

National Capital Area Council Hooked on Scouting Membership Guidebook 2018

PROVIDING YOUTH
AND FAMILIES THE
INVITATION AND
INCENTIVE TO JOIN
SCOUTING.



Table of Contents

Fall Recruiting Campaign.....	2
Join Scouting Night Timetable	6
Job Descriptions	8
District Executive	9
School Coordinators.....	10
School/Unit Commissioner	11
New Unit Organizer.....	12
New Member Coordinator	13
Join Scouting Night Training	15
Unit Promotion Plan	22
Unit Recruitment Plan Sign-Up Form.....	23
Scout Talks	24
Join Scouting Night Checklist	25
Cub Scout Leader Responsibilities.....	26
Methods of Invitation	27
Lions.....	28
Family Scouting	29
Setting the Unit Pin for Family Scouting	32
Online Registration	34
Setting Up Your Unit's Be A Scout Pin	34
Setting Up Your Unit's Configuration.....	36
A Child's Eyes	38

FALL RECRUITING CAMPAIGN

OVERVIEW:

For many years, the National Capital Area Council has essentially recruited young people into Scouting utilizing the same methodology. School access and sharing the invitation to join has become more challenging and restricted. Through this updated and dynamic plan, multiple methods of invitation will be shared. Of importance, **the night the family comes to join Scouting, the commitment should be made that evening with an application and payment.** In exchange, a new incentive program has been funded through Friends of Scouting to ensure a positive link and welcoming event to Scouting.

Every young person that joins in August, September, and October 2018, will receive a NCAC fishing bobber. The bobbers can be obtained at the Join Scouting Night once the completed applications and payment have been made or at district turn in nights and at the Marriott Scout Service Center and Camp Snyder. Simply bring the completed application and fees, one for one.

The overall goal remains the same, *INVITE* all eligible youth to join Scouting programs with their families.

PURPOSE:

To enroll Lions, Tigers, Cub Scouts, Boy Scouts, Venturers, and Sea Scouts and their families into Scouting units. Of equal importance, to enlist parents as leaders into the Scouting program, and to organize successful new units. Explorers are also encouraged to coordinate recruitment and bobbers are available.

PLAN:

1. During the first month of school (August through September) every Scout unit (school site) will conduct opportunities for families to join Scouting programs.
2. The joining opportunities are a formal presentation of a **School Coordinator** or **New Member Coordinator** using the plan outlined in this manual. The goal is for every unit to recruit as early as possible in the new school year to maximize the program year.
3. A School Coordinator, New Member Coordinator, School/Unit Commissioner, Unit Organizer (New Unit Mentor) and Unit Leader will be appointed for each school. The School Coordinator will liaison with the District Executive or their professional mentor on all arrangements with school officials. The School Coordinator should be familiar with the demographics of the school population.

4. **New Member Coordinators** or **Unit Leaders** of Cub Scout Packs and Boy Scout Troops at each school will be asked to participate in the program. Boy Scout leaders have a vested interest in Cub Scout growth as 95% of all Boy Scouts were once Cub Scouts. In many cases, Boy Scout Leaders are ideal to serve as School Coordinators. For **middle schools and high schools**, the most logical Scout unit for the age group will be the coordinator and conduct the joining night. Venturers, Sea Scouts, and Explorers focus on high schools.
5. The district's **Lions Champion** will assist the unit in preparing to accept kindergartners and recruit adult leaders. Packs are encouraged to hold a second joining opportunity in October specifically for kindergartner families. This may be in conjunction with a regularly scheduled pack meeting.
6. The district's **Family Scouting Champion** will help packs prepare for recruiting girls where appropriate or will help direct families with girls to packs with Family Scouting programs.

PROMOTION:

- Attractive invitation flyers will be provided and distributed to all eligible youth in each school. These will be made available by the council in printed or digital form and at no cost to the unit.
- Online requests for customizable flyers will be made available.
- In the event that classroom distribution is not permitted an alternate promotion strategy will be utilized. Maximize the promotion opportunities. A simple flyer at the counter will not yield much attention.
- Flyers will be published with school site joining opportunities and info on weekly meetings.
- Rallies will be held in schools to personally invite youth to join (classroom to classroom or general assembly). This distribution, made in every classroom is to be conducted by the District Executive or another member of the professional staff. The staff is always seeking helpers to assist with the distribution.
- Major media and social media publicity will be coordinated by National Capital Area Council. Units are encouraged to promote Scouting through their social media pages of the parents in their unit. **Social Media Week (Aug. 26-Sept. 1)** will be advertised to encourage families to share their Scouting experiences with their family and friends. Additional local newspapers, radio, and other forums will certainly aid in your recruitment efforts.

- Many schools have an unofficial parents group with Yahoogroups or another listserv style distribution. Be sure to invite all families via this group at the start of school, one week before the meeting, the day before, and the day of the meeting.
- Units should submit a newspaper article in late July/early August (for August printing). Follow-up to printing time to ensure placement and printing.
- Incorporate the use of “Buddy Cards/Invites” and “Leader Cards”. Friend-to-friend recruitment is still one of the best methods. Templates are available from your district representative.
- Consider flier distribution at your local grocery store or large hardware stores. Ask for extra invitation flyers to be printed for these great public distributions.

PROGRAM:

The *School Coordinator* for each school will be in charge of the following:



1. Attendance forms to be filled out by parents as they arrive (w/ email address).
2. Coordinate the joining opportunity and preside at the formal presentation. Ensure a knowledgeable volunteer is prepared for and in attendance at the “Join Scouting Night.”
3. Parents and youth will sit by grade level (Cub Scout and Boy Scout). JOIN SCOUTING NIGHT personnel and neighborhood unit leaders will enroll youth and their families.

New Unit organizers will be on hand to facilitate the organization of new units when needed. They will make sure that a sufficient number of adults are recruited.

Training courses will be conducted for new volunteers. “Fast Start” Training is available online. However, please promote and distribute the information for the classroom series that helps to answer more questions, face to face.

FOLLOW-UP:

Unit Leaders will submit completed paper applications to the School Night Coordinator that night. Completed online applications will need to be approved by a member of the unit's "Key 3" that week. The New Unit Organizer, School Commissioner, and/or the District Membership Committee will organize new units as necessary.

Attendance rosters, the "Council Copy" of ALL youth applications, and applicable pro-rated fees will be turned in by the School Coordinator as part of his/her report and brought to the District "WEIGH-IN CENTER" that week. All complete and paid youth applications will be given one NCAC fishing bobber per application. The School Coordinator will bring the NCAC fishing bobbers to the unit for distribution at the JSN.

Timely distribution of the NCAC fishing bobbers is imperative. The FISHING EVENTS are occurring in October and November throughout the council and the youth members were promised the bobbers and one free Fishing Event admission through the invitation and media stories. Bobbers should be distributed the night of the JSN to families who have submitted completed applications. Coordination with unit leaders to gather remaining applications in a timely manner needs to occur.



