

# Welcome and Thanks for coming



# Housatonic Council

## 2014 Joining Night Training



# The Purpose

**The Joining Night is our opportunity to show people what Scouting is all about, and to highlight the benefits our program has for boys and their families.**

**The Cub Scout “Joining Night” is the single largest youth recruiting drive done during the year in the Housatonic Council.**

**The focus of this recruiting effort is to enroll first through fifth-grade boys into Cub Scouting and also to recruit new adult Leaders for the Pack.**

**Nearly all Boy Scouts (**over 95%**) come from Cub Scouts.**



# The Plan

**Designate a “Joining Night” for each Town/City and then each school in the Housatonic Council.**

**Invite prospective youth and their parents to attend.**

**Utilize multiple recruitment methods and marketing to generate interest in joining.**

**Designate a Pack Joining Night Chairperson.**

**Utilize “Best Practices” at your unit’s Joining Night.**



**PLAN TO BE SUCCESSFUL!**



# Who Does What?

**Each Pack is responsible for and runs its own Joining Night.**

**A District or Council representative is on hand to support the Pack and collect applications and registration fees.**

**The Council provides printing flyers (for free), lawn signs, recruiting materials and handouts.**

**Each Pack is responsible for collecting registrations and fees, and forwarding them to the Council.**



# Unit Joining Night Chairperson

## Helps the unit with:

- **Securing Joining Night dates, times & location.**
- **Publicity, including flyers, yard signs, posters.**
- **Sharing Joining Night information with the Council**
- **Collecting registrations and fees and forwarding them to the Council.**
- **Setup and logistics for a successful Joining Night, which frees the Cubmaster to “work the room”.**



# Promotion

The “Rule of 7” in marketing states that an individual must be exposed to an advertisement **7-times** before they decide to act on it.

**Packs should use a multi-tiered approach to reach prospective Scouts and their families.**

- **Traditional media**

- Press release in newspapers, other community publications.
- Posters, Yard Signs, School Displays

- **Electronic media**

- Unit Facebook page and other social media. Easy to forward and network.
- Unit website. A good repository of information, forms and Pack calendar.
- Update unit’s BeAScout pin and contact information on the Housatonic Council site.

**What other methods does your unit use to promote your Joining Nights??**



# Joining Night Planning Guide

**In your Joining Night Planning Guide you have the following tools:**

- **Sample Press Release.**
- **Blank Den Rosters.**
- **Joining Night Agenda.**
- **Floor Plans.**
- **Parent information Guide.**
- **Many more tools available on line at [www.housatonicbsa.org](http://www.housatonicbsa.org)**
- **And everything you learn from this presentation.**





# Preparation

**Bring the following to support the event:**

**Cost summary sheet with all prices determined, including youth & adult registration fees, *Boys' Life* fees and unit dues.**

**Sign-in sheet (include name, address, phone, email, age, school).**

**Applications (Youth and Leader) and Den Roster Forms.**

**Books: Tiger, Wolf, Bear, Webelos, Boy Scout Handbook.**

**Receipt book & calculator.**

**Pens, paper clips, rubber bands, tape, stapler & magic markers.**

**Mini *Boys Life* magazines, Popcorn flyers and other handouts.**

**Display items, including photos, Pinewood Derby cars, slide show, etc.**

**Name tags for Pack leaders with name & position.**

**Table signs, posters, lawn signs, direction signs.**



# Preparation

**Bring the following for new families:**

**Summary sheet of what they need to purchase.**

**Pack calendar and Leader contact information.**

**Pack parent guide.**

**Parent Talent Surveys, Participation Forms (100-points), etc.**

**Bring the following for new Leaders:**

**Suggested Den meeting plans and orientation materials.**

[www.scouting.org/scoutsorce/CubScouts/Leaders/DenLeaderResources.aspx](http://www.scouting.org/scoutsorce/CubScouts/Leaders/DenLeaderResources.aspx)

**Sheet with links to additional Leader resources.**

[www.scouting.org/scoutsorce/CubScouts/Leaders.aspx](http://www.scouting.org/scoutsorce/CubScouts/Leaders.aspx)

**Calendar showing District and Council events and training opportunities.**

**Leader committee meeting schedule.**



# Set-up

- **Outside**

- Place lawn signs and directional signs.
- Directional signs should clear and bring people right to the entrance.
- Consider placing a tent with camping items outside, staffed by a Boy Scout.

- **Inside**

- Welcome table with sign-in sheet and general materials
- Set up tables by rank, with more for Tigers. Mark with tent signs, Den flags.
- Set up display tables with interesting materials that tell your Pack's story.
- Consider having a continuous slide show of the past year's highlights.
- Lot's of "hands-on" displays, like Pinewood Derby cars, regatta boats, etc.
- American and Pack flags prominently (and correctly) displayed.
- The room should be exciting and make boys and their families want to join



# Set-up

## Activities

- **Simple activities/crafts for boys (and siblings) to do.**
- **Activities will help control the event, keep the boys busy and minimize opportunities for horseplay.**
- **Activities also give you time to talk to parents without interruption.**
- **A simple “take-away” craft will remind them of the event.**
- **Set up another room or go outside to keep noise at a minimum.**
- **Consider using Boy Scouts (Den Chiefs) to run activities.**
- **Also have a supervising adult Leader.**
- **Remember 2-deep leadership!**



