

Fall Recruitment 101

Or

“How to Conduct A Back-to-School Night”



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What is a Back-to-School Night?

- A Back-to-School Night is your opportunity to show off your Pack to prospective Parents/Guardians* and Boys.
- This will be a prime opportunity to sign-up new members and leaders for your Pack.
- It's a coordinated effort to get the message of Scouting out to members of the community.
- It should be fun for the boys and educational for the parents/guardians*
- *For the sake of room, from now on, please assume when we mention parents that we are also talking about guardians.



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What is a Back-to-School Night?

- A Back-to-School Night is a short, fast moving session where boys and parents gather to see simple displays and to hear a brief outline of the Cub Scout Program. Prospective members will talk with adult leaders, fill out applications **(PARENTS ALSO)**, pay fees, and collect needed information about meetings and activities.



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Purpose of a Back-to-School Night

The Purpose of a Back-to-School Night is many-fold:

- To Recruit New Youth into the Cub Scouting Program
- To Recruit New Adults into the Cub Scouting Program
- To Get the Message of Scouting out to Parents



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The Focus of a Back-to-School Night

The Primary Focus of a Back-to-School Night is to recruit new youth and adults.

As you can see, this has been mentioned a few times now. Why is that?

A Back-to-School Night should not be an offshoot of another meeting or Pack meeting. It should be a coordinated effort with one goal in mind, and that is to get new youth and adults recruited - their forms completed properly and the registration fees collected.



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Focus continued

Think about it. If you register for any other organization, you show up, fill out the forms, gather information for upcoming activities, turn in the forms and pay the registration fees.

It should be as simple as that.

When you are trying to do something else, such as run a Pack meeting, you can not focus on the new families who want to join in the fun. They deserve your attention. This is a big step for them and they are looking for your leadership and guidance.



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Let's Get Started!

In order to Be Prepared for a fantastic Back-to-School Night, you'll need to do some preliminary work, while your District Executive and District Membership Chair do some as well.



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Know Your Information

When getting ready to talk to prospective families and future leaders, know what it is that you are talking about.

Know the grade levels/Ranks that the boys will be working on:

1. Tigers – First Grade
2. Wolves – Second Grade
3. Bears – Third Grade
4. Webelos – Fourth and Fifth Grades



Know Your Information

- Know Den Leaders Names and Contact Information
- Know when Dens meet and where (except for new dens that need to be put together)
- Know when Pack meetings are, dates and times

These may seem common sense, but you should have them written down on a handout to give to the parents.



Job Descriptions

UNIT LEADER (CUBMASTER OR COMMITTEE CHAIRMAN)

1. Attends *Back-to-School Night* Orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *Back-to-School Night* meeting including sign with unit number, name of charter partner, and time and place of pack and den meetings.
3. Promotes the wearing of uniforms to school by all members of his unit on the day of *Back-to-School Night*.
4. Leads *Back-to-School Night* unit meeting for new boys and parents, registers new boys, and secures parent help.
5. Turns in report envelope containing additional enrollments and fees to the Council Office or District Executive with appropriate signatures.
6. Follows up on new Tiger Cubs, Cub Scouts, and/or Boy Scouts to ensure that they become active in the unit, and sees that parents who have volunteered are assigned specific responsibilities.



Job Descriptions

TIGER CUB DEN LEADER

1. Attends *Back-to-School Night* Orientation meeting.
2. Sets up display(s) and/or demonstration(s) at least 30 minutes before *Back-to-School Night* – posters, materials, literature, etc.
3. Leads *Back-to-School Night* Tiger Cub organizational meeting for new boys and parents, registers new Tiger Cub pairs (boy and adult partner).
4. Collects fees for Tiger Cub Registration, and then reviews the Tiger Cub program with the new parents and how to use the materials. Helps to plan future meetings (time, date, and locations) with boys and parents.



Job Descriptions

TIGER CUB DEN LEADER

7. Makes a roster of boys'/adults' addresses and phone numbers.
8. Makes a master calendar of big ideas, dates, and persons in charge.
9. Turns in report envelope containing additional enrollments and fees to the Council Office or District Executive.
10. Attends first Tiger Cub Den meeting.
11. Conducts regular (at least monthly) phone contacts with Tiger Cub Den.
12. Sees that Tiger Cub partners are invited to the Pack Meetings, activities, and "Blue and Gold" Dinner.



Job Descriptions

Pack Fall Roundup Chairperson

1. Coordinate with assigned District Cub Scout Roundup Coordinator.
2. Attends *Back-to-School Night* Orientation meeting.
3. Complete and return the unit Fall Roundup flyer order form.
4. Attend Program Launch on **August 28, 2010**
5. Coordinate with school principal for flyer distribution.
6. Coordinate with school for an in-school rally.



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Job Descriptions

Pack Fall Roundup Chairperson

7. Coordinate the use of the facility for the Fall Roundups in September and October.
8. Coordinate with any other units that may be sharing the facility.
9. Contact the PTA/PTO president regarding promotions of Fall Roundups.
10. Direct your unit's Fall Roundup.
11. Complete applications, report envelope, collect fees and submit to the Council Office or District Executive.
12. Complete all applications and submit with fees from 2nd roundup to the Council Office or District Executive.



To Be Prepared for the evening you will need the following:

- Youth Registration Forms
- Adult Registration Forms
- Copies of Boy's Life Mini Magazines
- American and Unit Flags
- Gathering Time Activities
- Money Box and Change
- Receipt Book(s)
- Pens
- Job Descriptions for Adults
- Attendance Form/Sign-In Sheets
- Parent Talent Survey Sheets
- New Handbooks
- Unit Orientation Information
- Tablecloths
- Activities for Youth
- Chairs Set Up for Orientation
- Unit Calendar
- Did I mention Pens?
- Copies of the Current Pack Roster
- Uniform Information Sheets
- Posters
- Display Tables



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Roles and Responsibilities

- Pack Committee sets the date, time, and location for the recruitment night.
- Pack Committee orders all needed promotional materials from the Scout Office.
- Pack Committee plans the administration portion of the recruitment night
- Cubmaster and Den Leaders attend the recruitment night.
- Cubmaster signs all youth applications received that evening.
- Den Leaders assist with the Night's program
- Coordinator arranges the registration table with all forms needed.
- Committee Chair and Charter Rep. Review and sign all adult applications that are collected.



Roles and Responsibilities cont.

- Coordinator or assistant collects all applications and registration fees and prepares them to be signed by the appropriate people.
- Coordinator turns in all applications to the Scout Office or District Executive within 48 hours.
- Coordinator contacts the District Executive or District Membership Chair that evening with a count of how many boys have joined.
- Coordinator or assistant collects contact information on all prospective youth as they enter the room.



Recruitment Flyers

- Order your Recruitment Flyers early. Order by August 16th in order to receive the flyers by the Program Launch, August 28th.
- Distribute your flyers in school 2-3 days prior to your recruitment night.
- Over 3 days would be too far out for people to remember and one day or the same day would not give parents enough time to react.



Recruitment Flyers

- Bundle your flyers to accommodate classrooms.
- Make sure you have the approval of the Superintendent and Principal to hand out flyers in the school(s).
- Hand out flyers during In-School presentations, if possible.
- Coordinate with other Packs in your area that you share schools with and get the multiple unit information on the same flyer – schools would rather hand out one flyer, than multiple flyers.

