



BOY SCOUTS OF AMERICA®
SUWANNEE RIVER AREA COUNCIL

2019 Fall Sign Up Night Kickoff



2019 Fall Sign-Up Night
Kickoff
Wednesday, May 15, 2019

Agenda

- I. Welcome/Prayer/Pledge
Why Grow? **Chris Stranburg**
Sign Up Night Chair
- II. Suwannee River Area Council Recruiting Plan **Bob Norwillo**
District Executive
- Council Sign Up Night Chair
 - Unit Membership Chair
 - Back to Pack Event
 - Cub Scout Fall Recruitment Plan
 - Sign up Night Process
- III. The Commissioner's Role
Be A Scout **Kent Edmonds**
Council Commissioner
- IV. National Scout Shop **Billy Hartsfield**
Scout Shop Manager
- V. Report on Sign Up Goals
Commons Mistakes at Sign Up
Ideas for Success
Closing Comments **Kelvin Williams**
Acting Scout Executive
- VI. Adjourn



The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Why Grow Scouting?

Parents today are busy — constantly pressured by the challenge to balance work and home. Even as they're working harder than ever, it's important to them to spend quality time with their children.

Youth today are spending less time outside and more time in front of screens.

Today's families are busier than ever. They are looking for options that welcome the whole family – mom, dad, sisters, and brothers – to the adventure of Scouting.

Making Scouting part of children's lives gives them the chance to participate in a wide variety of fun adventures that parents are unlikely to provide on their own for their children on a routine basis.

There is a small window of time to make a meaningful impact on children and shape who they may become as adults. Scouting helps to fill this critical need and makes the most of right now.

The new Scout Me In campaign an invitation for all youth to take part in the fun and adventure that will help kids to build the confidence to find and forge a path to their own best self – today and in the future.

Why Recruit?

Unit Quality! Recruiting new youth (and adults!) is a requirement of Journey to Excellence.

Growth is part of the BSA Mission! The Boy Scouts of America is a movement, implying growth. We believe our citizenship and character building programs are good for all boys and young women who share our values. Currently 3 out of 4 boys are not in Scouting.

Adult Volunteers! Recruiting (particularly at the Cub Scout level) new boys is our single best opportunity to recruit parents as leaders. As parents become more engaged with their son's Scouting program, they are more likely to become a leader.

Cub Scouts become Boy Scouts! Our best recruiting tool for Boy Scouting is Cub Scouting.

2019 Sign Up Night Chair Position Description

Overview

The goal of the Sign Up Night Chair is to help all Packs and Troops in our Council to execute a fun, flawless and effective Sign Up Night at every elementary and middle school.

Responsibilities

- Complete adult application, registering as a Membership Committee Member.
- With Membership Chair and District Executive, establish and achieve goals for June 30th membership: _____, and December 31st membership: _____
- Attend the Council Sign Up Night Kickoff on May 15th, 7:00 p.m. at Gilchrist Elementary- 1301 Timberlane Rd, Tallahassee, FL 32312
- Working alongside Unit Membership Chairs, attend monthly Committee meetings and Roundtables.
- Working with your District Executive, ensure that youth are recruited at every elementary and middle school in our service area.
- Encourage Packs and Troops to identify within their unit – a Unit Membership Chair. And encourage units to set recruitment goals.
- Help promote the Sign Up Night Kickoff and assist and support our Packs on executing great Sign Up Nights.
- Ensure that every elementary school sign up night is connected to a quality, neighborhood Cub Scout Pack.
- Encourage Troops to attend middle school sign up nights.
- Make sure applications are filled out correctly and turned in quickly.
- Explore: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

Above all else, while using the Scout Oath and Law as a foundation, the goal of the Sign Up Night Chair is to keep Scouting alive and well.

2019 Unit Membership Chair Position Description

Overview

The Boy Scouts of America is a membership program and every family in your neighborhood should have the opportunity to benefit from Scouting.

