

Scouting  America
Mount Baker Council

Ignite *Membership*

WELCOME!

Igniting your Packs Adventure with Strategic Recruiting

What tonight's webinar is all about:

- Promoting your Pack and your Join Event
- Hosting an effective Join Event
- Onboarding new families
- Recruiting volunteers

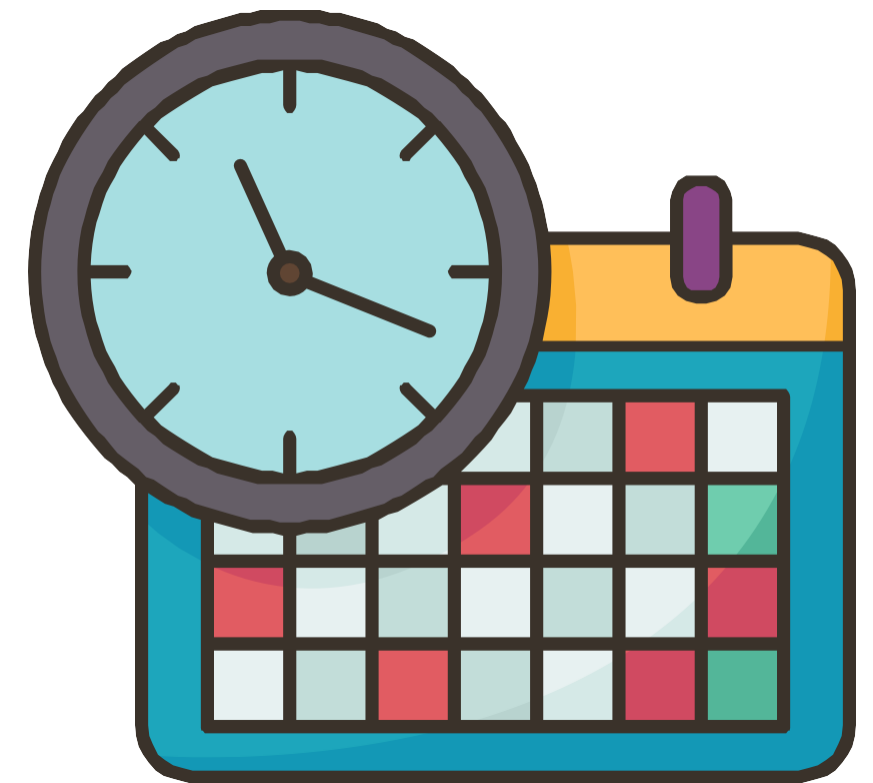
Webinar is being recorded. **PLEASE MUTE YOUR MICROPHONE.**

Recorded webinar will be on the Mount Baker Council website under Membership Recruitment Resources.

SCHEDULE A JOIN SCOUTING EVENT

- 1. ONE WEEK AFTER THE DATE OF YOUR SCHOOL'S OPEN HOUSE OR PARENT NIGHT**
- 2. PREFERABLY A MONDAY-THURSDAY IN SEPTEMBER. THE DAY OF THE WEEK YOUR UNIT MEETS IS ALWAYS A GOOD CHOICE!**
- 3. WORK WITH DISTRICT PROFESSIONAL OR THE COUNCIL MEMBERSHIP COMMITTEE TO HELP PLAN AND PROMOTE!**

WE GOT OUR DATE! NOW WHAT? ? ? ? ? ? ? ?





#ADVENTUREON
BEASCOUT.ORG

*Promoting your Pack
and Join Event*



#ADVENTUREON

BEASCOUT.ORG

Promoting Your Join Event and Your Unit!

Getting prospective Scouts and their families to your event

- *Community Events*
- *Flyers*
- *Yard Signs*
- *School Involvement*
- *Social Media*

People Can't Join You If They Don't Know About You



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Community Events

Community Event In a Box

Created by the Council

Check out from your professional

Includes:

Activity – to do at an event

Sign-up Sheet



POLICE • COMMUNITY PARTNERSHIPS

Make sure to wear your uniform or Class B

Know your event – parades the uniform looks great. A more casual event a Class B will seem more approachable.

