



Cub Scout Leader Recruitment Guide

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Recruitment Incentives

Scouting Is For Everyone

Scouting should be accessible to all youth. Recruitment serves as the primary means to deliver this mission to families in your area. Recruiting Scouts also identifies potential future Pack leaders among their parents, which not only eases current responsibilities but also prepares for the Pack's future. Prioritize recruitment in your Pack and never hesitate to ask for help!



3 Main Stages of Cub Scout Recruitment

1. **Planning and Promotion**
 - a. Steps to planning a successful Cub Talk and Sign-Up Night
 - b. Back-to-School Events
 - c. Marketing Strategies
2. **Conducting a Sign-up Night**
 - a. Main approach for a Sign-Up Night
 - b. Activities for Youth
3. **Onboarding New Families**
 - a. Parent Orientation Night Plan
 - b. Getting new families involved in volunteer opportunities

Quick Start Recruitment Checklist

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- ☐ Update Be-A-Scout Pin on my.scouting.org
- ☐ Meet with your District Executive to plan your fall recruitment
- ☐ Update your Pack calendar, contact list, and information sheet
- ☐ Order posters, fliers, buddy cards, and kits for your events
- ☐ Confirm your sign-up night with your District Executive
- ☐ Schedule a table at your Back-to-School Events
- ☐ Post videos and invitations on social media
- ☐ Schedule your Parent Orientation Night
- ☐ Send a welcome email to each of your new families
- ☐ Conduct a second chance sign-up night in October



1ST STAGE OF RECRUITMENT

Planning & Promotion

Cub Talks and Sign-up Nights

Cub Talks and Sign-Up Nights are our best way to get new youth to join Scouting!

Sign-Up Nights

Determining the correct date for a Sign-Up Night is very important and requires thinking about the local community and school's activities.

Packs should aim to schedule a Sign-Up Night at every school they are associated with and host it at the school for new parents' ease.

Your District Executive will coordinate scheduling your Sign-Up Night with the school(s) after a date is selected. Please utilize your school relationships to assist your District Executive in scheduling.

Sign Up Nights will be held:

- Tuesday, Wednesday, or Thursday.
- Friday works as a back up based on school availability.
- After the first full week of school, but ideally before the end of the fourth full week.
- One to two weeks after Back to School Events.
- The evening after the Cub Talk.
- Days to avoid: Saturday, Sunday, Monday.



Cub Talks

The Cub Talk is a 2-3 minute presentation at a school to get potential Scouts excited about Scouting!

Cub Talks are the most effective way to ensure a successful Sign Up Night.

Two priorities of every Cub Talk:

1. Inform families of Sign Up Night.
2. Excite & invite youth to join Scouting.

Your District Executive will plan and execute the Cub Talk for you! Parents have the best success getting schools on board for cub talks. Contact your District Executive about schools where your parents could help!

1ST STAGE OF RECRUITMENT

Planning & Promotion

Back-to-School Events

Use the Back-to-School Season for a Fall Recruitment Push!

About 80% of the Scouts that join your unit throughout the year will join during the back-to-school season. If a recruitment is poorly executed or missed in the mid-August to mid-September timeframe, it is difficult to recruit Scouts later because families have already chosen their activities for the year.

Most schools will host an event for parents to gather information from other organizations the school might be affiliated with. That is the perfect time to invite new families to join your Pack!

Two priorities of a Back-to-School event:

- Secure a booth or table to promote your Pack. Set-Up Unit Display Board and an activity to draw families to the booth.
- Include a Sign-In Sheet, Sign-Up Night Fliers, Unit Calendars, giveaways, etc.

We suggest having at least 2 adults from your Pack run the Back-to-School booth. Your District Executive will help by supplying your unit with a Back-to-School kit.



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1ST STAGE OF RECRUITMENT

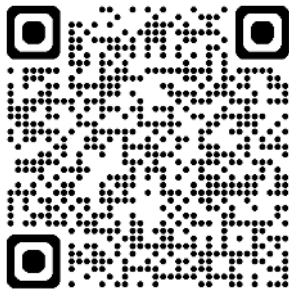
Planning & Promotion

Marketing Strategies

It is crucial that potential Scouts get the sign-up night information home to their parents, and we have many great ways to ensure that happens! We encourage every unit to order materials such as:

- buddy cards
- yard signs
- posters
- fliers

Order online here:



Before ordering your supplies, there are a few details to figure out so we can list the correct information on your order:

- New Member Coordinator Contact Info (Name, Phone, Email)
- Sign Up Night Details (Date, Time, Location with address)
- Parent Orientation Meeting Details (Date, Time, Location with address)

Your District Executive will order stickers and fliers for your Pack's Cub Talks.



In addition to your printed materials there are many other ways to invite youth to your Sign-up Night!

1. Word-of-mouth - parents, please invite your friends to join in the fun!
2. BeAScout Pin - update through my.scouting.org
3. Promotional Videos
4. Social Media - personal and Pack pages
5. Peer-to-Peer Invitations

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2ND STAGE OF RECRUITMENT

Conducting a Sign-Up Night

Sign-Up Nights give parents and youth an opportunity to get to know Scouting at a personal level. Questions are answered, interest is built, and parents see how Scouting is for families like theirs, no matter what that family may look like.

Your District Executive will schedule with the school, assist in leading, and gather supplies for your Sign-up Night!

