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Ideas for Recruiting Cub Scouts and Adult

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Recruiting new Scouts—A Few Reminders

- Have a pack program in place which will be fun and attractive to boys, parents and siblings
- Have a pack program (and communicate this) which is sensitive to potential conflicts with other activities (soccer, baseball)
- Follow through is so important--get new boys registered and involved as soon as possible
- Have people involved in recruiting who are passionate about the program and your pack
- Have standing posters/informational fliers prominently displayed at all of the schools where you recruit
- Use a combination of Scout recruiting events and fliers sent directly to students to make the initial recruiting contacts
- Don't forget to plan recruiting events at the den level as well
- Have your pack assist the schools where you recruit with some of their program needs (teach flag etiquette to the 5th graders who raise and lower the school flag each day, teach knots to the 4th grade class participating in an "Age of Sail" event)
- Make sure that your pack has the right level of visibility in the community
- Go out of your way to make recruits visiting your pack meetings feel special and be sure to involve them in the activities with the other Scouts

Recruiting adults—A few tips

- Understand that very few adults will volunteer to help; most will wait to be asked.
- Make use of the "Parent and Family Talent Survey" form
- Many adults will be hesitant to help if they weren't Scouts as kids. Remind them that some of the best Scout leaders in our Council weren't Scouts as kids and that the training offered will fill in key knowledge gaps.
- Call your monthly "Pack Leader" meetings "Pack Parent" meetings to eliminate the stigma that the meeting is just for pack leaders.
- Mention key open leader positions during your pack meetings
- Try to recruit 2 den leaders for each den
- Work hard at all levels to make adult leaders feel that they are part of a team and appreciated
- Conduct an annual pack planning meeting in the summer and encourage all pack families to be represented there

Planning a Scout Recruiting Night

Besides the Scout and adult recruiting items noted above, also consider the following:

- Hold a recruiting event in September and again in April or May
- Send fliers out to the schools where you're recruiting 2 to 3 weeks before the recruiting event. Try to include an announcement in each school's newsletter.
- Enlist Cub Scouts and parents from your pack to help with the event
- Plan logistics carefully
 - Location
 - Check school calendars to avoid conflicts
 - Target appropriate grade levels

Presenting Your Recruiting Night

- Arrive early and set up
 - Put out materials on Cub Scouting and your Pack
 - Put out various copies of Cub Scout handbooks and program guides
 - Showcase Cub Scouting in other ways
- Greet/meet all who attend
 - Gather contact information

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