70% STAYS LOCAL!

HEROES & HELPERS™ DONATIONS

Thank you for supporting Scouting by providing heartwarming snacks to military personnel and their families, first responders and local food banks!



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Flyers

Create your own
Leverage Brand Center

Premade Flyers
Graphics

Resources

scouting.org/recruitment/
scouting.webdamdb.com

See Cub Scout Folder

Canva
Adobe Express

Brand
Center Cub
Scout
Folder



SCOUT ME IN™
Join Cub Scouts today at BeAScout.org

BOYS AND GIRLS WELCOME K-5

SUMMER ACTIVITIES
CUB SCOUT PACK 95

Join us at any of these fun events!

- Jun.27 Party in the Parks - Mill Creek Sports Park
- Jul.4 Parade at Downtown Bothell
- Aug.2 Scout Night at the Aquasox
- Aug.6 National Night Out - Highlands Park
- Aug.7-9 Day Camp - Harvey Field
- Aug.19-21 Day Camp - Forest Park
- Sep.10 Join Night - Pine Meadow Park
- Sep.27-29 Camping - Fire Mountain Scout Camp
- Oct.5 Cub Scout Adventure Day
- And More

Lots of fun ahead! Cub Scouts is a great way to learn about nature, citizenship and life skills.

QR Code

For More Information Please Contact:
PACK95BSA@GMAIL.COM

Gender and Ages

Unit Information

What's missing?

Where do they meet?
Times?
Especially for the Join Night

QR Code

Web Site
Sign-up Sheet
Event Page
BeAScout Pin

Email or Contact Info



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Monroe Cub Scout Campfire & Information Night



**K-5th Grade boys and girls
and their families**

Come learn s'more
about all the fun
activities we do!

**Thursday
October 26th
6:00-7:00 pm**

Monroe Boys & Girls Club
261 Sky River Pkwy, Monroe

Financial Aid is available.
For more information
or to join contact

Alison.Cummings@scouting.org

Snacks & activities provided by



Information & Sign-Up Night
Whittier Elementary School Cafeteria
Monday November 28th 7 - 8pm

We are looking for families who are looking for adventure!

- .Camping
- .Hiking
- .Shooting Sports
- .STEAM Activities
- .Social Events
- .Leadership
- .Citizenship
- .Character Building
- .Friendship
- .Community Service



Serving all youth grades K-5!

Contact: p13scouts@gmail.com







- Send your flyer to the Council and they will submit it to PeachJar.
- **BeAScout.org – Update your Pin**
- Kid's Insider Magazine
- Post on Social Media
 - Unit Page
 - Community Pages
 - Next Door
 - Create a Facebook Event
 - Submit to Community Magazines for Digital Publication (Lynnwood Today)
 - Online Calendars (GoSkagit)
- Let the Council know about your event
 - A Facebook event will be created and we will run a geofenced ad on the event.

#ADVENTUREON!

Adventure Day at Fire Mountain for the whole family, Camping, Bobcat Ceremony, Bear Carnival, Silvertips Hockey Game, Veterans Day Parade, Tree of Giving, Pinewood Derby Car Race,
To find out more:

Join Our Pack Meeting
Oct 3rd, 6:45pm
At Ceder Wood
Elementray School
Cafeteria

Pack 95
Proudly Serving Youth For 30 Years
pack95bsa@gmail.com

It's never too late for your child to try Scouts





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Flyers

#ADVENTUREON



Cub Scouts is for EVERYONE!
Boys and Girls!

Join us at Fire Mountain Scout Camp for some OUTDOOR FUN!

Cub Scout Adventure Day is a fun day at Fire Mountain Scout

Cub Scout Pack 4084
Join us on an adventure!

Meetings: We meet the 1st and 3rd Wednesday from September

#ADVENTUREON

JOIN TODAY AT BEASCOUT.ORG



Cub Scouts is for EVERYONE!
Boys and Girls!

