



BOY SCOUTS OF AMERICA
Santa Clara County Council



Fall Recruitment

Unit Coordinator's Manual

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Introduction

Scouting is family... At the same time Cub Scout age boys do not join Scouting just to get their character built. Boys join because it is fun.

Congratulations on becoming a new *Unit Recruitment Coordinator*. You have volunteered for one of the most important positions in your Cub Scout unit. The new boys and parents that you help to recruit into your unit will insure the health and continuity of your Cub Scout Pack long after you and your son have continued on to Boy Scouts. This is why what you do is so important – without a continual and sustained recruitment effort every year, a Cub Scout Pack will soon fail, either for lack of boys, or lack of leaders. Now that you have this position, you may be wondering just what your responsibilities are, and how you can put forth the best effort on behalf of your unit. The purpose of this *Recruitment Manual* is to provide you with a proven plan for recruiting boys and leaders into your unit. The methods and techniques illustrated in this manual have been shown to work well in most situations. This manual, however, is not meant to be the ultimate authority on how to perform Cub Scout recruitment. Undoubtedly, you will find additional techniques and methods that will prove effective for your particular situation. This manual is meant as a reference that hopefully will get you started and answer your most basic questions. With that in mind – let us get started!

What is a Unit Recruitment Coordinator?

The *Unit Recruitment Coordinator* is the volunteer from each Cub Scout Pack responsible for implementing the Pack's recruitment efforts. Cub Scout recruitment is typically done twice a year, once in the fall (September-October) and again in the spring (April-May). This schedule can vary, however, depending on the local school schedule, BSA-Council guidelines, etc. The *Unit Recruitment Coordinator* works closely with the *District Recruitment Chairman* in scheduling their unit's recruitment efforts. The *District Recruitment Chairman*, along with the *District Executive*, will typically provide training,

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guidance, and logistical support for the unit's recruitment effort. Get to know who these leaders are, and make use of their experience and guidance.

Why is Recruiting New Boys Important?

At one time or another we have all seen the positive influence Scouting has had on a boy, and/or a community. As Scout Leaders, we have an obligation to provide the Scouting program to as many boys as possible. Recruiting new boys into Cub Scouts, whether Tiger Cub, Wolf, Bear, or Webelos Scouts, is also fundamental to maintaining a healthy and thriving Cub Scout unit. The most successful units are often the ones that place a premium on successfully recruiting new boys, and leaders, every year. Always remember that a successful recruitment means not just bringing new boys into the program, but new leaders as well. New leaders in a unit mean greater shared responsibility, more energy, creativity, resources, and less work for all of the current leaders in the unit. One of the most important ways in which a Cub Scout Pack benefits from the recruitment process is through the recruitment of not just boys, but leaders as well.

If you take the Scout out of Scouting, then you have no program ...

We already have too many Cub Scouts in our Pack; do we really need to do recruitment?

There are never situations in which you have too many Scouts, only situations in which there are too few leaders...

Unit Recruitment Coordinator's Responsibilities

Simply put, a *Unit Recruitment Coordinator* makes sure that his or her unit's recruitment effort is a successful one. You should attend all District Recruitment Training sessions where your responsibilities will be explained in detail, along with strategies and techniques to make sure your recruitment effort is successful. Your responsibilities will include coordinating the three steps to a successful recruitment.

The three Steps to a Successful Recruitment

These three steps will be further explained in the following chapters of this recruitment manual. But a short description of the recruiting process follows:

Step 1: Getting the Boys and Parents to Recruitment Night

- Get approval from your school for a recruitment event between the dates September 22-27. Most groups find that events held between 6:00 pm to 9:00 pm on a weeknight, only for recruiting, has best results.
- Order recruitment flyers from the Council Service Center at least two weeks before your target date for distribution.

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- Distribute the flyers to the school at least one week before the scheduled recruitment night for the students to take home.
- Advertise the pack recruitment night. Performing a **SCHOOL WALK-THROUGH** is typically the best way to do this. Other techniques can also be used, such as, school assemblies, lunchtime assemblies, posters, yard signs, etc. Seven “contact points” with potential families results in the best success.

