

“Because Too Much Fun is
Never Enough!”



“JOIN SCOUTING NIGHT!”
2001
LEADER GUIDE

2001 "Join Scouting Night!" Leader's Guide

Welcome to Viking Council's 2001 "Join Scouting Night!" Whether you are a brand new leader experiencing your first "Join Scouting Night!" or a seasoned veteran, you are undertaking a very important role in the lives of many families in your community. Several new items will be introduced in this booklet, ideas are the result of volunteer involvement and are designed to help all of us have the best "Join Scouting Night!" ever!

The Purpose

The purpose of "Join Scouting Night!" is simple – for each Cub Scout Pack to provide an organized, informative meeting for families who are interested in joining the Cub Scout program. Before families attend this meeting, however, we need to take a closer look at our Cub Scout program and our potential new members.

Fun, with a Purpose...

Cub Scouting is often described as fun with a purpose. Boys aged 7-11 (1st through 5th grades) learn citizenship, service to others, good sportsmanship, an understanding within the family and learn how to do one's best.

The purpose of a Cub Scout Pack is to provide an age appropriate, grade specific program to local boys. Before any boy can benefit from Cub Scouting, he must first be recruited to a pack. Before a boy and his family are recruited, potential members need to be identified and any barriers to joining should be removed.

The process of identifying families and working to personally recruit them is a more aggressive approach to gaining new members, but it is also the most successful and the most personally satisfying method.

Remember, any family we fail to recruit, is a family we fail to provide the benefits of Scouting to.

The Plan



The plan is well-developed and ensures success. Specific details are contained the various job descriptions, timetable and meeting agendas found in the following pages.

This plan is designed to provide the necessary information and support to "Join Scouting Night!" volunteers.

The main points of this plan include:

- ★ Identifying your new youth/leader market
- ★ The marketing of Scouting
- ★ Timelines
- ★ Recruitment Strategies
- ★ A follow-up plan

2001 "Join Scouting Night!" Calendar

Important tasks and the corresponding dates are found in the "Join Scouting Night!" for Scouting calendar. Make sure your team of "Join Scouting Night!" volunteers talks about who's doing which tasks and when. Additional information regarding specific tasks can be found in the identified section of this booklet.

2001 "Join Scouting Night!" for Scouting Calendar

<u>By Date:</u>	<u>Action Item:</u>	<u>Section:</u>	<u>By Whom:</u>
April 19	Attend "Join Scouting Night!" Training	Planning	District "JSN" Coord, District Executive
May	New unit volunteers recruited and trained	Planning	Pack "JSN" Coord.
May 1-14	District School Night Training	Planning	Pack "JSN" Coord, Tiger Coord, Regist. Coord
May 17	"Join Scouting Night" Check Point Meeting	Planning	District "JSN" Coord.
June 14	"Join Scouting Night" Check Point Meeting	Planning	District "JSN" Coord.
June July August	A very personal 3-month campaign promoting Scouting. This must be conducted at a Council, district, pack and even at den levels. (See Marketing Section for details)	Marketing, Resources	Pack "JSN" Coord, Unit leaders, parents
August	Contact school principal to inform of program and secure cooperation	Planning	District Executive
	Recruit School Night Volunteers	Planning	District "JSN" Coord
August 23	"Join Scouting Night" Check Point Meeting	Planning	District "JSN" Coord
Sept 1	Make arrangements for classroom visits and flyer distribution with school principal	Marketing & Resources	District Executive
Sept 6 – 13	Classroom visits conducted to every possible school; Deliver flyers to schools	Marketing	DE, "JSN" Coord
Sept 6 – 13	Final Check with school principal and custodian.	Planning	"JSN" Coord
Sept 13	Uniform Day - (All Cubs wear uniforms to school)	Marketing	Cubs, "JSN" Coord
Sept 13	"JOIN SCOUTING NIGHT!"		All
Sept 13	District Report Center - All units turn in (or call-in) "Join Scouting Night!" results, applications and money.	Planning	DE, Chair, Team
Sept 14 -	Council Turn-in. All applications and money delivered to council service center.		District Executive
Sept. 17 - Oct. 10	Follow-up recruitment at Pack meetings	Planning	District Executive Pack "JSN" Coord.
Oct. 26	Wrap-up – Victory Party		Viking Council

"Join Scouting Night!"

