

Welcome to the Hawkeye Area Council fall kick off!



#ADVENTUREON!

Tonight's topics

- Recruitment Timeline/Overview
- Best Practices and Recruiting Tips
 - BeAScout & Online Leads/Application
 - Resources to help plan a successful recruitment event
 - Follow Up
- Cub Scout Family Camporee

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Where do I start?



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RECOMMENDED TIMELINE FOR RECRUITMENT

Year-round: Participate in community open houses, parades, and other community events where you can promote Scouting and your unit.

July/August: Pack Planning Conference (needs to be done ASAP). Plan your Back to the Pack event for your current members.

July: Talk to the local schools about their Back-to-School or Meet and Greet events for new students/families and ask for a display/booth at the event to promote the Pack.

August: Update your Unit Pin on BeaScout.org (include your Join Scouting Event plan) and identify Back to School Event Needs and Access.

Mid August: Back to the Pack Event participation and prepare your key promotion plan.

August/September: Effectively promote and conduct your Join Scouting events – as close to the start of the school year as possible.

By end of September: Conduct your New Parent Onboarding event within 10 days of your Join Scouting event.

First Saturday in October: Have all your Cub Scouts and families attend Cub Scout Family Camporee at Howard H. Cherry Scout Reservation. New Cub Scouts will receive a 50% discount on their registration fees.

October Pack Meeting: Conduct a second Join Scouting Event for those that could not attend your initial event.

October: Encourage Scouts and families to participate in Scouting for Food drive as an impressive way to end their first few weeks of Scouting – by giving back to our communities.

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HAC
2026 Year-End Goal
400
New Scouts

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Preparing for Recruitment Events

- Open Houses – Display boards, flyers, suckers, bookmarks, flashlights, sign-up sheets, etc.
- Promote – phone calls, text reminders from HAC, personal invitations from current Scout families, school newsletters, social media, etc.
- Yard signs – at schools, neighborhoods, parks, etc.
- Update Beascout.org pin and prep for online registration

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New Families are Going to **BEAScout.org**

- Update Your Unit Pins! Check your Roundtable folder for the current information
- Check Those Leads! – A lead means someone wants more info or wants to join!
- Respond to them quickly!



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my.Scouting



Brian Keith Privett
Member ID: 130399598

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BSA Web Links

Maintenance Window for My.Scouting
National 07/25/2023
We will have a maintenance window with our system being down beginning at Midnight August 1st to allow for the changes to the new Annual Membership for new youth and adult members. This will include all the My.scouting apps along with Internet Advancement and Online Registration. We anticipate being back up and live by 10:00AM Central time.

Unit Program Dashboard now in Organization Manager
National 06/01/2023
Attention Unit Leaders: A new dashboard has been added to your Organization Manager page in My.Scouting. This one-page report will show you all your program details from My.Scouting and Scoutbook, including who is listed as the key unit leaders, and your Unit Commissioner. Youth Protection and leader training details, the Youth Membership, Advancement, Camping, Hiking, and Service Hour overview are presented all on one page. In addition, the recharter status, and the district roundtable location and attendance is reported.

Unit Dashboard added to Commissioner Tools
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New Changes to My.Scouting
National 05/03/2023



Click logo to take Youth Protection in English or Spanish



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Pack 0009

Organization Manager

Settings

Unit Pin

Unit Dashboard

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Transfer in

Position Manager

Reports

Email Settings

Fee Emails

☐

Include Fees/Fee Explanations

Online Registration Emails

☒

Welcome Emails

Please create a welcome email with information about your unit that will be sent to new parents and volunteers who are accepted to your unit. Suggested types of information you should include are: meeting information (location/time/frequency), leader contact info, any website/social media pages for your unit, cost/dues, etc. (Keep it brief as not to overwhelm them right after they join.)

[See Sample Email](#)

Welcome to Pack 9, your Southeast Cedar Rapids Pack! We are excited you have joined to be a part of our exciting Scouting Adventures.