Ages 5-10 or
Grades K - 5th

To find more out about
Cub Scouting or to sign up, JOIN us on
September 11, 2024

6pm to 7pm

Anacortes Lutheran Church
2100 O Avenue

For more information contact:

Cubmaster: Jeff Maynor
225-485-7069 jmaynor4084@gmail.com

Committee Chair: Kane Jamison
847-571-1561 kanejamison@gmail.com

Cub Scout Pack 4084 Website: Pack4084.org
Don't wait! Join Cub Scout Pack 4084!

Join us at Fire Mountain Scout Camp for some OUTDOOR FUN!

Cub Scout Adventure Day is a fun day at Fire Mountain Scout Camp open to all youth and Cub Scout age kids (5-10). Activities include: archery, BB guns, fishing, hiking, crafts, field sports, bouldering, and much more.

When: Saturday, October 5th. Camp opens at 10:00am and the day wraps up at 4:00pm. Come for an hour, or stay for the whole day. You are invited to attend for as long as you want. Registration is not required.

Who is invited: Anyone interested in finding out more about Cub Scouts. All Cub Scouts aged kids, 5-10 (regardless of grade). Siblings and parents are welcome too. All Scouts are encouraged to bring a friend, and introduce them to all the great things Scouting has to offer.



Cost: FREE

Food: A hot dog lunch for a couple \$ will be available from 12:00 – 1:00pm, or bring a sack lunch. The Trading Post will also be open.

Fire Mountain Scout Camp
26027 Walker Valley Road
Mount Vernon, WA 98274

Cub Scout Pack 4084
Join us on an adventure!

Meetings: We meet the 1st and 3rd Wednesday from September to June from 6pm-7pm at Anacortes Lutheran Church. Meeting are packed with fun activities, creative projects and opportunities to connect with other Scouts.

Camping Roasting marshmallows and making s'mores, sleeping in a tent, swimming, hiking, building campfires, cooking outside. Our camping trips are about adventure, friendship and making lasting memories

Outings: Explore places in the community such as fire stations, police stations, hospitals, nature centers, and tons of other options. Each outing is a chance to discover new things, meet local heroes and get inspired by the world around us

Pinewood Derby: One of the highlights of the Scouting year is the annual Pinewood Derby Race. It is a great opportunity for the Scouts to put their creativity and skills to the test in a fun, friendly competition. Scouts design and build their own Pinewood Derby Car. Then watch it race against other cars down a special track to the finish!



JOIN TODAY AT BEASCOUT.ORG

Committee Chair: Kane Jamison
847-571-1561 kanejamison@gmail.com

Cub Scout Pack 4084 Website: Pack4084.org
Don't wait! Join Cub Scout Pack 4084!



available from 12:00 – 1:00pm, or bring a sack lunch. The Trading Post will also be open.

Fire Mountain Scout Camp
26027 Walker Valley Road
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Scouts to put their creativity and skills to the test in a fun, friendly competition. Scouts design and build their own Pinewood Derby Car. Then watch it race against other cars down a special track to the finish!





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Yard Signs

Make it large enough to read!



From Brand Center



Unit Made. Can be printed or hand-written with large, bold information



Get involved with your school

- School service projects
 - Pull weeds
 - Flag ceremony at assemblies - especially Veterans Day
- Know your school principal and school administrative assistant
- Know Your PTA President
 - Newsletters
 - Help at events
- **Back to School Night**
 - Meet and Greet in a Box
 - Check out from your paid professional





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Pack _____ Fall 2024 Join Event Information

You'll receive the form from your District professional or you can download it from mountbakerbsa.org/membership/how-to-recruit-scouts/

Submit this form to have the Council promote your event and to request flyers, boxes, and boards.



Salish Sea Pack _____ Fall 2024 Join Event Information

Committee Chair: _____ Phone: _____ Email: _____
Cubmaster: _____ Phone: _____ Email: _____
Membership Coordinator: _____ Phone: _____ Email: _____

Our goal is to recruit _____ new Cub Scouts for our Pack! Remember, a 20% increase in membership earns your unit an ice cream party!

Our pack has a successful membership plan! We would love to share our plan with you!
 We love Cub Scouting but would like some help in developing a successful membership plan.

