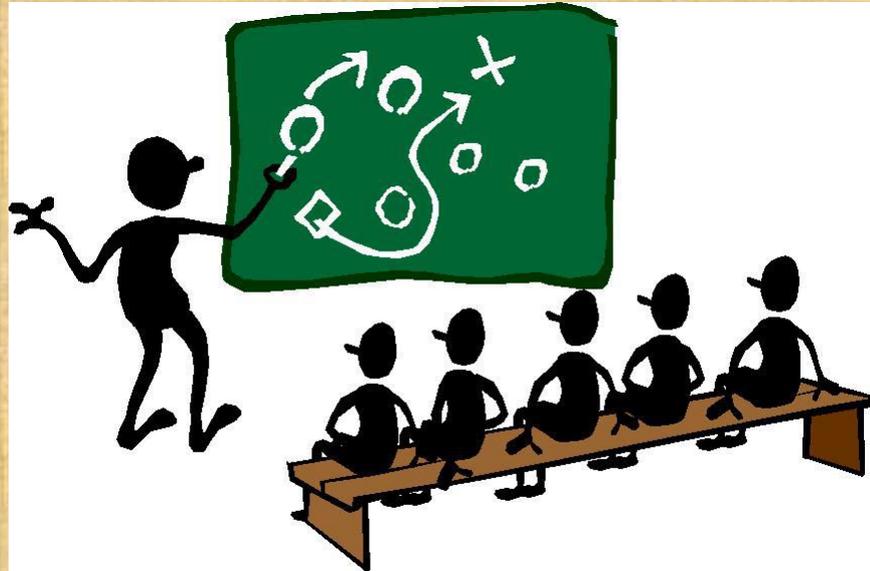


# 2016 FALL MEMBERSHIP CAMPAIGN PLAYBOOK



**Giving every boy the opportunity to join the fun and the adventure of Scouting!  
“Striving to build tomorrow’s leaders, today”**

# Sign- Up Night



**Sign-up nights, such as school nights, are a great opportunity to give families a first look at what Scouting can provide to a family like theirs. Learn how to host an effective sign-up night with this playbook. This playbook will act as your guide for planning, promoting, and carrying out a sign-up event for your pack.**

## The Concept

**Your unit will hold a “sign-up” night at a prominent location in the community, such as a school, church, or community center. At this sign-up night, you will provide basic information about what Scouting offers youth and families in the area.**

# Planning Your Event

The key to a successful sign-up event is thorough planning. You will need to work closely with your district executive, the school or community center you are using, organize volunteers, and be prepared with any necessary materials such as information fliers, sign-up forms, and even treats. Planning should begin at least eight weeks in advance of the event. Below is a suggested outline for planning your event.

1. **Get Help**- Reach out to council and your unit to plan you event.
2. **Set Goals**- How many kids are you looking to recruit?
3. **Get Trained**- Talk to council about upcoming Membership Trainings
4. **Reserve Your Spot**- Contact school or community center you are using to reserve a night and location
5. **Choose a “Play”** – Having a theme and incentive for a sign-up event is a great way to capture the attention of parents and incentivize them to sign up on the spot.
6. **Organize Volunteers**- Make sure to divide up jobs for the event
7. **Have Fun** – Keep the event fun and exciting.



# Holding the Sign-Up Event

Many units and districts are now holding come-and-go events, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event. This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

## Sign-Up Night Stations

Station 1: Welcome/Sign In

Station 2: What We Do/ "Build An Adventure Activity" (page 6)

Station 3: Registration Form

Station 4: Check Out (complete applications and payment)

Station 5: Den Leader Q&A



**Below is an outline of what happens at each station. Note:**  
**Make sure that each station sign is clearly visible to help ensure**  
**things go smoothly!**



**Information Station #1** – Welcome/Sign-in

**Information Station #2** – Build An Adventure Event

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.

**Information Station #3** – Registration

This is the sign-up station where the station chief helps parents complete the actual application.

**Information Station #4** – Check-Out

Leaders at this station are responsible for final “check out,” including payment.

**Information Station #5** – Den Leaders / Questions and Answers

Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.

# Build An Adventure Event Ideas

- Slip and Slide Kick ball
- Lego Derby
- Homemade Ice Cream
- Obstacle Course
- Water Rocket Build and Launch
- Canoe/Fishing Day
- Mini Carnival Games
- Bike Rodeo
- Fishing Derby
- Rocket Academy
- Campfire With s'mores
- Geocaching Challenge
- Scavenger Hunt
- Space Derby

# Volunteer Responsibilities

There are key individuals who play an important role in the success of your sign-up events, and they are:

- **Pack sign-up coordinator** – responsible for the pack sign-up event.
- **Station chiefs**- responsible for the five stations of the event.

Responsibilities: The pack sign-up night coordinator makes sure the pack is focused on registering new Cub Scouts and helps orchestrate the event. Here is an overview. Note: The dates may change depending on your schedule. It's important to start planning early.



