



Jayhawk Area Council School Night to Join Scouting Training



In an effort to help you as a Pack and Leaders recruit Cub Scouts and families more efficiently & effectively we have developed this “School Night to Join Scouting” packet with resources that should help you recruit more families into your Scouting program.

Below is a quick summary of what is included in this Packet:

School Night for Scouting Recruitment Guide – This will walk you, as the unit leader, through the best way to hold a School Night to Join Scouting event. From promotion of your pack, preparation for the sign-up night, coordinating with Your Pack Leader as well as signage for the tables with job descriptions for each person.

Parent Orientation Guide – More are available to give out to every Family in attendance, these provide a brief explanation of what Scouting is and what they can expect.

Boy’s Life Mini Mag – An example of what a new Scout will be receiving monthly in the mail.

Sign-In Sheets (2) – Every Family will provide their contact info when they arrive. This will help you as a unit leader to retain contact information on your new families and help the office resolve any registration issues that might come up.

Fliers - Full color fliers will be distributed during classroom visits or when promoting Scouting. If you identify an opportunity to distribute a flier promoting your sign-up night outside of schools, coordinate with your District Executive so that Fliers can be created for distribution.

Pack Info Sheet – An example of what can be provided to new families that is personalized to your pack, containing a yearly calendar, contact information, and locations of meetings.

Cub Adventure Day – A great opportunity for new Scouts to experience the excitement of Scouting. There will be BB Guns, Archery and much more.

Other School Night to Join Scouting resources that are not in the packet

Yard signs- will be available on a limited basis to all units participating in the campaign. These are great tools that can be used to promote School Night to Join Scouting and create School Night to Join Scouting awareness for parents.

Posters – Posters are available for use anywhere you think it would be seen. You know your communities, if there is an opportunity that we are missing, let us know and we will provide posters to you to distribute. There is a limited availability, so let us know as soon as possible.

Now you know what's in the packet. What do you do with it?

- 1. Set your Goal** – Each unit works with the District Executive to set their own unit goal based on multiple criteria like the number of schools, the number of existing Scouts in each den and the number of incoming families in Kindergarten & 1st Grade. Goals should be based on increasing the number recruited last year.
- 2. Set your Timeline** – In an effort to be the first “opportunity to join” this school year, Sign up nights should be completed as soon as possible after school begins. With your District SNTJS Coordinator, Membership committee or District Executive plan a date that works.
- 3. Recruit Help** – You can't do it alone. Recruit help from within your pack, your associated Troop and from District Leadership.
- 4. Be Prepared** – The more attention we can bring to Scouting, the more families will want to join. Take every opportunity to promote your Pack. Assign roles to help at the School Night to Join Scouting event Greeters, station helpers, and others.
- 5. Run a Timely and Productive event** – Start on time and end on time. Families came to sign-up, give them that opportunity and send them to the next meeting. Remember, this is the time for adults to sign up as well as youth. Set the expectation early that all adults are expected to help. Try to move families through the process in 20-30 minutes.
- 6. Troubleshoot** – Sometimes, things don't go according to plan, show the new families how resourceful Scouts can be. **Be prepared!**
- 7. Turn in your Applications** – Youth Applications must be turned in to the District School Night to Join Scouting Coordinator or District Executive the night of the sign-up. This will allow ample time for the applications to be processed and any problems with applications repaired.
- 8. Keep going until you hit your Goal.** – We owe it to the kids in our communities to give every youth ample opportunity to join scouting. If after the initial sign up you are still a bit short of your goal continue your sign up efforts in other ways.
- 9. Last but not least**, coordinate with your District Executive. We are here to help you as a Pack and Leaders be successful. The more we can communicate, the more we can help.

A successful School Night to Join Scouting effort is critical to offer Scouting to new families and identify and recruit the needed volunteer leadership to help our Packs be successful.