Date for our 1st Pack Join Event: _____ Time: _____ Location: _____
Date for our 2nd Pack Join Event: _____ Time: _____ Location: _____

**We will do the following to promote our pack and recruit new Cub Scouts and Families.
A successful membership plan will have at least SIX of these items:**

- Create an AWESOME Flyer to promote your Cub Scout Pack. Go to the BSA Brand Center.
- Set up a booth or table at Back to School Night or similar events to interact with parents and distribute flyers directly to interested families. Be sure to use Sign Up/In Sheet.
- Motivate your Cub Scouts to invite a friend to join Scouting. Use the Recruiter incentive.
- Use platforms like Facebook, Instagram or X (formerly Twitter) to promote our unit. Don't know how? Give the District a call.
- Deploy yard signs. Place signs around local schools announcing your upcoming Join Scouting Event to attract the attention of parents and prospective members.
- Host 2 join events.
- Share your flyer with local churches and community websites, calendars, and bulletins to reach a broader audience.
- Distribute digital flyers to the school. If your school uses Peach Jar contact **Brian Lenhart**.
- Call or email families who showed interest at events like Back to School Night, reminding them of your Join event. A reminder call two days prior can help increase attendance.
- Follow up with families who expressed interest but did not attend the Join event.
- Update your BeAScout pin. And follow up on all leads.
- Host a Cub Scouts Party: Organize a fun event like a game night, movie night, or pizza night to introduce families to your pack.

Requesting:
 Flyers. Number of copies: _____ If you would like the District to print your flyers let us know. Information needed for the front of the flyer: date, time and location of Join Event, and contact person.
 We need to use the District Meet and Greet Kit. Date needed: _____
 We need to use the District uniform board. Date needed: _____

For membership questions, email or call: Mary Jo Brentari at 360-333-8139 or membership606@gmail.com

