



The Recruiter's Guide



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Recruiting Made Easy!

We have some great tips that could help enhance your recruitment efforts. If your Pack or Troop is planning to be part of a school's "Open House or Family Fun Night", be aware that you will only have a short amount of time to share some helpful information.

Great results begin by having a few handouts to give to each family. We suggest you give them your unit calendar of events along with a great unit point of contact that they can phone or email to begin signing up. Be sure to have some kind of attention getter for everyone to see (ex. Set up tent or Pine-wood Derby display, etc.) at the event.

Give each family a copy of the Boy's Life mini magazine. Hold a special unit sign-up event (ex. Ice Cream social, etc.) and in-

vite them to attend. This will help you finalize the sign up process, remember to ask the parents to sign up as well. Be sure to include your district executive in your planning. He will be able to provide resources to help enhance your efforts.

Posters, handouts with sign up date, time & place information, Boy's Life mini magazines, extra applications are just some of the things the DE can provide. The district executive can also assist with any in school visitation that might improve the turnout at your recruitment.

Many schools will not let any visitation happen during the instruction time. Maybe the school will allow a visitation during the lunch periods.

If you have different plans for your unit's recruitment efforts,



Recruit Your Best Friend Into Your Pack

like a "Parent Information Night", the "City Wide Sign Up Night" or other special recruitment efforts, be sure to include your district executive in your preparations. He has the resources to support your time spent recruiting.

Share Scouting with a friend.

Special points of interest:

- New Retention Award Announced
- Holding a Recruiting Den Meeting
- How to Use Homemade Business Cards
- Tiger Hunts are Just Around the Corner
- Special Appeal to Commissioners
- In the Recruiter's Corner

The Recruiter's Guide News Letter

Welcome to the new Recruiter's Guide News Letter. This quarterly publication is designed to help you make recruiting in your unit, fun and rewarding.

We all know that recruiting is a year round opportunity for us to expose new youth to the fun of

Scouting. This newsletter includes techniques, resources, and success stories focused on recruiting that new youth.

Retaining youth is also an important part of recruiting. We will give suggestions and timely advice on Webelos transition,

resources and other important topic's that help you retain the Scouts you already have in your unit.

Together, we can make a difference in the lives of our youth!

Get out there and Recruit some!

Council Establishes Unit Recruiting Award

The council has established a unit award for Recruiting success, it is a Flag Streamer designed to affix to your unit flag. Recruiting is such an important part of the overall Scouting program that successful units deserve a visible means to show their success in RECRUITING!

To earn the Recruiting Flag Streamer, a unit must RECRUIT one new youth for every five youth already registered with the unit (based on their last charter or recharter).

Using this method to promote Recruiting is a

way for units of all sizes to earn this council level award. If you are a small unit (say 1 to 5 Scouts) you have to RECRUIT 1 youth into Scouting. If you are a large unit (say around 100 Scouts) you have to RECRUIT 20 Scouts to earn the award. Regardless of unit size, both units in this example have recruited 20% of their existing membership, and that earns the unit the councils award for RECRUITING.

Once a unit qualifies for this annual award, it will be given to the DE or District Commissioner to be presented to the unit. Units that earn this award will also be listed in the RE-

CRUITER news letter, to share with the rest of the council just how good your unit is at RECRUITING!

This award is effective now, and you may see it on your unit flag soon!

So, get out there and Recruit some youth!



Example of the RECRUITING FLAG STREAMER

Cub Boy Talks Made Easy

Call the school principal and ask if you can talk with boys about joining Scouting. If you can speak to 1st graders and then 2-3rd graders and finally 4-5th graders life is great!

Some schools will only let you speak with 1-5th grades all at once, but that's no problem. Your goal is to show a short DVD on joining Cub Scouting and handing out colorful flyers with your Join Night date, time and location.

Next get with your District Membership Chairperson or your DE to get flyers made up. They can also give you a copy of a cool DVD that motivates the boys to join.

Be on time at the school, introduce yourself to the boys as a Scout volunteer, show them the DVD, pass out the flyer and then lead the boys to fold it and put in their pocket, sock, whatever! Just be fun and stay relaxed, these boys love a chance to get out of class! Re-



member to have 2 Join Nights, you'll get twice as many to join!