Before the Sign-up Night:

- Wear a Scouting polo shirt or t-shirt as appropriate with your school
- Make sure you have all of your supplies needed for the Sign-Up Night
- Confirm location

When you arrive for the Sign-up Night:

- Spread out your materials and set up room properly
 - Have a check in table with parent packets and sign in sheet
 - Put out the unit display board and information
- Review all unit leadership roles for the evening (Greeters, Speakers, etc.)
- Have the youth and parents sit together by grade levels noted by the table tents
- Set up youth activity - *Example: Flying Flier Fling, which is a paper airplane contest!*

The Presentation at the Sign-up Night:

- Begin promptly. Keep the presentation to 10 to 15 minutes.
- Overview of presentation:
 - Why Scouts? (3-5 minutes) **District Executives** give a brief description of Scouting.
 - Review Materials. (5-10 minutes) Review Pack calendar, contact information, and special activities that make your Pack standout.
 - Applications. (As long as necessary) Assist parents in filling out applications. Use the QR code to guide parents to the online application, or use paper applications.
 - *District Executives will assist with this section.*
- Answer questions individually after the meeting, not as a group.

End of the Sign-up Night:

- **Collect applications. Don't forget signatures!**
- Every family has their Den Leader's contact info and details for their first activity.
- Remind everyone of the Parent Orientation Night.
- Answer any lingering questions.

Remember, Scouts get a \$40 registration discount if they sign up this Fall!

3RD STAGE OF RECRUITMENT

Onboarding New Families

Introducing new families to the Cub Scout program structure fosters transparency, encouraging them to volunteer. The Parent Orientation Meeting, held one week after the Sign-Up Night, is the ideal forum for this welcome to Scouting.

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Why host a Parent Orientation Meeting?

Every Unit needs more volunteers to help the program operate more efficiently. The Parent Orientation Night is the PRIME OPPORTUNITY to provide a more in-depth conversation with parents about the Pack's needs and to answer questions.

Do's:

- Have a handout that indicates position(s) available in the Pack.
- Set a term limit for each of the position(s).
- Allow parents to ask questions - follow up with opportunities to help the Pack.
- Present opportunities for "helpers", not just formal leadership positions.

Don'ts:

- Talk about any negatives - People join positive teams...not negative ones.
- Don't extend the meeting over one hour - Keep it short & to the point.

Example: One Pack created a board listing all their activities for the year in individual boxes with specific tasks for that activity. (Pinewood Derby tasks: track set up, announcer, prize organizer, clean up, etc.) This allows new families to get involved right away without taking on a big role at their first meeting. Overtime they will feel more comfortable and can take on more as their child starts to love Cub Scouts!

Your Pack owns this meeting.

Your District Executive will supply materials and answer any questions you have.

Pack Recruitment Timeline

July - August

- Pack leadership meets with District Executive to customize your Pack's recruitment plan
- Designate Pack's New Member Coordinator
- New Member Coordinator and other leadership attends the Recruitment Training on July 16th or July 26th
- Create your 2025-2026 Pack Calendar
- Create your Pack Information Sheet
- Confirm Sign-Up Night date and information with District Executive and school(s)
- Secure a booth at your school(s) Back-to-School events

August - September

- Hold Sign-Up Night - implement marketing methods at least 2 weeks before
- Host a Parent Orientation meeting the week after your Sign-Up Night.
- Collect and submit applications
- Continue inviting families to your upcoming meetings

September - October

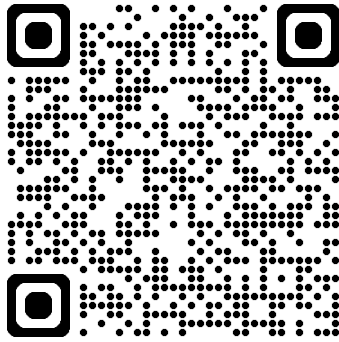
- Work with your District Executive to schedule a second chance Sign-Up Night



Resources

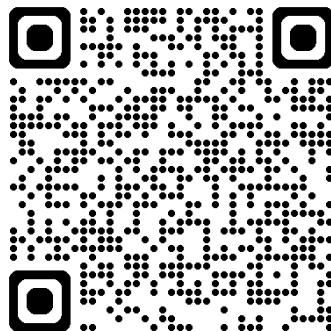
Scouting Colorado Recruitment Materials - here is your link to recruitment resources on our website, including a link to this booklet, order form for printed materials, and more!

<https://scoutingcolorado.info/unit-resources/recruitment-resources/>



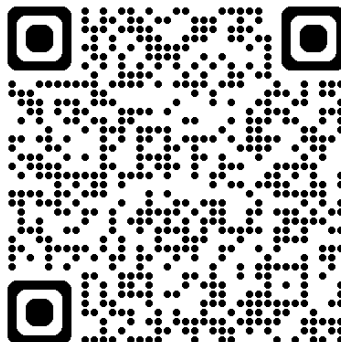
Scouting America Marketing and Membership Hub - your one-stop shop for all information and best practices for membership recruitment. You can also find the brand center here!

<https://scoutingwire.org/marketing-and-membership-hub>



Scouting Colorado Link Tree - a great resource hub where you can get everything in one spot!

<https://linktr.ee/scoutingcoloradoCubScouts>



CUB SCOUT RECRUITMENT INCENTIVES



NEW CUB SCOUT REGISTRATION

\$40 off registration for all new Cub Scouts who register August 1 - November 1 2025 with a Scouting Colorado Pack. Discount code to be shared by your District Executive.

DEN LEADER KITS

Provides all supplies and instructions for the first 3 den meetings. All packs will receive one kit for all Dens.

NEW DEN LEADER REGISTRATION

All Packs will receive a code to register 1 new Den Leader with their pack for FREE this fall. This must be completed August 1 - November 1, 2025. Code to be shared in August.

For every 6 new Cub Scouts you recruit into your Pack, you get an additional new Den Leader's registration cost covered to join your Pack. August 1 -November 1, 2025

NEW CUB SCOUT KIT

Nalgene and 6 essentials mailed to all new Cub Scouts August 1 - November 1, 2025.



For more information and to order recruitment supplies visit: scoutingcolorado.org