Please return form to: Brian Lenhart at brian.lenhart@scouting.org

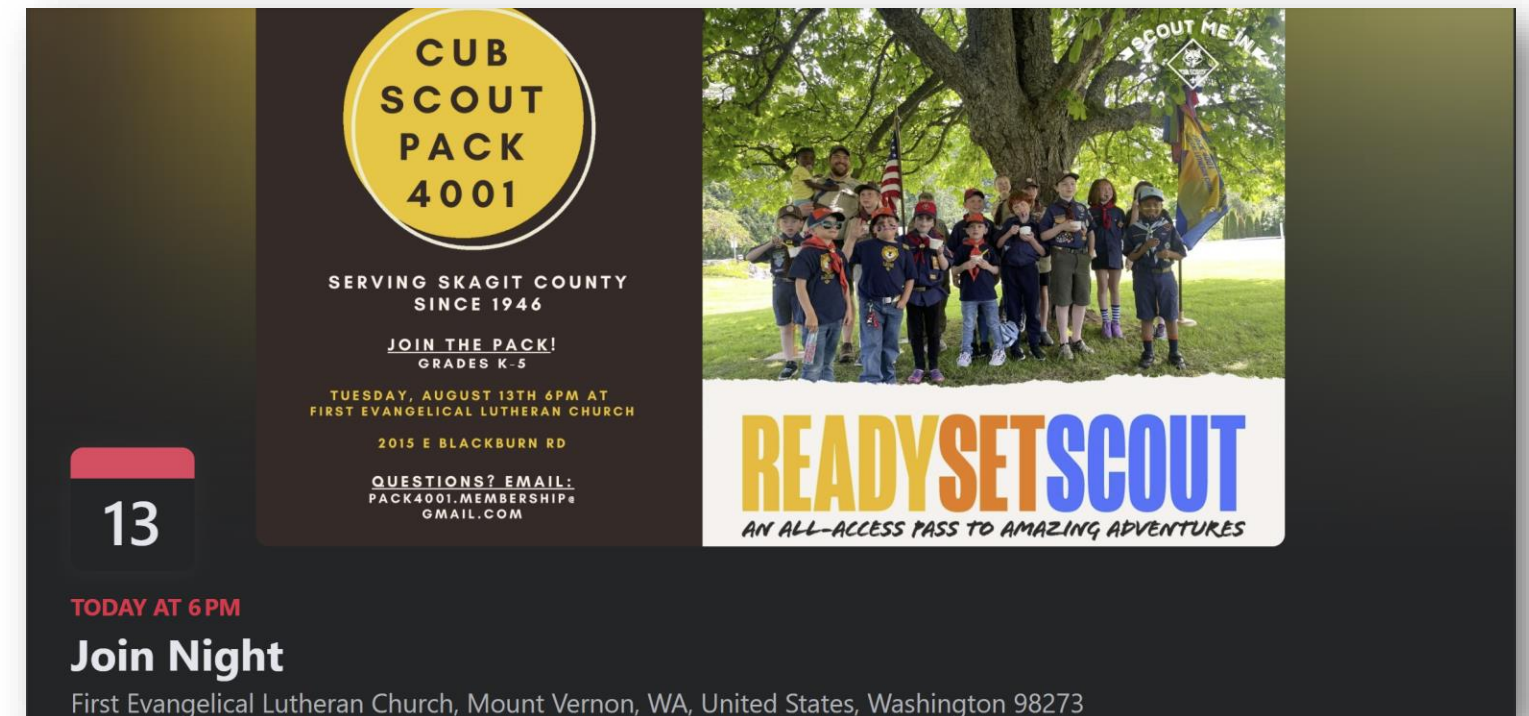


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Social Media

- Create a public organization page
 - This is different than a group or a general page
- Create a Facebook event
 - Geofence around the event
 - When setting targeting select the location of the event and an appropriate radius
 - You can geofence around other areas
 - Example: Starbucks, Target)
 - Define your audience
 - Ages – 25 to 45
 - Parents of Elementary Age Kids
 - Parent of 1st Graders (2nd, 3rd, etc)
 - Interests: Hiking, Camping, STEM
- Use graphics or videos which are exciting and compelling – either from your unit or from Brand Center





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Engage Your Parents

Brand Center Cub Scout
Folder



- Encourage your parents to carry Peer-to-Peer cards or flyers
 - Great to hand-out when talking to parents at drop-off or pick-up
- Create graphics and have them post on Social Media
 - About the fun
 - Join Event





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Resources

QR Code Generator is a good place to create your own QR codes at no cost!



Brand Center Cub Scout Folder



Learn how to set up your own Facebook page.

Adobe Express



Mount Baker Recruiting Resources



Or use Facebook's handy page creator tool.

Canva



Setting up and Managing your BeAScout Pin



How to Boost a Facebook Event
Here's how to create an ad to boost your campaign event on Facebook.



Learn How to Create a Facebook Calendar Event



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*Hosting an effective
Join Event*



Let's get started

Many units and districts are now holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents.

JOIN CUB SCOUTS

Pack 123

BEASCOUT.ORG



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This model features five stations that give parents information about Cub Scouting, gets them signed up, and provide everything they need to know.

Sign-Up Night Stations:

- Station 1: Welcome/Sign In
- Station 2: What We Do
- Station 3: Registration Form
- Station 4: Check Out (complete applications)
- Station 5: Den Leader Q&A

**ASK YOUR LOCAL
TROOP TO HELP!**

Station one - Welcome/Sign in sheet

What happens here:

- Have the parent sign in. This is crucial to be able to contact those who don't sign up right away.
- **QR code** for your website or beascout.org pin
- Give each family a brief overview of the process.

Materials Needed:

- Station 1 Welcome Sign
- Pens
- Sign in sheet

School: _____ Date: _____

YES! WE ARE INTERESTED IN JOINING SCOUTING



Please Print

| CHILD'S FIRST NAME | GRADE | PARENT/GUARDIAN | PHONE | EMAIL |
|--------------------|-------|-----------------|-------|-------|
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THANK YOU FOR YOUR INTEREST IN SCOUTING!

MBC Resources:

- Welcome to Cub Scouting
- Sign in Sheet



Station Two – What do Cub Scouts Do

What happens here:

- This is where you will share the excitement of Cub Scouting and your pack activities.
- Introduce the leaders and talk about what makes your pack special.
- Leave plenty of time and be prepared to answer any questions.

