

June 2, 2014

Dear Cubmaster,

I am writing to you in regard to our 2014 Cub Scout Recruitment Campaign. Our goal is to help your Pack plan and execute an effective promotional plan that will reach families in your community and get them to join your Pack. The goal is to make sure all Packs in the Central Florida Council have a successful School Night Sign-Up this Fall. To this end, we are asking our Pack leaders to be directly involved with a "Get the Word Out" campaign, not just in your school, but in your neighborhoods and community.

Here is what will happen at the Council and District level:

- ✓ The District Executive will arrange the School Night date with the elementary school.
- ✓ The Council support staff will produce a flyer to be distributed to each boy during classroom presentations conducted by the District Executive one day prior to Sing-up Night.
- ✓ A District *School Night* presenter will be assigned to each school.
- ✓ Billboards will be placed throughout Central Florida promoting Scout Sign-Up.
- ✓ Radio spots promoting "Join Cub Scouts".
- ✓ PSAs will run in August & September encouraging families to join Scouting.
- ✓ BeAScout.org – make sure your pin is updated, including your School Night date, time and location. – All promotions will include **BeAScout.org**.

Here is what we need from you:

- ✓ Attend your District's New Scout Recruitment Training (See details below). You will receive a "Pack Marketing Plan"; a list of key task and tools to help your Pack maximize your School Night promotions. Please invite two other leaders to join you for the training; your point person for School Night Sign-Up and someone who can spearhead the marketing plan for your Pack's School Night. Also, please be thinking about a goal that you want your Pack to set for "number of new Scouts recruited".
- ✓ Once you get your Sing-up Night date from your DE, update your BeAScout.org pin.

### **New Scout Recruitment Training**

Date:

Time:

Location:

Please bring with you the attached *Cubmaster Response Form*. Include the requested information so we can prepare some of your School Night Sign-Up promotional materials. You can also fax or email the completed form to your District Executive or go to **Recruitment.cflscouting.org** and enter the needed info online.

Thanks for being a part of this exciting campaign!!!

*Bill Gosselin*

Bill Gosselin  
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