

W.D. Boyce Council Family Blast into Scouting 2019

Scouting is a Family organization and there are plenty of support mechanisms in place to help your UNIT succeed with your

2019 Fall Recruitment Campaign

The Membership Campaign will take place between August 26-September 13.

Packs can organize the time that works best for their Family Blast into Scouting Night at their School during this timeline.

Every new SCOUT will receive a Rocket

(Rocket will be given to the Unit with defective-free paid application)

Launch Events

Heartland District 9/21 Canton Launch 9/28 Wotamalo District 9/28

Crossroads District 10/5 Lowaneu District 10/5

Action Steps for Pre-Launch Units and Field Staff

- If there are multiple Packs work together to recruit new Scouts and Families
- Set your Family Blast Into Scouting date
- Work with your USE for PR materials, Scout Talks and more
- Utilize Social Media and Geofencing (more to come)
- Get your flyers printed with help from Council. Set the date, time and location for your Family Blast Night and GO!!! Get flyers into schools, charters, libraries, park district—ANYWHERE there are kids and promote your unit's night!
- Utilize Peer to Peer and Family Recruiting incentives
 - **Movie passes, Pizza, or other Scout program incentive**

Setting the Atmosphere at the Family Blast into Scouting

They showed up so you do not have to sell it!

- Presentation-Have Displays, Project Samples, Activity (for the New Recruits)
- Atmosphere-well staffed (minimum 5-7 Leaders/Parents)
- High Energy—they are there to join make them feel welcome and ready to start their adventure.
- Concise Unit Information-Cost, Contacts, Calendars
- Submit Apps and National Fees within 48 hours to your USE

Family Blast into Scouting (Share Responsibilities & Recruit)

This is your night to SHOWCASE the ADVENTURE that is SCOUTING

Plan and Promote

1. Set the date, time and location at your School for your Family Blast into Scouting and go
2. Utilize your Schools Open Houses to promote your program
3. Get flyers into schools, charters, libraries, park district—ANYWHERE there are kids and promote!
4. Also, recruit the PARENTS, not just the Scout



5. Utilize your USE, District Leadership and Commissioner Corps

5 Station Family Blast into Scouting Night **(5 parents or leaders Share Responsibilities)**

Station 1—WELCOME

This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.

Greet every family that comes to your station and ask them to sign in. Provide them with the “Welcome to Cub Scouts” brochure which your unit can create to showcase your program.

Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes

Materials:

- Station 1 sign and “Welcome” sign
- “Welcome to Cub Scouts” brochure
- Sign-in sheets, pen

Station 2 – WHAT SCOUTS DO

This is where you will share the excitement of Cub Scouting and your pack activities.

Introduce the leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.

Materials:

- Station 2 sign
- Pack calendar and event fliers
- Handout with meeting times and locations
- Listing of pack and den leaders with contact email, phone numbers, social media, etc.
- Scout Shop Guide to the Uniform
- Council Program flyers and brochures
- Unit Slide Show or Video BE CREATIVE

Station 3 – REGISTRATION

This is the sign-up station where the station chief helps parent’s complete the actual application.

Have BSA Youth Application forms ready to be completed and have pens available. Be prepared to answer questions about pack fee payment plans and/or financial assistance.

Materials:

- Station 3 sign
- BSA Youth Applications and pen
- Pack leadership handout
- Have a HANDS-ON PROJECT for SCOUTS to do



Station 4 – CHECK OUT

Leaders at this station are responsible for final “check out,” including payment. Make sure the applications are properly completed.

Collect the proper fee amount for BSA membership fee and *Boys’ Life* (if added). **Forms and payments should be collected, signed by the Unit Leader, and put in the envelope for pick-up or given to USE within 48 hours.**

Materials:

- Station 4 sign
- Calculator
- Envelope for applications and fees

Station 5 – DEN LEADERS/COMMITTEE MEMBERS FOR Q & A

Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have. Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them. Answer questions about the type of activities their child will be doing.

Materials:

- Station 5 sign

Timeline

- May-June—Program Planning and work with Units in your community to set the Family Blast into Scouting Night with support from your USE
- June-August—Attend Membership Trainings & Roundtables
- August 2—Be A Scout Pins updated
- August 9—Flyers and PR Material set for Units/Scouts Talks Set/Geo-fencing dates entered
- August 23—Geofencing (*NEW from Council)
- August 26-September 13—Membership Campaign Family Blast Into Scouting
- September 16-20—2nd Chance Efforts
- September 21, 28 and October 5—Attend Launches

**More information to come throughout the next 60 days from your USE,
Commissioner Staff and District Committees**