Now go out their and Recruit the boys!

Council Resources To Help Units Recruit

Our council has lots of resources to help you recruit youth into Scouting. We have blue & gold "Join Cub Scouting" signs that you can put on your lawn, at schools, and high traffic intersections near your meeting place etc.

Once people see them they can go to www.joincubscouting.org to locate the unit closest to them, which hopefully is your unit!

We also have handouts that we can print up

for you, we just need to know the when and where you plan to hold your Join Night at.

We also suggest that Troops use a great web site that is a fun recruiting tool, it's www.thescoutzone.org

The internet has so many recruiting suggestions you can use, just use your favorite search engine to navigate to them.

As you read this news letter, if you see a resource you would like to use, please ask your DE or District Membership chair to see if they can get it for you. But we do have a limited budget.



We all need resources, check out what we have for you!

Council Establishes Unit Retention Award

PRESENT THE COLORS! The Scout holding the unit flag dips the flag for the Scoutmaster to attach the council's RETENTION Flag Streamer!

You are justifiably Proud that your unit earned the council award for RETENTION by rechartering 80% (or more) of the Scouts in your unit, Well Done!

The council is establishing this award to promote retention in your unit. It does us no good to recruit one youth for every 5 youth registered with your unit, at the beginning of

the year, if we lose 2 out of 5 by the end of the year. Growth requires both recruiting and retaining our youth.

The council wishes to reward those units that have the leadership and quality program that keeps Scouts involved. To do that, the council has established the RETENTION FLAG STREAMER which will be awarded to those units that have a Retention rate of 80% or better at their recharter.

After your next recharter, if your unit qualifies, the streamer will be given to your DE or

District Commissioner to be presented to your unit. Your Scouts are so important to the success of Scouting and it's time we rewarded them for their involvement.

We will list the units, by district, that earn this award starting in 2009.



Example of the RETENTION Flag Streamer

Peer to Peer Recruiting Works

The most powerful and lasting form of advertising is word of mouth. People may be enticed by clever ad campaigns or catchy jingles, but the honest testimonial of our Scouts with their peers will truly sell them on Scouting.

The peer-to-peer approach is the ideal method of invitation to Scouting. Our members consistently see the value and benefit of our program in their own lives and

therefore they become the best salesmen. WE need only to direct their enthusiasm in a manner that will present their views to the public.

Our membership includes three general age groups: parents and adult leaders, older youth, and Cub Scout-age youth. Each age group seeks various benefits from Scouting and therefore should be approached differently. Peer-to-peer recruiting

I like Scouting because it is fun! We camp, play games, learn new stuff and enjoy each others company. My best friend is a Scout too!

(invitation) can take many forms in those groups. Your unit could make "business cards" available to scouts. See the article on Page 9 for suggestions.

Tiger Hunt Planning Just Around the Corner

Would you like to grow your pack during the summer by recruiting some Kindergartners in April or May and have them signed up on June 1st? Would you like to already have a Tiger Leader recruited before your next fall recruitment night?

If you've answered "yes" to these questions, the council would like to support you in having a spring Tiger Hunt. A "Tiger Hunt" is recruiting Kindergartners (soon-to-be 1st grade Tiger Cub Scouts) at the end of the school year. National Boy Scouts of America considers Kindergartners as 1st

graders as of June 1st, 2009. Recruiting some 1st grade Tiger Cub Scouts could benefit your pack in the following ways:

- 1) Build strong relationships with new Tiger families at fun, relaxing events throughout the summer, such as a Hot Dog Roast, Swimming Party, etc, rather than during the chaotic back-to-school fall recruitment time.
- 2) Potentially recruit a Tiger Leader from one of your newly recruited 1st graders parents during the

summer instead of begging for one during your School Night recruitment!

Plan to hear from our new Tiger Hunt Chairperson, Sandy Bentley, soon, to get your planning started!

Recruit Boys Into Scouting every chance you get!



Tigers fishing on their first Go and SEE/DO it!