Your "Play by Play" Plan for a Successful Recruitment!

As in any sport, your team managers and coaches want more than anything for you to be successful. Because of that, they will provide you with the training, the materials and the support you need to be effective on the court or on the field, but success is more often determined by how well the players utilize these resources. Remember, teams who win plan, practice and play together before the big game, and "Join Scouting Night!" is Cub Scoutings biggest game in the recruitment effort!

Plan YOUR local "Join Scouting Night!"

Plan your pack's calendar for the Scouting year of 2001-2002. Your pack leadership will receive helpful materials at the May 2001 district Roundtable. If you plan this activity calendar in June, it becomes a great tool for recruiting boys and adults.

Set a recruitment goal for your pack. Your district "Join Scouting Night!" chairperson will help you with this. How will you know how successful your efforts are if you don't have a goal? How will your Cub Scouts and leaders be motivated to recruit others without a goal in place?

Develop a local marketing plan. Tips on marketing can be found on **page 4** of this book, but your ideas to promote your pack and Cub Scout program are only limited by your imagination. For best results, keep it personal.

Conduct a "fun" and informative "Join Scouting Night!" in your neighborhood. A sample agenda for that evening and tips for success can be found on **page 7** of this book. Fun appeals to boys, the same way that organization appeals to the parents.

Recruit YOUR Volunteers

The leaders and parents of your pack are your best resources in recruiting others. Every pack should be able to enlist the help of a few people who are willing to get the word out about joining your pack. These volunteers don't have to be registered leaders, but knowledge of the program would help. Job descriptions can be found on page 6 of this book. The best qualities of these volunteers are: energetic, fun, willing to make things happen, very outgoing.

Your Cub Scouts should be "recruited" as talent Scouts, on the search for friends, neighbors, class mates, church mates, etc. who could become new members of your pack.

At "Join Scouting Night!" remember to recruit your new den leaders for your newly created dens.

Train YOUR Volunteers

1. After you have recruited your volunteer support, *train them at your unit level.* Brainstorm and agree on local marketing ideas, assign specific tasks, agree upon new recruitment goals, share with them the resources available, etc.

Remember: YOUR key to a successful recruiting season ("Join Scouting Night!") is to have a complete plan in place for your pack – this includes your pack's annual program plan for the coming year. YOUR pack program calendar is one of the best sales and marketing tools there is when you're trying to recruit new members to your team.

"Join Scouting Night!" 2001 Effective Marketing

You have a great team – your Pack! But do you have a following of fans outside of your team? Even the most successful sports teams have ways to get their information out to the public. Scores, team rankings and player names abound in the newspapers, on radio broadcasts and TV programs. What could your team do to promote itself?

June/July

- Participate in parades or have display areas during town celebrations.
- Conduct a Cub Scout "Show and Do" in your area (set up an area to "show" others examples of Scouting activities, and allow spectators to "do" some Scouting activities. Example: a Raingutter Regatta.
- Host a community service event such as: conduct a bike rodeo, a confidence course, volunteer to bag groceries at the local grocery store, host a fishing clinic, etc.
- Have your local paper print a story about your Pack. Include information for others regarding whom to contact for information on joining. Remember, a picture speaks a thousand words – especially to kids!

August/September

- Make going to the county or state fair a pack or den activity – wear your uniforms.
- Put out signs and posters in your neighborhoods. This could also be a pack or den activity. Place them in park areas, libraries, laundromats, pizza places, community billboards, etc.
- Have your local newspaper run a story on your annual pack calendar so that people will get excited about upcoming activities, and want to be a part of them.
- Tour a local radio station. If asked, the station will often tape a message from the boys and air it later.
- Have information put on the school monitor system that displays messages in the halls.
- Utilize the church bulletin inserts.
- Have a neighborhood campaign organized like "Scouting for Food". Take fliers or door-hangers door to door. Always include a contact name and phone number. Could this be an invitation to attend a local "Show and Do" or other pack activity?
- Talk to your school principal. Would he or she be willing to comment about Scouting in an upcoming newsletter? Would you be able to put a display in a school display case?
- Ask local business owners if you could put a small Scouting display in one of their windows.