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Materials Needed:

- Station 2 sign
- Pack Welcome Packet
 - Pack calendar and event fliers
 - Handout with meeting times and locations
 - Listing of pack and den leaders with contact info
- Sample uniform, Pack T-shirt
- Scout Shop Guide to the Uniform

WELCOME TO CUB SCOUT PACK

We meet on _____ at _____

Our meeting location is _____

Our Cubmaster is _____

Phone: _____
This is the adult leader who will run meetings for your pack, the larger group your Scout will meet with once a month. A pack includes Cub Scouts from multiple dens and grades.

Our Den Leader is _____

Phone: _____

Email: _____
This is the adult leader who will run meetings for your den. Your Scout will meet with their den - a smaller, grade-specific group - several times a month on weeks when there is not a Pack meeting.

If I have questions about Cub Scouts, I can call or text _____

Phone: _____

Email: _____

Our pack website: _____

Our most-used pack social media page: _____

FIND SCOUT GEAR AND UNIFORM INFORMATION AT OUR LOCAL SCOUT SHOP OR AT SCOUTSHOP.ORG.

Address: 1715 - 100th Pl SE, Suite B, Everett, WA 98208

Scan this with the camera on your phone to learn about the tool that will guide you through the Scouting experience.

Station Three - Registration

What happens here:

- This is the sign-up station where the key Pack volunteer helps the parents complete the actual application. Families can be directed to your unit's registration via your unit specific QR Code or a direct link or have it open on a provide computer or table
- Be able to properly discuss registration fee and "What Other Costs Are There?" and give these out.
- Be prepared to answer questions about pack fee payment plans and/or financial assistance.
- Does your unit offer incentives to sell popcorn?

Materials Needed:

- Station 3 sign
- Have BSA Youth and Adult paper applications, **QR code**, or computer available.
- Opportunity Fund paperwork – will require a paper application
- Info about fundraising, available payment plans, and the Opportunity Fund grant



Station 4 – Check Out

What happens here:

- This is the final check out where applications are turned in/filled out and checked for completion.
- Cubmaster signs all applications.
- Collect the proper fee for BSA membership fee, MBC Activity Fee and Scout's Life.
- The easiest way to register new youth is to use the online application system. It not only speeds up the process, but it is less hassle for you. You don't have to send applications to the registrar or collect registration fees
- Don't forget about opportunity funds! Please discuss this in private with a family if they need assistant.
- **Make sure your families leave with something in hand. Welcome packet etc.**

Materials Needed:

- Station 4 sign
- Calculator
- Envelope for applications and fees collected

Membership Fees

- Total annual youth fee due at registration for youth members in Cub Scouts, Scouts BSA, Venturing and Sea Scouts is \$170. This includes \$85.00 for the National BSA membership fee and \$85.00 for the local Mount Baker Council activity fee.
- Scout Life Magazine – Additional \$15.00 per year.
- Assistance Funds – Funds are available to help offset annual youth fees for families in need of financial assistance at MBCBSA.org/ASSISTANCE
- Beginning August 1, 2023, all new youth and adult members who join Scouting are enrolled in a 12-month membership cycle and National BSA and MBC ceased prorating fees

Registering Adult Leaders

- Annual adult leader fee is \$95 for an adult registered in a unit position, district committee members, and commissioners.
- The total adult leader fee includes \$65.00 for the National BSA membership fee and \$30.00 for the local Mount Baker Council activity fee.