JOIN SCOUTING NIGHT TIMETABLE

COMPLETE:

JULY 20	Staff Planning Conference and Fall Recruitment Preparation.
AUGUST	“Join Scouting” Key Leaders Report Meeting - District Chairs, Commissioner, JSN Chair, DE’s
AUGUST	MEMBERSHIP KICKOFF/JOIN NIGHT ORIENTATION by service area or district. (Joint Session for all levels) The district orientation meeting includes all School Coordinators, School Commissioners, New Unit (New Unit Mentors) and Unit Leaders.
AUGUST 20-24	Make-up District “JOIN NIGHT ORIENTATION” Training as needed with district and unit leaders.
AUGUST 31	The final confirmation with “JOIN SCOUTING NIGHT” Coordinators, New Member Coordinators, School Commissioners, New Unit Organizers and Unit Leaders is made.
SCHOOL IS OPEN	Post yard signs, hand posters in schools, stores, gas stations.
WEEK BEFORE	Distribute Flyers to Schools to help parents remember the date.
3 DAYS BEFORE	Conduct Classroom visits, lunch time visits, afterschool bus lane distribution, pick up lane reminders. Post Facebook messages, send to parent email group.
DAY BEFORE	The day before the specific recruiting night at each school, remind all Scouts that (where permitted) the next day is designated as UNIFORM DAY (all registered Scouts and Leaders should wear their uniform to school and work if possible). Send reminder emails. Visit school pick up lanes.

JOIN NIGHT!

Arrive one hour before posted time to make sure school is open. Set up room. Conduct Join Night. **Report results within 24 hours.** NCAC fishing bobbers are distributed to youth with completed applications.

THAT WEEK

Turn in ALL Applications and fees at District “WEIGH-IN CENTER.”

REPEAT IF NEEDED

Sometimes the weather turns, other times the flyers did not get distributed. Please schedule a repeat night as needed to ensure all families received an opportunity to join. This should be as soon as possible so the new Scouts can still participate in the FISHING DAYS.

LATE OCTOBER

First area FISHING DAYS to occur. Visit the council website www.NCACBSA.org to find the nearest location to you.

OCTOBER 31

Last day for NCAC fishing bobbers in exchange for Applications and fees.

EARLY NOVEMBER

FISHING DAYS continue.



DUTIES OF SCOUTING PROFESSIONAL

1. Serve as a member to the Membership Steering Committee, assuring the success of "JOIN SCOUTING NIGHTS". See that the district stays on schedule at all times.
2. In conjunction with the Membership Steering Committee, responsible for recruiting all personnel and ensuring they are properly trained.
3. Ensure that all Schools are contacted to confirm they will participate in the Join Scouting Night plan.
4. Ensure that all Unit Leaders have been contacted to confirm they will participate in the Join Scouting Night plan.
5. Assign participating Units to various schools, especially schools without an affiliated Unit.
6. Coordinate the distribution of all "JOIN SCOUTING NIGHT" materials.
7. Responsible for getting "JOIN SCOUTING NIGHT" materials to the School Coordinator. Check with the School Coordinator to ensure that unit has completed the promotion strategy.
8. Responsible to fill any gaps if there is a need.
9. Responsible, in conjunction with the District Training Chairperson, to see that all fall Scout training sessions are fully scheduled.
10. Determine, in conjunction with the District Chairperson and District Membership Chairman, where new units are needed.
11. Responsible for assuring that every location is open and covered by a full Scout Night team on JOIN SCOUTING NIGHT.
12. Personally attend all JOIN SCOUTING NIGHTS as possible.
13. Two days before the formal "JOIN SCOUTING NIGHT," make sure all Schools and School Coordinators have been contacted to ensure that all arrangements have been made. Confirm that unit personnel have completed the promotion for the "JOIN SCOUTING NIGHT." After completion, give report to Field Director.



INDIVIDUAL SCHOOL TEAM MEMBERS JOB DESCRIPTIONS AND TIMETABLE

SCHOOL COORDINATOR

AUGUST	Attend and participate in Area/District Membership Kickoff.
AUGUST	<p>Contact school principal in conjunction with the Scouting Professional to follow up on their support of "JOIN SCOUTING NIGHT" and reinforce the Scouting Professional's initial contact.</p> <ol style="list-style-type: none"> 1. Set the invitation distribution for classroom to classroom. Alternatives if denied include lunchtime rallies, school assemblies, recess visits. A flyer alone will not yield much attention. 2. Set the Join Night date and times and make-up date in case of rain. 3. Discuss yard signs, posters, and visiting the school during dismissal. 4. Ask for reminders on the school announcements or closed circuit television. 5. Meet the custodian and provide the date and time of the Join Night. 6. Confirm Unit assistance in promotion and the outcomes of the principal meeting.
AUGUST 22-26	Assist in MAKE-UP JSN Trainings within the Area or District (If necessary).
SCHOOL IS OPEN	Post yard signs, hand posters in schools, stores, gas stations.
WEEK BEFORE JSN	Distribute Flyers to Schools to help parents remember the date.
3 DAYS BEFORE JSN	Conduct Classroom visits, lunch time visits, afterschool bus lane distribution, pick up lane reminders. Post Facebook messages, send to parent email group.
DAY BEFORE JSN	The day before the specific recruiting night at each school, remind all Scouts that (where permitted) the next day is designated as UNIFORM DAY (all registered Scouts and Leaders should wear their uniform to school and work if

possible). Send reminder emails. Visit school pick up lanes.

JOIN NIGHT!

Arrive one hour before posted time to make sure school is open. Set up room. Conduct Join Night. **Report results within 24 hours.** NCAC fishing bobbers are distributed to youth with completed applications.

THAT WEEK

Turn in ALL Applications and fees at District "WEIGH IN CENTER."

REPEAT IF NEEDED

Sometimes the weather turns, other times the flyers did not get distributed. Please schedule a repeat night as needed to ensure all families received an opportunity to join. This should be as soon as possible so the new Scouts can still participate in the FISHING DAYS.

OCTOBER

Lions push - Packs offer second joining opportunity to kindergarteners at their October/November pack meeting.

LATE OCTOBER

First area FISHING DAYS to occur. Visit the council website www.NCACBSA.org to find the nearest location to you.

OCTOBER 31

Last day for NCAC fishing bobbers in exchange for Applications and fees.

EARLY NOVEMBER

FISHING DAYS continue.



SCHOOL / UNIT COMMISSIONER

AUGUST	Attend Area/District Membership Kickoff.
AUGUST 20-24	Assist in MAKE-UP District JSN Training (If necessary).
JOIN NIGHT!	Arrive one hour before posted time to make sure school is open. Assist with set up room. Support School Coordinator. Review applications for completeness, Help prepare fees for submission.
THAT WEEK	Support the District "WEIGH IN CENTER" by reviewing applications, verifying turn in packets. Assist with exchange for NCAC fishing bobbers.
REPEAT IF NEEDED	Sometimes the weather turns, other times the flyers did not get distributed. Please be available for a repeat night as needed to ensure all families received an opportunity to join.
OCTOBER	Assist packs with second-chance Lions recruitment.
LATE OCTOBER	First area FISHING DAYS to occur. Visit the council website www.NCACBSA.org to find the nearest location to you.
OCTOBER 31	Last day for NCAC fishing bobbers in exchange for Applications and fees.
EARLY NOVEMBER	FISHING DAYS continue.



NEW UNIT ORGANIZER

AUGUST

Attend Area/District Membership Kickoff.

JOIN NIGHT!

Arrive one hour before posted time to make sure school is open. Assist with room set up. Support School Coordinator.

Recruit sufficient adults to establish New Unit.

1 Unit Leader
1 Committee Chairperson
2 Members of Committee

From each grade group:

1 Leader
1 Assistant Leader

Recruit additional leaders as needed.

Review adult applications for completeness. Prepare fees.

THAT WEEK

Contact new recruited leaders to establish follow-up meeting for unit organization and preliminary program planning. Promote leader training online and classroom style.

