



RECRUITMENT EVENT OPTION 1: ROUND ROBIN

There are key individuals that play an important role in the success of your sign-up nights:

- Pack sign up representative – responsible for the Pack Sign up Event
- 5 Station Chiefs responsible for explaining how Cub Scouts works along with collecting applications.

Station 1:	Welcoming to Cub Scouts Information
Station 2:	What We Do
Station 3:	Registration form and financial assistance
Station 4:	Check out (applications complete)
Station 5:	Families sign up for a special activity. Give age appropriate handbook

DURING YOUR RECRUITMENT

- Make sure your resources and materials are available during your event.
- Welcome families and activities
- Follow the 5 Stations and Sign up!
- Join Cub Scouting Event

Information Station 1 SIGN IN HERE

Station Chief Briefing:

You are the Station Chief for Information Station 1. That means that you are outgoing, smile at everyone and are friendly. Here are your tasks:

- Make sure the Station 1 sign is visible
- Have Sign-Up Night Sign In Sheets and Pens displayed
- Maintain or use council attendance sheets
- Have copies of “Welcome to Cub Scouts” available at your station
- Greet every family that comes in
- Ask each family to sign in
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Direct them to Station 2

What You Want To Have:

- Station Sign
- Welcome Sign
- “Welcome to Cub Scouts” brochure
- Sign In Sheets & pens



Information Station 2 WHAT WE DO

Station Chief Briefing:

You are the Station Chief for Information Station 2. That means that you are outgoing and friendly, and that you know about the activities the pack has planned for the year. You are someone that has experience having fun in Cub Scouts! Here are your tasks:

- Make sure the Station 2 sign is visible
- Provide Everyone with a Pack Calendar
- Have copies of other event fliers available
- Provide Each Family with a copy of “When / Where We Meet”
- Inform Families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Direct them to Station 3

What You Want To Have:

- Station Sign
- Pack Calendar
- Event Fliers and *Boy’s Life* mini mags
- “When / Where We Meet” handout with meeting times & locations along with pack and den leaders with contact phone numbers and emails.
- When Available – have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts



Information Station 3 REGISTRATION FORMS

Station Chief Briefing:

You are the Station Chief for Information Station 3. That means that you are outgoing and friendly, and that you want to see every youth join Cub Scouts! Here are your tasks:

- Make sure the Station 3 sign is visible
- Have BSA Youth Application Forms Ready to be completed and Pens
- Have copies of “Pack Leadership” to give out
- Have copies of “What does the Youth Application Do???” and make sure every family gets one
- Have copies of “What Other Costs Are There?” and give these out
- Be Prepared to Answer Questions about Pack Fee payment plans and/or financial assistance
- Direct them to Station 4

What You Want To Have:

- Station Sign
- BSA Youth Applications
- Pens
- “Pack Leadership” handout
- “What Other Costs Are There?” handout along with explanation on financial resources for those that need it: Camperships, Uniform Bank, Fundraisers
- Scout Shop Guide to the Uniform



Information Station 4 CHECK OUT

Station Chief Briefing:

You are the Station Chief for Information Station 4. That means that you are friendly, and that you are detailed oriented and organized! Here are your tasks:

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade
- Collect the proper amount for BSA Membership Fee (Boy's Life if added) and note the amount and form of payment on each form (Ask Families to wait to pay any pack fees later)
- Be Prepared to Answer Questions about Pack Fee payment plans and/or financial assistance
- Direct them to Station 5
- Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up – these are to be collected, signed by the CUBMASTER, the local council copy separated and put in the Envelope along with the BSA Registration Fees collected

What You Want To Have:

- Station Sign
- Calculator
- Sign-Up Night Envelope for applications and fees turn in



Information Station 5 DEN LEADERS AND Q&A

Station Chief Briefing:

So, you are the Station Chief for Information Station 5. Your goal is to be there to answer the questions that are not addressed through the rest of the Sign-Up Night process, and give families a chance to meet existing Den Leaders. Here are your tasks:

- 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
- Share cool experiences you have had with your child through the Scouting program
- Assist the Pack Sign-Up Night Coordinator with room clean-up after the Sign-Up Night Time Window

What You Want To Have:

- Station Sign
- Suggested—picture board of FUN Pack activities



Now that the Sign Up Night Event has been completed there are several important steps to follow up with to insure a great sign up experience.

AFTER YOUR EVENT

- 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 36 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.
- 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 your council's recruiting event so they can see Cub Scouting for themselves.

SUMMARY

Be sure to remember before, during, and after, these components need to be followed to guarantee a successful Cub Scout Sign Up Night.

- Build a Team
- Attend District Training for Cub Scout Recruitment
- Choose an activity playbook such as: Hooked on Scouting, Rocket into Fun, Science of Fun
- Set recruitment goals
- Get the word out. Set date time and location
- Join Sign Up Night (Use attendance sheets)
- Welcome new families