Now that you have officially joined, you should start receiving emails from us about upcoming den and pack events. Please reach

SAVE

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Pack 0009

Organization Manager

Settings

Unit Renewal

Unit Pin

Unit Dashboard

Unit Data Metric Entry

Roster

Transfer in

Position Manager

Reports

Unit Information

Appear on BeAScout: ☒

Allow People to Apply Online: ☒

Fundraising Helps Cover Costs: ☐

Trial Visit Encouraged: ☒

Contact Information

Contact Person: Brian Privett

Phone: (573) 579-1612

Email: brianprivett@gmail.com

[Edit](#)

Special Interest Type

Special Interest Type

Unit Fee

0

Unit Website

https://pack9.square.site/

Unit Pin Preview

 Pack 0009

Unit Dues: \$0

Contact: Brian Privett

Phone: (573) 579-1612

Email: brianprivett@gmail.com

Website: https://pack9.square.site/

Dens for Boys or Girls

Online Registration available for this unit.

Trial Visits Encouraged

Welcome to Pack 9! Our pack and dens meet at various schools in southeast Cedar Rapids around the Bever Park area, but boys and girls from anywhere in the area can join. Please contact us for more information. Youth K-5 can join our Pack at any time during the year. Our official joining night is on Thursday, August 27th, 2026 at Bever Park at 6:00pm where you can come and learn more about our Pack and how to join.

Request More Information

Apply Now

Fields to Display on Unit Pin:

Unit Meeting Address: ☒

Contact Person's Name: ☒

Add unit sign-up night information in your unit pin!

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Pack 0009

Organization Manager

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Unit Pin

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Unit Data Metric Entry

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Unit Meeting Information

Address

Ersine Elementary School
600 36th St SE
Cedar Rapids, IA 52403

[Edit](#)