# Working the Room

**Someone at the door greets each family and makes sure that they sign in.**

**Hand out general materials at front table, but not applications. (People will take them and leave)**

**Direct families to appropriate table by grade/rank.**

**Encourage families to see all of the displays.**

**Everyone meets the Cubmaster!**

**Provide a more private area for financial discussions.**

**Consider having your companion Troop's Scoutmaster attend.**



# Registration Process

**Review all applications for completeness before parents leave the table.**

**Leader applications need Committee Chair and Charter Organization Representative signatures.**

**Make sure new Leaders sign disclosure authorization and complete reference and background portion.**

**Keep copies of all applications for the Pack.**

**Give Council-designated copies of applications and a **Pack check** to the Council representative at the end of the event.**

**Make sure that there is someone at the event that can issue a Pack check.**



# Registration Process

## Some helpful hints and “what ifs”:

Write the check number or “cash” on the Pack copy of the application.

If you run out of applications, record information on summary sheet, collect fees and follow-up at Den meetings with applications. You can also print them from the BSA website and make copies.

If parents forget to bring money, complete the application and collect money at a later time.

For parents with different addresses, the parent with whom the boy lives completes one “official” application (which is submitted to the Council). The second parent completes the parent portion of another application, which is stapled to the Pack copy of the “official” application for Pack records.



# Registration Fees

<b>Current Month</b>	<b>Registration Fee</b>	<b>Boy's Life</b>	<b>Total</b>	<b>Total Including Rechartering</b>
<b>September</b>	<b>\$8.00</b>	<b>\$4.00</b>	<b>\$12.00</b>	<b>\$48.00</b>
<b>October</b>	<b>\$6.00</b>	<b>\$3.00</b>	<b>\$9.00</b>	<b>\$45.00</b>

**Best Practice is for new families to pay once for the entire amount to register their Scout until the following year. (\$12 for 3-months PLUS \$36 for the following year (\$48 total)).**

**The Pack check issued to the Council at the end of the Joining Night is ONLY for the 3-month prorated fees (\$12) for each new Scout.**





# Recruiting Adult Leaders

**Recruiting, training and maintaining Pack leadership is just as important as recruiting new Cub Scouts.**

- **Who to look for:**

**Parents who were former Scouts.**

**Parents who seem to lead the group and take a much greater interest in the program.**

**Parents with a child already in the Pack that have a younger child joining.**

**Seasoned parents or Leaders that would be willing to take on a new opportunity.**

- **Who to avoid:**

**Anyone you feel will not pass a background examination.**

**Having a couple as Den Leaders. If the family moves or has a crisis the entire Den can suffer.**

**Spread the leadership among two families.**



# Recruiting Adult Leaders

- **Use job descriptions, not job titles.**

People may be put off by the term “Den Leader”, but might respond better to the request, “We need a parent to work with the boys for about 2 hours every other week”.

- **Strong emphasis should be placed on the following:**

**Training and support are available from multiple sources and on-line.**

**Scouting is unique in that Leaders and parents get to participate with their children, rather than just cheering from the sidelines.**

**Cub Scouting is family-oriented. Families are welcome at all events.**

**They will get to know their son’s friends and their families.**

**As a Leader they will have a say in what the Pack does and be able to bring their own talents to Cub Scouting.**

**The core values of Scouting, which they will help to deliver.**



# Recruiting Adult Leaders

## Point out what new Leaders receive in return:

The distinct privilege of helping to enrich and strengthen boys and their families and watch them grow into responsible young men.

A sense of pride as you watch the Cub Scouts in your Den receive recognition for their accomplishments.

The good fortune to view the world through the eyes of boys, and to occasionally be a “big kid” yourself.

An opportunity to meet and share your ideas and experiences with other adults who share common interests and goals for their sons.

The satisfaction of being a member of a worldwide movement, and pride in being publicly identified as a part of this organization.



# Recruiting Adult Leaders

**How to counter the main excuse: “I don’t have time”.**

**For a Den Leader the time commitment is just an hour or two a week on average. Be honest!**

**Other Den families should also help. You don’t have to do everything.**

**This is the time of when your son really needs and wants you to be involved in his life.**

**The rewards of being a Den Leader far outweigh the time commitment.**

***– “A hundred years from now it will not matter what my bank account was, the sort of house I lived in, or the kind of clothes I wore. But the world may be much different because I was important in the life of a child.”***

**The most successful Packs identify leadership for new Dens prior to the Joining night.**



# Clean Up & Follow Up

**Scouts always practice “Leave No Trace”, and leave the Joining Night site better than they found it.**

- **Within 48-hours of your Joining Night:**

**Review your sign-in sheet. Cubmaster or Joining Night Chair should call anyone who signed in but did not fill out an application.**

**Cubmaster or Joining Night Chair should email all Den Leaders with a summary of all new Cub Scouts who have joined the Pack.**

**Den Leaders should contact each of their new families to welcome them to the Den and outline events for the next month.**

**Cubmaster should email or contact new families and welcome them on behalf of the Pack. Special welcome to any new Leaders.**

**Cubmaster should send a thank-you note to the facility where the Joining Night was held.**



# Thank-you for attending