Responsibilities

- Complete adult application, registering as Unit Membership Chair.
- Foster a culture of year-round recruiting in your unit.
- At your monthly unit committee meeting, discuss membership goals and retention.
- Ensure your unit does summer activities to keep Scouts connected.
- Attend the Council Sign Up Night Kickoff on May 15th, 7:00 p.m. at Gilchrist Elementary- 1301 Timberlane Rd, Tallahassee, FL 32312
- Host a back to the unit event in late summer when school is about to start.
- Twice annually, conduct recruitment events to ensure unit growth. This could be a spring and fall sign up night. Work with the District Membership Chairman and your District Executive to execute.
- Promote peer-to-peer recruitment.
- Provide Community Service to the schools and Chartering Organization you recruit from.
- Ensure prompt delivery of applications and fees to the Scout Service Center.
- Update and manage your unit's pin at www.BeAScout.org
- Explore: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

Fall Responsibilities

- Prep a marketing plan for your unit's sign up night.
- Make sure your unit has an impressive presence at your school's open house/meet the teacher.
- Promote your sign up night on social media and your charter organization.
- Ensure that your sign up night has the appropriate number of people from your unit in attendance to cover all required positions.
- Within a week of your sign up night, host a fun, informative parent orientation to further welcome families and recruit leaders.

Back to the Pack Event

Engaging Scouts at the end of Summer



Key Steps

- All Packs are encouraged to host a special event at the end of the summer to invite all members to get re-engaged for the new school year.
- Have a theme and make it fun! One idea: throwing/making boomerangs to signify everyone's return to school and Scouting.
- It could be a picnic or a campout – whatever works for your unit.
- The key is – doing something fun and inviting all members to participate!
- Your Boomerang Back to the Pack event should be held prior to any sign up nights in the fall.

Promotional Help

- To support your “Boomerang Back to the Pack,” the Suwannee River Area Council will mail a promotional post card to each member of your Pack, as well as, any dropped youth, inviting them to attend.
- You should also promote the event through your own communication tools – email and phone. Every family should receive a personal invitation.
- To ensure the post cards are mailed in a timely fashion, fill out a commitment form and turn in by the end of June.

At Your Event

- Use this time for new leader engagement. When parents arrive with their son, invite them to fill out a talent survey. Encourage every parent to help the Pack at some level.
- Have a chart that shows all of the pack “positions” with names or blanks beside each one to show who has volunteered and what openings there are. Have adult applications to fill out.
- Have youth applications on hand should any new siblings or boys be on hand to join.
- Collect registration fees for following year. **\$52 per youth and adult** to cover annual registration fee, insurance, and Boy's Life Magazine.



Cub Scouts Back to the Pack Commitment Form



Pack #: _____

Unit Membership Chair _____

E-mail address _____

Phone number _____

Date of Back to the Pack event _____ (Late July/Early August) Time: _____

Location & Address of event _____

Fall Cub Scout Recruitment Plan For Packs

Unit Tasks Prior to Sign Up Night:

- 1) If your unit doesn't already have one, identify and engage a parent to serve as the Unit Membership Chair (position description attached). Have them register in that position with an adult application.
- 2) Determine your Pack marketing plan (helpful sheet attached)
- 3) Ensure leaders attend the school's Open House and Meet the Teacher, promoting your Sign Up Night
- 4) Use your marketing plan to drive attendance to your Sign Up Night
- 5) Update your pin at www.beascout.org

Unit Tasks at Sign Up Night:

- 1) Have as many adult leaders as possible in attendance to help serve at various Stations. (Review Sign Up Night Responsibilities for Packs). Remind them that the dress code is your Pack shirt, or casual.
- 2) Bring 3-5 Scouts to serve as greeters.
- 3) Arrive an hour prior to Sign Up Night start time.
- 4) If possible, ensure a fun activity is planned for new youth. Engaging Troops is a great idea for this!
- 5) Have the date, time and location of your Parent Orientation confirmed (the new families' next meeting). Bring handouts to promote it!
- 6) Encourage your COR to attend the School Night. It will show how many families we're bringing into contact with that Charter Partner – and the COR can sign off on new adult leaders who may sign up.

Cub Scout Recruitment Marketing/Promotion Plan – For Packs

Council & District Role

- ✓ The DE will arrange the rally and Sign Up Night dates with the elementary school.
- ✓ The Council’s Support Staff will produce two flyers promoting the Sign Up Night. One will be designed for parents and distributed through the school at the start of the year or several weeks in advance of the Sign Up. The 2nd-flyer will be distributed to each boy during classroom presentations conducted by the DE one-two days prior to the Sign Up Night.
- ✓ The Council Service Center stands ready to provide customer service to all families who may call with questions. The office will have a list of all dates, times and locations.