Step 2: Recruitment Night Presentation

- Make sure that the physical arrangement of the room facilitates the organization of new dens.
- Recruit volunteers to help at recruitment night. Make a professional presentation to invite the boys and their parents/guardians to join your pack.
- Sign up new Scouts and leaders. Organize new dens.
- Turn in applications and other paperwork.

Step 3: Follow-Up

- Schedule a follow-up meeting for new leaders approximately one week after the recruitment night for Fast Start Training.
- Arrange to have the Cubmaster, Den Leader Coach, or other knowledgeable person attend the first meeting of all new dens.
- Get new leaders to attend training and Roundtable.
- Turn in any applications and fees as soon as they are collected for the youth’s registration record, advancement and liability insurance coverage.

Step 1: Getting the Boys and Parents to Recruitment Night

*I gave him the application
And parent participation sheet.
(His eyes were filled with sunshine
as he left on dancing feet.)
(From: "A Boy's Life")*

Getting the boys and parents to the recruitment night presentation and sign-up meeting is probably the most important, and the easiest part of the three step process for having a successful recruitment. Sparking the boys interest in the "fun of Scouting" is easy. Most boys, if given the opportunity, would sign up to be part of the Scouting program. But remember, while signing up the boys is our foremost task, we must also encourage and convince parents that a key component to their sons' success in the Scouting program is their own support and involvement. After all, a successful recruitment means not just signing up new Scouts, but new leaders as well. By focusing on recruiting both boys and leaders you will insure the future health and well being of your Cub Scout Pack.

By now you may be asking - *How do I get the boys and their parents to attend the recruitment night meeting?* This chapter will cover the logistics of picking a recruitment night meeting, along with how to advertise the meeting - thus insuring a good turn out.

Picking a Good Recruitment Night

The first thing that must be done is the selection of a suitable recruitment night date and time. Typically, the best days to schedule a recruitment night are in the middle of the week (Tuesday, Wednesday, and Thursday nights usually work best). Monday is usually not a good day due to the fact that you often will not have enough time to send flyers home and advertise the recruitment night. Likewise, Friday is not a good day because many parents and boys have other family commitments on Friday night. After

GETTING THE BOYS AND PARENTS TO RECRUITMENT NIGHT

all, it is the start of the weekend, and a prospective boy's family may be attending an older siblings high school football game, or maybe just going to the movies. As *Unit Recruitment Coordinator*, it will be your responsibility to contact the school or other site where the recruitment meeting will be held in order to get the date and time approved. Do this well in advance so that you will have a good chance of getting the preferred date and time. Please refer to the "Recruitment Timelines" in Chapter 1 for the suggested dates on which to schedule the recruitment night presentation. For fall recruitment, the middle of September is the recommended time.

Typically, the best days to schedule a recruitment night meeting are in the middle of the week. Tuesday, Wednesday, and Thursday nights usually work best.

Our council will conduct a council-wide week of school nights from September 22-27, 2008.

Ordering Recruitment Flyers

After the recruitment night presentation has been scheduled, and approved, flyers advertising the recruitment night will need to be ordered from the Council Service Center. These flyers should be given to the schools to be sent home with the students approximately one week before the scheduled recruitment night. The flyers should be ordered from the Council Service Center at least two weeks prior to the date they will be given to the schools. To order the flyers, complete the "*Recruitment Flyer Order Form*" and give to your *District Recruitment Chairman* or *District Executive*.

Distributing Recruitment Flyers

As previously stated, the recruitment flyers should be distributed approximately one week before the Recruitment night presentation. This makes sure that the school and the teachers have adequate time to send the flyers home with the boys. It is highly recommended that the flyers be presorted into bundles for each class, so that the office staff does not have to count out flyers. One effective strategy is to presort the flyers into bundles for each class, and then attach a generic cover letter to each bundle thanking the teacher for sending the flyers home with the boys. In most cases, the flyer needs to be pre-approved by the school district.

How to Publicize the Recruitment Night

Publicizing the Recruitment night begins with the distribution of the flyers one week before the Recruitment night. This gives the parents time to put the recruitment night on their calendars. Keep in mind that sending flyers home without any other means of publicizing the Recruitment night is usually not very effective. In order to generate a good turn

... sending flyers home without any other means of publicizing recruitment night is usually not very effective.

