



BOY SCOUTS OF AMERICA®
MISSISSIPPI VALLEY COUNCIL

2024 Cub Scout Membership Playbook

**A resource for:
Pack Membership Coordinators**

Updated July 12, 2024



BUILD AN ADVENTURE



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Note from the Council Membership Committee

Scouting exists to actively engage and support young people in their development of academic, leadership, and citizenship skills. Scouting builds self-confidence, empowers our young people to make positive contributions to society and provide service to others. Because of Scouting's influence, there is NO doubt why studies show Scouts do better at school, at work, and in life. Therefore, it is important to our communities and young people that we RECRUIT FAMILIES to join Scouting. We must tell our story at every opportunity that Scouting is AN OUTSTANDING RETURN OF INVESTMENT in preparing our youth for their futures. Each and every family should receive the message that Scouting is alive and available in their neighborhood.

By ADDING NEW CUB SCOUTS EVERY YEAR to your Pack, Scouting remains healthy. We challenge you to grow your Pack. Don't be overwhelmed by this challenge. There are plenty of resources available for your unit. One resource is this Playbook. It will guide you through the ins and outs of recruitment. KEEP SCOUTING STRONG!



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Have a New Member Coordinator!

WHY?

New Member Coordinators

In every unit can help the BSA to address the current challenges:

- *We lose a high percentage of youth and families soon after joining.*
- *We are not engaging enough millennial moms, who should be our target market.*
- *We are not reaching the fastest-growing youth population groups demographically.*
- *We are overly dependent on legacy Scouting families. We are not connecting with today's families who do not have a family member who was a Scout (the majority).*



Key Responsibilities

- Greet new families at the sign-up event. Make them feel welcomed!
- Follow up with interested families and answer any questions they may have
- Ensure new Scouts and their families are invited to pack/district/council events
- Check in with the Scouts and their families throughout the Scouting year



BENEFITS

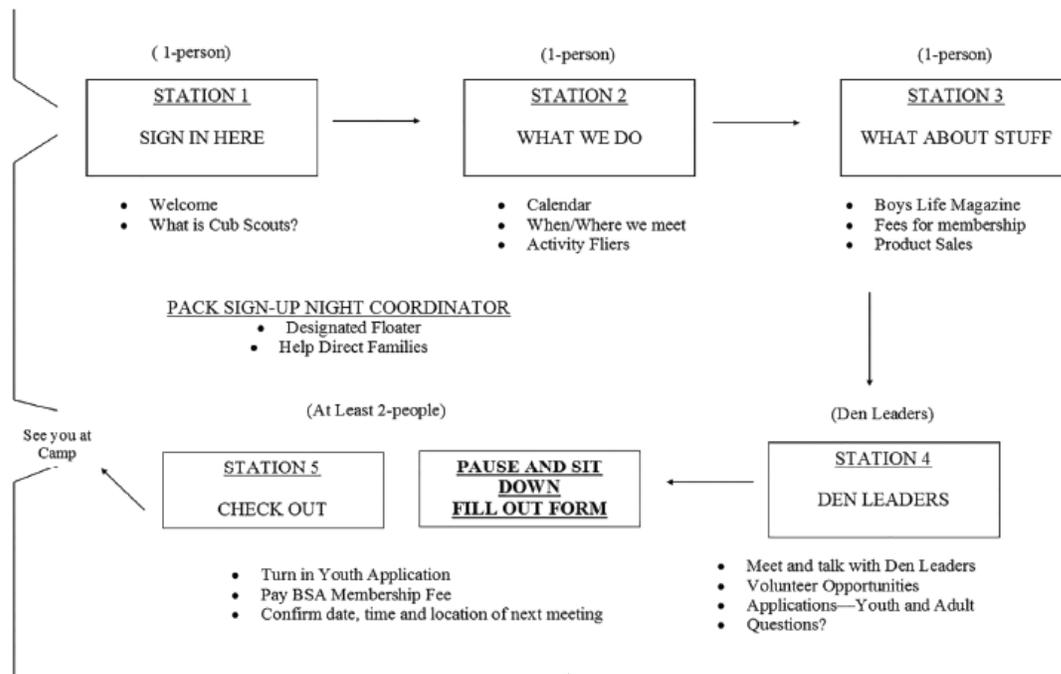
The **BENEFITS** of having **New Member Coordinators** can be substantial!

- *Continuing engagement of youth and families rather than many leaving after only a few weeks.*
- *Healthier units with a higher level of volunteerism.*
- *More youth developing character, learning new skills, having fun and adventure.*
- *Districts are strengthened by the creativity, collaboration, and connections of the New Member Coordinators.*
- *Councils meeting membership goals for both recruitment and retention.*

How to Conduct a Sign-Up Event

- **No more uniforms at sign-ups.** Uniforms have created an us-vs. them mentality and a barrier to joining. Instead, go with a less intimidating golf shirt or pack shirt and a name tag that includes the person's name and the title of "parent," followed by their Scouting position, such as Cubmaster.
- **Change the sign-up event itself:** Move to a station-to-station/Open house-style process, more like a sports sign-up event (see below for example). No more presenter style. This new process takes only 20-30 minutes. Also stop recruiting leaders at joining night events. Leaders are recruited before or after sign-up events.
- After going through all of the stations, parents will have signed up, paid, and received a complete packet of pack information including key dates, times, contact information, pack expectations including fees, calendar, and a handbook.
- **Provide a great first experience.** Schedule a fun, exciting outdoor experience almost immediately after the families join. Promote at the sign up event

Setup for Sign-Up Night



Key Points when Recruiting a new Family

1. You must make sure they feel welcome at the recruitment and first meeting. A new member coordinator can help most with this process.
2. Be clear on cost for registration, dues, shirts, etc, but also share fundraising opportunities (popcorn, camp card, etc) as well as financial assistance opportunities.
3. Give the families a pack calendar for AT LEAST the rest of the calendar year
 - a. Den Meetings
 - b. Pack Meetings
 - c. Pack Outings
 - d. District/Council Activities: example: Spookoree, Webelos Woods, Yukon, etc.
4. Share the value of Scouting to the joining families:
 - a. Character Development
 - b. Fun for the entire family
 - c. Community Service
 - d. Civic Awareness
 - e. Time spent in nature/outdoors
 - f. Etc.