Ask your Pack's recruitment team: "How can we increase our visibility, or increase the local awareness regarding our activities?"

"Join Scouting Night!" 2001

Your Resources

Local Marketing Tip Sheet – many great ideas for you and your pack to promote itself through the summer and on in to "Join Scouting Night!". These methods are tried and true!

Fliers - 2 versions this year, our Garfield version and an action packed flier entitled "Scouting All The Way!" The best way to assure distribution through the school's are for parents to secure permission from the principal.

Posters - again 2 versions, just as the fliers.

Garfield Yard Signs – to be put up in high visibility areas. Remember to add information to the bottom of the sign regarding date, time, location, contact and phone number.

Garfield cardboard stand-ups –

Garfield billboards – Will be placed in areas available from the billboard companies that will put them up for us.

Tiger Cub suits – A G-R-R-R-EAT way to get 1st graders excited about Cub Scouts. Best used while doing classroom visits. If classroom visits aren't possible, how about in the cafeteria during lunch?, or during recess? Again, the best person to receive permission is one of the parents.

Religious bulletin inserts – Do any of the families in your pack attend a church, synagogue, mosque or other house of worship? Could they ask to have a Scouting bulletin inserted?

Garfield door hangers – Meant to be placed on door knobs in neighborhoods, these will make great invitations to join you at one of your events.

Training materials – These materials are an effort to let you know what is available to you, and the best ways to utilize them. Please use these materials to support your units. If you use the materials and ideas, we hope to avoid a long painful process of recruitment. We also recognize that each pack, indeed every neighborhood, is different from all others. So, if you have a new idea, or a more creative way to get the message of Scouting out – GO FOR IT!

Total Available Youth Report – This is a report compiled from every school within the Viking Council. Compare how many boys are in your pack with the number of boys available to join. This should help in determining your recruitment goal.

YOUR PROFESSIONAL! – Is at the ready to help get you the materials you need to train your volunteers, to help you in an effort to better market your pack and to help make the necessary contacts at schools..

Your Pack's "Recruiting Team" Roster



The first critical steps in preparing for a successful "Join Scouting Night!" involves recruiting volunteers and preparing them to do their jobs. The following are important volunteers to have in place to run an effective "Join Scouting Night!" meeting:

"Join Scouting Night!" Coordinator

The "Join Scouting Night!" Coordinator presides at the "Join Scouting Night!" meeting and helps make arrangements with the school principal and custodian. Specifically, the "Join Scouting Night!" Coordinator should:

- Recruit helpers to assist with registration, Tiger Cubs, leader recruitment, and other areas, and Boy Scouts lead games and activities for Cub Scouts.
- Preside at "Join Scouting Night!" meeting following the suggested agenda found in this leader's guide.
- Turn in results of "Join Scouting Night!" to District Report Center on "Join Scouting Night!"

New Den Coordinators

The New Den Coordinator assists the new dens in getting organized. New den coordinators help establish new dens where needed, such as new Tiger dens, Wolf dens, etc.

- Review the "Welcome to" booklets with all new families at "Join Scouting Night!"
- Familiarize the new families with the concept of their den and with all materials.
- Assist in the registration process for new Cubs and collect registration fees.
- Help families complete the roster found in the parents' booklets.
- Work to recruit a den leader for the new den.

Registration Coordinator

The Registration Coordinator helps with all of the details necessary to register boys and adults on "Join Scouting Night!" Specifically the Registration Coordinator should:

- Make sure there are enough applications (both Cub Scout and Adult Leader) and extra pens on hand for "Join Scouting Night!"
- Be familiar with the proper fees to be charged at "Join Scouting Night!" (See fee chart on the outside of your "Join Scouting Night!" envelope, plus any pack fees that may be charged)
- Make arrangements to have change available
- Have checks made out to the pack, and then submit all fees collected to the pack treasurer, who writes one check to the Viking Council for all "Join Scouting Night!" fees collected. (See fee schedule on the outside of your "Join Scouting Night!" envelope.)