Maximizing Marketing/Promotions

- ✓ Set your Pack’s recruitment goal. Our goal is to recruit _____ new Cub Scouts.
- ✓ Update your www.BeAScout.org pin.
- ✓ “Get the word out!” Communicate your Pack’s Sign Up Night to all friends and parents.
- ✓ Social Media. **Invite your parents to use their social networking sites** to inform their friends about the Sign-Up Night. (Ask them to give a personal testimony of how Scouting has benefitted their family.)
- ✓ Make sure you have posters of Scouts in action; in your school, church and other places that will give parents info on when they can sign up. Council can provide posters.
- ✓ Develop an incentive for Peer-to-Peer recruiting.
- ✓ Have an impressive presence at Meet the Teacher & Open House. (Tents, Flag ceremony, Cub Scout greeters, interactive booth...)
- ✓ The day before and the day of your Sign Up Night, ask the school if they will allow Cub Scouts in uniform to welcome parents and students in the drop off line.
- ✓ Make sure all your Cub Scouts proudly wear their uniforms the day of your Sign Up Night.
- ✓ Make sure Leaders are at your Sign Up Night ready to welcome new families.
- ✓ Have an organized Sign Up Night. First impressions are crucial.
- ✓ Make reminder calls to all new Cub Scouts to ensure they attend their first meeting.

Additional Pack Recruitment Plan

PACK # _____ CONTACT _____ PH _____ EMAIL _____

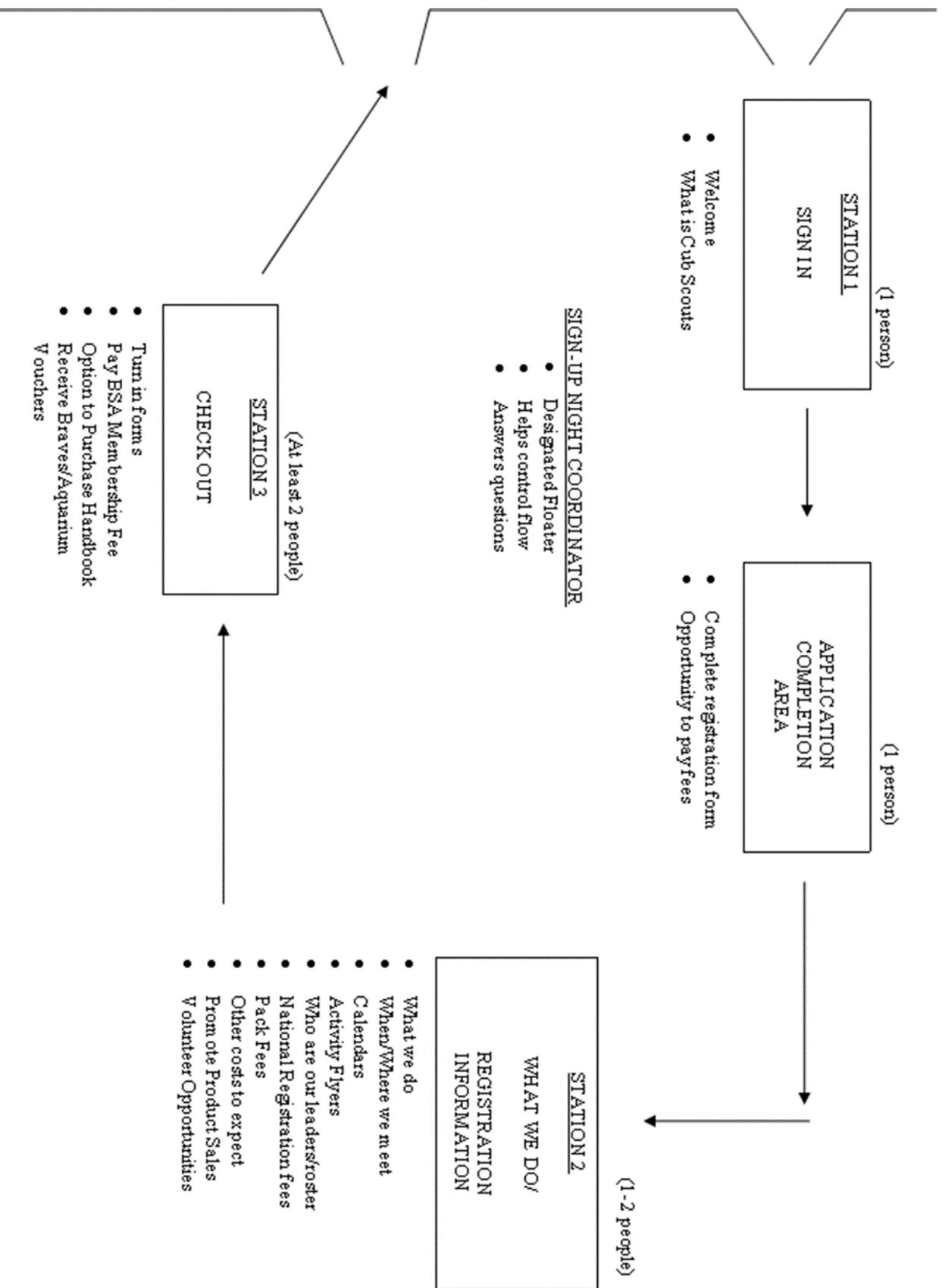
	Promotional/Marketing Idea	Date to complete
1		
2		
3		
4		

