



# STEPS FOR A SUCCESSFUL CUB RECRUITMENT

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## SIMPLE INSTRUCTIONS FOR RUNNING A CUB RECRUITMENT EVENT

1. Set a date and location. The best locations are the school from which you're (primarily) recruiting, or your chartered partner's location. Make sure you have permission for the event way in advance and get ready to publicize the event.
2. Order your flyers and posters from the council office. Identify locations for the posters and locations to distribute the flyers.
3. Make sure you have a fun activity for the boys (30 to 45 minutes) and a separate area to talk to the parents. Get your den chiefs or other parents to staff this area.
4. Recruit your Tiger Den Leader early. Get a parent that is familiar with the other families from school. This will help to allay any fears the new parents might have.
5. Assemble a packet of information for the parents. Make sure you include the next year's calendar, permission forms, dues information, uniform information, and a copy of the mini *Boys Life*.
6. Publicize your event. Church bulletins, school mailings, PTA meetings, supermarkets, pediatricians' offices, local newspapers, and other civic organizations are great places to start.
7. Make sure the boys are having fun. A well-planned activity will ensure that their first exposure to Cub Scouting is a positive one, and they will want to return for more.
8. Make the sale to the parents. Use the attached script; keep it simple, and then mingle with the parents to answer their questions. Don't extend the meeting with a group Q&A session; instead, answer questions individually, and make sure other "seasoned" parents are there to help as they tell their great experiences with Scouting. Have pictures of pack activities displayed, or running on a loop on a computer or projected onto a screen.
9. Get the applications signed that night. Have a pack event scheduled very close to the recruitment event to invite the new Scouts to, and make it clear that they need to be registered to attend. Collect the applications and turn them in to the scout council office the same week.
10. Follow-up! If parents are hesitant to sign up that night, follow up with them within a few days. Have the Tiger Den Leader do the follow-up, especially if the families know each other.
11. Get all the new Cubs together for a Tiger event. Make sure it's fun and keeps them active so they'll want to come back.
12. Follow-up with your new Tiger Den Leader to make sure the boys stay engaged and continue to have fun. Monitor attendance and advancement, two key indicators of a successful program. Keep it fun!



# CUB RECRUITMENT TALK

I'd like to thank you all for coming out today (tonight). My name is \_\_\_\_\_, and I serve as the Cubmaster for Pack \_\_\_\_\_, sponsored by \_\_\_\_\_. We're thrilled that you have decided to visit our Pack, and learn more about Cub Scouting, and what it can do for your son as well as your family as a whole. We know that there are many programs reaching out for your son to join them, and we want to let you know why your son needs to make time for Scouting in his life.

Scouting was founded in 1907 by Lord Baden-Powell in England, and he described the program as "a game with a purpose." That purpose is to develop young men of character, with exposure to new areas of skills and interests that may someday lead to a career or lifelong hobby. Scouting develops leaders with twelve qualities, namely: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean, and Reverent. These are our "Words to Live By," and we build them into all of our activities.

Think to yourself - when we talk about great Americans with great accomplishments like the seven Mercury Astronauts, all of the men who have walked on the moon, and people like Mike Rowe, Michael Bloomberg, and Bill Gates, we know that they were all Scouts, and many of them were Eagle Scouts. Did they play soccer, baseball, or football? Maybe, but it's not what we know and remember about them. Why? Because Scouting is the one program in this country for young boys that instills those values in them that we all look up to!

Scouting's system of graduated ranks and programs is designed to teach your son as he earns his accomplishments, all while having fun!

We do not give out awards simply for participation – the boys earn their awards: some get more than others, but it’s because they decide to, because to them the awards are worth achieving. We teach them that their hard work will have a positive effect every time, and we do it in a way that makes you part of the process, making you an active participant in your son’s success, and FUN!

So, while he is still very young, ask yourself what kind of person you want your son to be as he grows up. If he wants to play sports, by all means, encourage him to, but don’t rule out Scouting. This is where he will learn how to be a better person, an active citizen, and a good parent. We’ve been building leaders for 103 years now, and we’re still going strong!

So, take some time tonight and talk to the other parents. Read the materials I’ve given you in your packets. Then, fill out the application and give it to me tonight, and we’ll get you and your son started on the Scouting trail with our first activity on \_\_\_\_\_, where we will \_\_\_\_\_.

It’s a decision you won’t regret.