REPEAT IF NEEDED Sometimes the weather turns, other times the flyers did not get distributed. Please be available for the repeat night as needed to ensure all families received an opportunity to join. This should be as soon as possible so the new Scouts can still participate in the FISHING DAYS.

LATE OCTOBER

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OCTOBER 31

Last day for NCAC fishing bobbles in exchange for Applications and fees.

EARLY NOVEMBER FISHING DAYS continue.

NEW MEMBER COORDINATOR

LATE JULY	Unit news stories are submitted to community newspapers and other media sources.
AUGUST	MEMBERSHIP KICKOFF held in the district or service area. (Joint Session for all levels) The district orientation meeting includes all School Coordinators, School Commissioners, New Member Coordinators, New Unit Organizers, and Unit Leaders.
AUGUST 31	The final confirmation with "JOIN SCOUTING NIGHT" Coordinators, School Commissioners, New Unit Organizers and Unit Leaders is made.
SCHOOL IS OPEN	Work with School Coordinator and unit committee to post yard signs, hand posters in schools, stores, gas stations.
WEEK BEFORE	Distribute Flyers to Schools to help parents remember the date. Send announcement through Chartering Organization if possible (i.e. church bulletin).
3 DAYS BEFORE	Conduct Classroom visits, lunch time visits, afterschool bus lane distribution, pick up lane reminders. Post Facebook messages, send to parent email group.
DAY BEFORE	The day before the specific recruiting night at each school, remind all Scouts that (where permitted) the next day is designated as UNIFORM DAY (all registered Scouts and leaders should wear their uniform to school and work if possible). Send reminder emails. Visit school pick up lanes.
JOIN NIGHT!	Arrive one hour before posted time to make sure school is open. Set up room. Support School Coordinator with Join Night. Turn in ALL Applications and fees to School Coordinator or District Executive in exchange for NCAC fishing bobbers.
THAT WEEK	Follow up with families who did not submit applications. Turn in any additional applications and

fees at District “WEIGH IN CENTER”, in exchange for NCAC fishing bobbers.

REPEAT IF NEEDED

Sometimes the weather turns, other times the flyers did not get distributed. Please schedule a repeat night as needed to ensure all families received an opportunity to join. This should be as soon as possible so the new Scouts can still participate in the FISHING DAYS.

LATE OCTOBER

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Last day for NCAC fishing bobbers in exchange for Applications and fees.

EARLY NOVEMBER

FISHING DAYS continue.





NATIONAL CAPITAL AREA COUNCIL **CUB SCOUT SIGN-UP TRAINING**



RECRUITING NEW CUB SCOUTS AND PARENTS

INTRODUCTION

The Mission of the Boy Scouts of America:

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Vision Statement of the Boy Scouts of America:

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

Our organization grows nationally when each pack grows locally! While planning your recruitment efforts, keep in mind that you have the support of the National Council, the Northeast Region, the National Capital Area Council, and your District. Our goal, together, is to continue the BSA Vision and:

Give every child the opportunity to join a quality Scouting program.

Here's how we can do it...

WHEN TO DO RECRUITING

Recruiting is year-round! The two main times are in the spring (May) and the fall (August - November).

Put Recruitment and Joining events on your annual Pack calendar. Publicize your unit events year-round so your community knows Scouting is going strong.

PLANNING FOR YOUR RECRUITING NIGHT

Schedule a date, time, and location...

Location: Can be done in a school, but doesn't have to be. This is often successful because everyone knows where the school is. Contact the necessary person in advance in order to lock in a date. You may want to conduct your joining event at your Pack meeting location so everyone knows where to attend their first meeting.

Date: Be sure to not conflict with other large school, sport or community events. **Note that the pack's sign-up night should not be on the school's open house night.** The night should be devoted to Cub Scouts only. Setting up an informational table at a school's open house works well, if it is designed to invite parents to the actual Pack sign-up night. *The sooner you schedule a date (at least tentatively) with district, the better we can help prepare for it.*

District support: There will be someone from the district to help out with your sign-up. This person can help with the program, registration, or just be an extra person to answer questions. They will collect the council copy of the applications and registration fees that night and will turn them in to the council office for you the next day. Your new Cub families will be ready to participate right away.

AREAS TO CONSIDER WHEN PROMOTING YOUR SIGN-UP

1. School Newsletters
2. Other Activities (i.e. little league)
3. School Contacts – Newsletters and electronic Backpacks
4. Church Bulletins
5. Your Chartering Organization
6. Your local Troop and/or Crew
7. Newspapers (especially local papers and shopping guides)
8. Radio
9. Websites: BeaScout.org, community websites, chartering org.'s website, your unit website
10. **Social Media:** Facebook, Twitter, etc. are great ways to spread the word!
11. **Peer-to-Peer Recruiting:** download recruiting card templates at scouting.org/marketing. Youth-to-Youth and Parent-to-Parent invitations to join and testimony to the value of Scouting is the most effective recruitment method.
12. Lawn Signs – ask your commissioner or District Executive for a lawn sign and frame.
13. Posters – place at stores, businesses, library, etc.
14. **Scout Talks:** In-school presentations usually performed by the District Executive and/or a Pack leader. The best way is to go from room to room, talking to the kids for less than 5 minutes. Talking to the school as a whole during lunch is the next best thing, and usually easier to get permission to do. Either gets the kids enthused about the program.
15. Flyers...

FLYERS

1. Get your sign-up night information to your DE or District Membership Chairperson as soon as possible. The council office will make and tailor flyers for your sign-up. Be sure to include the QR code for your pack's online registration link.
2. Use parent/school contacts to get flyers into teachers' hands to be distributed in sufficient time prior to the sign-up night.

3. It can help to have the principal or another administrator be willing to emphasize the importance of handing the flyers out.
5. We will need to know: how many flyers to make. The school will be able to tell you how many youth are in each grade (and each classroom).
6. If more than one pack is recruiting from the same school, it is a good idea to have both packs listed on the flyer. The school and parents will appreciate one less flyer!
7. Information listed on the back of the flyer can include incentive items for joining, more information about your pack, and information on other packs in the area.
8. Helpful Hint: When delivering flyers to a school, include a personalized letter from the pack thanking them for their support.

WHEN TO PROMOTE THE SIGN-UP

When advertising in newspapers, church bulletins, etc., plan to put the information out several weeks in advance. Start promoting now. Posters should go up as soon as school starts, and lawn signs usually go up a week before the sign-up night. Flyers should be distributed 1 week prior to the sign-up.

******INVITE FAMILIES TO JOIN YOUR PACK******

Flyers tell families when, where, and how to sign up, but a flyer is not an invitation, an invitation is personal – Have every family in your pack invite a new family to join. Consider using an invitation format at a School Open House and to invite Kindergarten and First Grade youth to join.

SETTING UP THE ROOM

1. **IMPORTANT: Have tables or areas designated and marked for each grade/rank.** *(This will make it easier when recruiting a new Lion or Tiger leader!)*
2. Have **materials to hand out as families walk in**, or have them on the tables. Have a **sign-in sheet** at the entrance.
3. Set up **displays** around the room.
4. If at all possible, have a separate room available to take the youth to play games while the program is discussed with the parents. Den Leaders, Den Chiefs, and Boy Scouts can assist with this. This will allow you to have the parents' attention while the kids have fun. More about this later.
5. Some packs set up a laptop or tablet for families to sign up using the online registration system. This ensures that the child gets registered right away.