GETTING THE BOYS AND PARENTS TO RECRUITMENT NIGHT

out of boys and parents on Recruitment night, it is necessary to generate a good deal of excitement among the boys regarding the Scouting program. The best method of generating this excitement is through the use of a “walk-through” at the school. A “walk-through” is when a representative from the Scouting organization (for instance a *Cubmaster* from the local Cub Pack, the *Unit Recruitment Coordinator*, a *District Recruitment Chairman*, or a *District Executive*) visits each classroom at the school for approximately two - three minutes and fires up the boys about the Cub Scout program. To be effective, a “walk-through” must occur within a day or two of the Recruitment night meeting. Otherwise, the excitement level in the boys will subside and they will largely forget about the upcoming meeting. In a time when Scouting competes with many other extracurricular activities for the boys’ time, it is extremely important that the boys’ interest level is peaked right before the meeting so that they will express this interest to their parents and encourage them to attend the meeting. As parents we want our sons to participate in activities that interest them, and we also have a hard time saying no to activities that our sons are highly motivated to participate in. The “walk-through” has been shown to be the best overall technique for generating excitement, motivation and interest about participation in the Cub Scout program.

Doing a Walk-Through

The “walk-through” has been shown to be the best overall technique for generating excitement, motivation and interest about participation in the Cub Scout Program.

- Schedule the walk-through to occur on the day of, or the day before, the Recruitment night presentation. This will require coordination with the school.
- While in each classroom, introduce Scouting. Take about two minutes to tell the boys about the Cub Scout program. Your goal is to

generate excitement among the boys, so that the one thing they remember about their school day was the presentation about Cub Scouting. If this is what they remember when their parents ask them: *What did you do at school today?* Then you have done a good job on the walk-through.

- **Do:**
 - 1) Be enthusiastic in your presentation.
 - 2) Use good props, such as pinewood derby cars, raingutter regatta boats, wood projects, etc...
 - 3) Emphasize the big four (camping, fishing, BB gun shooting, and archery).
 - 4) Emphasize the **FUN** of Scouting.
 - 5) Be funny and memorable.
 - 6) Tell them the date and time of the meeting, and re-emphasize this right before you leave.

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- 7) Hand out an additional set of flyers to take home.
- 8) Hand out BSA recruitment stickers (to everyone in the class, not just boys).
- 9) Have fun! This is truly one of the most fun experiences a leader can have in Cub Scouts. The look of excitement and anticipation seen in the boys' eyes is priceless.

- **Don't:**

- 1) Get too specific about the program (you don't have time, and the boys won't care – leave this for Recruitment night).
- 2) Tell them only about the date and time of Recruitment night and nothing else.
- 3) Be boring. Who wants to join a boring organization?

Doing an Assembly Presentation

An assembly presentation means that you get to talk to the boys at a school assembly of some type. This type of presentation can be just as effective as a walk-through, especially if the assembly occurs at the end of the school day instead of the beginning (so it is fresher in the boys' minds). The presentation given is similar to the walk-through presentation, except that you only have to make the presentation once, instead of in every classroom. In an assembly presentation you may have more than 2-3 minutes to make a presentation. If you have the time, fun games and songs can be incorporated into the presentation. Don't forget to give the boys stickers, and send home another set of flyers.

Doing a Lunchtime Presentation

Lunchtime presentations can be effective as long as they are conducted in an assembly presentation format (i.e., you get to talk to all of the boys while they are sitting and eating, before they have gone to play on the playground). Often, several presentations will need to be done depending on the school's lunch schedule. Ask the principal to introduce you – this has a way of getting the boys attention.

Keep in mind that just setting up a table in the lunch area, and waiting for the boys to come to you, is not a very effective strategy. However, if a presentation cannot be made and this is the only option available, then ways to draw the boys to your table must be employed. Several proven methods for attracting the boys include bringing a pinewood derby track for the boys to use, bringing Scout-O-Rama style games for the boys to play, and dressing up in a costume. Don't forget to give the boys stickers, and send home another set of flyers.

GETTING THE BOYS AND PARENTS TO RECRUITMENT NIGHT

Just setting up a table in the lunch area, and waiting for the boys to come to you, is not very effective.

