

INVITATION METHODS FOR CUB SCOUTING



Look Inside For
Exciting Ideas on
Inviting New Families
to Join Cub Scouting

Santa Clara County Council
Boy Scouts of America
970 West Julian Street
408-280-5088
www.sccc-scouting.org

Dear Cub Scout Leader,

For more than 70 years, the Cub Scout program has been offering the youth in our communities the fun and adventure they seek. Over 53 million Cub Scouts in the last 70 years have entered into every walk of life, bringing the values of “Do Your Best” into our country’s moral fiber.

As leaders, you are the council’s best sales force. This guidebook has been created by the staff of the Santa Clara County Council to assist leaders in offering a series of quality invitations to each and every young man in our communities. Our goal is to leave no stone unturned. This collection of invitation ideas, will help us to ensure that no boy gets left behind, left out of the opportunity to build a pinewood derby car, or left out of the opportunity to “Do His Best”.

We challenge you to use these ideas. To use your imagination and to help us spread the excitement of the Cub Scout program.

Yours In Scouting,

Charlie Schenck
Council Commissioner

Adolph Quilici
Council President



The following ideas are things that leaders and Scouts can do in preparation for this fall's Joining Night and all year long and in a variety of settings. They may seem obvious but they are easy to do and are great conversation pieces while creating awareness of Cub Scouting in your community.



1. Cub Scouts and Leaders "Sport" your uniform often

Materials Needed: Your uniform!

Timing: Whenever possible...be creative!

Steps: Wearing the uniform is like a walking billboard, and can grab the attention of youth and adults. The uniform also serves as a conversation piece. Scouts and leaders should wear their uniforms to school, church, the grocery store, library, sporting

events, any place you can think of! The uniform (or scout attire) is a great way to show the presence of Cub Scouts in your community and spread the excitement. Be sure that every member of your pack wears their uniform to school on the day of your Joining Night and to school the days of your pack meetings and den meetings. Remember that the uniform is not complete without the person inside. Be knowledgeable about what all of the patches mean and share the excitement of Scouting.



2. Encourage Cub Scouts to talk about Scouting with their friends

Materials Needed:
Experiences and stories

that show they enjoy Scouting.

Timing: As often as they can!

Steps: Word of mouth is one of the most powerful and lasting forms of advertising. Kids talking to others about the fun they have is a great way to spread excitement among youth. Use the recruiter patch or another incentive program that rewards your Scouts if they bring a friend to join Cub Scouting.



3. Adults should do this too (Word of Mouth)

Materials Needed:
Voice, conversation skills and excitement of Scouting.

Timing: As often as possible.

Steps: Cub Scout families consistently see the value of Scouting in their own lives and by this they are our best salespeople. Share Scouting's benefits and excitement with other parents. Most families are looking for programs filled with excitement and opportunities for leadership development and positive values. Most families are involved in lots of activities including sports and church. Use these forums to interact with parents and share Cub Scout stories.



4. "Show and Tell"

Materials Needed: Photographs, awards, uniform, pinewood derby car and other exciting visuals.
 Timing: Before the pack's Joining Night

and anytime during the school year.
 Steps: Encourage youth to use Cub Scouting as a part of their Show and Tell opportunities in school. Peer to peer recruitment is very successful and this is a great forum for Scouts to share their stories and the excitement of Cub Scouting. Be sure that they are prepared with a story or exciting information. If possible provide stickers or other handouts for the Scouts to distribute at the conclusion of his presentation.



5. Develop a Pack Information Sheet

Materials Needed: Paper, pen or computer, key information on your Pack.
 Timing: Have sheet prepared to give (e-mail, fax or send) to any interested family at any time (in addition to your Joining Night).

Steps to Deliver: This is your chance to brag about your Pack. Include items such as time, date and location of Pack meetings, list of upcoming events, Den Leaders and committee Members' names and phone numbers, and other exciting details about why you are involved, including pictures. Provide your sponsoring organization a copy of the sheet so that they can answer any questions they might receive regarding your Pack. Make sure that your Pack committee and parents have copies of the sheet to distribute as well.