Meeting Schedule ⓘ

Frequency

Select frequency ▼

Day

▼

Start Time

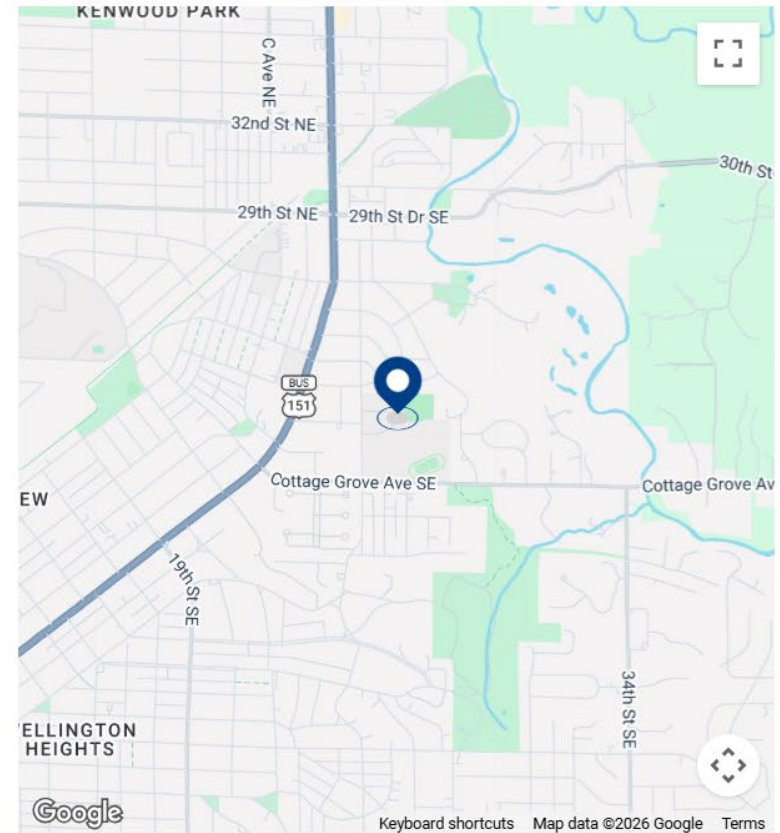
Select time ▼

End Time

Select time ▼

Clear

Save Meeting Schedule



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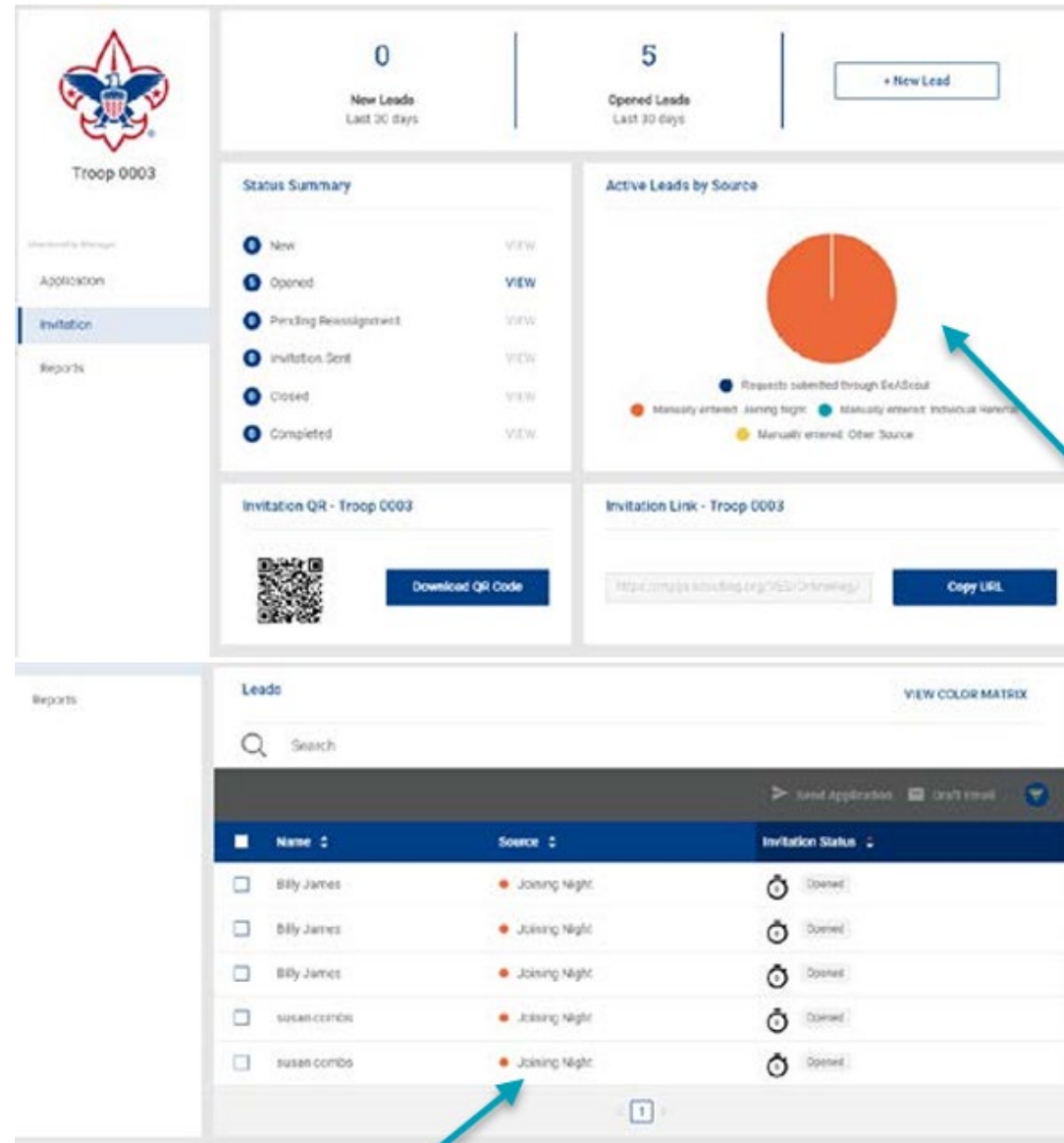
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New Changes to My.Scouting
National 05/02/2023


Click logo to take Youth Protection in English or Spanish



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Status Summary

0	New	VIEW
0	Opened	VIEW
0	Pending Reassignment	VIEW
0	Invitation Sent	VIEW
2	Closed	VIEW
0	Completed	VIEW

Active Leads by Source



- Requests submitted through BeAScout
- Manually entered: Joining Night
- Manually entered: Individual Referral
- Manually entered: Other Source