Other Methods

Other ways to advertise the recruitment night presentation include, but are not limited to:

- Posters put up around school
- Advertising in local newspapers
- Setting up a table at Open House or Back to School Night

Where and How to Get Help

Help with a “walk-through” or other assembly type presentation is available by contacting your *District Recruitment Chairman* or *District Executive*. Volunteers are often available to help with these presentations. It is, however, the responsibility of the *Unit Recruitment Coordinator* to make sure that the presentation is made. Without an effective “walk-through” or assembly presentation, turn-out on Recruitment night will be very poor.

Walk-Through/Assembly Presentation Checklist

CHECK YOURSELF

Mentally – review presentation. (Get fired up!)

Physically – hair combed/neat appearance/In Uniform.

Necessary materials – flyers, props, posters, stickers, Pinewood Derby cars.

PRESENTATION

Introduce yourself.

Questions, “How many like to hike, fish, swim, camp, etc.?”

Show flyers and go through key information – time, date, cost, parents attend, location.

Have a gimmick/joke to get them to hold onto flyers to get it home.

Review key information again.

TIPS

Have principal or teacher present (if an assembly).

Be funny.

Be exciting – make them remember you and tell their parents.

Send parents if they can't come.

Have date on flyers.

Have plenty of flyers.

Check to see if posters are up over water fountains, bulletin board, cafeteria, and door to boy's restroom.

Remind Scouts to wear uniforms.

Check with principal regarding arrangements: time for building to be open, who will be there to open, etc.

Leave extra flyers with teacher/principal and ask to announce Recruitment Night again on date of Recruitment Night.

STUNTS

Have a girl or boy distribute flyers.

Ask teacher to write date and time on chalkboard.

Ask teacher to help with stickers (or a girl).

Do regular presentation, but keep to two-three minutes maximum.

Save fifth grade presentation for last; go to first and second grade rooms first.

Step 2: Recruitment Night

*A boy is such a special gift –
Why won't you realize
It only takes a little time
To put sunshine in his eyes.
(From: "A Boy's Life")*

Now that the Cub Scout Recruitment night has been adequately publicized by the procedures specified in Chapter 2 - *Getting the Boys and Parents to Recruitment Night*, you may be wondering what to do with the many boys and parents who will show up on Recruitment night. There are three primary goals that need to be achieved in order to have a successful Recruitment night. These goals are 1) getting the boys signed up and registered as Scouts, 2) getting the adults signed up and registered as new leaders, 3) turn in pay for all registration at the council office, and 4) organizing the new Scouts into Dens.

There are three primary goals that need to be achieved in order to have a successful recruitment night:

- 1) Getting the boys signed up and registered as Scouts**
- 2) Getting the adults signed up and registered as new leaders**
- 3) Organizing the new Scouts into Dens**

The first goal of getting the boys signed up and registered as Scouts is easy. If the boy and his parents are at the Recruitment night meeting, then chances are extremely good that they have already made up their mind to join the Cub Scouting program. In car salesman terminology - you have already made the sale (during the walk-through) and you just need to close the deal (sign the boys up). About the only way you won't

close the deal (sign up the boy) is if the parents have a negative experience during the Recruitment night presentation. By following the techniques and suggestions presented in this chapter you will be able to make an interesting, fun, and professional Recruitment night presentation, and should, therefore, not have that problem.

The second goal of getting adults to sign up as new leaders is a little tougher. Many parents show up on Recruitment night with the idea that BSA stands for Baby Sitters

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of America, and not Boy Scouts of America. They are looking for another activity for their son to be involved in, without having to invest any of their own time. An important aspect of any Recruitment night presentation is, therefore, educating the parents about how their involvement in the Scouting program will benefit their son, other boys, and themselves as well. Properly educated, and with a little subtle persuasion, many parents will become volunteer leaders.