6. Joining Night Information Flyer

Materials: Work with your District Membership Chairman or Executive to order council provided flyers, or create your own. Be sure to include the date, time, and location of your meeting and contact name and phone number.
 Timing/Steps: Plan your Joining Night within the

first two weeks of the school year. Meet with the facility contact early to get your meeting booked. Order your flyers through your District Membership Chairman or Executive at your district's Fall Roundup briefing. Before your Joining Night, deliver flyers to the school and any other outlets including churches, seven to ten days prior to the meeting. A second flyer should be distributed the day of your event, just as a friendly reminder! (The second flyer should be a different color and design, so teachers and administrators do not think it is a duplication of the first flyer.)

Tip: If you are delivering the flyers to schools, offer to pre-stack groups of flyers for the individual teacher's boxes. This will save time for the office staff and help to ensure their delivery.



7. Personalized Invitation or Letter (Direct

mail approach)

Materials: List of all first through fifth grade boys, envelopes, stamps, and Cub Scout stationery or cards.

Work with school officials, PTA, church or sport teams to secure list of names and addresses.

Timing: Should be mailed or delivered seven to ten days prior to Joining Night.

Steps: Boys love to receive their own mail.

Personalize a letter or card including a description of Cub Scouting, date, time, and location of Joining Night, and contact name and information. If addresses are unavailable, or postage is too costly, seek permission to deliver the personalized invitations to the classrooms. Make sure that cards or letters are individually addressed to each boy.

Tip: If you have access to e-mail addresses, e-mail the invitation!



8. Telephone Call to Families

Materials: Telephone, list of phone numbers and volunteers.

Timing: Two or three days prior to your Joining Night.

Steps: A telephone call to the parents of a potential Cub Scout is a very effective way to recruit new families.

This personal contact works very well. Be prepared to answer questions they might have and share the specific benefits of Cub Scouting. Names and numbers may be obtained by using school, church or other organization directory, telephone book white pages, or the Internet. Be sure to be courteous

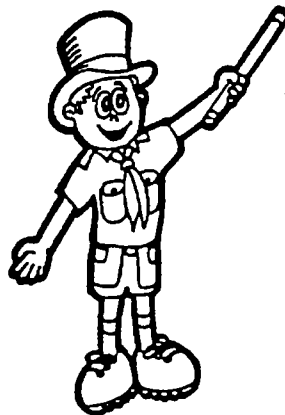
and identify yourself and what association you might have with them. For example, "our sons are in the same class at school." Due to the high number of phone calls, be sure to split up the list among the leaders in your pack. Below is a sample telephone conversation script.

Sample Telephone Script

"Hello, my name is _____ and I am calling to invite you to our Cub Scout Joining Night this Thursday. My son _____ is in the same class as your son _____." Share the following Cub Scout facts:

- Cub Scouting is a family program
- Cub Scouts reinforces the values of "doing your best"
- Educators call Cub Scouting the #1 extra curricular program in America today
- The program helps to reinforce the class curriculum
- Cub Scouting is fun!

Close the call by saying, "We look forward to seeing you at the meeting. How many from your family do you think will attend?"



9. Display Cases and Bulletin Boards

Materials: Pack calendar with contact names and telephone numbers, photographs, awards, pinewood derby cars, ribbons and any other exciting visuals.

Timing: Promotion of Cub Scouting at the beginning of the school year is very important. This is the time of year when most families decide to join new activities. If possible the display should be maintained year-round and changed monthly. Steps: Seek permission from the school, church,

recreation center or other organization to use the display case. Have a person from your pack responsible for setting up the display and changing it once a month during the year. Each month should have a monthly theme with catch phrases to attract attention. The display items should go along with the monthly theme. The display should be fun and informative and create a sense of excitement about the Scouting program. If access to the display case all year round is not possible, using it in the beginning of the school year would be the best time.



10. Public Announcement

Materials: Use the council provided announcement tape, pre-record your own announcement or go in live.

Timing: The week of the Joining Night and throughout the year, especially the day of pack meetings.

Steps: Visit with the school regarding the playing of the tape, or allowing a leader to make a special announcement. Deliver the tape in a timely manner with instructions and a thank you note. Following is a sample announcement, if you are not using the pre-recorded announcement or a pre-recorded tape.