MATERIALS TO HAVE AT THE SIGN-UP

1. Cub Scout and Adult Registration forms (or links to online registration)
2. Sign-in sheet
3. *Boys' Life* samples
4. Materials for games

5. **Pack Calendar** and budget items (pack calendars show that the pack is organized and it gives families events to look forward to – this is essential to have!)
6. **Leader Rosters** – it is important that parents can contact their child's leader
7. Den Leader Guides to show the new Leaders the resources readily available to them. The new Den Leader Guides for each Den level are an all-inclusive go to plan for the Leader.
8. Parent-Talent survey for each new parent to complete that night. This can give you a better idea of resources available to you and shows parents that all their skills are relevant and appreciated.
9. Information about online training and District Roundtables
10. Information about upcoming Council and District events

WHO SHOULD BE AT THE SIGN-UP

1. **Cubmaster**
2. **Committee Chair**
3. **New Member Coordinator**
4. **Den Leaders**
5. Bring the **Treasurer** or someone with access to the pack account, to the sign-up. This speeds up the process.
6. **Chartering Organization Representation** (*they need to sign the new adult applications*)
7. 5 to 6 scouts – could be Cub Scouts and/or Den Chiefs (*utilize your Troop... Their future lies in your current success!*)
8. **THE SALESMAN/SALESLADY!!!!!!!!!!!!!!!!!!!!!!** Make sure the person doing most of the talking is enthusiastic!
9. **Your Unit Commissioner** and/or other representative from the district

THE RECRUITING NIGHT....BE PREPARED!

1. **OPENING** – PLEDGE OF ALLEGIANCE – Cub Scouts can lead this opening
2. **INTRODUCE LEADERS**
3. **TAKE KIDS TO SEPARATE AREA AFTER IT IS EXPLAINED THAT YOU WILL BE TALKING TO THEIR PARENTS FOR A WHILE.**
4. **WHILE SEPARATED FROM THE PARENTS, THE KIDS WILL BE INTRODUCED TO A GAME OR GAMES**
 - Suggestion: have them work on the Bobcat badge - The kids will be excited to leave knowing the Cub Scout sign, handshake and motto.
5. **WHO, WHAT, WHERE, WHEN, HOW OF THE PACK AND A DEN.**
 - Explain that a Den is a group of Cubs who are in the same grade/age and who meet weekly with their leaders. The Pack meets once a month with all Dens and their families present.

6. **PACK CALENDAR** – Even if it's tentative. This is important to show future events that families can plan and look forward to. Parents also want to know when and where their child's den will meet. Distributing the calendar is crucial – it shows parents your Pack is organized.

7. **PACK BUDGET (FINANCING)** – Shows how participating in the popcorn sale as soon as they join results in most of the pack activities being paid for. This is a good time to explain that all registration fees go directly to the National BSA – not the local unit or the Council.

8. **ORGANIZATION OF A CUB SCOUT PACK** – New parents should join your pack with the understanding that Scouting is a family program and parent involvement is *expected*. Their child will get more out of the program when the parent puts more into it. There is something that everyone can do to help the pack. Also note that siblings are welcome to pack activities.

9. **DISCUSS TRAINING OPPORTUNITIES:** online, and organized training dates in the district. *Note: Youth Protection Training is **required** for all registered leaders and should be encouraged for all parents.* Include the Council website in any handouts you provide.

10. **COMPLETE APPLICATIONS:** Give parents a chance to ask questions and complete the youth applications. Encourage all adults to sign up, too! Instruct them to turn them in with payment to the person(s) who is collecting them. If they are not prepared to pay for the registration, collect the application and mark "unpaid" on it. Ask that parents complete the application at the sign-up rather than take it home. **ONLINE APPLICATIONS:** Have the direct link/QR code available for families to sign up online. Consider having a tablet(s) or laptop(s) available for online registration. A hotspot or Wi-Fi connection will be needed.

11. **RECRUIT YOUR NEW LEADERS:** While applications are being completed, talk to your Kindergarten and first-grade parents (they'll all be at same-grade tables since you set up the room that way!). **Helpful hints:**

- Say that you need two leaders (for every 1 new Den). They can act as co-leaders or one can be the assistant. People are more likely to step up and help if they know they are not alone.
- Explain the benefits and the resources (i.e. other pack leaders, Den Leader Guides, monthly Roundtables). Include the fact that you'll have more say as to when and where the meetings will be if you're the leader. 😊
- Have last year's Lion or Tiger Den Leader speak from experience. Some packs have had success by having someone from the pack (often the Wolf leader) run the Tiger Den's first meeting (or last year's Lion leader run the first meeting for this year's Lion den).
- Give the new leader the Den Leader Guide.

- If parents are reluctant to sign on as leaders, encourage them to become members of the committee and to accept one task such as serving on a subcommittee
- DO NOT GIVE UP – AT LEAST GET A “MAYBE” THAT NIGHT.

12. HAVE NEW LEADERS AND NEW COMMITTEE MEMBERS FILL OUT THE ADULT REGISTRATION FORM. The adult application must be completely filled out, including the Criminal Background Check page. The CR and CC must also sign the application and should check references. Please be certain to have the most recent applications available.

13. RETURNING APPLICATIONS TO THE COUNCIL OFFICE (IF NOT SUBMITTED ONLINE):

The district representative will take care of this for you. BE PREPARED TO SUBMIT THE COUNCIL COPY OF THE APPLICATION WITH PAYMENT TO THE DISTRICT REP.

The registration fee is forwarded immediately to the National office so the new Scout can participate in activities. If they does participate before the application is turned in, the child may not be covered by insurance, nor can they advance. YOU and your CHARTERING ORGANIZATION are liable.

Payment: Registration fees are set by BSA National and are pro-rated monthly, so be sure to check with the council office to verify the current fees. The pro-rated amount is automatically charged for online registrations. Your pack may choose to charge pack dues as well. You may also consider collecting the full registration for the following year. This keeps the pack from having to collect this registration again at charter renewal time. You should always include the Boy's Life subscription in the total fee, with the option of opting out of the magazine.