2019 Cub Scout Sign Up Night Plan

Open House Style

- Station-to-station model to increase flexibility of attending families and to encourage relationship building in a more intimate setting via parent engagement.
- Packs will be asked to provide the necessary manpower and information to ensure an informative and successful event.
- Packs provide the following resources by the **July 15th:**
 - Leader contact list (with all leaders in place)
 - Calendar of events with locations/times
 - Budget – with planned fundraisers and dues structure
- If possible, Packs plan a fun activity to engage new Scouts right away. Engaging Troops to help is a great idea!

Setup for Sign-Up Night



Sign-Up Night Responsibilities for Packs

Any parent in the Pack can help spearhead this effort. Ideally, it's your Unit Membership Chair. (That's an actual registered position on the Pack Committee.) If you don't have one, now is a great time recruit that parent who is organized and friendly!

- By the July 15th, have your Pack calendar, budget and leader list prepared. That information can be turned in to your Unit Commissioner, Council Service Center or District Executive.
- Also, schedule a Parent Orientation for your new families within one week of your Sign Up Night to review all of the particulars about your Pack. Make it fun!
- Parent/leader engagement is critical. Prior to Sign Up:
 - Engage Station Chiefs to handle each table – review responsibilities
 - Coordinate an activity for your new Scouts to participate in while the parents visit each station. Engaging Troops to help is a great idea!
 - Review “Station Chief Briefing” with each Station Chief
 - Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night Crate
- Sign-Up Night:
 - Arrive one hour before start time to set up room and stations
 - Review roles with each Station Chief. Make sure each knows who's covering what, so there's a comprehensive, but basic message.
 - Remind Station 3 – every parent must sign youth application
 - Make sure every family who walks in the door, signs in at Station 1
 - Act as Greeter and Floater during the Sign Up
 - Be available to answer questions and move traffic along. Don't get stuck with one family.
 - Coach Station Chiefs to keep the flow moving throughout the sign up.
 - Be prepared to jump in on Station 3 if it gets backed up.
 - Keep an eye out for a family who came in, but walks out without signing up. Find out what their objection is and see if it can be overcome.
- For Applications:
 - Ensure Cubmaster signs all new youth applications collected.
 - Write amount and form of payment on each application
- At end of Sign Up Night
 - Gather up all materials.
 - Leave No Trace – leave it cleaner than you found it
 - Contact District Executive to report success and arrange delivery of apps, fees and left over materials
- Following Sign-Up Night
 - Make sure **EVERY NEW FAMILY** receives a welcoming phone call from their Den Leader, Cubmaster, Committee Chair or you. Re-invite them to your Parent Orientation.
 - Make sure as many new Scouts as possible participate in one of the Council activities: Lion Growl, Tiger Prowl, and/or Cub Family Weekend.

