

New Scout Recruitment - Promotion Plan

A successful recruitment plan requires a **team** effort! The District and the Cub Scout Pack need to work hand in hand to promote Scouting within the School, community and church. It is important that the parents and boys who plan to join Scouting this fall attend the sign-up at their school. Parents who are present at sign-up with the new den are more likely to become leaders than those who join alone.

Council & District Role

- ✓ 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 School Night For Scouting.
- ✓ 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”.
- ✓ Join Scouting PSAs ran on Brighthouse stations
- ✓ The Council website will have a list of all school night dates, times and locations.
- ✓ Peer-to-Peer Incentives at all program events
- ✓ Weekly progress reports emailed to all Cub Masters – updates on each school night, 2013 v. 2014

Maximizing Marketing/Promotions

- ✓ Set your Pack’s recruitment goal. Our goal is to recruit _____ new Cub scouts.
- ✓ “Get the word out.” – Communicate your Pack’s School Night Sign-Up to friends and parents whom with you come in contact.
- ✓ Social Networking – **Get your parents to use their social networking sites**; Face Book, Twitter..., to inform their friends about your Sign-Up Night. (Have them 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.
- ✓ 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 School Night, see if the school 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 School Night.
- ✓ Make sure Leaders & Cub Scouts are at your School Night ready to welcome new families.
- ✓ Have an organized School Night. First impressions are crucial.
- ✓ Make sure you have a Pack calendar to give to the new families.
- ✓ Make reminder calls to all new Cub Scouts to insure they attend their first meeting.
- ✓ Update your BeAScout.org pin.

Additional Pack Recruitment Plan

PACK # _____ CONTACT _____ PH _____ EMAIL _____

Promotional/Marketing Idea	Date to complete
1	
2	
3	
4	

****Please give a copy to your District Recruitment Chair. ****