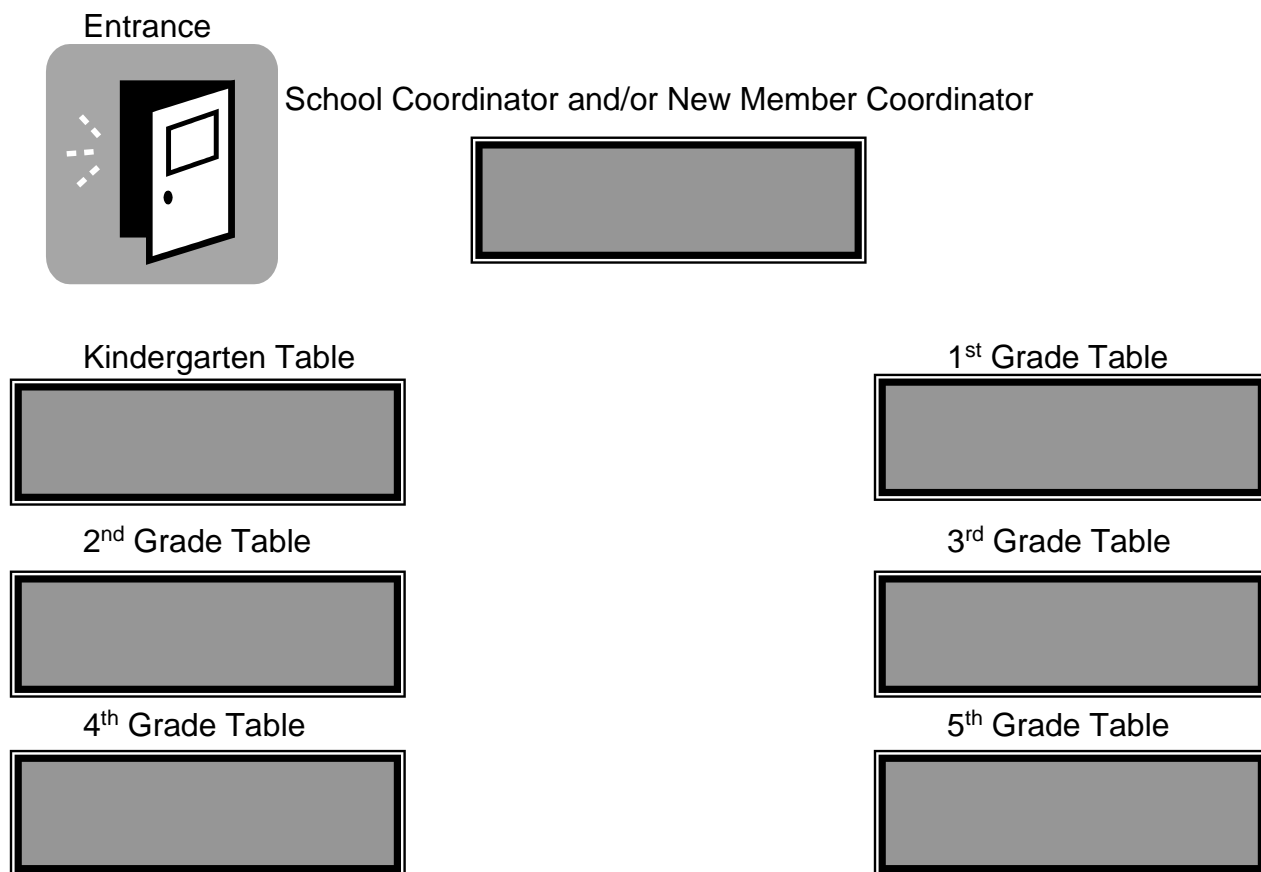
Families should make their check to the pack, and the pack should make one check for the total amount to: National Capital Area Council, BSA.

Decide fees and payment options before the sign-up event so there is no confusion at the event.

Note: If a family has turned in an application, but did not yet pay for it, the application can either be held at the council office until the pack gives us the ok to process it, or the pack may choose to pay for the application with pack funds and then get reimbursed. It's up to you... just let us know.

14. WELCOME THE NEW FAMILIES! Den Leaders should contact their new members to. A fun outdoor activity for new members helps to fulfill the promise of Scouting. Make sure all families are invited to the *Hooked on Scouting* fishing event and any other district or council events.

SAMPLE LAYOUT OF ROOM FOR PACKS



The above is a sample layout of a typical JOIN SCOUTING Meeting setting. Be sure all tables are clearly **marked by grade**. As parents and youth enter the room, have them sign in and take application forms and other pack forms. Assign them to the appropriate table at this time.

Doing this simple task at the beginning will save a tremendous amount of time and organization later. Parents are already seated by grade and the Join Scout Night Registration process can begin.

Why is the door in the front of the room? - This will make it easier to greet each new person as they arrive. In addition, at the end of the meeting, each person will need to turn in their completed application and fees by the door.

UNIT PROMOTION PLAN

The Unit Promotion Plan is essential to the success of our council's JOIN SCOUTING NIGHT. A unit's promotional strategy should include the following.

Be sure to reference the 50 Methods of Invitation page to see what can be added to your promotional plan this year.

JULY	Submit a human-interest story to community newspaper with photographs of Scouts/Leaders in uniform. This story should highlight your unit's program.
AUGUST	Conduct Key Leader meeting to assign Fall Recruiting Promotional strategies for recruiting new members
AUGUST	Unit conducts a service project for neighborhood school
AUGUST	Follow-up with School to enlist their support. (Posters/announcements /Flag Ceremonies/Flier Distribution/Classroom visits).
AUGUST	Follow-up with community newspaper to ensure printing.
AUGUST	Attend Area/District Membership Kickoff.
AUGUST 26-27	Distribute Flyers at Super Saturday location.
AUG - SEPT	Assist with Classroom visits and distribute flyers.
JOIN NIGHT	Assist with the Join Scouting Night at every school that feeds your unit. Promote additional families to join and encourage FISHING DAYS throughout the council.

INDIVIDUAL SCHOOL CLASSROOM VISITS – “SCOUT TALKS”

AUGUST-SEPTEMBER Held during school hours before “JOIN SCOUTING NIGHT MEETING”

PURPOSE: To create an excitement in Scout-aged youth to join Scouting and to inform them of “Join Scouting Night”

PREPARATION: The Scouting Professional or School Coordinator will coordinate arrangements and will in most instances, conduct the classroom visits. Unit leaders can assist with these presentations (if permitted). Assistance from a parent in the unit may help.

To supplement this process, Unit leaders can arrange to go on closed-circuit TV or announcements to remind the children of the Join Scouting Night.

RALLY AGENDA – 2-5 minutes per class maximum

DISTRIBUTE INFORMATION FLYERS

WHAT DO SCOUTS DO?

Examples of activities

- FISHING DAY (Show fishing bobber)
- Pinewood Derby (bring sample car)
- Camping with Archery, Swimming, and Hiking
- (Cater to the age group)

“JOIN SCOUTING NIGHT MEETING” INFORMATION

Repeat the (1) Date (2) Time (3) Place at three times, then quiz the class.

WHAT TO BRING TO OUR JOINING NIGHT

- Must have “ticket” (their parents)
- Registration fee
- Need parents and registration fee to register

“BIG FINISH”

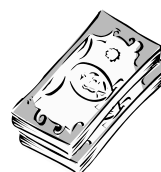
- (Finish up presentation with another enthusiastic statement on Tiger Cubs, Cub Scouting and/or Boy Scouting). Every New Scout gets a NCAC FISHING BOBBER that can be launched at our FISHING DAYS.

WISDOM INDICATES - DO NOT TAKE QUESTIONS – SEE YOU AT THE MEETING!

JOIN SCOUTING NIGHT CHECK LIST (SCHOOL COORDINATOR)

BEFORE YOU LEAVE HOME:

- _____ Prepare your pre-opening activity
- _____ Prepare your Pack organization chart
- _____ Wear your uniform
- _____ Review agenda and practice your presentation
- _____ Take a pocket calculator, easier than a phone
- _____ Take 20-30 pens and/or pencils
- _____ Take some change, both bills and coins
- _____ Take masking tape
- _____ Take JOIN SCOUTING NIGHT packet of materials
- _____ Sign-In sheet
- _____ Table signs with grade and rank listed



WHEN YOU ARRIVE AT THE SCHOOL – 6:30 P.M.

