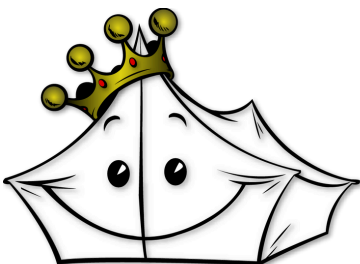




2025 Cub Scout Leader Guide to Recruitment



Samoset Council, Scouting America
3511 Camp Phillips Rd, Weston, WI 54476
(715) 355-1450
www.samoset.org

Dear Cub Scout Leaders,

Thank you for providing a fun program for youth that builds character, improves physical fitness, teaches life skills, and develops a spirit of community service. Because of the time and effort you and other parents put forth, youth in your Pack will have advantages in life they may not otherwise have had. Every youth deserves the chance to experience the Scouting program and it all starts with giving every youth the opportunity to join Cub Scouts.

This guide provides the tools needed to develop and implement a successful plan to invite all boys and girls in your area to join your Pack.

If you need assistance or have questions, please contact your District Executive. Additional tools and resources to help you with recruitment can be found at www.samoset.org/recruitment.

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Have questions or need assistance? Your District Executives are happy to help!

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Timeline for Success

Begin planning early with input and help from all leaders to ensure a successful recruitment.

August

- Hold a Pack/Parent Committee Meeting to discuss recruitment and share responsibilities with parents and leaders.
- **Update your BeAScout pin so it's easy for prospective members to find you.**
- Contact the elementary school(s) your Pack serves to reserve a room for your Join Night.
- Arrange to have an information booth at your school's Open House night (or try to make other arrangements if not allowed at Open House), student supply drop off, or other parent informational meeting to promote your Pack.
- Coordinate additional promotion efforts to ensure every youth receives at least seven invitations to join Cub Scouts. See list of methods on page 4.

September

- Confirm the school will be unlocked and ready for your Join Night.
- Conduct Cub Scout Join Night! See instructions on pages 6 & 7.
- Send a copy of your sign-in sheet to your district executive within 48 hours.
- Within 24 hours of your Join Night, contact each new family to welcome them to your Pack.
- Hold a separate orientation for new families within 1 week of your Join Night. A sample agenda can be found on page 8.
- Be sure each new adult leader completes Safeguarding Youth Training and basic training for their position (available online at my.scouting.org).
- Approve new adult leader applications in My.Scouting.

October

- Ensure all Dens are meeting regularly - this is vital to keep new families coming back.
- Distribute flyers at school to reach any youth who may have missed your Join Night.
- Flyers should have information about your October Pack meeting or other activity.
- Be sure flyers are distributed one week before your Pack meeting/activity.
- Be prepared at this meeting/activity to enroll new youth and assign them to appropriate Dens.



Promoting Your Pack: The Rule of Seven

Research has shown that people need to be invited to do something an average of 7 times before they are likely to take action, which means it's important that youth are invited to your pack Cub Scout join event at least 7 times. Samoset Council offers a variety of materials to assist in this effort, and the methods below have a proven record of yielding great results.

Best Methods (at a minimum, your Pack should do the following)

Flyers & Posters

Send an invitation to your Join Night home with every child at school. Contact your district executive to coordinate printing and distribution.

Open House Display

Set up a booth at your school's open house, supply drop off, or other parent informational meeting to promote your Pack. Make sure to have your upcoming calendar and contact information available. Talk to your District Executive about the other recruitment assets below.

Yard Signs

Get the word out in the community by placing yard signs in high traffic areas and in front of school. Tip: place yard signs at busy traffic intersections so each car that stops will be able to see it.

School Talk With Wristbands

A great way to ask youth to join Cub Scouts is by visiting their school and generating excitement about all the fun activities. Contact your district executive to coordinate school talks. See page 6 for more information.

Select at least two more methods from the list below to go along with the five best methods on page 4 to increase the number of times prospective families are invited to join your Pack!

More Promotion Ideas - Ask parents & your charter organization to help!

- Phone calls or texts to prospective families (parent-to-parent recruiting).
- Social Media and/or an article in local newspaper.
- Announcement on the local radio station during community bulletin or on their online community calendar.
- Have Scouts wear their uniform to school the day of your Join Night.
- Decorate a display case or bulletin board at school, the library, churches, etc.
- Add an announcement to the church bulletin.
- Business window/counter displays and marquee.
- Pack special events (hay ride, picnic, etc.)
- Information handed out with Halloween candy.
- Flyers in grocery store bags.
- Write the information with sidewalk chalk where allowed.

Did you know?

You have access to the Scouting America Brand Center! Scan the QR code to download templates for emails, social media, peer-to-peer cards, bookmarks, videos, and more!