Sample Announcement
"All boys are invited to bring their parents and come and learn about Cub Scout Pack #_____ that meets right here at _____. If you like swimming, hiking, field trips and having fun with your friends, Cub Scouts is for you! The meeting will start at 7:00 p.m. in the cafeteria, the place where you eat lunch. Hope to see you there."



11. School, Church, Community or Business Newsletters and Websites

Materials: Information or announcement regarding your Cub Scout pack.

Timing: Anytime throughout the year, especially in the first month of school a week or two prior to your Joining Night.

Steps: Speak with the person in charge of the newsletter to find out how and when to submit an article or announcement. If your school hosts their own website, post information there as well. Be sure to begin promoting your Joining Night two weeks prior to

the date. Include information that will attract the readers attention while also sharing logistical information regarding the pack.



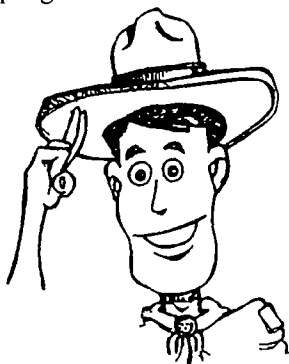
12. School, Church and Civic Functions

Materials: Display table, pack picture board, Cub Scout and Adult Leader applications, sign-in sheets, copies of the pack's yearly program, Pinewood Derby cars, rockets, pack flag with ribbons earned, flyers with next Joining Night/Pack Meeting information, pack leadership roster.

Timing: Set-up display at all school open houses, Back-to-School nights, curriculum nights, carnivals, parent/Teacher conferences, and other church or civic events.

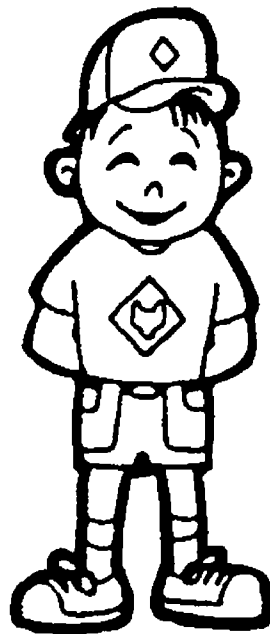
Steps: Secure permission from the school principal or church pastor prior to

the event. Call early to secure the best, most visible location. Set-up the display 45 minutes to one hour prior to the event to ensure completion before the arrival of prospective families. Uniformed leaders and Scouts should staff displays. Leaders should be informed of pack operations to be able to answer questions. Leaders should introduce themselves to prospective families as they arrive and should invite the families to join at that time, or sign-in to receive more information. Make follow-up calls with those families that signed in to personally invite them to your upcoming Joining Night or Pack meeting. These events are great public exposure for your program.



13. Cub Scout Stickers

Materials: Cub Scout recruitment stickers including time and date of Joining Night or other event. Stickers are available at the Council Service Center.
 Timing: use in the weeks and days prior to your Joining Night, pack meeting or other event.
 Steps: Contact your District Membership Chairman or Executive or the Council Service Center to pick up recruitment stickers. Hand out the stickers at your school visits, school open house or any other opportunity where youth will be present.



14. Sunday school, Classroom and

Lunchroom Visits

Materials: Scout uniform, copy of invitation flier, stickers with Joining Night information, Pinewood Derby car or other Scouting visuals.
 Timing: The day before or the day of the Joining Night.
 Steps: Work with the church or school to arrange these visits. If doing classroom visits, ask for a map so that you don't miss any classrooms. Arrive on time and check in at the office. Remember to be polite and let the teacher or pastor introduce you. Ask the teacher for input on where to stand. This time is precious so be sure to keep your speech simple, short, fun, positive, and to the point. When you are finished, give each boy the Joining Night sticker and then thank the teacher. When visits are complete, check out with the office. Be sure to thank the teachers and the school staff.

Sample Classroom, Lunch Room or Sunday School Presentation:
 "Hi guys and girls. How are you doing? My

name is _____
and I am with the Cub
Scouts. As you can see,
I have worn my uniform
today with all my
patches and want to
invite you to our Cub
Scout meeting tomorrow
night at _____ p.m.
How many of you have
heard of the Cub
Scouts? Well, some of
you may not have, so I
want to ask you if you
like to do some of the
same things we do in
Cub Scouts. Now let me
think of some of the
things we do..."