- _____ Empty your packet and organize your materials
- _____ Check with other School Team Members, (including Unit Leaders) on their part of the program
- _____ Post your Unit organizational chart listing leaders that need to be filled.
- _____ Assist Unit Leaders with their displays
- _____ Organize your pre-opening activity, have Order of the Arrow or troop help.
- _____ Station either yourself or another School Team member at the door to distribute applications and to welcome families to “JOIN SCOUTING NIGHT”
- _____ Keep youth and parents in the room
- _____ Youth and parents should sit together



THE GENERAL PRESENTATION

- _____ Begin promptly at 7:00 p.m.
- _____ Introduce yourself and welcome everyone on behalf of National Capital Area Council, Boy Scouts of America
- _____ Introduce other JOIN SCOUTING NIGHT Team Members and Unit Leaders
- _____ Follow “JOIN SCOUTING NIGHT” agenda carefully.

Be sure to turn in all applications, monies, attendance rosters and report envelopes to your District WEIGH IN CENTER.

CUB SCOUT LEADER RESPONSIBILITIES

NEW MEMBER COORDINATOR



Serves as welcoming ambassadors for the unit. Works with the unit committee in developing and implementing the Unit Membership Plan. Participates in New Member Coordinator training and collaborate with the district membership team.

COMMITTEE CHAIRPERSON



Conducts monthly Pack Leaders Meeting to help plan program. Ensures that adequate support to run program is given to Cubmasters and Den Leaders by Committee Members. Helps recruit additional leaders as needed. Attends training.

COMMITTEE MEMBER



Provide support by taking care of records, finances, advancement, activities, membership, etc. Attends monthly Pack Leaders Meeting to help plan program. Attends training. Examples include Pack Secretary, Treasurer, Pinewood Derby Chairman, Blue & Gold Banquet Chair, Outdoor Cooking Chair, etc...

CUBMASTER



Conducts monthly Pack Meeting. Aids Den Leaders by coordinating monthly program for all leaders. Attends monthly Pack Leaders Meeting. Attends training.

DEN LEADER



(Lions, Tigers, Wolf, Bear)

Meets weekly for one hour with den of 6-8 youth. Den Meeting is held in Den Leader's home, school or other suitable place. Den Leader determines time, date and location of Den Meeting that is most convenient for him/her. Attends training. Every Den Leader should recruit an Assistant. Do not let the other parents off the hook with your commitment. They need to help also! 😊

WEBELOS DEN LEADER



(4th Grade & 5th Grade)

Same as Den Leader except works with older Cub Scouts and prepares Webelos for Boy Scouts. Attends training. Every Den Leader should recruit an Assistant. Do not let the other parents off the hook with your commitment. They need to help also! 😊

Methods of Invitation

The JOIN SCOUT NIGHT is the single largest recruiting drive done in a year. The event is very successful when we get the youth and adults to attend the Join Nights. Studies have shown that the single largest reason why people do not join Scouting is that they feel they were not asked.

In a National Survey, 70% of the respondents said that they had not been asked to join. In order to overcome this barrier, we have identified FIFTY “Methods of Invitation” that can be used to let prospective Cub Scouts and their families know about the Fall Family Join Night Meeting. Research has also shown that the more “Methods of Invitation” used in the process the more success the Pack will see in recruiting adults and youth to join.

The council staff is available to support you in at least 9 of those invitation methods: (1) Join Night flyers (2) Join Night Posters (3) school visits (4) yard signs (5) Stickers (6) Additional supplies for a follow-up night (7) Peer to Peer Informational Cards (8) Bookmarks (9) Major media contacts. It is important that you and your Unit identify at least seven “Methods of Invitation” to use during the Fall Recruitment process.

The “50 Methods of Invitation” are:

Pack Information Sheet	Super Saturday Flyer Day participation
Organizational Visits/Scheduling	Camp Cards Sales, awareness
Invitation Flyers	Display Case
Wear Your Uniform	Phone Calls
School Visits	Posters
Stickers	School Marquee
Lawn Signs	Follow-Up Join Night
Picture Board	School Lunch Tray Liners
Back to School Night	Serve School Lunch
Just Ask One, peer to peer recruiting	Local Newspapers
Informational Business Cards	Display Boards at Community
Buddy Card	Patriot Day (Sep 11) Flag Ceremonies
Invitation Letter	Special Events in the Community
Personal Phone Calls/Email Invitation/Listserv	Volunteer for Community Events
Promote at Church / Personal Affiliations	Church Bulletin Inserts
Halloween Candy with information	Sports Fields/Recreation Centers
PTA/PTO Presentations	Parades
Principal Visits	Popcorn Sales
Volunteer Back to School Night	Community Marquees
Be Involved in School Activities	Pack Website
Gift Memberships	Local Libraries
Intercom Announcement	Community Access Television
Video Announcement	Church School Presentations
Text Book Covers	Business Window/Counter Displays
Personal Letter of Invitation	Door Hangers

Note: You may also develop your own invitation methods that may work better with the youth in your town or neighborhood. Contact your District Executive with information about additional methods of invitation that worked for you. We look forward to adding more to the list!

Lions – Cub Scouting’s Program for Kindergarten-Age Youth

The Lion program is transitioning from a Pilot to an official Cub Scout rank and program taking effect for the 2018-2019 program year. Recognizing the success of the national Lion pilot program, the Boy Scouts of America’s Board of Directors have approved integrating Lions into the Cub Scout program empowering chartered partners with packs to offer the experience to kindergarten-age children nationwide.

If this is your pack’s first year running the Lion program, there are plenty of resources to help you be prepared:

- **Watch our Lions program overview video at:**
<http://bit.ly/NCACLions>
- **Visit www.Scouting.org/Lion for program updates**
- **Contact your District Executive or email Lions@ncacbsa.org**





FAMILY SCOUTING

OFFERING ICONIC BOY SCOUTS OF AMERICA PROGRAMS TO BOYS AND GIRLS



WHAT IS HAPPENING?

Starting in 2018, families can choose Cub Scouts for their sons AND daughters.

A Scouting program for older girls will be delivered in 2019, allowing participants to earn the highest rank of Eagle Scout.

WHY THE CHANGE?

Families today are busier than ever and with less free time, families want convenience. In fact, *convenience beats cost as the #1 concern.*

Research shows that our programs are extremely appealing to today's busy families.



In a recent survey of parents not involved with Scouting...

90% are interested in a program like Cub Scouts for their daughters

87% are interested in a program like Boy Scouts for their daughters

HOW WILL IT WORK?



Cub Scout Pack



All-Boy Den



All-Girl Den

Cub Scouts

Ages 5-10 (or grades K-5)

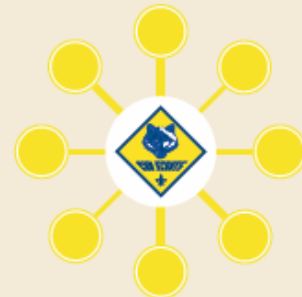
All-Boy Cub Scout Pack



Boys and Girls Cub Scout Pack



All-Girl Cub Scout Pack



"Older Scouts"

Ages 11-17 (or grades 6-12)



Separate Troops for Boys & Girls

Chartered Organization

Troop Committee



All-Boy Troop

Chartered Organization

Troop Committee



Linked Troop

Chartered Organization

Troop Committee



All-Girl Troop

Allows organizations to identify the options that work best for their communities

Allows flexibility for chartered partners

Allows us to introduce Scouting to more families

Allows boys and girls to learn and grow at the pace that is unique to their development



BOY SCOUTS OF AMERICA

For more information, visit:
www.scouting.org/familyscouting



BOY SCOUTS OF AMERICA

The organization name is NOT changing.
The Boy Scouts of America will continue to provide leadership and character development programs for boys and girls ages 5-20.