Top Ten List

The following methods are considered to be the "Top Ten" most important ideas for recruiting.

All packs should complete all of the following methods. Check off the ones that you are!..... ☺

1. Pack Information Sheet

- ☺ This is your chance to brag about your pack and have a quick handout ready to distribute.
- ☺ Each pack should develop and distribute a Pack Information Sheet that includes items regarding your pack. Details should include meeting times and locations, a pack calendar, list of leaders' contact information and other exciting information about your program.
- ☺ Copies of this sheet should be provided to your sponsoring organization, families in the pack and other neighborhood organizations so that they can distribute it to interested families.

2. Organizational Visits/Scheduling

- ☺ Before school starts you should schedule a face to-face meeting with your chartered organization.
- This important meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your recruitment process.

- ☺ Be sure to bring pertinent information regarding the Cub Scout program, a "yearbook" of activities and be prepared to explain the benefits of the program to the organization.

- ☺ Bring a can of popcorn or other gift to the principal or office assistant to show your appreciation.

3. Flyers

- ☺ Flyers are provided by the Council office. Work with your District Executive to order them well in advance of your Join Night.
- ☺ Information included on this sheet is the date, time and location of the Join Night as well as contact information.
- ☺ Join Nights should be planned within the first few weeks of school and these flyers should be provided to the school and sent home with all of the boys. It helps the school if you offer to pre-count groups of flyers for the classes.

- ☺ Attach a small sheet with directions to each stack of flyers to both aid and thank the classroom teacher for distributing the flyers.

4. Wear Your Uniform

- ☺ This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- ☺ Ask all Scouts to wear their uniform on the day of the Join Night, pack and den meetings and other school events including Back to School Night
- ☺ Leaders should also wear their uniforms to school events.
- ☺ Offer a reward at that night's meeting for any boy that wears his uniform.
- ☺ Design a pack t-shirt for scouts to wear to school on a regular basis.

5. School Visits

- ☺ School (classroom, lunchroom, school bus) visits are a highly effective way to get kids excited about the program.

- ☺ This is a great opportunity to share information about your pack and its activities and personally invite them to the Join Night.

- ☺ Be sure to bring visual aids, stickers and display boards. This visit can be done up to three days before the Join Night.

- ☺ Tell the boys to bring their parents to the Join Night to learn about the fun in Cub Scouting!

- ☺ Be sure to send a thank you note to the school after your visit.

6. Stickers

- ☺ Use the council provided stickers to remind boys of the Join Night.
- ☺ Stickers should include the time and day for Join Night.
- ☺ Distribute at Back to School events and other school functions.
- ☺ Customize your stickers with contact information.

7. Lawn Signs

- ☺ Post these signs at the school and other high traffic areas prior to Join Night.

- ☺ Use the council provided signs or create your own.

- ☺ Include the Cub Scout logo, date, time and location for your Join Night.

8. Picture Board

- ☺ Sometimes pictures speak louder than words, include contact information on boards as well.

- ☺ Creating these boards may be a great den activity.

- ☺ Your pack should create a board full of pictures of your yearly events.

- ☺ Picture boards should be displayed at Back to School Night, recruitment events, school activities and any other places where you will have contact with families.

9. Back to School Night

- ☺ Your pack is part of the fiber of the school and its families.

- ☺ Being present at Back to School Night and all other school activities is an important way to raise exposure of your program.

- ☺ Set up a table with flyers, a sign-in sheet, stickers, picture board and other visuals and speak with all families at school events.

- ☺ Take names of interested families so that you can personally call and remind them of your Join Night.

10. Just Ask One

- ☺ "Bring a Friend" is designed to give your Cub Scouts and parents a recruitment tool and promote Scouting.

- ☺ Every existing Cub Scout families should receive a "Bring a Friend" kit from their Membership Chair

- ☺ Parents invite friends to their next meeting by personally delivering the invitation.

Note: Our council may not currently use all the recruiting tools listed, but we have many of them to help you recruit. You coordinate with your District membership chair or DE for those resources.

Share Scouting with a friend, they will be glad you did!

Pack Families

The following ideas are methods that the pack leadership should ask all families to participate in.