"How many of you like
to play sports and
games? Wow, did you
know you earn awards
for playing the sports
you play?"

"How many of you like
to build things and work
on crafts? I even
brought my Pinewood
Derby car to show you
one of the things we get
to build and then race
down a track and get
prizes. Our pack also
builds model rockets in
the summer and we have
a big rocket rally where
we shoot them off, all at
the same time."

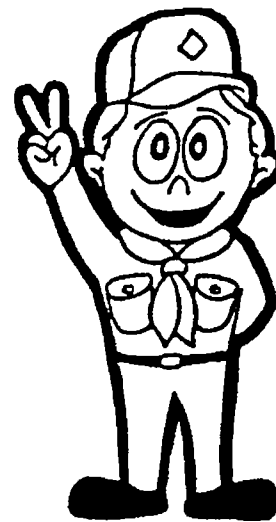
"Now let me think of
one other thing...how
many of you like to go
hiking or camping? Our

pack has a monthly hike
and we go to Cub Scout
Camp in the
summertime. So, you
see you are already
doing some of the things
we do in Cub Scouts."

"Now, what I need you
to do is make sure that
your mom or dad knows
about our meeting which
will be tomorrow night
at _____ p.m. here at
your school. You
should have gotten one
of these papers (Hold up
Joining Night flyer) in
your take home folder,
so your parents already
know about the meeting.
But I need you to help
them remember. So, I
am going to give you
one of these stickers that
have the time of our
meeting, and you can
tell your parents when
you get home." (Walk
around, have all the
boys raise their hands,
and give each one a
sticker. If there are
questions, encourage
them to come to the
meeting and you can
answer all their
questions.)

"So, don't forget to tell
your parents that our
Cub Scout meeting is
tomorrow night at what
time? That's right,
_____ p.m. and we will
meet in the gymnasium.

I hope to see each of you
there."



15. Teacher, Principal, Coach or Pastor Endorsements

Materials: A highly
influential teacher,
member of the PTA,
principal, coach or
pastor that has his/her
finger on the pulse of
the school, church and
community

Timing: Teachers,
principals, pastors and
coaches should begin
endorsing Cub Scouts
during the first week of
school. Statements of
support are extremely
helpful before, during,
and after your Joining
Night.

Steps: It is important to
educate administrators

on the benefits of Cub Scouting to families, the school and community. Identify a teacher, principal, coach or pastor to make a statement of support whether that is through the newsletter, during an assembly or other public forum or at your Joining Night. If you do a personalized letter, use a quote from the individual or have the letter come from them. The endorsement from a trustworthy person is valuable to the success of new family recruitment. Past and present experience with Scouting also adds credibility.



16. Principal, Pastor and Institutional Head Visits

Materials: Handouts on Aims & Methods of Scouting, a clear written statement of objectives on Chartered Partner support of the Cub Scouting program, and a list of benefits and services provided

through support of program.
 Timing: Chartered partners should be contacted to schedule a face-to-face meeting (three weeks minimum) prior to the pack's Joining Night.
 Steps: Once your meeting has been scheduled, make sure your documents and other supporting materials are in order. Be able to deliver positive benefits that are assets for the institution. Secure date of in-school visit. If classroom presentations are your preferred method, and permitted, ask for permission to recruit by grade level. Be sure to have stickers for each boy's shirt and additional flyers to hand out. When finished with your presentations, remember to thank each teacher for their cooperation. Drop by the office; give them a thank you card and/or taken of your appreciation.



17. News Releases to Local Newspapers and Community Cable Stations

Materials: Creativity, and essential pack information.

Timing: Timing is everything! It is essential to find out when the paper you are working with is printed and what the deadlines are. An article too soon will be forgotten and an article too late will not be published.

Steps: The first line of the release needs to be a catchy, clear statement. The information needs to be clear and concise. The article should have all pertinent information such as pack number, meeting location, directions if needed, time and a contact name and number (with their permission). Make the release one page. A call to follow-up is always a good idea. The release can be used to promote your Joining Night or to feature a community service project, award, etc.



