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Pack information sheet:

Every pack should develop and distribute a Pack Information Sheet that includes meeting dates, times, and places; a pack calendar; a list of leaders' contact information; and other exciting information about events and activities

Give copies to your chartered partner, pack families, local schools, churches, and other organizations – then they can answer questions and help people get in touch with you.

It's your chance to brag on your pack! Make it look smart. Keep a supply on hand.

Meeting with the principal

Just like a PTA presentation, a meeting with principal will strengthen relationships and may foster support for your recruitment efforts.

Share exciting news and successes regarding your pack and upcoming events. Be sure to include school and community service projects.

The pack is a resource and an asset to the school. Explain the benefits for the boys and for the school. Schools should be the sites of many pack service projects. And, Cub scouting is educational: it has been established that active Scouting programs improve grades and study habits, and lead to better jobs and more successful lives.

Remember, a principal will appreciate a pack that is a source of school volunteers.

Take a can of popcorn or other gift to thank the principal for support. Be sure to make the meeting brief. Don't waste this important administrator's valuable time.

Flyers

A pack can produce its own Cub Scouting promotional flyers, but often the local district or council will provide them at no charge.

Order or produce flyers well in advance, and include the date, time and place of the recruitment night; along with unit leadership contact information. Many flyer designs also have space for information about your upcoming events.

Joining nights should be held the first few weeks of school and flyers sent home with all boys. It might help if you offer to count out the flyers by classroom. Counts need not be exact. Ask for an average, divide by two for number of boys, and add a cushion!

It teachers distribute them, attach a half-sheet with directions for each classroom package of flyers. Your note should also thank the teacher for his or her assistance.

Wear the uniform

What a simple way to market Cub Scouting. The uniform is a walking billboard!
Ask Cub Scouts to wear their uniforms not only on the days of den and pack meetings, but also on those of joining nights and other school events like back-to-school night.

At your meetings, provide recognition for every boy who wore his uniform that day.

Leaders should also consider wearing their uniforms at school events.

Design a cool pack t-shirt for Cub Scouts to wear on a more regular basis.