How to Build your Pack

By holding a terrific Fall joining night
Let’s Scout Them In!
The Toolbox and Recruiting Menu will be your guides
Getting Ready for your Sign-up Meeting

• Here are some questions to answer

➢ What is and is not a Joining Night?
➢ When are Joining Nights held?
➢ Where are Joining Nights held?
➢ Why would families join our Pack?
<table>
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<tr>
<th>Timeframe</th>
<th>Task Description</th>
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| 3 or 4 months prior to joining night | Select a date for your unit’s Joining Night  
Recommended dates:  
Build an Adventure: mid-Sept. to mid-Oct.;  
Second Chance for Scouting mid-Oct. to mid-Nov.  
  
Check your online visibility! Update your unit’s BeAScout pin (see pg. 7). Pack Website, Facebook page and download & update the Joining night PowerPoint template from our website.  
  
Confirm your Joining night date, location and time with your District Executive by submitting a flyer request form found on our website.  
  
This is your “game day”- Get an audience! Promote by using: yard signs, pizza box advertisements, invite a friend cards, e-mail invites, press releases in your local paper, Facebook ads, church bulletins  
  
Social Media Blitz Week!  
More details available on our website  
  
September 2-8  
  
2 days prior to Joining Night  
Pick up a Joining Night Crate from the Council Service Center (first come, first served)  
  
1 Day After Joining Night  
Return Joining Night crate and turn in applications to get patch for new Cub Scouts (300 available-first come first served!)  
  
Within 2 weeks of Joining Night  
Deliver the promise of Scouting! Participate in an adventure event for your unit that new Cubs can come to!  
  
Within 2 days of your event  
Submit press release to local publications (template available on our website) |
Scouting Recruitment Menu

• Get ready for the main course

• Pick one or two of the following:
  ❖ Appetizers - creating awareness
  ❖ Add-ons - adding some hype
  ❖ Desserts - things to do year round
Cub Scout Dens

- Kindergarten – Lions
- 1st Grade-Tigers
- 2nd Grade-Wolves
- 3rd Grade-Bears
- 4th Grade-First year Webelos
- 5th Grade-Second year Webelos

Prepared. For Life.
• https://scouting.webdamdb.com/bp/#/folder/637343/
Social Media Special

- Update your “Be a Scout” pin
- Decide on (most have) family pack or boys only
- Decide whether you’ll accept on-line registration
- Use Facebook to promote
Social Media Special
Getting Started with Geofencing

Families have a higher interest in joining Scouting when they see information that is current, relevant, and easy to understand.

Review and assess all of your unit social media interfaces (Facebook, Twitter, Instagram, websites, etc.)
How would you answer the following questions:

• What type of information is presented on these pages?
• Is it for an internal or external audience?
• Is there information that non-Scouter will understand?
• Does the information look fun, exciting and welcoming?
• When was the last time the pages were updated?
Steps to Set Up a Geofence

1. Log into your unit Facebook page
2. Click Events
3. Create Event
4. Enter the information for the event (unit recruitment night, for example)
5. After your event is created, boost your event by clicking on the event-boost button
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Audience - this is where you will edit
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- MEN/WOMEN AGES (Pick an age range you want to target)
- LOCATION - push location and within 5 mile radius; Your strategy for geofencing will look different, depending on whether you’re located in an urban or rural area. Rural locations will have to broaden their geographic search.
- LIMIT ON DOLLARS - minimum $1.00 per day; and enter payment parameters
TIPS:

• Make sure you are using the BSA Brand guidelines
• Use high resolution graphics for the event
• You can target any location and then look for schools around that location
• Don’t forget the small details - for example, room location
• DO NOT change the event after it is posted
• AVOID co-hosted events
After the Sign-up night

- Review success - was it? Do you need to schedule a second chance recruitment?

- Review parent-talent surveys - are there folks willing to help?

- Call potential new leaders before the parent Orientation

- Hold a Parent Orientation
Resources

• Joining Night flyers
• Posters and yard signs
• Bookmarks, buddy cards, doorhangers
• Joining Night crates
• Banner ups
• Council website:
  ✓ Has detail on all the menu options
  ✓ Has templates for Sunday service bulletins
  ✓ Has scripts for meetings
  ✓ Has sample media releases
Incentives

- First 500 youth registered will receive a special Flying Rocket

- Any Scout who registers before September 11\textsuperscript{th} will receive a free ticket to our Scout Night at the Races at Tucson Speedway Raceway on September 14\textsuperscript{th}

- Packs who hit their recruitment incentive goal by October 31\textsuperscript{st} will receive FREE pinewood derby cars for all youth on their rosters as of October 31\textsuperscript{st}. 
New Families add Energy and Leadership

And we know new Families will have fun, build memories and friendships, and most importantly the boys and the girls will be better from their experience in Scouting.