



# JOINING EVENT PLAN

## Five Easy Steps to Plan a Cub Scout Joining Event

Tackling Fall Recruitment can seem like a maze of tasks – or a very complicated puzzle made up of a million tiny pieces. But now, it is time to uncomplicate things a bit and make Recruitment all about FUN for everyone!

Remember that getting new families to join can look differently for every unit. It might happen through very personal, one-on-one conversations with families in your community, or through day-long joining events hosted by your unit. Try different methods and tactics and see which works best for you! Whatever you choose to do, it starts with finding out where the families are in your community – and showing up there. How do *they* want to be approached and introduced to Cub Scouts? Remember that there is no “one size fits all” approach.

To make things a little easier, we have outlined a few steps below to help you throw a successful and organized event, whether it’s your Pack’s first time or 50<sup>th</sup>.

1. **Pick a New Member Task Force Team (TFT).** This team will handle the list of to-do's and make sure that everything gets done on time. Depending on the size of your event, this can be anywhere from 2-6 people. If you can, grab a mix of veteran team members and newbies so that you can keep things fresh with creative ideas AND pull in best practices from past joining events. Also, it never hurts to name your TFT and assign a hashtag for them to use for social media sharing purposes.
  - a. The sky’s the limit! Brainstorm new ideas to attract youth in your area. Here is a few, for starters:
    - i. Begin early! It's never too soon to talk about Scouting.
      1. Contact the school's PTO to get involved in school activities or presentations. (You need to talk to them around May or June.)
      2. Look for local family summer activities and be there (community pool, sports leagues, summer camps, etc.).
      3. If your pack or den goes to a summer event or activity, be prepared to share information about Scouting and have a contact person ready.
    - ii. Get involved in your community.
      1. At community events or parades, pass out info or flyers saying, “Ask me how to join.”
      2. Take part in community service (e.g., pass out water bottles).
      3. Partner with a local business.
      4. Host or attend a neighborhood block party or picnic.

5. Consider sharing information about Scouting at a youth sporting practice or game (before or after).
6. Show up at food truck events. (Wear your uniform and show your Scouting pride. This is a grassroots effort.)
- iii. Create your own event.
  1. Rocket Into Scouting
  2. PWD demonstration
  3. Scout day/night (rock climbing, karate, park, go karts, putt-putt, etc.)
2. **Make a [list of the essential to-do's](#) that cover your event from start to finish.** This is essential to making sure that your event runs smoothly! Get your ideas down on paper so that it is easy to see what needs to be done and where there may be gaps in planning. It also makes it easy to spread the workload evenly across your TFT!
  - a. Don't forget to spread the word about your event.
    - i. Send out a virtual invite.
    - ii. Post about your event on social media and ask all your parents to re-post on their pages.
      1. Idea - Every parent who sends back a screenshot of their post gets entered to win a prize (of your choosing).
    - iii. Let your community know – post on Nextdoor, Peachjar (school newsletters) or other community forums. Put yard signs in Scout families' yards - not just at school and church. Let them show their pride and get talking to neighbors.
    - iv. Create other customizable items to promote the event/pack/unit, like (tees, car magnets, etc.)
3. **Assign specific tasks and dates to your TFT members.** After you have created your list of essentials, review everything and put names and deadlines next to each line item. Again, this gives everyone clear expectations and makes it easy to manage.
4. **Assign a Day-Of Team (a DO Team!) and make a Run of Show list.** The DO Team will oversee the running of the event, making sure that the venue is set up with everything from the welcome materials to snacks and decorations. They will also oversee the breakdown. Obviously, tasks can be divvied up between parents and Cub Scouts but having a core team in charge of the day will make everything run more smoothly and will give people a clear person to go to with questions.
5. **HAVE FUN!** Remember that this is a gathering to spread the word about how much fun Scouting is! Things may get off track, but the main goal of the whole event is to have a great time and to celebrate your Pack and the amazing friendships that come from Scouting. Be sure to take lots of pictures to share on social media (usually there are a few people who love to do photography). Sharing exciting events like this can attract new families to Scouting!

The key to making things fun is to plan ahead. Have planning sessions to work through the details. Get your TFT together, make it festive so everyone has fun in their role, and go over what you want the day to look and feel like.

You've got this. Let's show our communities what Cub Scouts are all about!