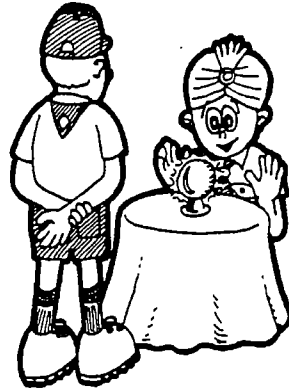
18. Business Window/Counter Displays

Materials: Cub Scout poster or brochure with contact name and other pertinent information.

Timing: Year-round, but specifically the weeks prior to your Joining Night.

Steps: Ask local merchants to support Scouting in your area by placing a poster in their windows or placing brochures in their organizations. Work with them closely on how long they will allow the items to be placed and any other requirements they might have. (Be sure to thank

them with a can of Trail's End Popcorn).



19. Yard Signs

Materials: Yard signs with information including Joining Night date, time, location, with a contact person and phone number and Cub Scout logo. Print on colorful material.

Timing: Post signs prior to the beginning of the school year and all yearlong.

Steps: Be sure to be aware of any regulations regarding yard signs. Identify a person in your pack that lives close to the school or on a high traffic area. Post as many signs as possible and at strategic locations within the community including intersections and yards. If a school, church, recreation center or other organization will allow it post signs there too.



20. Special Events

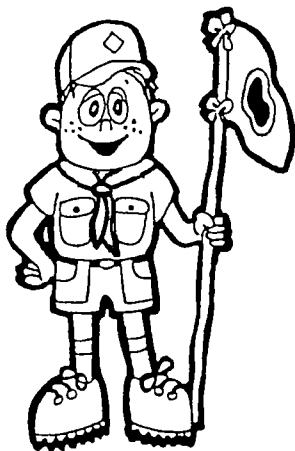
Materials: Cub Scout posters, general information, flyers, stickers, sign-in sheets, and Cub Scout and leader applications.

Timing: If you are planning a special event that you will invite families to attend, invitations should be mailed and hung two weeks prior to the event. A personal follow-up as the event nears will also remind the family of your event. Make sure that you start planning the event well before the chosen date so that you have plenty of time to ensure its success.

Steps: Secure a location and date for the special

event. Make sure you have a dynamic agenda and activities. If you are inviting families to join, create and distribute the invitation.

Tip: Host your pinewood derby at the shopping mall and invite families from your school and neighborhood to participate. By hosting an event at a public place like a shopping mall, you will reach additional families. Other ideas include hosting a booth or activity at community fairs, festivals or other events.



21. Church, School or Business Marquee

Materials: Catchy information or message on marquee.

Timing: Throughout the year but especially to promote your Joining Night or other special event.

Steps: Identify a marquee in high traffic areas, schools or other organizations. Speak with the person in charge of the marquee or sign to post your message. Be sure to be clear on the duration of your use and any other requirements. Due to limited space, message as clear as “Join Cub Scouts Here September 15, 7 p.m.” will catch people’s attention. If a school has a scrolling sign in the lunchroom, messages may also be posted there.



22. Pack Website

Materials: Computer, Internet skills, Internet provider

Timing: Year-round
Steps: Build a pack or den website including pertinent information regarding your Cub Scout Pack including photographs, program calendar, how to join, and the benefits and excitement of Cub Scouting. Be sure to be

aware of and follow the council’s Unit Website Policies. Ask school, church and other community organizations to provide a link to your site and to publicize your address.



23. Announcement in church, neighborhood, subdivision, company, city, school district, and recreation center newsletters

Materials: Pertinent information regarding your Cub Scout Pack.

Timing: Promote your Joining Night at least a month to two weeks ahead and other pack activities in these newsletters.

Steps: Ask the appropriate person how to get an invitation/story/announc

ement in each publication. Determine when the deadline for each publication is. Create something that is interesting to read! Make people want to join Scouting! Be sure to thank the organization for its support.



24. Halloween Candy

Materials: Scout uniform, labels with “Join Scouting!”, and phone numbers of the council or a member of your pack, markers, mini-chocolate bars, large bowl.

Timing: October 31, afternoon through the evening.

Steps: Purchase several bags of mini-chocolate bars; print our sheets of labels that say “Join Scouting” with phone numbers. Using markers, add a dash of color to the labels, carefully place labels on the candy bars, dress up

in your Scouting uniform, and when trick-or-treaters come by, welcome them and give them a Scouting candy with a smile! Preparing the candy could be a fun den activity.



