Cub Scout Recruitment in the Fall of 2020
Council Membership Team

• Your Unit
  – The KEY team member

• Council Membership Committee
  – Brenda Herman
  – Chester Hilton
  – Rob Lee

• Council Staff
  – Joe Carlson
    • Council Scout Executive
  – Daniel Gatica
    • Soaring Eagle District Executive
Key Points Tonight

• Need to keep Scouting alive
• Very unique challenges this fall
• How to succeed
Cub Scouting Is Alive!
(In spite of a pandemic!)

- Pack 91 – Holmen
- Pack 279 – Tomah
- Ask yourself - What you will do?
- Re-engage member families
  - Steal from others
  - BSA Family Fun Fest – Aug 8
  - August and/or September outdoor activity
  - Spook-o-ree
  - Zoom meetings
Next 3 Months - - Unique Challenges

• Uncertainty of Meeting Places
  – Schools In Particular
    • Not yet declaring
    • Expect no access

• BSA Chapter 11 Bankruptcy
  – Timeline
    • Sept 1 – Nov 15
    • Aug 1 – 31
  – Negative Publicity
    • Lawyers
    • BSA national
    • How to respond
YPT Fact Sheet

• Studies prove that Scouting helps young people become more kind, helpful and prepared for life.

• BSA now has some of the strongest, expert-informed youth protection policies found in any youth-serving organization.

• Leaders must renew YPT biannually
  – Units encouraged to conduct YTP in units

• 90% of abuse cases are 30+ years old

• Council assets not part of BSA Chap 11
Key Approach for Fall Recruitment

- Cubs and Parents Recruit via their networks
  - School, Neighborhood, Church, Workplace
    - Invitation postcard
    - Share Council FB page
    - Email
- Conduct a Recruiting Night
  - Set that date
  - Determine where
What Council Will Do?

• **Do our best with schools**
  – Letters sent to principals earlier this month
  – Contact principles again closer to opening date

• **Social Media**
  – Need input from you
    • Program calendar
    • Recruitment date

• **Media Blitz**
  – TV – ABC, CBS, Fox
  – Radio ads

• **Print Material**
  – Posters, Flyers, Yard signs
  – Postcards – council will pay postage
What Will Packs Do?

• Program calendar done by Aug 1
  – Webinar last month
  – Good program keeps them coming

• Update your Pin
  – The more info the better

• Ensure website/FB page is current

• Promote online registration
  – Beascout.org
  – Are the application approvers current?
  – Makes registration easier for you and Council

• “Recruiting Night For Scouting”
  – PowerPoint with script
BeAScout Pins

my.Scouting

Empowering you to deliver the Scouting program.

Updates

Payment method will be changed to no longer allow cash/check payments when submitting credit card to be submitted via Online Registration.

Training Updated

Pin Manager and managing new member leads is being updated at this time. Additional information can be found at:
https://www.scouting.org/resources/online-registration/

Organization Manager, it has been moved from the MyBSA platform and relocated to my.Scouting page for privacy policy review.

Permissions Access Extended to:
“Recruiting Night For Scouting”

- **PowerPoint Presentation**
  - Introduced Fall 2019 at roundtables

- **Contents (11 slides)**
  - What is Cub Scouting?
  - What do Cubs & Parents Want?
  - Finance
    - New $25 joining fee & Proration of $66 annual fee; $4 council fee
    - Assistance available – contact office
  - Training
  - Commitments
  - Registration Process Details

- **Script**
  - Follow to ensure consistent message to all
Keys for Success

• Pack information is current
• Family to family recruitment
  – Parents put most trust in info from people they know – church, school, sports, work
  – Coach current members
    • Youth Protection Fact Sheet
  – Members send emails, postcards
• Work your Program Plan
  – Re-engage your unit
Upcoming Events

• Recruiting Den Leaders & Establishing New Family Orientation Process
  – A “How To’ session
  – July 30, 6pm

• Webelos to Scout Webinar
  – Aug 19, 6pm
  – For CM, WL, SM
Power of 1

• For each new Scout recruited by a current Scout:
  - Be entered into a weekly drawing for a $20 WalMart card
  - Note on the new youth’s application who the recruiter was
  - New Scouts, previous Scouts no longer registered, new Scout Siblings, etc.
  - Weekly Drawings each Friday on Facebook
    - August 7 – October 30
  - Power of 3 Drawing on Nov. 6 for any Scouts recruiting three new youth
Resources

- https://www.gatewayscouting.org/recruiting