11. Information Business Cards

- ☉ These cards can be created by the pack for parents to hand out to other families.
- ☉ Include details like date and location of pack meeting and pack leadership contact information.
- ☉ These cards can be printed on your home computer on card stock or using a business card template program.
- ☉ Have each leader carry and hand out cards at all school functions

12. Buddy Card

- ☉ This card is designed for the Scout to use to recruit his friends.
- ☉ They are fun in nature and may include a few of the exciting activities going on in the pack or a quote of the Scout's favorite part of Scouting.
- ☉ The cards also include meeting dates, locations and contact information.

13. Invitation Letter

- ☉ This letter is customized from the family for them to send to their friends and acquaintances.
- ☉ Include thoughts like the benefits of Scouting and why your family is involved.
- ☉ Letter includes meeting and joining information as well as who to contact for more information.

14. Personal Phone Calls/Email Invitation

- ☉ Ask each family to brainstorm other families that they could call or email to personally invite to be a part of the pack.
- ☉ The pack should provide each family with the Pack Information Sheet and other items to help spread the word and excitement of Scouting.
- ☉ Have an incentive for the family that invites the most new members.

15. Promote at Church and Other Personal Affiliations

- ☉ Families also have many other affiliations such as church and sports.
- ☉ These other activities can be used to spread the word of Scouting.
- ☉ Families can use the Information Business Cards and Buddy cards to promote the pack.

- ☉ Make a 1/2 sheet flyer to insert into church bulletins with all pertinent information.

16. Halloween Candy

- ☉ On Halloween many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your pack.
- ☉ Use a sticker or label to provide a few activities about the pack and contact information



Joining Scouting is a great way for all of us to learn to get along with each other. In Scouting we become a TEAM, which means we Trust, Empower, Aid and Motivate each other. Share Scouting Today!

School

The following ideas are methods that the pack leadership or recruitment committee should do in the school. Special attention should be given to developing positive relationships with the school leadership and Parents' Organizations. This will help with the success of these ideas and your recruitment efforts.

17. PTA/PTO Presentation

- ☉ In the beginning of each school year, schedule a time to make a brief presentation to your school's parent teacher organization.
- ☉ Share your recruitment plan and annual activities.
- ☉ Share an update on your pack, including number of families and upcoming activities.
- ☉ Bring a can of popcorn to thank the group for their ongoing support.
- ☉ Offer the pack's service for PTA/PTO sponsored events.

18. Principal Visit

- ☉ Similar to the PTA presentation, meeting with the principal will strengthen relationships and your recruitment efforts.
- ☉ Share exciting news regarding your pack and upcoming events, including community service projects.
- ☉ The pack is a resource and an asset to the school. Explain the added benefits the boys gain from their experience in Cub Scouts.
- ☉ Bring a can of popcorn or other gift to thank the principal for his or her annual support.

19. Volunteer at Back to School Night

- ☉ Have members of your pack volunteer to help with Back to School Night.
- ☉ Assistance could include setting up chairs, greeting families or other duties.
- ☉ Be sure to have all families and leaders wear their uniforms.
- ☉ Bring your Pack Information Business Cards to pass out to families.

20. Be Involved in School Activities

- ☉ In addition to Back to School Night, there are other events such as carnivals and registration that the pack should be involved in throughout the year.
- ☉ The pack's participation will help the school see the pack as a positive resource and an extra supporter of the school.
- ☉ Be sure to always be available for Flag Ceremonies throughout the year.

21. Gift Memberships

- ☉ Have the pack provide two free gift memberships to be given away as door prizes at the Join Night.
- ☉ Provide each member with a 50% off coupon to use to recruit a new boy to join the pack.

22. Intercom Announcement

- ☉ Use the school's public address system or intercom to make announcements regarding the pack and specifically the Join Night.
- ☉ Make announcements exciting and use as a reminder for all upcoming opportunities to join (pack meetings, open houses, etc.).
- ☉ Should be done before or the day of your Join Night.

23. Video Announcement

- ☉ Have a morning announcement read by a member of your pack in full uniform.
- ☉ Do a presentation the morning of your Join Night.
- ☉ Show Cub Scout promotional video spot during announcements.