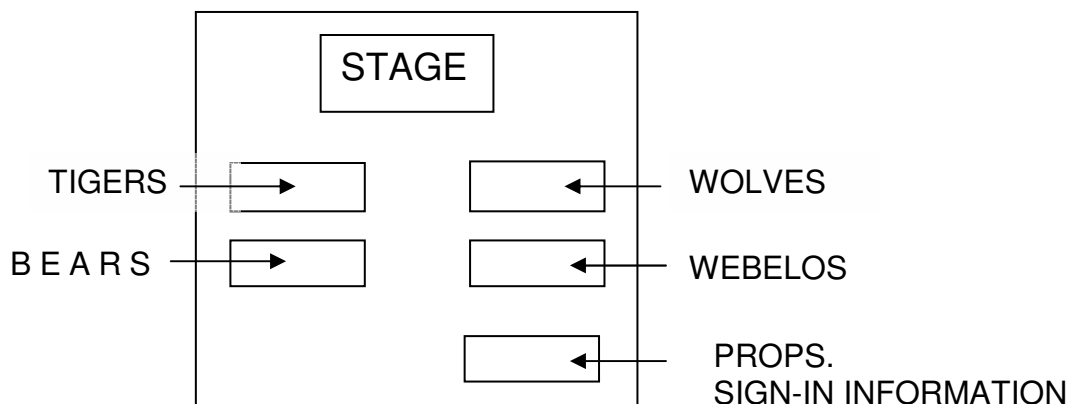
Many parents show up on Recruitment night with the idea that BSA stands for Baby Sitters of America, and not Boy Scouts of America. Properly educated, and with a little subtle persuasion, many parents will become volunteer leaders.

The third goal of organizing the new boys into Dens on Recruitment night is important for both the new Scouts (and parents) and the Cub Scout Pack. For new Scouts and parents, knowing what Den you are in, when your first meeting is, and who the other members of the Den are, means that your beginning Cub Scout experience will be favorable. If Scouts and parents leave the recruitment night meeting not knowing these things, then it can take weeks or months to get them organized. This is a headache for the leaders of the Cub Scout Pack, and can also lead to a rather unfavorable experience for the new scout and his parents. The benefit to the Cub Scout Pack of organizing new Dens during the Recruitment night meeting is that it makes sure that new leaders are in place to provide the Scouting program for the new boys. This means less work for existing leaders, due to a greater amount of shared leadership.

The rest of this Chapter will be devoted to describing how to successfully perform a Recruitment night presentation.

Physical Room Arrangement

The physical arrangement of the room where you have the Recruitment night presentation is important because it facilitates the organization of new Dens. Tables should be set up and labeled for each age group. This way, later in the recruitment presentation the boys and parents sitting around each table can form a new Den. Depending on the expected size of the recruitment meeting turn out, you may need to have more than one table for each age level. A typical table layout is shown below.



Necessary Supplies

The supplies you should bring to a Recruitment night presentation are listed below.

RECRUITMENT NIGHT KIT CONTENTS

1. Applications and other forms
 - Cub Scout Applications
 - Adult Leader Applications
 - New Unit Application (where applicable)
 - Attendance Rosters
 - Den Rosters
 - Pens and Pencils*
 - Table Labels (ex. “Tigers – 1st grade”)
2. Cub Scout handbooks and other display materials *
3. Cub Scouting and your Family (Parent/Talent Survey).*
4. For new Dens – Bring “The Dens First Two Months”. *
5. *Boys’ Life* mini-magazine
6. Training and Roundtable Information
7. New parent booklet
8. Props (Pinewood Derby Cars, Photo Albums, etc...) *
9. Copies of Pack Newsletter*
10. Copies of Pack Event Schedule*

* Units to provide.

Required Volunteers

The number of adult volunteers required at a Recruitment night presentation can vary depending on the size of the expected turnout. Typically it is desirable to have the following volunteers present:

- Unit Recruitment Coordinator
- Pack Leaders (Cubmaster, Committee Chairman)
- Two to three Den Leaders to help with Den organization
- Two additional adult leaders to supervise the new boys while the new Dens are organized

Without enough volunteers the Recruitment night meeting will seem chaotic and unorganized. Almost nothing ruins a Recruitment meeting faster than having a large quantity of unsupervised Cub Scout aged boys running wild during the meeting. This can create a negative experience for the new boys and their parents. Please don’t let

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TO RECRUITMENT NIGHT**

this happen, as it is can spoil what otherwise would have been a successful Recruitment night.