Other helpers may also be needed depending on experience of volunteers, size of the pack and other factors.

At "Join Scouting Night!"

In order to put your best foot forward, it is a good idea to have an understanding of how the "Join Scouting Night!" meeting will flow. The following is a suggested agenda for conducting your pack's "Join Scouting Night!" meeting. The "centerpiece" of this meeting is the "Parent Orientation Booklet," which is supplied in quantities sufficient for one copy per new family attending. The "Join Scouting Night!" Coordinator should review this booklet in detail with parents and boys, adding any specific information relating to your pack's operations.

Suggested Agenda for "Join Scouting Night!" Meeting

I. Preopening

Set up pack displays.

Be prepared with pre-opening activities to keep boys and parents involved. Meeting can be killed quickly with uncontrolled running, shouting and horseplay. Seat parents and boys together, and recruit a couple of older Boy Scouts to take the boys and play games with them once the meeting gets underway.

Have parents sign attendance rosters as they arrive. Distribute the appropriate parent orientation guides to parents. Seat families together by grade, i.e. all of the first grade families sit together, second graders together, etc. Plan on enlisting enough helpers to hold separate sessions for Tiger Cubs and Cub Scouts.

Have Boy Scout helpers take the new Cubs out of the room and lead them in games (ideas can be found in a *Den Chief Handbook*, *The Cub Scout Handbook*, *The Cub Scout Leader's Guide*, etc.).

II. General Meeting

Welcome everyone, introduce the key players in the Join Scouting Night Agenda and briefly state the purpose of the meeting. Give some highlights of your pack's activities. Then explain that there is separate information for the Tiger Cub program and the Cub Scout program. Separate the Tiger Cub families from the Cub Scout families and review the Parent Orientation Booklets.

Part A - for new Cub Scouts and parents

Walk parents through the Cub Scout Parent Orientation Booklet.
Explain the topics covered on each page:

- page 1:** Introduction to Cub Scouting. Discuss the benefits of Scouting to parents and boys.
- page 2:** How Scouting works. Explain the den, pack, committee and chartered partner roles. Identify your chartered partner organization.
- page 3:** The advancement program in Cub Scouting. Explain different ranks and the corresponding grade (age) levels.
- page 4:** Cub Scouting Activities. Describe the various camping opportunities as well as special activities your pack conducts.



- page 5:** Explain the volunteer leadership concept in Scouting. Share expectations of everyone to help in some capacity.
- page 6:** Describe the various volunteer opportunities in your pack. Note any dens that need leaders, and mention any pack level positions that need filling. Every parent should be involved!
- page 7:** Review list of projects and positions where help is needed. Ask parents to fill out and leave it with you before they leave. There is no substitute for asking a specific parent to take a specific job.
- page 9:** Discuss the costs involved in Scouting. This includes the registration fees you'll be charging tonight, as well as any pack fees. Consider collecting fees for a full year in addition to the current year's fees to help make rechartering even easier! Be sure to mention what your pack provides to boys and what uniform parts you require. Mention that financial assistance is available for those who have concerns about the costs.
- page 9:** Be sure to provide important names and numbers to everyone before they leave.

OR

Part B - for new Tiger Cubs and their adult partners



Walk parents through the Tiger Cubs Parent Orientation Booklet. Explain the topics covered on each page:

- page 1:** Introduction to Tiger Cubs. Discuss the benefits of Scouting to parents, families and boys. Explain that Tiger Cubs is for a boy and adult team. Review the objectives of Tiger Cubs.
- page 2:** Recite the Tiger Cub Motto and Promise. Have everyone join you after they have learned it. Review the organization of the den, pack, committee and chartered partner. Identify your chartered partner. Describe the duties of the den coordinator, and let them know that one Tiger Cub adult partner will need to serve in this capacity for each Tiger Cub den. Describe the Tiger Cub den's role with the pack, and inform the group when and where the pack meets.
- page 3:** Review the contents of the Tiger Cub Materials. Discuss how the Tiger Cub Handbook is used. Explain the recognition items. Review the advancement and recognition components of Tiger Cubs: i.e. the Belt Totem, Activity Beads, Tiger Badge, Bobcat Badge and Graduation Flap.
- page 4:** Describe the Tiger Cubs uniforming options. Discuss the pack's uniforming philosophy and policies, and reach a consensus on what the den's uniform will be. Review the costs of Tiger Cubs, including registration fees, *Boys' Life Magazine*, the Family Activity Packet, any pack dues or activity fees, and uniform costs. Your pack may consider collecting a full year's registration fees in addition to the "Join Scouting Night!" fees to make rechartering even easier! Be sure to mention that financial assistance is available for those who have concerns about costs.
- page 5:** Review the tips for success.
- page 6:** Begin to fill in the den's calendar of group activities. Select a host for the next meeting at a minimum, and even better, fill in the next month or two.
- page 7:** Be sure that everyone leaves the meeting with a complete roster of the den members. One idea is to pass the booklets around the group, with every parent writing their own information in every other member's booklet.

III. Divide Into Dens

Using the information that follows, split up by grade, distribute Cub Scout Applications, organize dens and recruit adult leaders where needed. Be sure to mention how application and fees will be collected

How to Organize and Register Cub Scouts and Adults

IV. "Circle Up" by prospective Dens

Divide by grades: 2nd, 3rd, 4th & 5th, with 6 to 8 boys per circle. These will be your dens. Identify any returning leaders, and limit returning Den Leaders to eight boys only. Sit in a circle, facing each other, with boys and parents side by side

V. Appoint temporary chair for each group

The Chair's job is to obtain a Den Leader, Assistant Den Leader, Committee Members, and parent helpers from the group in the circle.

VI. Explain leader "needs"

Explain leadership positions and what is expected from job description. Review training available. (Review "Hints on Recruiting Leaders", p.10 of this Leader's Guide)

VII. Turn groups over to temporary Chair

Tell Chair to raise hand when leadership is secured. Provide Chair with adult application. (Bring adult registration applications when leadership is chosen.) Walk away and leave them alone, return only to answer questions and encourage.

VIII. When Pack level leadership is needed

Cubmaster, Assistant Cubmaster and/or Committee Chair. Meet with returning leaders and recruit as needed.

IX. Supply registration application forms as needed to each group

Have parents fill out boys' applications. Explain fees and encourage Boys' Life subscription (see fee sheet in packet). Fees are to be turned in to new Den Leader or pack treasurer. Front cover of application goes to parent and boy. Den Leader or Cubmaster keeps last copy of boy's application. All new leaders complete adult applications.

X. New leaders recruited

Ask new leaders to remain with you and dismiss other parents and boys. With new leaders encourage attendance at Training and Roundtables, tell date and place of New Pack Leaders Meeting, and collect all fees and applications and place in envelope with attendance sheets and turn in at District Report Center.

Some Hints on Recruiting Leaders

All dens must have a registered volunteer leader to participate; Tiger Cub dens also! The most successful method used to recruit den and pack leadership is to identify potential leaders before Join Scouting Night and recruit prior to the “Join Scouting Night!” meeting! Before anyone will volunteer, they need several things:

Information

What is Scouting? How will it help my son, my family, my community? Exactly what are the expectations and responsibilities of this job? What resources exist to help me understand my job and to do it the way it is supposed to be done?

These are all common questions a new leader will most certainly have. Be prepared to point out the answers to all of these questions without being asked - and have job descriptions available for those who are considering positions.

Inspiration

An explanation of some of the benefits of Scouting can serve as some of the best inspiration to help many potential leaders volunteer for a Scouting job. Some ideas you may wish to point out are:

- Every Scout leader was new once, and with training, the use of Program Helps, and commitment, anyone can succeed. If you can read and enjoy working with boys, you can be a GREAT leader! Just follow the book!
- Everyone is busy, but what kids need at this age is our time and interest in what they do. Scouting doesn't **take time** from your son, it **makes time!** What better way to give them both than in Scouting!
- Kids last longer and achieve more in Scouting when a parent or both parents are interested and involved right along side of them.
- Kids choose value paths between ages 6 - 15.
- There is no second chance, we must spend time with them helping them grow now!
- Scouting provides peers for kids who share positive values.