School Talks

A School Talk is a 3-4 minute presentation during the school day to generate excitement about Cub Scouts and tell students how they can join. School Talks dramatically improve attendance at Join Nights. Do not miss this important step in the fall recruitment plan! School Talks can be conducted by any enthusiastic Pack volunteer.

Contact your District Executive to coordinate scheduling School Talks at your schools. If your school does not currently allow school talks, consider submitting a letter from the Pack to the principal and school board requesting the opportunity to promote Scouting in some way at school.

Ideally, flyers will have been sent home already and the School Talk will serve as a reminder of the Join Night.

Supplies: customized wristbands with details about your Join Night, a pinewood derby car, or other cool prop.

The actual presentation should include:

- A brief description of the fun activities in Cub Scouts.
- Repeat the date, time, and location of the Join Night and remind them that a parent should attend.
- Each youth receives a wristband or flyer. Ask them to show the wristband or flyer to a parent as soon as they get home.

School Talk Sample Script

"My name is ____, and I am here today to talk to you about Cub Scouts! Cub Scouts is super fun and anyone—boys and girls—can join! In Cub Scouts, we spend time with our friends and family doing really cool activities. I'm going to ask you a few questions and if your answer is yes, I want you to raise your hand? Sound good? Okay—how many of you like to play outside? What about camping and roasting marshmallows? Fishing? Swimming? Field trips? What about launching water rockets or building your own racecar? If you like any of those things, I know you would have a ton of fun in Cub Scouts!

Okay, listen carefully, if you raised your hand, I want you to go home and tell everyone you live with - the adults, your brother or sister, even your dog, cat, or hamster! - that you want to be a Cub Scout and come to [location, date, time] with an adult to sign up. Can you remember that? What day? Where? What time?

If you're already a Cub Scout, make sure to tell all your friends at recess how much fun you have!

It was so nice to meet all of you today! Thanks for letting me talk to you about Cub Scouts!

Join Night Checklist

Below are key items to plan for to ensure a successful Cub Scout join night.

Before the Join Night

1. Choose A Location

If possible, hold your Pack's Join Night at your elementary school. This provides a familiar and comfortable setting for new families. They are more likely to know where the library at school is than the Scout House or VFW.

2. Select A Format

Decide how your Join Night will be structured. Keep things simple and organized to fit into 1 hour or less, touching on just the highlights of your Pack. More detailed information can be shared during the New Family Orientation meeting.

3. Coordinate Uniforms

To help new families feel more comfortable, it is recommended that most leaders wear a Pack t-shirt with a name tag that identifies them as a "parent volunteer." The field uniform is always appropriate, but it can be intimidating to a new parent.

During the Join Night

1. Take Attendance

Make sure every family signs in on the attendance sheet when they arrive.

2. Share Information

Every family should receive a Pack calendar and leader contact information.

3. Help With Applications

Help families complete and submit their online application to join that night. Again, paper copies are available if needed, but online registration is preferred.

See page 9 regarding information about applying for financial assistance.

4. Invite new families to the New Family Orientation Meeting.

This meeting should be scheduled within 1 week of your Join Night. See page 8 for a sample agenda.

See sample Join Night Agenda on next page.



Sample Join Night Agenda

Welcome

- Greet everyone as they come in and have them sign in.
- Provide each family with the All About Cub Scouts orientation guide, your Pack calendar, and any other Pack information, and a meeting agenda.
- Have youth go with older Scouts + appropriate adult leadership to do an activity.

Who We Are & What We Do

- Introduce key leadership & how your Pack is structured.
- Explain when your Pack & Den meetings are.
- Talk about upcoming activities & what makes your Pack special.
- Briefly touch on fundraising (more can be discussed at the orientation meeting).
- Have one or two current families share why Scouting is important to them.

Registration

- Register online at BeScout.org by completing the application and paying online (if needed paper applications are available). See more on page 10.
- Review membership fee structure and Scout Life option.
- Be prepared to answer questions about fees and financial assistance options. In addition to any assistance your Pack may provide, Samoset Council offers need-based assistance to cover registration, uniforms, or other expenses.

Q & A

- Make sure parents know when the first meeting is and answer any other questions.

Checkout

- Collect any paper applications, parent information sheets, and fees.



After the Join Night

1. Submit Paperwork

Gather any paperwork (sign-in sheet and any physical apps) and a check (if applicable) and submit to your District Executive or the Council office within 48 hours.

Remember to check My.Scouting.org to approve online applications (adult applications can only be approved by the COR or COR Delegate).

2. Conduct a New Family Orientation Meeting

See page 8.

New Family Orientation

An orientation meeting for new families should be held no more than one week after Cub Scout join night. All parents and leaders should attend. We recommend **not** conducting this orientation at the Join Night or regular Pack meeting.