A Typical Recruitment Night Presentation

- **Flag Ceremony:** Start the meeting with a Flag Ceremony. Ask one of the new boys to volunteer to lead it. After the flag ceremony do a silly cheer to thank the boy for helping. (2-3 minutes)
- **Introductions:** Make sure to introduce yourself and any other adult volunteers that may be helping. (2-3 minutes)
- **Have some fun with the Boys:** Do a fun skit, or sing a fun song with the new boys and their parents. Remember to highlight the **fun** of Scouting. (5 minutes)
- **Presentation of Cub Scouting:** Make a professional presentation that explains what Cub Scouting is and how it works. Emphasize the importance of volunteering. Illustrate the advantages of the Scouting program, and the fun that the boys and their parents will have. (10-15 minutes)
- **Form Dens:** After the “Presentation of Cub Scouting” is concluded, have the new boys go to another area of the room and play games with the adult volunteers that have been assigned this task. This is a critically important task, as it allows the parents of the boys to organize into Dens without too many distractions. After the boys have been separated from their parents, encourage the parents at each age appropriate table to organize into Dens. Give them the following instructions (20-30 minutes):
 1. Fill out their sons application
 2. Pick a Den Leader and Assistant Den Leader for their new Den. Make sure that the new leaders fill out an Adult Leader application. Be sure to provide the new leader and assistant leader with information on training and Roundtable.
 3. Agree on a meeting date and time for their first meeting
 4. Have the new Den Leader complete the “Den Organization Sheet” in duplicate (one copy for the Den Leader and one copy for the Unit Recruitment Coordinator).
 5. Give the completed applications and fees, along with a copy of the “Den Organization Sheet” to the Unit Recruitment Coordinator once the previous four instructions are completed.
- **Collecting Applications and Fees:** Make sure that all of the applications and fees are turned in, along with the “Den Organization Sheets.” This

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TO RECRUITMENT NIGHT**

will allow the Membership Chairman of the Pack to easily incorporate the new boys and Dens into the existing Pack structure. Make sure that the new Scouts and new leaders applications and fees are turned into the appropriate District or Council representative in a timely fashion.

**GETTING THE BOYS AND PARENTS
TO RECRUITMENT NIGHT**

Recruitment Night Checklist

Please use the following checklist to help you prepare for the Recruitment night presentation. *(Arrive 30 minutes before scheduled meeting time).*

**(CHECK OFF AS YOU COMPLETE)
BEFORE YOU LEAVE HOME:**

- Prepare your pre-opening game.
- Prepare your presentation charts (or secure TV/VCR and video).
- Put on your uniform.
- Take a pocket calculator.
- Take 20-30 pens.
- Take some change, both bills and coins.
- Take masking tape.

**WHEN YOU ARRIVE AT THE SCHOOL (SCHOOL
COORDINATOR): (HALF HOUR EARLY)**

- Empty your kit and spread out your materials.
- Check with the other Recruitment Night personnel and the unit leaders on their responsibilities.
- Post your presentation charts (or set up video).
- Put up your pre-opening game(s).
- Pack and/or Den Representatives put up any displays they have.
- Either yourself or another volunteer should be positioned by the door to distribute applications, *Boys' Life* Magazine and welcome the families to the Recruitment Night for Scouting.
- Be sure boys and parents stay in assigned room, do not wander around the building.
- Have boys and parents sit together by grade levels. Put signs on tables with grade level markers.
- Hand out applications and let them begin filling them out.
- Have them put their answers to the pre-opening game on the back of the attendance card.
- Begin promptly.
- Any opening ceremony prepared by the Pack (optional).
- Begin presentation using charts; organizer or unit personnel to assist as needed.

What to Do in Case of:

- **You run out of applications** - Go ahead and collect the fees and use the attendance roster as applications. Have the new Den Leader make a list of her/his new boys. Applications can be filled out using the Recruitment meeting roster.
- **The school is locked** - If you don't know where to go or call to get a key, hold the meeting in the parking lot. Do it outside. This is California. If

GETTING THE BOYS AND PARENTS TO RECRUITMENT NIGHT

that won't work, get everyone to fill out an attendance roster and tell them they will be contacted shortly to reschedule Recruitment Night.