Checklist for an Effective Parent Orientation

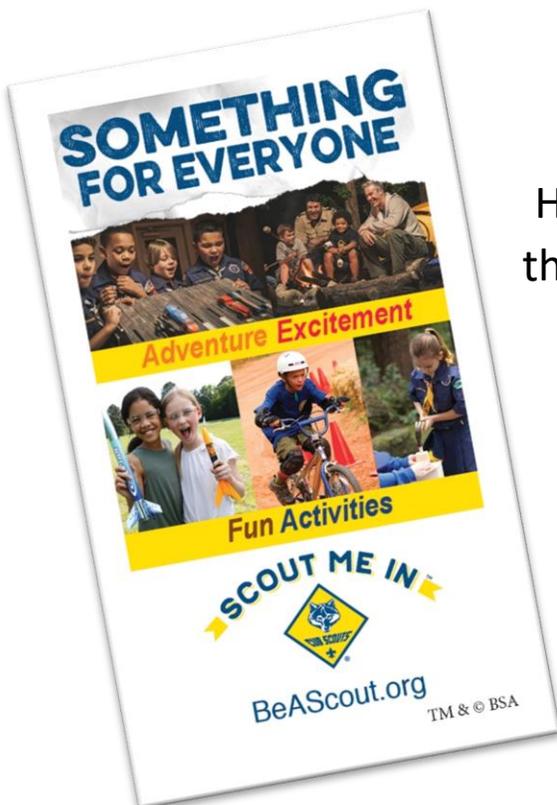
Congratulations on conducting a successful Sign Up Event... Now the fun starts. A week after the sign-up night your pack should hold a Parent Orientation. Here is a list of suggestions that will help you plan and execute an effective Parent Orientation:

- Make sure each new family gets a personal phone call inviting them to the orientation. Have some parents that do not fill an active adult leader role handle this for your pack.
- Have an activity for the youth and siblings to do so you have time to talk to the parents. A local Scouts BSA Troop may be able to help with this. If not, make sure you have at least two adults supervising the activity. Have some light refreshments for the adults.
- Have your adult leaders introduce themselves and share why they are in Scouting.
- Give the new parents a time to introduce themselves and share what they hope to get from the Scouting program. This is important...it will give the pack ideas on how to better engage the parents and meet their needs as a family.
- Help parents understand the importance of “active involvement” and how this program is beneficial for the entire family. Encourage them to participate in as many pack events as possible. Review your Pack calendar with them.
- Share leadership opportunities and/or pack assignments the pack has with the new parents. This may take some one-on-one time with parents to get them committed to fill a needed role in your pack.
- Encourage your newly recruited leaders to attend one of your district’s scheduled trainings as a group. This will make it more fun and help create a “team” feeling for the new leaders.
- Before you let them leave the orientation, give them an opportunity to ask questions and make sure they know the date, time and location for the next month’s pack meetings.

Available Recruitment Materials



Recruitment Stickers
for carnivals, events,
and Scout Talks



Peer to Peer Cards
Have your Scouts give
these cards to a friend!
Fill out your Packs
information on the
back





Joining Envelopes

Put applications and pack information inside these joining envelopes! To be used at sign up events



Yard Signs

Place them in your neighborhood or in your lawn!

New Scout Joining Incentives



All youth who join at
your packs **sign up**
event will get either
a frisbee or key tag!
This is a free
incentive for units



Pack Incentives

Fall Incentive

When a pack reaches their target recruitment goal by **Friday, October 11, 2024** the council will pay for a pizza party! The MVC will provide a gift card to the pack. (pizza vendor and amount of the gift card will vary by unit size and location of unit). Talk to your District Executive to discuss and establish your recruitment goal.



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2024 Recruitment Resources Request Form

Unit Information

Unit # _____ District: _____

Submitted by: _____

Phone Number: _____

Email: _____

School District: _____

School District Requires Pre-approval? **Y / N**

Sites for Flyer Distribution (Schools,
Churches, etc): _____

Sign Up Event Info

Event Date: _____

Time: _____

Location of Event:

Address:

City: _____ Zip: _____

Contact Name for Flyer:

Email/FB: _____

Phone Number: _____

Date Materials Needed: _____

(Please allow 5 business days for your flyers to be printed after school approval). The MVC will also do a Facebook promotion in your area for your scheduled recruitment at no additional cost to your unit.

Additional Resources

- _____ # New Family Joining Envelopes
- _____ # Sign Up Night Check in Sheets
- _____ # Youth Applications
- _____ # Adult Applications
- _____ # C.S. Yard Signs
- _____ # Frisbee/Key Tag (New Member Incentive)

Flyers/Peer Cards

- _____ # Cub Scout Flyers
- _____ # Cub Scout Invite Cards
- _____ # Scouts BSA Flyers

DE Approval: _____

Completed Date: _____

Prepared. For Life.™