CURRENT

NEW



Cub Scouts

- Boys Only
- Ages 5-10

Cub Scouts

- Boys and Girls* (separate dens)
- Ages 5-10

Launch date June 2018



Boy Scouts

- Boys Only
- Ages 11-17

Scouts BSA

- Boys and Girls* (separate troops)
- Ages 11-17

Launch date February 2019



Venturing

- All Boys, All Girls, or Co-Ed
- Ages 14-20

No Change



Sea Scouts

- All Boys, All Girls, or Co-Ed
- Ages 14-20

No Change



Exploring

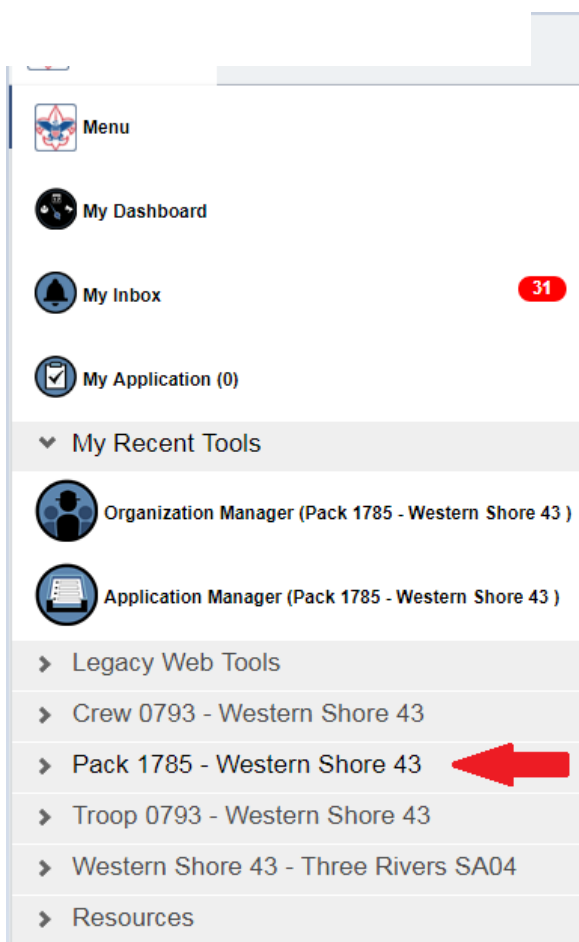
- All Boys, All Girls, or Co-Ed
- Ages 10-20

No Change

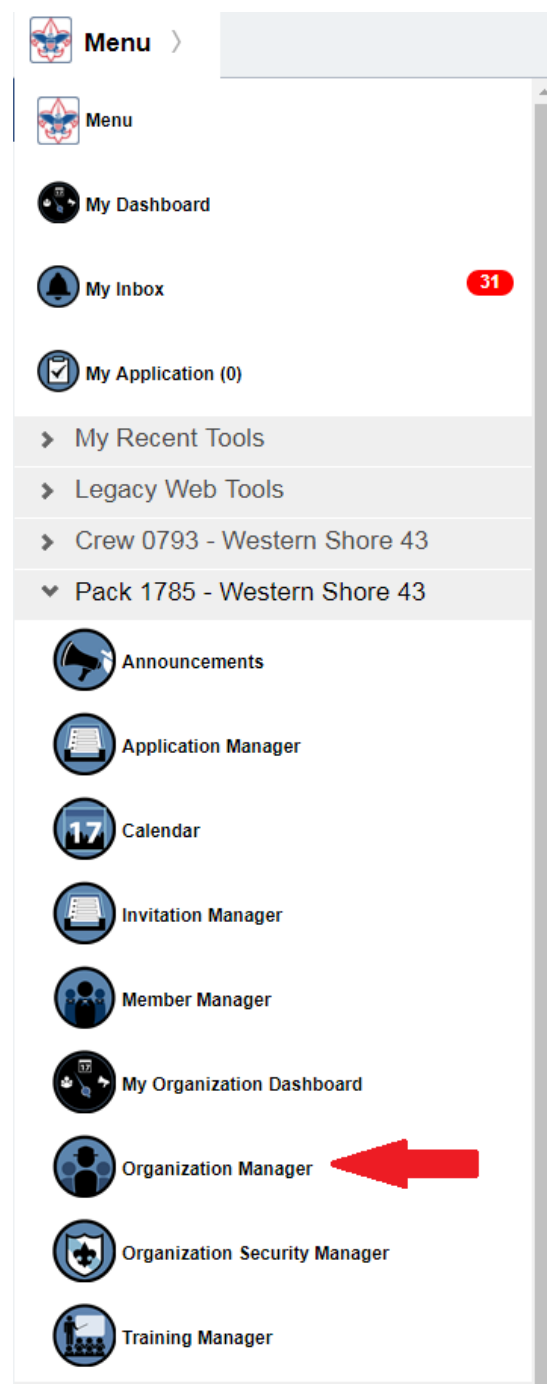
To find out more, visit Scouting.org/familyscouting

Setting the Unit Pin for BeAScout to Family Scouting in My.Scouting.Org

- 1.) Log in to My.Scouting.org
- 2.) Menu > Legacy Web Tools
> Select your Pack



- 3.) Select Organization Manager



4.) Under Organization Manager, change to the Settings tab.

The screenshot shows the 'my.Scouting' Organization Manager interface. The left sidebar displays '1785 (Mechanicsville Optimist Club)'. The top navigation bar has 'Details' and 'Settings' tabs, with a red arrow pointing to 'Settings'. The main content area is titled 'Pack 1785' and contains several sections: 'Credit Card Opt-In' with a description and a 'Payment Options' field set to 'Accept CC Only'; 'Membership Application Approval' with a description and two dropdown menus: 'Who Accepts Applications' set to 'COR only required' and 'Allow or Disallow adult applications to be submitted to units' set to 'Allow adult applicati...'; and 'Send OLR Emails for SE' set to 'Opt-In'.

5.) Scroll down to the Family Scouting section and make the selections appropriate to what type of Pack you want to have: Opt-in, Effective Date, Boys only, Girls only or Both Boys and Girls.

The screenshot shows the 'my.Scouting' Organization Manager interface, scrolled down to the 'Family Scouting' section. The left sidebar remains the same. The top navigation bar shows 'Details' and 'Settings' tabs. The main content area shows the 'Family Scouting' section with a red arrow pointing to it. This section includes a description, a 'Who Accepts Applications' dropdown set to 'COR only required', an 'Allow or Disallow adult applications to be submitted to units' dropdown set to 'Allow adult applicati...', and 'Send OLR Emails for SE' set to 'Opt-In'. Below these are 'Include Fees/Fee Explanation' and 'Welcome Emails' both set to 'Opt-Out'. The 'Family Scouting' section itself has three fields: 'Family Scouting' set to 'Opt-In', 'Family Scouting Effective Date' set to '01/15/2018', and 'Unit: Can Accept' set to 'Both Boys and Girls'. A 'Commit' button is at the bottom right.