24. Text Book Covers

- ☉ Create and distribute a cover for text books that promotes Cub Scouting and your pack.
- ☉ Can be created easily on the computer. Have dens and families create their own.

25. Personal Letter of Invitation

- ☉ Personally invite all families in the school by sending a personal letter or formal invitation.
- ☉ Work with families in the pack to gather names and addresses or use the school directory if available.
- ☉ These should be mailed about a week to 10 days prior to the Join Night.

26. Display Case

- ☉ Use the display case or bulletin board at school to display the excitement in your pack.
- ☉ Use pictures and other visuals to catch attention and motivate boys to attend the Join Night.
- ☉ Include a poster with date and location of the Join Night and other information.
- ☉ Some schools will keep the information up year-round.
- ☉ Update often with upcoming pack activities.

27. Phone Calls

- ☉ Personally call each family at the school to invite them to the Join Night and to share a few details about the pack and its activities.
- ☉ This a great opportunity to answer questions and share stories about the program.
- ☉ Calls should be made at least a week in advance.

28. Lunch Box Stickers

- ☉ Design and distribute a sticker for lunch boxes of Cub Scouts.
- ☉ Stickers can be distributed at school, at your Join Night and at Back to School events.



29. School Marquee

- ☉ Use the school outdoor marquee to promote the Join Night and the Cub Scouts.
- ☉ Speak with your school early to provide information on upcoming events and details regarding your Join Night.
- ☉ Should be used throughout the year to promote other events.

30. Follow-Up Join Night

- ☉ Be sure to hold a follow-up recruiting event to give families another opportunity to join.
- ☉ The first few weeks of school are busy and all interested families may not be able to make the Join Night.
- ☉ Some families feel that if they miss the first meeting they can no longer join. This gives them a second chance. Also make it clear they can join anytime.

31. School Lunch Tray Liners

- ☉ Provide an exciting informational handout to cover the lunch trays in the cafeteria, similar to fast food restaurants.
- ☉ Should include pictures, puzzles or other exciting visuals to attract attention and even motivate kids to keep them.
- ☉ Can include information for the girls on joining Girl Scouts too.

32. Serve School Lunch

- ☉ Have pack leaders volunteer to serve school lunch on the day of your Join Night.
- ☉ Be sure to bring pack picture board, stickers, flyers to gain interest and attention.
- ☉ Volunteers should wear their uniforms and promote the Cub Scout Pack.

Community

The following ideas should be done in the community around your Cub Scout Pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your pack.

33. Local Newspapers

- ☉ Community newspapers are always interested in neighborhood events or clubs and are great about publishing information.
- ☉ Submit an ongoing listing to be included in their community calendar and other sections.
- ☉ It is a great idea to call a reporter and introduce yourself, may lead to good things in the future like coverage for pinewood derbies and other events.
- ☉ Invite local reporters to cover special pack events such as, bike rodeo and Good Turn Week activities.

34. Display Boards at Community Events

- ☉ Wear your uniform and set up your pack display board (from Top Ten List) at community events such as carnivals and parades.
- ☉ Most communities have a summer or fall festival and these are great ways to increase exposure for your pack.
- ☉ Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your pack.

35. Patriot Day Flag Ceremonies

- ☉ A lot of organizations look for color guards throughout the year and especially on Patriot Day, September 11.
- ☉ Have Scouts (dressed in their best uniforms) present the colors at Patriot Day or different events.
- ☉ Make a list of events in your community and call organizers early to volunteer to participate.

36. Pack Special Events in the Community

- ☉ Hold a community event such as a “Kite Day”, bike rodeo or a carnival and invite all members of your community.
- ☉ These events are fun and introduce new families to Cub Scouting.
- ☉ Partner with a local fire or police department to gain exposure of event and additional credibility.

37. Volunteer for Community Events

- ☉ Park clean-ups and 4th of July celebrations are examples of neighborhood events held in most communities.
- ☉ Become familiar with these events and have your pack volunteer to assist with the set-up, clean up or activities during the event.
- ☉ Community service is a cornerstone of the program and a great way to gain exposure for your pack.

