

2018 School Night to Join Scouting

Unit Round-Up Plans

I. Know the Market

With the assistance of district volunteers and staff units should identify the main elementary schools that they draw from and evaluate the demographics of those schools, and consider

- a. How many Cub Scout aged youth attend our schools?
- b. What other activities compete for their attention?
- c. When will school start back in the fall?
- d. Is there an open-house event planned before (or shortly after) the beginning of the new school year and can we set up a booth there?
- e. Will we be able to distribute flyers, put up posters, post yard signs, utilize school newsletters or electronic bulletins and/or visit classrooms to promote Scouting?
- f. Will existing Scouts be allowed to wear their uniforms to school on meeting days?
- g. Does the school have a directory we can use to identify and invite prospective members?
- h. Will the school allow us to hold our round-up night at their facility?

Once we know these things, we can:

II. Set a Goal

Given the level of school access and the number of available youth, what is a realistic goal for membership? The Unit Planning & Goal Setting Guide will help you determine a goal and plan the activities leading up to your School Night

Now that we know what is possible and have a goal, we need to:

III. Choose and develop your Pack's School Night Plan (Plan A or Plan B)

- a. Plan A – Consolidated School Night & Parent Orientation
 - i. Established start/end time
 - ii. Agenda/Script with Group Q&A
 - iii. Leader Recruiting
- b. Plan B – School Night Open House and separate Parent Orientation
 - i. Open House with Round Robin stations for parents to come & go gathering info
 - ii. Free flowing with more individual Q&A
 - iii. Separate Parent Orientation to explain cub scouts and recruit leaders
- c. Second Chance – provide an opportunity for families that missed the initial School Night to come and join. For units following Plan A, this could be a fun day or your first Pack meeting. For units following Plan B, this could be the Parent Orientation night

NOTE: Pre-printed flyers, posters and yard signs are all available through the Scout office, and all make reference to the www.beascout.org website. Units should make certain that their “unit pin” is accurate and current – reflecting leadership, family pack status, online registration, etc. An increasing number of families are utilizing this method to seek out Scouting opportunities.

Armed with this plan, we need to make sure we can implement it, so we:

IV. Build the Team

How many volunteers will we need to accomplish all of these things? Who will be responsible for which elements of the plan? What support and assistance do we need from district volunteers and staff? Are there ways to include and utilize our affiliated Troop and/or Crew?

With this team in place, now we can:

V. Execute the Plan

- a. Assigned team members implement their respective School Night promotion strategies, for example:
 - i. Host a booth at the school open house (aka Meet the Teacher night) passing out information and flyers promoting the School night
 - ii. Place posters in the school and yard signs in carpool lanes as well as other key locations in the area
 - iii. Distribute flyers and hang posters at the chartering organization and include notice in church bulletins
 - iv. Spread the word about Cub Scouts through emails and social media directed toward non-Scouting families in the school
 - v. Send flyers home with K-5th grade youth approximately one week to 10 days prior to the School Night
 - vi. Conduct school visits (kid talks) the day before or day of the School Night, sending a second flyer home with the students.
- b. Conduct the School Night event(s) – an agenda and script are found in your Unit Packet
- c. Promote the pack welcome (second chance) event
 - i. Send a round of “it’s not too late” flyers home through school
 - ii. Create Buddy Card invitations to be given out by new and existing Cubs to their friends
 - iii. Spread the word about the second chance event through emails and social media directed toward non-Scouting families in the school
 - iv. Have Scouts wear their uniform to school the day of the event (or the Friday before if a weekend event)
- d. Conduct the pack welcome event

NOTE: You District School Night Ambassador will attend your event(s) to assist with the presentation and to facilitate collection of paperwork for new members.

Now that we’ve conducted our events, it’s time to:

VI. Evaluate, Follow-Up

- a. Paperwork for new Scouts should be delivered to the Council office within 48 hours of the event, and paperwork for new adults should be delivered as soon as youth protection training is complete and all required approvals (signatures) are gathered.
- b. What worked and what didn’t? Where can we improve in the future?
- c. Have we met our membership goal?
 - i. If so, are we satisfied?
 - ii. If not, when do we schedule another joining opportunity?
- d. Are there families we’ve missed?
- e. Are there prospective members who have contacted us making inquiry who have yet to join?
- f. Are there prospective members who have attended and signed in at one of our events who have yet to join?