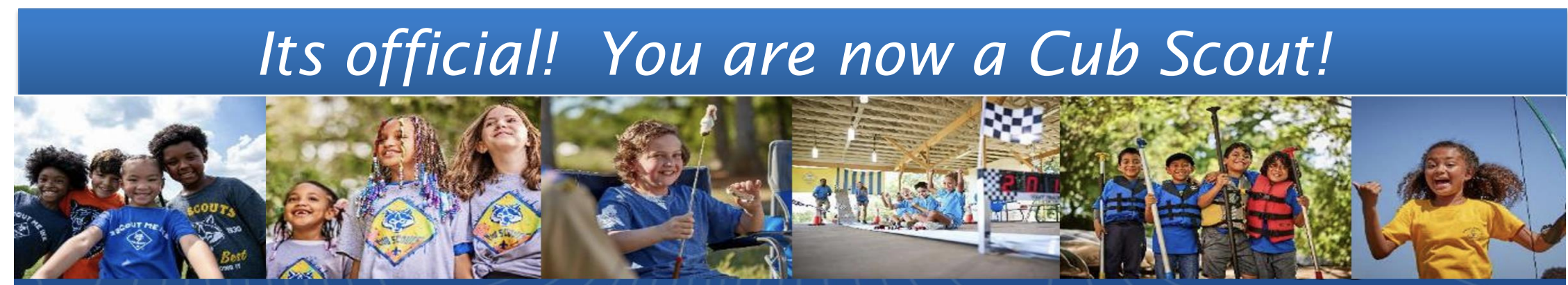
Station 5 – Leader Questions and Answers

What happens here:

- Answer questions about the type of activities their child will be doing.
 - Have as many Den Leaders on hand to greet families and kids joining their Dens.
 - Parents should be told where and when the first meeting will be.

Materials Needed:

- Station 5 sign





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Onboarding New Families
New Member Coordinator

Unit Welcome Packet

- Unit contact information
- Printed calendar and online calendar information
- Location address and meeting times for Den meetings and Pack meetings
- What to bring and wear to meetings

How does Cub Scouting work?

- Scouts are placed in Dens based on elementary grade level: Lions, Tigers, Wolves, Bears, Webelos, AOLs
- Dens may be single gendered or co-ed depending on the Pack structure (Family vs Single Gender) except for 5th grade AOLs
- The Pack is made up of all the Dens combined.

Pack Meetings vs Den Meetings

- Dens typically meet several times a month to work on advancement
- Pack meetings are typically held once a month for recognition

Who is Who in the Pack?

- Cubmaster: in charge of all the youth
- Committee Chair: in charge of all the adults
- Den Leader: in charge of one specific Den, usually continues with that Den throughout the Cub Scouting journey
- New Member Coordinator: Point person for welcoming new families
- Lots of opportunities to help in other ways as Secretary, Treasurer, Advancement, Special Events, and so on

Every Parent Helps!

- Cub Scouting is an exciting adventure for both parents and Scouts
- Every parent has the privilege to participate in meetings, outings, and events

Pack Calendar

- A one page printout with all the events for the year listed by month is a great recruiting night tool
- An online calendar for easy reference and reminders
- Sign Up Genius for bigger events when a headcount is needed



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Recruiting Volunteers

It's easier than you think



We have no Volunteers! HELP!!!

- *Lack of recruiting!*
- *How do you do it?*

When and How

- The best time!
- Job Description.
- Approach.

**ALL
CUB SCOUT
PARENTS
ARE LEADERS**

How do you eat an elephant?



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Recruiting Volunteers

- Create a culture in your unit that EVERYONE volunteers
 - Have your existing families already in place.
 - New families - get them involve right away with a small task.
-
- Resource on Council Website:
 - <https://www.mountbakerbsa.org/wp-content/uploads/2023/07/Recruiting.pdf>



Or Scan the QR Code on the left to access directly on your smartphone.



North Cascades Pack _____ Fall 2024 Join Event Information

Committee Chair: _____ Phone _____ Email _____

Submaster: _____ Phone _____ Email _____

Membership Coordinator _____ Phone _____ Email _____

Our goal is to recruit _____ new Cub Scouts for our Pack! Remember, a 20% increase in membership earns your unit an ice cream party!

_____ Our Pack has a successful membership plan! We would love to share our plan with you!

_____ We love Cub Scouting but would like some help in developing a successful membership plan.

Date for our 1st Pack Join Event: _____ Time: _____ Location: _____

Date for our 2nd Pack Join Event: _____ Time: _____ Location: _____

We will do the following to promote our Pack and recruit new Cub Scouts and Families.