Invitation QR - Pack 0009



Download QR Code

Invitation Link - Pack 0009

<https://my.scouting.org/VES/OnlineReg/1>

Copy URL

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Troop 0003

Membership Manager

Application

Invitation

Reports

Lead Information

Billy James
Current Status: Sent

Address: 1434 W Wallace Dr
Enid, OK-OKLAHOMA

Phone: (555) 555-5555

Email: Billy.james@gmail.com

Lead Notes

Status updated to Sent

Type your note

POST

Reassign

Close Lead

Complete

Resend Application

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Troop 0003

Managed by Manager

Application

Invitation

Reports

0

New Leads
Last 30 days

5

Opened Leads
Last 30 days

+ New Lead

Status Summary

New	VIEW
Opened	VIEW
Pending Reassignment	VIEW
Invitation Sent	VIEW
Closed	VIEW
Completed	VIEW

Active Leads by Source



Requests submitted through Scouting

Manually entered, Joining Troop

Manually entered, Individual Referral

Manually entered, Other Source

Invitation QR - Troop 0003



Download QR Code

Invitation Link - Troop 0003

<https://my.scouting.org/US/OnlineReg/>

Copy URL

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Lead Source

* Lead Source:

Lead Source

Parent / Guardian / Volunteer Information

* First Name:

First Name

* Last Name:

Last Name

Suffix:

Choose Suffix

* Email Address:

Email

* Phone Number

Phone Number

Country:

USA

Address Line 1:

Address Line 1

Address Line 2:

Address Line 2

City:

City

State/Region:

Choose State/Region

ZIP Code:

ZIP Code

SAVE AND ADD ANOTHER

SAVE

SEND APPLICATION



Dear Carrie Cash,

We're excited you're interested in building an adventure with Crew 0003 chartered by Greensburg United Methodist Church. Within Scouting, you'll find dynamic and engaging programs that offer life-changing experiences in the areas of character development, leadership, citizenship and adventure...not to mention fun!

The online application charges only for national membership fees and *Boys' Life* magazine subscription.

Please select the registration fee **AND** the subscription to *Boys' Life*. If you have more than one child in Scouting, please request **only one Boys' Life** subscription **family**. After you have made the payment via credit card and submit your child's application, Crew 0003 be notified. Crew 0003 will reimburse you for the full amount of the registration fee **AND** *Boys' Life* subscription as long as you/your Scout agrees to participate in one fundraising event (such as parking cars for a Moda Center event one evening, assisting at a parish breakfast, or selling 120 meat sticks in the spring).

To get started, please click the application link below:

[Click here to start your application](#)

If you need assistance in completing the application, please reach out to the Member Care Contact Center at myscouting@scouting.org or call (972) 580-2489, Monday through Friday from 7am - 7pm Central Time. We'd be happy to assist!

Once your registration has been processed, you will receive an email with contact information, and additional details about Scouting.

Thank you again. You've made a great choice! Let the fun and adventure of Scouting begin!



