



# 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**

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

**Training Updated**

ation, Pin Manager and managing new member leads is being updated  
<https://www.scouting.org/resources/online-registration/>

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

**Organization Manager**

**Organization Security Manager**

**Trained Leader Report**

**Training Manager**

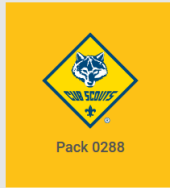
**Organization Manager**





# BeAScout Pins

Pack 0288 United Methodist Church



Organization Manager

Settings

Unit Pin

### Unit Information

Appear on BeAScout:

Allow People to Apply Online:

#### Contact Information

Contact Person: [redacted]

Phone: [redacted]

Email: [redacted]

[Edit](#)

#### Unit Website

#### Additional Unit Information

### Unit Pin Preview

#### Pack 0288 United Methodist Church

125 Royall Ave

Elroy WI, 53929

Contact: [redacted]

Phone: [redacted]

Website: [www.scouting.org](http://www.scouting.org)

Dens for Boys or Girls

Online Registration available for this unit.

[Request More Information](#)

[Apply Now](#)

#### Fields to Display on Unit Pin:

Unit Meeting Address:

Contact Person's Name:

Phone Number:

Contact Email:

Unit Website:

Additional Unit Information:

### Unit Meeting Address

#### Address Line 1:

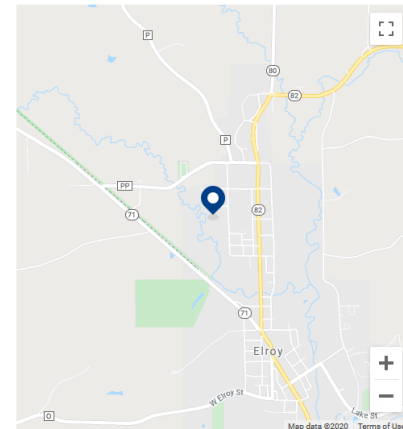
#### Address Line 2:

#### City:

#### State/Region:

#### ZIP Code:

[LOCATE](#)



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# “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>