38. Church Bulletin Inserts

- ☉ Work with churches in your area and create a small insert to be distributed to the congregation.
- ☉ Should include Join Night or upcoming event and contact information.
- ☉ If there are families in your pack that attend the church have them coordinate distribution.

39. Sports Fields/Recreation Centers

- ☉ Sports are a major activity of many families in our area and in our neighborhoods.
- ☉ Work with local sports venues to hang banners, posters or to set up an information table and yard signs at the field or court during games and tournaments to distribute information.
- ☉ Have the pack host a recreation center activity.



Community...continued

The following ideas should be done in the community around your Cub Scout Pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your pack.

40. Parades

- ☉ Parades are a fun activity for the entire family.
- ☉ Build a float or march and participate in your community parade.
- ☉ These events along with the planning can be fun summer activities.
- ☉ Have plenty of information available to distribute to interested families and be sure to have all families and Scouts wear their uniforms.

41. Popcorn

- ☉ Selling popcorn is a great fundraiser and a wonderful way to reach the community and support your pack.
- ☉ For each item sold, hand out or attach information regarding your pack.
- ☉ Information can be targeted to youth or those families with children.

42. Community Marquees

- ☉ Use bulletin boards at churches, recreation centers, neighborhoods or businesses to promote your Join Night and your pack.
- ☉ Contact organizations well in advance to plan message and the timing of your request.
- ☉ Scrolling signs are also a great way to promote your events and information.
- ☉ Be sure to thank the organization for their support.

43. Pack Website

- ☉ Websites are a very popular form of communication.
- ☉ A pack website can be designed for members of your pack, as well as the community.
- ☉ Check with community organizations and your school to see if you can list your pack information on their website or link your pack web site.
- ☉ Include website address on all promotional materials.

44. Local Libraries

- ☉ Work with your local library to hang posters and distribute your pack information sheet.
- ☉ Most families visit libraries and this is a great way to reach them.
- ☉ Libraries also have events that may be a great way to increase exposure.
- ☉ Bookmarks are also a good idea and easy to design and print.
- ☉ Have pack leaders read story time in their uniforms.

45. Community Access Television

- ☉ Most communities and local cables companies have community access channels.
- ☉ Most channels will run public service announcements, feature guests on their shows or cover community events.
- ☉ Become familiar with the station in your community and contact managers to see what possibilities are available.

- ☉ Film a 30-second spot of your pack's activities.

46. Church Sunday School Presentations

- ☉ Make a presentation at local Sunday School classes.
- ☉ Identify families in your pack that may attend the church.
- ☉ Be sure to participate in Scout Sunday by wearing your uniform and setting up an information table.
- ☉ Promote and explain religious award program for that faith.

47. Business Window/Counter Displays

- ☉ Visit local businesses and post offices to see if they will allow you to post or leave information regarding your pack and its activities.
- ☉ Identify family friendly businesses such as the local Ice Cream Shop!
- ☉ Information can be left at the counter or hung in local businesses and leave information at these locations.

48. Door Hangers

- ☉ Create informational door hangers with specific pack contact and Join Night information.
- ☉ Target specific areas within your community and assign to various dens to distribute door hangers.
- ☉ Blanket key areas in your community on a specific day. Make this a pack activity and give boys a special recruit patch for helping.



Earn the Last Frontier Council's Recruiting Flag Streamer by recruiting at least one youth for every 5 youth members you already have in your unit.

Recruiting Cards

Scout Business Cards. Your pack or troop could make inexpensive “business cards” available to scouts. These business cards, with information about the unit’s upcoming “rally,” open house, or list just when and where you regularly meet, have proved to be something that Scouts are eager to pass out during the school day.

Adults too, could use business sized cards to pass out at school, church, or where ever they may have an opportunity to talk with other boys and adults about Scouting.

You guessed it, **Venture Crews** can also use cards to increase the size of their Crew!

All you need to do is buy some business card stock, design a card like the one shown at right, and print up enough to give every Scout and Scouter in your unit a couple.

They are easy to carry, easy to pass out, and are very low cost compared to other forms of advertisement.