A successful membership plan will have at least SIX of these items:

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- Set up a booth or table at Back to School Night or similar events to interact with parents and distribute flyers directly to interested families. Be sure to use a Sign Up/In Sheet.
- Motivate your Cub Scouts to invite a friend to join Scouting. Use the Recruiter incentive.
- Use platforms like Facebook, Instagram or X (formerly Twitter) to promote our unit. Don't know how? Give the District a call.
- Deploy yard signs. Place signs around local schools announcing your upcoming Join Scouting Event to attract the attention of parents and prospective members.
- Host 2 join events.
- Share your flyer with local churches and community websites, calendars, and bulletins to reach a broader audience.
- Distribute digital flyers to the school. If your school uses Peach Jar contact Andy Manson.
- Call or email families who showed interest at events like Back to School Night, reminding them of your Join event. A reminder calling two days prior can help increase attendance.
- Follow up with families who expressed interest but did not attend the Join Event.
- Update your BeAScout pin. And follow up on all leads.
- Host a Cub Scouts Party: Organize a fun event like a game night, movie night, or pizza night to introduce families to your pack.

Requesting:

- Flyers. Number of copies: _____ If you would like the District to print your flyers let us know. Information needed for the front of the flyer: date, time and location of Join Event, and contact person.
- We need to use the District Meet and Greet Kit. Date needed: _____
- We need to use the District uniform board. Date needed: _____

For membership questions, email or call: Mary Jo Brentari at 360-333-8139 or
membership606@gmail.com

Please return form to: Andy Manson at andy.manson@scouting.org

FALL RECRUITING CHECKLIST

Don't forget to take advantage of our Promotional Incentives for your Pack!

**Who Wants Ice Cream?
And a Patch!
or two...
or three...**



Every Scout who recruits a new Scout will earn the new recruiter patch rounder!

Recruit TWO new Scouts and get the additional Silver Star Recruiter patch.

Recruit THREE new Scouts and get the additional Gold Star Recruiter patch.



INCENTIVE #1: Recruiter Patch incentive recognizes Scouts who recruit their friends to join Scouting and enjoy the adventure of Scouting with them.

INCENTIVE #2: Ice cream party for your entire pack ... Increase your Pack registered membership by the end of October 2024 from October 2023 month end by 20% and your Pack will receive the ultimate ice cream party.



**Each unit with a growth of 20% over last year will receive the ultimate ice cream party!
(Oct. 31, 2023 - Oct. 31, 2024)**

Units will receive membership numbers via email from the Council Membership Chair. Unit may choose a gift certificate to plan their own party in lieu of ice cream sundae party.



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COUNCIL-PROVIDED RESOURCES...

1. **HARD COPY FLYERS**
2. **YARD SIGNS**
3. **PEACH JAR SUBMISSIONS**
4. **KIDS INSIDER ADS**
5. **MEET AND GREET BOXES - NEW**
6. **COMMUNITY EVENT BOXES - NEW**
7. **UNIFORM BOARDS**
8. **CUB SCOUT ADVENTURE DAY AT FIRE MOUNTAIN SCOUT CAMP**
9. **OPPORTUNITY FUNDS FOR SCHOLARSHIP**



SCOUT ME IN™

**Scan Below QR Code for
Council Resources Webpage**



OTHER RESOURCES



Get access to all of our
available online resources
here!



*THE MOUNT BAKER COUNCIL RECRUITING RESOURCE PAGE
AT MBCBSA.org/recruitment-resources YOU WILL FIND
LOTS OF USEFUL LINKS AND DOCUMENTS, INCLUDING:*

- This presentation!
- Forms to request printed materials
- Downloadable Flyers
- Peachjar School Flyer submissions
- Downloadable Peer-to-Peer Cards
- Downloadable New Cub Scout Family Guide
- Recruitment Guide
- Instructions to update and use your BeAScout Pin
- Instruction to use Online Registration
- BSA Recruitment Resources
- BSA Brand Center and Marketing Library
- Scout Life Mini Magazine, online version

QUESTIONS?

Mary Jo Brentari | VP Membership
membership606@gmail.com
360-333-8139 C

We have Answers!



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