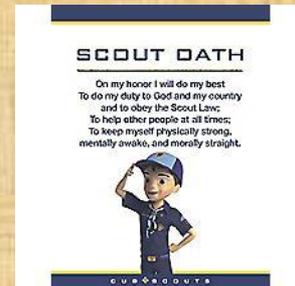
# Promoting the Event

Families today are overwhelmed with advertising and marketing messages. To ensure families get the message that it's time to sign up, use various methods of communication throughout this playbook and be sure to have a plan. You should start to build the buzz at least six weeks out from your sign-up event(s). The Catalina Council and your district will help get the word out, but the majority of your success will come from unit marketing.

## In-School Promotion

If you have full access to promoting your event at the schools, you can employ any of the following best practices:

- Distribute sign-up event fliers the week before the sign-up event.
- Posters and yard signs around school.
- Boy talks at the school.
- Back-to-school open house events, school carnivals, and conferences.
- Robo calls.
- Invite current youth and parents to attend lunch at school in uniform.
- Videos on in-school video networks.
- School newsletter or website.
- School marquee signs.
- Council Materials located at <http://catalinacouncil.org/program-join-scouting/recruitment-materials/>



# Out-Of-School Promotion

**Here are several ideas for promoting the sign-up night outside of the schools. These tactics can be done either in tandem with your in-school promotions or on their own if you are not able to get full access to the schools:**

- Ask current members to use social media to let their friends and family know about sign-up event nights.
- Personalized invitations, emails, and personal phone calls to prospective parents.
- Door hangers and door-to-door invitations.
- Recruit-a-friend and other peer-to-peer recruiting initiatives.
- Fliers and boy talks at after-school programs or churches in the community.
- Church and community websites, calendars, and bulletins.
- Press releases.
- Billboards, posters, and yard signs in the community (businesses, churches, etc.).
- Community fairs, parades, and other events.





# After the Sign-Up Event is Over

**Turn-in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive within 24 hours of the event. Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.**

**Schedule meeting the week after the Joining Night to conduct Youth Protection Training with all new parents and organize new dens as needed. Be sure to include a fun activity for all the Cub Scouts at this meeting. Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home, or invite them to the first meeting or upcoming council event that may be a fun start.**

# How is Catalina Council Supporting my unit?

Catalina Council is dedicated to helping all of our units succeed in growing their unit. In 2016 we are providing several opportunities for your unit to be a part of. They Include:

1. NEW Lion Cub Program
2. Membership Incentive
3. Rocket Into Scouting Event
4. Try Out Scouts Event
5. Pizza Hut Join Night
6. Eegee's Sign up Night



# NEW Program for Kindergarten Boys!



## Lion Cub - Kindergarten

Our Lion Cub program has exciting indoor and outdoor activities specifically designed for kindergarten boys and their adult partner. Adult partners are there to support and guide, and allow the new Cub Scout to discover risks and rewards under adult supervision. Lion Cubs learn by doing. As he learns and grows, the relationship with their adult partner grows as well. At the conclusion of their kindergarten year, the Lion Cub will transition to Tiger Cubs where he'll earn the Bobcat badge and continue through Cub Scouting.

A Lion Cub earns his Lion Badge by participating and "Doing his Best". Since The Lion Cub Program is still in the pilot phase with the National Office, so badges are not available in the Scout shop. We've created a Lion Badge that can be mailed directly to pack leaders in the Spring of each year for all currently registered Lion Cubs.

Lion Cub requirements are not available online as it's a special pilot program with the National Office of the BSA.



# Membership Incentive

## Rules:

- Attend Council Membership Kickoff
- Hold A Build An Adventure Sign-up Night
- Promotional table at back to school night(s)
- Recruit number of boys agreed upon with your District Executive/District Membership Chair by October 31st, 2016

Recruitment Information: (New Scouts Applications must be attached)

Pack#:

Date Flyers Distributed:

Back to School night date:

Build An Adventure Night:

Adult Contact:

Phone#:

Email:

# Ignite the Fun ROCKET INTO SCOUTING!

Check out this Sweet Deal!

- The Book according to their Rank (Cubs, Boy Scout or Venturing)
- Registration through December 2016
- Boy's Life through December 2016
- \*Rockets may be purchased from the council for \$10



# TRY OUT SCOUTS!

Events include:

Rockets

Hamm Radio

Astronomy

STEM events/ Experiments

Horseback riding

Petting Zoo

Gaga Pit

Rock Climbing

Archery

Rope Bridge

And So Much More!



When: Saturday October 22nd, 2016 @ 9am- 12pm

Where: TBA

Cost: FREE– except the Rocket event which costs \$10. Food will be available for purchase



*Pizza Hut*

# Pizza Hut Join Night

**When:** September 21<sup>st</sup>, 2016

**Time:** 6pm-8pm

**Where:** Your Local Pizza Hut Location

**How:** Units sign up with their District Executive for a location in their area. (NOTE: Multiple units can sign up for a location.) Catalina Council will promote to schools about joining scouting at the various Pizza Hut Locations. Youth who sign up that night at the Pizza Hut locations will receive a free menu item from Pizza Hut i.e. Personal Pan Pizza etc.



# EEGEE'S Sign Up Night

If you sign up to do a “Build An Adventure” Night the council will provide the unit with a **FREE** eegee's party pack for the sign-up event.

- Unit must provide the council with information on the location, date and time of event.
- Council will provide help with advertisement for event
- Unit must agree to turn in applications received at event immediately following the event.