Online Registration

See the full Unit Guidebook at www.Scouting.org/onlineregistration

SETTING UP YOUR UNITS BEASCOUT PIN

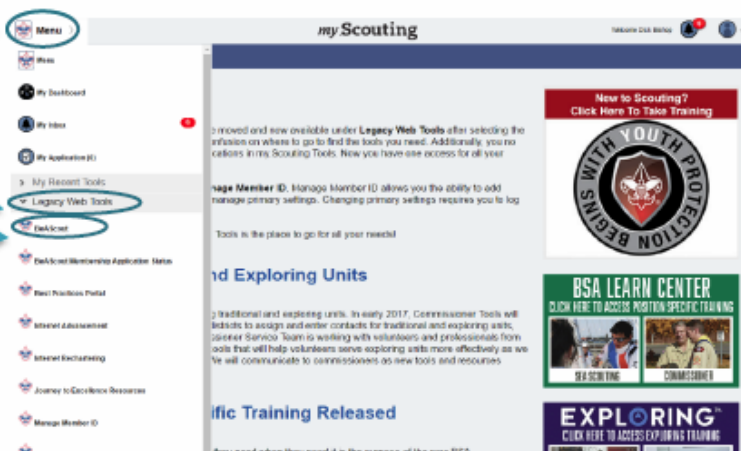
BeAScout is an online site that prospective members can use to find a unit near them. To prepare for your **My.Scouting Tools Online Registration** go-live, please verify that your BeAScout pin is turned on and that the contact information is current and displays the information you want shown for your unit.



Step 1: Log in to your My.Scouting account. - my.scouting.org

Step 2: Go to BeAScout tools

- Select **Menu**
- Select **Legacy Web Tools**
- Select **BeAScout**



Step 3: Update your Unit Information

A. Select the **Unit Pin Management** tab to enter information you want a prospective Scouting family to see when they select your unit's pin on the BeAScout map.

B. If your unit is not listed in the Unit Description box, use the drop down menu to select your unit.

C. **Change your Unit Pin Mode to Unit** so that applications or requests for information will come directly to your unit Invitation Manager or Application Manager.

BOY SCOUTS OF AMERICA

Unit Pin Management Unit Lead Management Membership Application Management

Unit Pin Management

Unit Description: Troop 0008 Pleasant Green Baptist Church

Unit Pin Mode: Council

Unit Status: **Active**

Apply Status: **Inactive**

Unit Web Site:

Primary Contact Person: -Select-

First Name:

Last Name:

Email: Please enter E-mail address

Phone Number:

Unit Meeting Address

Address 1: 5115 Brown Rd

Address 2:

City: Monroe

State: LOUISIANA

ZIP Code: 71202

Latitude:

Longitude:

- D. **Change your Pin Status to Active** so that your unit location shows on BeAScout.
- E. **Set your Apply Status to Active** so that the "Apply Now" button displays on your units BeAScout pin.
- F. **Enter your unit's web address** in the Unit Web Site box.
- G. **Add your units Primary Contact information** – this will be the person that interested families will contact if they need more information. Be aware that this information will be visible when someone clicks on your unit's pin. It is recommended that you include an email address. The telephone number is optional and will only show if you select to display it.

- H. **Check your unit meeting address** and correct if needed. It will default to your Chartered Organization address.

- We recommend listing the address where the unit meetings take place.

- I. **Add additional information** – frequently asked questions can be addressed here such as what day and time the unit usually meets. This field is optional but can help parents determine if your unit meets their needs before they apply.

- For Packs you may list your den meeting info, such as days and times –remember new parents who have never been in Scouting may be unfamiliar with our program. So, including things like "Tigers meet on Monday" will not be helpful, instead say "1st graders meet Monday".
- For Troops, Teams, Crews, or Ships – you may want to list any specialty areas of interest your unit does such as a Troop that focuses on hiking, or a Crew that focuses on scuba, or a Ship that focuses on sailing small crafts, things that will help people decide if it is the right unit for them.

BOY SCOUTS OF AMERICA

Unit Pin Management Unit Lead Management Membership Application Management

Unit Pin Management

Unit Description: Troop 0008 Pleasant Green Baptist Church

Unit Pin Mode: Council

Unit Status: **Active**

Apply Status: **Inactive**

Unit Web Site:

Primary Contact Person: -Select-

First Name:

Last Name:

Email: Please enter E-mail address

Phone Number:

Unit Meeting Address

Address 1: 5115 Brown Rd

Address 2:

City: Monroe

State: LOUISIANA

ZIP Code: 71202

Latitude:

Longitude:

Additional Unit Information

Unit Description - Limit of 140 Characters only

140 Characters left

Unit Pin Photos

Troop 0008 Pleasant Green Baptist Church

Contact: 213 Leveaux, Pamphse, Council

318-325-4034

PO Box 2405

Monroe, LA 71207

- J. **Select the fields to display on the unit pin.** Click on the boxes next to the fields that you wish to display. The fields will show in the Unit Pin Preview to the right. Once you have the pin showing the information you want save your work.

SAVE ALL CHANGES – you should get a message showing that your changes were successfully saved.

SETTING YOUR UNIT'S CONFIGURATIONS

Step 1: While logged in to your My.Scouting account, select **Menu** at the top left hand side of your screen.

Step 2: From the drop down menu select the unit you will be configuring.

Step 3: Select **Organization Manager**

Step 4: Select the **Settings** tab.

Step 5: Set configurations:

- **CC Recommendation:** Select whether you want the CC to recommend adult positions. Default is CR only.

Organization Manager | myScouting

Organization Name: 0144 (Pioneers International)

Credit Card Opt-In

Please configure your unit's credit card settings for membership and Boys' Life fees.

Payment Options:

Membership Application Approval

Please select who has the ability to accept (approve) applications for your unit. Please note, this applies only to adult applications.

Who Approves Applications:

Allow or Disallow adult applications for the selected location:

- **Adult Application Availability:** If you want to turn off adult application availability change that setting. (If this is not available the council has elected to configure this option for all units.) Default is to accept adult applications.

Organization Manager | myScouting

Who Approves Applications:

Allow or Disallow adult applications for the selected location:

Send Unit Credits for SC:

Include Goodwill Examination:

Fees: \$75.00

Fee Explanation:

Unit Fee Message:

Unit Fee Text:

- **Unit Fee Message:** If you would like to display a message about additional unit fees, select opt in and type in the fee amount and a message about what the fee covers. Default is opt-out.

Organization Manager | myScouting

Unit Fee Message:

Unit Fee Text:

Unit Fee Amount:

Unit Fee Description:

- **Automated Welcome Email:** If you would like an automated welcome email from your unit to be sent upon acceptance of an application **select opt-in** and type your message in the space provided. Opt-out is the default.

Step 6: Select **Commit** to save all of your settings.

A CHILD'S EYES

"I'd like to be a Cub Scout"...
(His eyes were clear and true)
"I'd like to learn, and play, and build,
Like Jim and Freddy do."

"I know how to use a hammer;
I can drive a nail if I try...
I'm eight years old, I'm big and
strong and hardly ever cry."

I gave him the application
And parent-participation sheet.
(His eyes were filled with sunshine as
he left on dancing feet)

Next day my friend was back again,
A dejected little lad.
"I guess I'll skip the Cub Scouts."
(His eyes were dark and sad.)

"My mom is awfully busy,
She has lots of friends, you see,
She'd never have time for a Den, She
hardly has time for me."

"And dad is always working...
He's hardly ever there,
To give them any more to do
Just wouldn't be quite fair."

He handed me back the papers
With the dignity of eight years,
And smiling bravely left me.
(His eyes were filled with tears.)

Do you see your own child's eyes
As other people may?
How he looks when you're "too busy"
Or "just haven't time today"?

A child is such a special gift...
Why won't you realize
It only takes a little time
To put sunshine in their eyes.

You say, "I'll start tomorrow"
But tomorrow is far away.
He's a child for such a short time
So won't you start today?