

Unit Planning Goal-Setting Guide

Use this resource to help recruit more youth. Recruiting someone to be responsible for each task will help make small work of recruiting new Cub Scouts. Commit to completing all tasks to ensure your success. Utilize the list of recruitment ideas and resources to enhance this plan.

Our Pack Plan is to Reach Every Youth

	Kindergarten	1st Grade	2nd Grade	3rd-5th Grade
School Enrollment	Boys: _____ Girls: _____	Boys: _____ Girls: _____	Boys: _____ Girls: _____	Boys: _____ Girls: _____
Target Membership <i>(5-10% of school enrollment)</i>	Boys: _____ Girls: _____	Boys: _____ Girls: _____	Boys: _____ Girls: _____	Boys: _____ Girls: _____
Current Membership	Boys: _____ Girls: _____	Boys: _____ Girls: _____	Boys: _____ Girls: _____	Boys: _____ Girls: _____
New Cub Scout Goal	_____	_____	_____	_____
Total Pack New Cub Scout Goal _____				

Pack _____
School(s) _____
Join Night Date _____
Parent Orientation Date _____
New Member Coordinator _____
Unit Commissioner _____

Join Night Checklist	Assigned to:	Completed by:
Relationships		
Visit with local school principal		1 month prior to join night
Gain commitment for BSA Adopt-A-School		1 month prior to join night
Secure Join Night Date from school(s)		4 weeks prior to join night
Marketing		
Update BeAScout Pin		1 month prior to join night
Meet the teacher at open house		Refer to school calendar
Submit Join Night event details to council for geo-fencing		3 weeks prior to join night
Social media & NextDoor posting		3 weeks prior to join night
Yard signs & poster at school		2 weeks prior to join night
Marquee at school, church, or business		2 weeks prior to join night
Peer-to-peer recruitment		1-2 weeks prior to join night
Uniform Day at School		1-2 days prior to join night
Execution		
New Member Coordinator recruited		1 month prior to join night
Personal phone calls and emails		1-2 weeks prior to join night
Contact all K and 1st grade families		1-2 weeks prior to join night
Engagement		
Parent Orientation Date Scheduled		1 month prior to join night
Pack Welcome Event Scheduled		1-2 weeks after to join night
Join Scouting flyer		1-3 days prior to join night
School talk, classroom or lunchroom		1-3 days prior to join night

Notes

Success Points

Sustaining strong membership in a unit depends on reaching new audiences to invite them to join, engaging new members and their families so that they feel welcomed. However a successful Join Night doesn't happen without planning and preparation. Remember the four key elements of a successful join night: Relationships, Marketing, Execution, Engagement

Things to do:

- Plan and Prepare
- Recruit and engage a dynamic New Member Coordinator
- Start on time
- Promote your event
- Provided directions and GREETERS
- Focus being a Cub Scout (fundraising can come later)
- Keep it simple!
- Complete applications at Join Night
- Follow up with new families**
- Have help from current parents/leaders
- Recruit new leaders at an upcoming Parent Orientation
- Schedule the next Den or Pack Meeting soon after your Join Night

Join Night Ambassador Kits

The Great Rivers Council will supply dedicated volunteers to guiding units toward recruiting success by assisting unit leadership with the coordination of all aspects of executing the join night plan. Contact your District Executive or Unit Commissioner for more details. They will supply the following supplies:

- Parent Welcome Guide
- Pens
- Sign-in attendance sheets
- Table tents for each den (Lion, Tiger, Wolf, Bear, Webelos Books)
- Station Signs
- Youth & Adult Applications