1. Welcome & Introductions

2. Pack Program

- Explain the difference between Pack meetings, Den meetings, and Parent Committee meetings.
- Review your Pack calendar and highlight upcoming Pack activities.
- Review details for the popcorn sale. Hand out sales flyers.

3. Uniform

- Explain which uniform parts are required, provided, and optional. Help families fill out the Cub Scout uniform essentials flyer (or have completed forms ready).

4. The Pack Committee

- Explain the Cub Scouting program is an all volunteer organization. Your Pack is successful because each parent volunteers in some way during the year to help the Pack. Some people run the Den or Pack meetings. Some people take a “behind the scenes” role on the Pack Committee and help with planning, paperwork or other administrative type duties. Some parents are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, etc.
- Talk about key Pack leadership and leader training.
- Ask parents to complete the family talent survey if they have not already done so.

5. Den Program (Separate Into Dens)

- Dens that already have a Den leader: Den leader discusses meeting dates, times and locations and recruits parents to assist with Den meetings.
- Dens without a Den leader: Combine with another Den, at least to start. Do **not** ask a brand new parent to become a Den leader (unless they volunteer!). The program is designed to have multi-rank Dens if necessary until a leader is identified.

6. Closing

This is a chance for your Pack to establish expectations, communicate the program plan, and answer any questions before the first official Pack meeting.

Arrange to have a few experienced parents run an activity for youth who attend so you will have the full attention of the parents.

This meeting should last no more than one hour, but plan to stay to answer questions. Think back to your first Cub Scout meeting - what do you wish you had been told?

October Recruitment Follow Ups

October Pack meetings are the perfect opportunity to invite families to join your Pack that may have missed, or been unaware of, the opportunity to join in September. The following steps will help you maximize the success of fall recruitment.

October Recruitment Checklist

- Contact the school principal after your Join Night to thank them for their support of your Pack's successful Cub Scout Join Night.
- Ask the principal to allow you to distribute flyers again.
- Deliver flyers to the school in enough time that they can be distributed at least one week prior to your October Pack meeting.
- Be ready at your October Pack meeting to welcome new families. Give new parents the information packet you used at your Join Night. Ask them to stay after the Pack meeting for about 20 minutes so they can finish signing up and meet their Den Leader.
- Follow-up with all new families. Be sure they are aware of upcoming Den and Pack meetings, Pack activities, the popcorn sale etc.
- Turn in paperwork and fees collected to register the new Scouts in your Pack.

How to Register



Online Registration - This is the preferred method for registration. Head to BeAScout.org, select your program (i.e. Cub Scouts, Scouts BSA, Venturing), enter your zip code, choose the unit you would like to join and select APPLY NOW. Next, create an account with My.Scouting.org, complete the online application, and make a payment (if financial assistance is needed, submit that application first).



Financial Assistance - In Samoset Council, we believe every family should have the opportunity to join Scouting and understand there may be circumstances in which financial assistance is needed.

Requests can be made at Samoset.org/aid by a parent or guardian for youth and adult applications. All information will be kept confidential. If assistance is given, an email will be sent with a code to enter when filling out the online application.



Paper Applications - If needed, paper applications for youth and adults are available. Youth applications must signed by an adult leader. Adult applications can only be signed by the Charter Organization Representative, or their delegate. Once signed, paper applications and payment can be sent to the Samoset Office, located at 3511 Camp Phillips Rd, Weston, WI 54476.



Online Payments - An online portal is set up at Samoset.org/pay for accepting credit card payments for paper applications. When completing the payment information, please add the name and unit number.

Samoset Scouting

2025 Annual Membership Fees

Updated June 1, 2025 for all new and existing members.

NATIONAL \$85.00
COUNCIL \$48.00
TOTAL \$133.00

Youth participants in Kindergarten through age 20.



NATIONAL \$50.00
COUNCIL \$48.00
TOTAL \$98.00



For all Exploring youth and adults.

NATIONAL \$65.00
COUNCIL \$36.00
TOTAL \$101.00



All registered adult volunteers (excluding Exploring) in unit and non-unit positions. Volunteers with multiple registrations will only pay for one position.

NATIONAL \$25.00
COUNCIL \$0.00
TOTAL: \$25.00



This fee is for Merit Badge Counselors who are **not** already registered volunteers. Merit Badge Counselors who are not also registered in a unit position are not allowed to attend overnight Scouting activities/events.

SCOUT LIFE
MAGAZINE \$15.00
(optional)



The official magazine of Scouting America
10 issues + free digital access

Get a multi-year subscription online at
subscribe.scoutlife.org.

Please note, additional fees may be charged by units. The National fee cover costs such as liability insurance, background checks for adults, tech support, and program resources. The Council Program fee offsets the cost of various district and council events – learn more at <https://samoset.org/about/fees/>.