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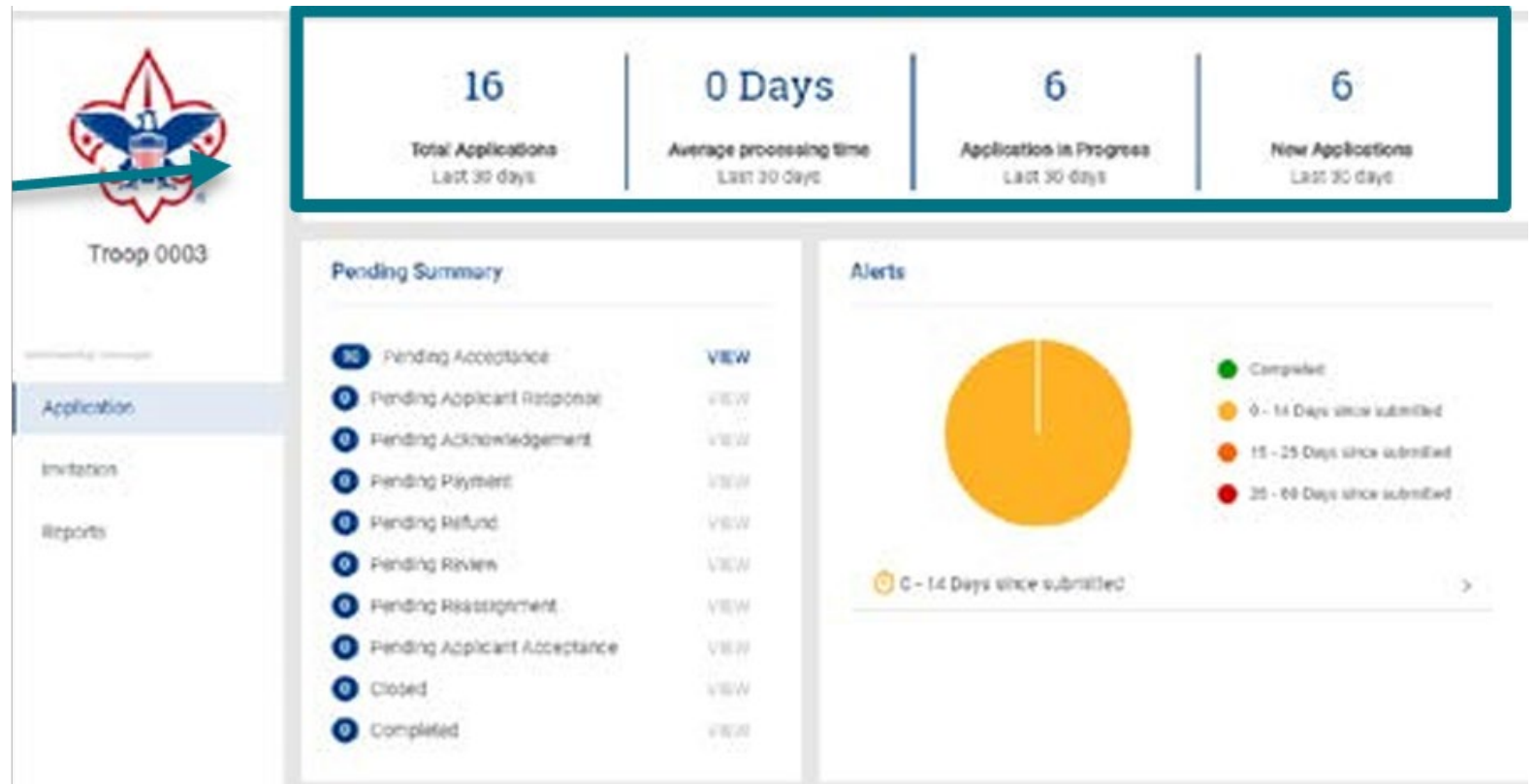
National 05/02/2023



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Troop 0003

Application Status [VIEW COLOR MATRIX](#)

Search

Application

Invitations

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	Name	Application Status
☐	Hugh Dickinson	 Pending Application
☐	Bruce Lennon	 Pending Application
☐	David Roberts	 Pending Application
☐	April McMillen	 Pending Application
☐	Patricia Welles	 Pending Application
☐	Billy Kidd	 Pending Application
☐	Sydney Murden	 Pending Application

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Troop 0003 Greensburg United Methodist Church



Troop 0003

Membership Manager

- Application
- Invitation
- Reports

Application Summary

Billy Kidd
Current Status: Pending Acceptance

Gender: Male
Date of Birth: Jul 15, 2005
Membership Term: Oct 1, 2018 - Dec 31, 2018

Phone: (408) 111-1111
Email: sp@scouting.org

APPLICATION ID: 3492 [VIEW INVOICE](#)

Application Notes

Post

Review Application

Pending Acceptance

Only your Charter Org Rep or your designated approver are able to approve Adult Applications online.