Pack:

Pack Sign Up Night Information

Pack Activity Calendar

For Example, 8:20pm Fishing Derby

Pack Leadership Information		
Position	Name	Phone
Cubmaster		
Committee Chair		

Boy Dens

Kindergarten Den Guide (Lion)		
1st Grade Den Guide (Tiger)		
2nd Grade Den Leader (Wolf)		
3rd Grade Den Leader (Bear)		
4th Grade Den Leader (Webeles)		
5th Grade Leader (Arrow of Light)		

Girl Dens (if applicable)

Kindergarten Den Guide (Lion)		
1st Grade Den Guide (Tiger)		
2nd Grade Den Leader (Wolf)		
3rd Grade Den Leader (Bear)		
4th Grade Den Leader (Webeles)		
5th Grade Leader (Arrow of Light)		

Boy Dens Meeting Schedule:

Day of Week	Time	Location/ Address
Kindergarten Den (Lion)		
1st Grade Den (Tiger)		
2nd Grade Den (Wolf)		
3rd Grade Den (Bear)		
4th Grade (Webeles)		
5th Grade (Arrow of Light)		

Girl Dens Meeting Schedule:

Day of Week	Time	Location/ Address
Kindergarten Den (Lion)		
1st Grade Den (Tiger)		
2nd Grade Den (Wolf)		
3rd Grade Den (Bear)		
4th Grade (Webeles)		
5th Grade (Arrow of Light)		

Schedule of Fees

Den Dues Amount	\$	Frequency:	
Pack Fee Amount	\$	Frequency:	

(For Example: weekly or monthly)

Back to Pack held on

Date	Time	Location	Address

Pack Meeting

Day/ Week of Month	<i>(For Example: 2nd Tuesday or 4th Thursday)</i>		
Time			
Location			
Address			

Unit Roster Attached

Yes or No:	Yes	No
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January:	
February:	
March:	
April:	
May:	
June:	
July:	
August:	
September:	
October:	
November:	
December:	

Information Station 1

Sign In

Station Chief Briefing:

- Make sure the Station 1 sign is visible
- Greet every family that comes in and ask them to sign in BY GRADE
- Have sign-in sheets and pens ready. Ask each family for the grade of their son? They sign in on either the first, second, third, fourth or fifth grade sign in sheet. (The sheets are carbon copy, so at the end of the night, the Pack, the Den Leader, and the District rep each get a copy.)
- Show them a copy of the Parent's Guide to Cub Scouts brochure and tell them it has information about how a Pack is organized and encourage the parents to review it
- Provide each family with a large welcome envelope and tell them it contains all the information they are about to learn about
- Tell each family that there are 3 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Give them BSA Youth Application Form and direct them to the application completion area to fill it out
- Give the child a Boy's Life Mini Mag

Supplies for You:

- Welcome Sign
- Station Sign
- Sign In Sheets (you will need to label per grade)
- Pens (should also be spread out in the application completion area)
- Parent's Guide to Cub Scouts brochure
- Envelopes for parents
- BSA Youth Applications

What Each Family Receives:

- Envelope
- Parent's Guide to Cub Scouts Brochure
- Youth app
- Boy's Life Mini Mag

Information Station 2

WHAT WE DO/ LEADER INFORMATION

Station Chief Briefing:

- Make sure the Station 2 sign is visible
- Provide everyone with a copy of the “What we do/When and Where We Meet” handout and review it with them. Let them know that if your meeting times don’t work with their schedules, to let the leaders at Station 3 know you’d like to see other options in the area.
- Provide everyone with a Pack Calendar:
- Briefly promote other events and reference flyers
- Inform Families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Review a copy of the “Pack Leadership” handout and let them know who their main point of contact is
- Encourage parents to sign up for one or more of the Areas of Interest
- Discuss leadership opportunities for interested parents
- Provide them an Invitation to the next meeting – the Parent Orientation
- Turn over to back and cover Registration Information

REGISTRATION INFORMATION

Station Chief Briefing:

- Review in detail the Registration Information handout
 - Explain the BSA membership fee and Boys Life magazine
 - Review the What are Other Costs section, starting with Pack fees
 - Discuss the Cub Scout handbook, available tonight for purchase for \$10
 - Review the What to Expect section, covering uniforms and activities
- Show them Scout Shop flyer and explain that is where they can buy their needed items
- Share info on product sales, as a way to offset costs – and they help teach a boy to earn his own way.
- Direct them to Station 3

Information Station 2 (supplies)

WHAT WE DO

Supplies for You:

- Station Sign
- "What we do/When and Where We Meet" handout with meeting times & locations
- Pack Calendar
- Council Calendar
- Event Flyers
 - Lion Growl
 - Tiger Prowl
 - Cub Family Weekend
- When Available – have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts
- Pack Leadership handout
- Areas of Interest Sign Up Sheet
- Invitation to the next meeting – the Parent Orientation. Pack provides handout.

What Each Family Receives:

- What we do/When and Where we meet handout
- Copy of Pack Calendar
- Copy of Council Calendar
- Event Flyers
- Pack Leadership handout
- Invitation to Parent Orientation

REGISTRATION INFORMATION

Supplies for You:

- Registration Information handout
- Scout Shop Flyer
- Popcorn/Camp Card flyer
- Sample Popcorn & Camp Cards
- Popcorn sales form

What Each Family Receives:

- Registration Information handout
- Popcorn/Camp Card flyer
- Scout Shop Flyer
- Sample Popcorn & Camp Cards if available
- Popcorn sales form

Information Station 3

CHECK OUT

Station Chief Briefing:

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade
- Collect the proper amount for BSA Membership Fee and Boy's Life and note the amount and form of payment on each application. Paper clip check, credit card slip, or cash receipt to app. (Pack dues are not collected here. They are to be collected later)
- Encourage families to purchase their Cub Scout Handbook tonight to get started right away- cost \$13
- Explain the importance of attendance at the Pack's first meeting – the Parent Orientation.
- Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up – these are to be collected, signed by the Cubmaster or Committee Chair, the local council copy separated and put in the Envelope along with the BSA Registration & Boy's Life fees collected.

Supplies for You:

- Station Sign
- Calculator
- Sign Up Night Envelope for applications and membership fees
- Money Bag/Change box
- Petty Cash
- Credit Card Slips w/ instructions
- Cub Scout Handbooks
- Receipt Book
- Paper Clips
- BSA Adult Applications

What Each Family Receives:

- Receipt of payment
- A reminder about their next meeting – the Parent Orientation!
- Cub Scout Handbook- if purchased
- A thank you and a smile!

The Commissioner's Role for Sign Up Night

- Call Pack prior to Sign Up to ask how they can assist
- Confirm that you are using the Fall Cub Scout Recruitment Plan to prepare for their Sign Up
- Confirm you are working on your Pack calendar, budget, and leadership for the following year
 - Remind you that information is due in July (Pack Info Workbook for SU Night) so that the Council office will have adequate time to print the materials needed for your Sign Up
- Attend the Sign Up and support unit
 - Ask leadership how they can assist that evening (Greeter, Run a Station, Floater, etc.)
- Follow up with any newly recruited leaders within one week to ensure they are successful:
 - Youth Protection Training
 - Fast Start Training
 - Leader Specific Training
 - Leader Guidebook
 - Answer Questions
- Parent Orientation
 - Confirm and assist the unit with preparation
 - Attend and support Unit and new leaders
 - Greet parents

Common Mistakes at Sign Up

- Leaders not recruited prior to Sign Up
- Adults in BSA Uniform
- Control of flow- number of people sent around in each group needs to be manageable
- Youth Application not filled out before arriving at Station 2
- The #2 overall issue - NOT ENOUGH PEOPLE TO COVER EACH STATION
- The #1 overall issue – FAMILIES SIGNING IN BUT NOT SIGNING UP.

Ideas for Success

- Work with your District Executive, Unit Commissioner, Membership and Training committees to ensure that YOUR Cub Scout Pack is prepared to receive new families in the fall.
- Get your unit sign up team to your District Sign Up Night Kickoff
- Have at least 6 adults at every Sign Up
- Every Pack attends their school's registration day and Open House
- Let's take everyone to their next level of Scouting:
 - Unawareness
 - Awareness
 - Comprehension
 - Connection
 - Action