25. Follow- Up Joining Night

Materials: Recruitment flyers with date, time, location with contact person and phone number, and stickers.

Timing: Should be scheduled immediately following the conclusion of the first Joining Night. The actual date of the second Joining Night should be within

two to three weeks after the first.

Steps: Be sure to have all families that attend your first Joining Night sign-in. Prior to your second meeting follow-up with families that attended the original meeting but did not join. Inevitably there will be families that cannot attend your first scheduled Joining Night. Many families are not aware that they can join scouting year-round, and think that if they missed the first meeting that they are out of luck. There may also be parents who attended the first Joining Night, but were indecisive about joining. With the knowledge that there is a good number of youth who still have the interest to join, it is important that a second Joining Night be scheduled. Make sure that they flyers are printed with all the pertinent information, and that the school receives and delivers the flyers. Be sure to have sign-in sheets at all meetings so that follow-up may be made with interested families.

(This is a sample pack information sheet – see #5)



Pack 123 Information

When Does Pack 123 Meet?

We meet the first Monday of each month at First Lutheran Church, 789 Main Street, at 7:00 p.m. (Dens meet weekly based upon schedules)

What Activities Go On throughout the Year?

Pinewood Derby, Day Camp, Field Trips, Crafts, Advancement, Swimming, Bicycle Safety, Basic First Aid, citizenship skills, and So Much More!!!!

Tell Me About Cub Scouting.

Your Cub Scout is a member of a den. Most dens have six to eight boys and meet once a week. Den meetings are a time for learning new things and having fun. Dens are led by a team of adult volunteers—the den leader and assistant den leaders(s). Den leaders are usually parents of boys in the den. Your Cub Scout is also a member of a pack. Most packs have several dens and meet once a month. Pack meetings usually follow a suggested theme and are a time for boys to be recognized for their accomplishments during the month, to perform skits and songs they've learned in den meetings and to have fun with the entire family.

Please contact one of the following contacts for more information:

Cubmaster Lisa White: 408-555-3456

Committee Chairman Jim Smith 408-555-4321

(This is a sample-personalized letter – see #7)



September 8, 2001

Dear Sam,

You and your family are invited to a meeting next Wednesday, September 12, 2001 to find out about the fun and excitement of Cub Scouting. Many of your classmates are members of pack 362. If you like to go on field trips, go hiking, do crafts and have fun—Cub Scouts is the place for you! Meet us in the cafeteria at 7:00 p.m. For more information call Joe at 408-555-8888.

Sincerely,

Members of Cub Scout pack 362

Thanks for your efforts...

As Cub Scout leaders, you are very important to the success of the program. We applaud and thank you for taking an active interest in your community's youth.

The Santa Clara County Council, your District Membership Chairman, your District Executive and your unit commissioner are here to support you and your Cub Scout Pack. They are available to assist you with all aspects of your pack including recruiting, training, program planning and fundraising.

The Santa Clara County Council will support the Fall Roundup efforts of all of our Cub Scout Packs through the possible use of television, newspaper and radio public service announcements, as well as other effective and efficient means of advertising. If you have an idea, contact a resource that would help further these efforts, please contact the Santa Clara County Council at 408-280-5088.

We hope that you have found this information exciting and helpful. If you have any questions, please call the Santa Clara County Council at 408-280-5088, or visit www.sccc-scouting.org

**Remember, in Cub
Scout recruitment
“leave no stone
unturned”.**

The Next Question is “What do we do now?”

- Begin to plan your Joining Night, select the date and decide which methods of invitation you will use
- Contact your District Membership Chairman or Executive to share your recruitment plan
- Attend your Districts Joining Night/Fall Roundup briefing
- Hold your Joining Night!
- Register new youth immediately following your Joining Night

For additional information regarding Fall Roundup, please consult the Fall Roundup leaders manual.

The following items and services are available from the Council Service Center, your District Membership Chairman, your District Executive and your unit commissioner:

- Recruitment stickers
- Recruitment flyers
- Parent Orientation Guides
- Cub Scout and leader applications
- Recruitment posters
- Volunteers for in-school presentations and Joining Night presentations
- Cub Scout stationery and envelopes
- General information regarding the Cub Scouting program