Use this Recruiting tool and EVERYONE can be a Recruiter in your unit!



Example of a Recruiting Card

My Best Friend is a Scout! Cub Scout Recruitment Plan Den Meeting Outline

1. While the Cub Scouts gather – select a game from the Group Meeting Sparkers or How-To books. Try to catch parents and have them stay for this special meeting.
2. Opening – Pledge of Allegiance and Cub Scout Promise. Talk about the importance of the Cub Scout Promise.
3. Recite the Cub Scout Motto – Do Your Best! Ask the Cub Scout what “Doing Your Best” means to them
4. Introduce the new “My Best Friend Is a Scout!” program. Tell them they are going to play an important role in getting their friends to sign up for Scouting with them this year. Ask them if they would like to be in Scouting with their best friends.
5. Give each Cub Scout an envelope with the new materials. Read the Commitment Card with them, and ask if they will “Do Their Best”. Have them write their names on that card. On the other side help them to write in the names of their two best friends that they want to be in Scouts with. Ask each of them to say out loud who they will invite. If two or more want to ask the same person, encourage them to choose a different person. Be sure to have them write in the date, time, and location on the card (or have it done ahead of time).
6. On the invitations, have them fill in their names on the card followed by the date, time, and location of the meeting where their friends can sign up. Instruct them to give the invitations to their two friends tomorrow at school or the next time they see them.
7. Fill in the same information on the business cards and tell them to give these cards to their friends on the day of the recruitment meeting.
8. Ask each Cub Scout to say out loud the two most fun things they did in Scouting last year. Some things that should come out: day camp, earning awards, pinewood derby races, den trips, projects etc. It is important that they tell their friends all about these fun things!
9. Let them know that if they recruit a friend to join cub Scouts they will get a neat recruiter patch that has the Three Amigos on it (TC, Akela, and Baloo). Tell them that they will have even more fun than last year because they got their friends to join!
10. End the meeting by re-reading the Commitment Card where they promise to “Do their Best!”

Membership Committee



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Every Boy A Scout!

CheckOut

Lastfrontiercouncil.org

I want to make a special appeal to our council Commissioner Corps. You men and women are vital to the success of Scouting in our units. Our units are the backbone of our council and I know that with your help, we will all be successful in Recruiting and Retention. As you assist your units to complete their 2009 Centennial Quality Unit Award forms, please ask the unit leadership to commit to Recruiting at least 1 youth for every 5 youth they currently have in their unit. And when you check the units for their 2008 success, please alert me to those units that meet or exceed this Recruiting goal. THANK YOU!

Allen

In Your Recruiter's Corner

Well, what do you think? Is this news letter helpful? Does it fit your needs at the unit level? What more do you need to help you RECRUIT?

I am so proud to be working for you, the unit leadership and youth that are going to the schools, the roundups, doing the boy talks and asking their peers to join... I will try to not let you down.

I have recruited at the unit level, but not when I was a Scoutmaster. I am not sure what happened, I think I did a great job as a Cubmaster, when it came to Recruiting. I would set up a table in the school library, put out some uniforms, pictures etc., and wear a Smokey the Bear hat, and the kids would come in droves. I averaged around 50 kids a year joining our Pack.

But, when I became an assistant Scoutmaster

and then Scoutmaster it was like I had no idea how to Recruit. I remember setting up a Troop Open House and went around my community asking every Pack to send their Webelos to it. Four came and none registered. To say I felt like a failure would be an understatement.

Later, as a District Commissioner I was asked to help a Troop. I hit every elementary school in the community doing boy talks, using a DVD and a Scout survey my DE gave to me. It worked like a charm, I Recruited 13 boys, it felt so great to help a Scoutmaster more than double the size of that Troop.

I guess that when I was Scoutmastering, I just needed someone to give me some ideas on how to Recruit and maybe I would have done better. Anyway, I am now that person with ideas so use me, call me, email me. Anyway that I can help you, please let me know. This



Allen Bentley
Council Recruiting Chairman

newsletter is focused on Cub Recruiting... it's that time of year, but the next one will focus on Troop Recruiting, and maybe even Venturing... Yours in Scouting,

Allen