas Parade 1 adult, etc.
- Ask for at least one adult from each family to participate in one of the roles until you have adequate leadership
- Discuss adult registration fees and uniforms
- Talk briefly about helping new leaders get started—training requirements, meeting resource guides, etc.
- Simple recognition for all parents who have just volunteered

Den Organization (20 minutes)

- Have the youth rejoin the group and sit by grade level
- For dens that already have a Den Leader:
 - The den leader discusses den meeting dates, times and locations
 - Recruits parents to assist with den meetings
- For dens that do NOT have a Den Leader:
 - Another Pack leader will need to guide the discussion
 - Discuss the possible meeting dates, times and locations
 - Talk with individual parents to secure den leadership

Reminder Announcements (10 minutes)

Date, time, and location of the first Pack meeting
Upcoming training courses
Fall activity information
Popcorn sale dates

After the meeting—enjoy fellowship and refreshments

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<https://southtexasbsa.org/membership-recruitment/>

Membership Growth Support

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