- **A boy shows up without a parent or adult** - If he has brought his fees with him, ask another adult to help him fill out an application and go ahead and sign him up. If he does not have his fees, send the application home with him and tell him to bring it and his fees to his first meeting.
- **The parents don't have any money with them** - Have the boy fill out an application and tell the boy to take his fees to his first meeting.

The Bottom Line to Success

- Parents and boys sit together by grade and begin getting acquainted immediately.
- Fill out applications right away.
- Emphasize benefits of program vs. structure.
- Form new Dens and recruit new leaders.
- Set date, time and location for next meeting.
- Give out Roundtable information, training dates and a contact person.
- Collect fees.

Where and How to Get Help

Help with a Recruitment Night Presentation is available by contacting your *District Recruitment Chairman* or *District Executive*. Experienced volunteers are often available to help with these presentations. It is, however, the responsibility of the *Unit Recruitment Coordinator* to make sure that the presentation is made.

Step 3: Follow Up

Your job as a *Unit Recruitment Coordinator* does not end after Recruitment night is over. You and your Cub Scout pack must follow up with the new Scouts and leaders to make sure that their initial Cub Scouting experience is a positive one. In a garden, if you plant a seed, and then fail to nourish that seed, the seed will die. Likewise in Cub Scouting, if we just sign up the new boys and leaders, and then fail to give them the support and guidance they need, they will become disenchanted with the program and quit. Once they quit, it is extremely difficult to convince them that they should give Scouting another try. Several techniques and methods that you can use to nourish these new Scouts and leaders, thereby insuring their success in the Cub Scout program, will be discussed in this chapter. **These include scheduling a new leader meeting approximately one week after Recruitment night, providing information about training opportunities, and having a Pack representative attend their first den meeting.** Properly cared for, these new leaders and Scouts will become a real asset to your Cub Scout pack.

In a garden, if you plant a seed, and then fail to nourish that seed, the seed will die. Likewise in Cub Scouting, if we just sign up the new boys and leaders, and then fail to give them the support and guidance they need, they will become disenchanted with the program and quit.

New Leader Meeting

After recruitment night is over, you can be sure that the new Den leaders and other adult volunteers will be asking the following question of themselves: Just what have I gotten myself into? It is extremely important that an answer to this question is provided as soon as possible. Just knowing about the job they have volunteered for, and what is expected of them, will increase their comfort level with their new position. The following three questions must be adequately explained to the new leaders as soon as possible:

1. What is their job?
2. How do they do their job?
3. Who and where can they go for support?

To begin the process of answering these questions, a new leader meeting should be scheduled to take place about a week after the Recruitment night. All of the new leaders and any other interested adults should be invited. At this meeting the new leaders can view the “Fast Track” video for their position, and get guidance and support from existing unit leaders. Reference materials should also be made available for the new leaders. Current Den Leaders in attendance can give guidance on how to organize and run a new Den. For new leaders, just knowing that these resources (both material and personal) exist, will make them feel much better about having volunteered.

Training

The next step in turning these new volunteers into good leaders is to encourage them to attend both training and Roundtable. Make sure that they have information about upcoming training dates, and that they know when your District Roundtable meets.

Attending a New Den’s First Meeting

One key to creating a successful new den is to have a Pack representative (Cubmaster, Assistant Cubmaster, Den Leader, or other knowledgeable volunteer) attend their first den meeting. This will greatly increase the comfort level of the new Den Leaders by showing them that the Pack is there to support and guide them.

Turning in Applications and Fees

One final point to be made regarding the follow up to a Recruitment night meeting - make sure that the new Scouts and leaders are properly registered as soon as possible. This is important for the following reasons:

- **Unregistered Scouts and leaders are not covered by BSA insurance on outings**
- Unregistered leaders cannot file Tour Permits in order to take Scouts on outings
- Unregistered “Trained” leaders will not help your unit meet its Quality Unit goals
- Rank advancement awards cannot be purchased for unregistered boys
- The subscription to “*Boys’ Life*” magazine will not begin until the Scout is registered
- The subscription to “*Scouting*” magazine, containing helpful hints on how to be a leader, will not begin until the adult volunteer is registered
- The subscriptions to helpful council and district publications will not begin unless the adult volunteer is registered

Our council has a special incentive for all applications turned in by September 30. We will credit your unit account with \$3.40 (four months of registration fees) for every application turned in.