Invitation

Very few people take on a role in Scouting without being asked. Once potential leaders have been selected, say something like, “It’s clear that you are the best person for the job. Can your son and the rest of the boys in this den count on your support as their leader?” Use your own words and be sincere. Not many people want to say “no” to their own son! Be positive. Don’t make it a long, uncomfortable, arm-twisting session. Explain that Scouting is a family program - it takes both boys and parents to make it happen. Benefits will come to boys and parents who get involved.

Be sure to read “Scouting's Greatest Secret” found in your “Join Scouting Night!” packet before the “Join Scouting Night!” presentation for some perspective on recruiting leaders!

MEMBERSHIP FEE CHART

Annual registration fees for the Boy Scouts of America are \$7 per youth or adult member per year, and \$9 per year for *Boys' Life* magazine. Boys and adults joining at "Join Scouting Night!" pay a prorated membership fee based on the month in which the pack renews its charter. Prorated fees can be found on the outside of your "Join Scouting Night!" envelope. In addition, packs are encouraged to consider charging new members the prorated fee, plus an additional full year's registration fee. This practice helps to make the rechartering process even easier by eliminating the need to collect additional fees from boys and adults who have just joined Scouting.

NOTE: Any unit dues or activity fees should not prohibit any boy or adult from joining Scouting. Any boy or adult who wishes to join Scouting is only required to pay the National registration fees shown below. Please try to be aware of situations in which families may not be able to pay unit dues on "Join Scouting Night!". Does your pack's budget allow for a "needy boy" plan?

- ☆ Transfer fees - adult and youth members with a current registration card transferring from one unit to another or from one program to another pay a \$1 transfer fee.
- ☆ The first issue of Boys' Life magazine for Cub Scouts joining in September will be the November issue, and two months from the registration date for boys joining later. The subscription ends two (2) months after the charter expiration date.
- ☆ The \$1.00 Insurance fee is only collected at recharter time.

REGISTRATION INFORMATION

1. Have all new members complete an application (boys and adults.) (Should you run short of applications, separate the copies from the application, remove the carbons and use each copy of the application as a separate form, or use index cards as an application.)
2. Collect prorated fees: (see registration fee information.) As fees are paid, circle the amount, both "Registration Fee" and "*Boys' Life*". (This is your code that you received the money, also put amounts paid on sign up cards if used as applications.) Mark a "Y" in the "*Boys' Life*" box if a subscription is being purchased, and make sure the box is marked "NO" if "*Boys' Life*" is not purchased.
3. Review each form to ensure that it has been filled out completely and correctly. Please include birth date (youth and adult) and position code for adult leaders. Parents must sign youth application.
4. Have the unit leader (Cubmaster, Scoutmaster or their representative) sign each youth member application. Adult leader applications **MUST BE APPROVED BY A REPRESENTATIVE FROM THE PARTNER ORGANIZATION.**
5. Units are to keep the bottom carbon application labeled "Unit Copy."
6. Keep a copy of the "Roster of Attendance" sheets to follow up on boys and adults who did not join this evening.
7. Complete the cover of the "Report Envelope" provided. (Please write one check from the Pack for registrations and "*Boys' Life*" magazine subscriptions. **DO NOT STAPLE MONEY OR CHECKS TO THE APPLICATIONS.** Seal the envelope for transport to the District Report Center or pick up by a district representative.
8. Please make every effort to deliver or phone results into your District Report center immediately following the meeting at your school. This is a rather urgent appeal to retrieve all of the unused materials, (including Tiger Cub, Cub Scout and Boy Scout materials) as soon as possible. Your cooperation will assist us in entering all of the information from "Join Scouting Night!" in one week's time.



5300 Glenwood Ave.
Golden Valley, MN 55422
(763) 545-4550
Fax (763) 546-5140

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