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Application

Invitation

Reports

1

Youth Information

COMPLETED



2

Guardian Information

COMPLETED



3

Terms and Conditions

COMPLETED



4

Checkout Summary

COMPLETED



5

Payment Confirmation

COMPLETED



DOWNLOAD APPLICATION

ACCEPT

REASSIGN

RETURN APPLICATION

DO NOT ACCEPT

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Membership recruitment know

- how:

Steps for success:

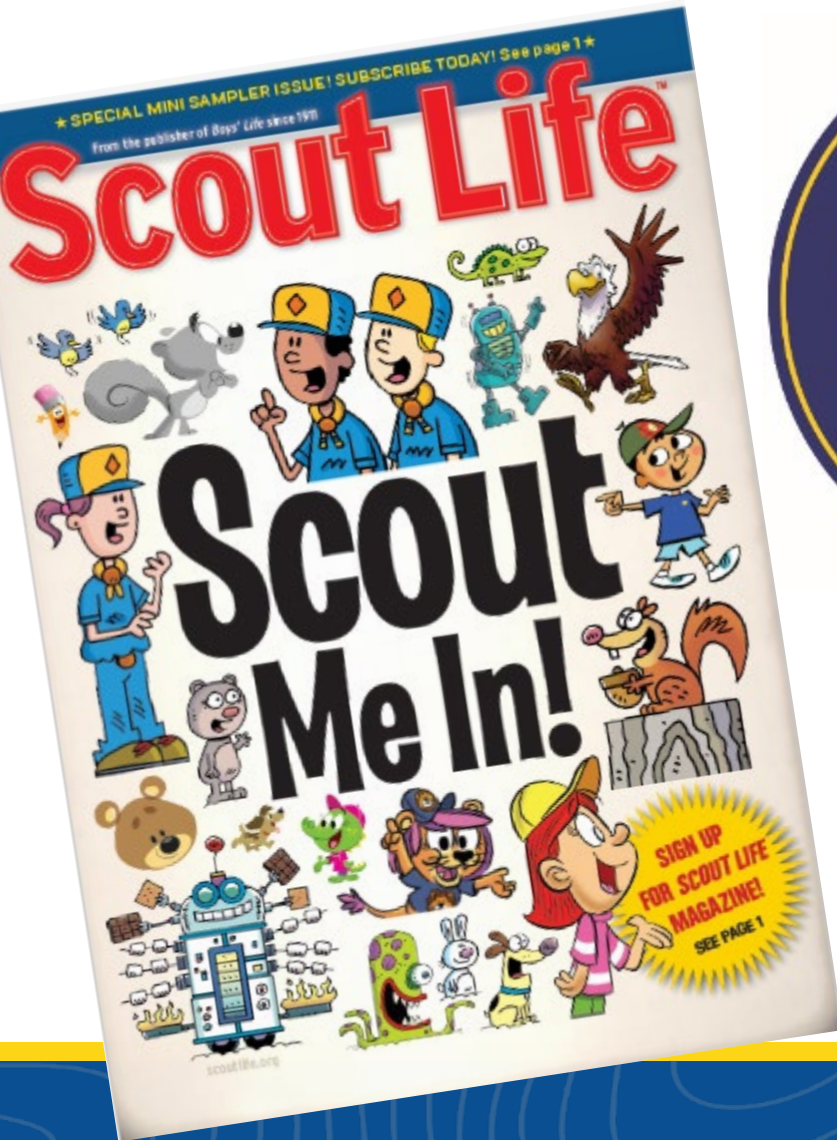
1. Plan your recruitment event-(separate from Pack mtg if possible)
2. Be Organized – Pack calendar, parent guide to Cub Scouts
3. Keep it brief! (Registration, overview & welcome kit only)
4. Parent onboarding
5. New leader recruitment
6. Cub Scout Camporee (October 10!)
7. Follow-up invite to those who missed.
8. Fun Zone event for all who missed.



“New families that meet a unit leader or fellow peer (volunteer) the night of the signup are more likely to come to the first meeting and stay in Scouting.”

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New Cub Scout Welcome Kit



August 1 – October 10

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Recruit the parent. Retain the Scout.

A child may be excited—but the parent decides whether Scouting fits family life.

1

See the value

Adventure, confidence, friendship
and meaningful time together

2

Know what happens next

One clear next step, one date and
one person to contact

3

Feel needed—not overwhelmed

A small, specific way to help before
anyone asks for a title

Recruitment night does not need to explain all of Cub Scouting. It needs to earn the family's next yes.



Sell the experience—not the paperwork

Keep the recruitment event brief, active and focused on what families care about first.

LEAD WITH

Adventure and outdoor discovery

Confidence and practical skills

Friends and belonging

Time together as a family

KEEP TONIGHT SIMPLE

Warm welcome + one memorable activity

Five-minute program and registration
overview

Welcome kit + one-page calendar

A specific invitation to the next meeting or
camp

Save uniforms, advancement, policies and the full calendar for parent orientation—after the family is
excited to return.



Make the next step immediate and personal

A flyer informs. A personal invitation creates belonging.

WITHIN 24 HOURS

Welcome them



Leader or parent personally follows up by name

WITHIN 2 WEEKS

Give them fun



Invite them to an easy, high-energy pack experience

WITHIN 60 DAYS

Get them to camp



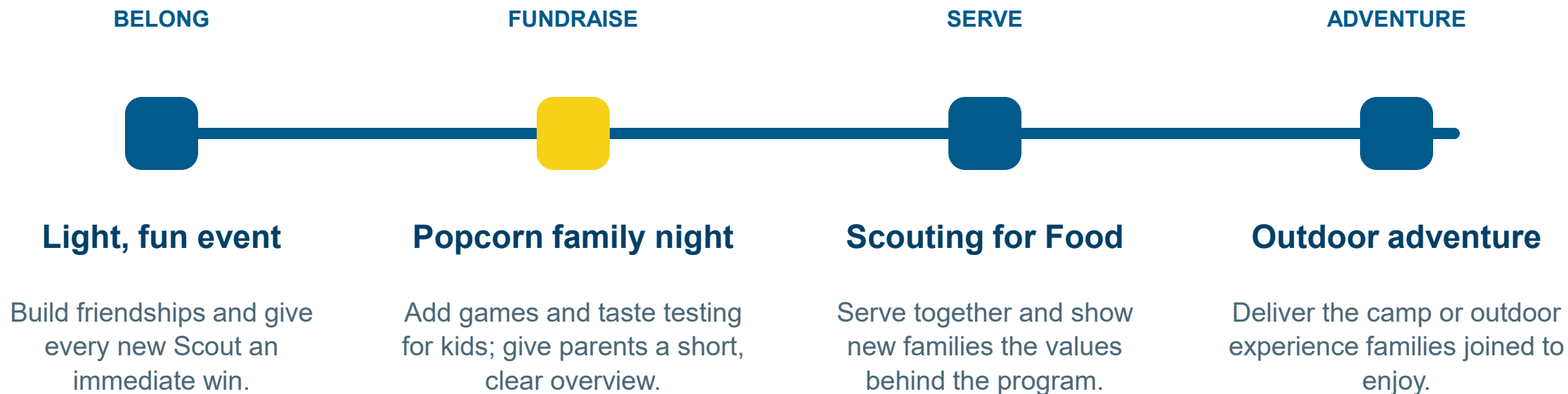
Make the outdoor experience feel simple and doable

“We’d love to see your family Saturday at 10. Come as you are—we’ll pair you with the Martins and have everything you need.”



Let families experience Scouting before the first big ask

Sequence the fall so fun, fundraising and service reinforce one another.



Fundraising feels less overwhelming when families already feel connected—and when kickoff night is genuinely fun.



Onboard parents without overwhelming them

Clarity lowers anxiety. One small role starts ownership.

01

Hold a 10-minute parent huddle

At the first pack meeting, explain communication, the calendar and who to ask for help.

02

Give one page—not a binder

Include the next three dates, key contacts, costs due now and where updates will appear.

03

Learn the parent before assigning the job

Ask what they enjoy, what they already know, and what they definitely do not want to do.

04

Offer one small, specific contribution

Snacks, photos, check-in, one game, one outing contact or one adventure activity.



New leaders grow from a series of small yeses

Recruit personally, pair people with support, and let confidence build.



Instead of: “Who wants to volunteer?”

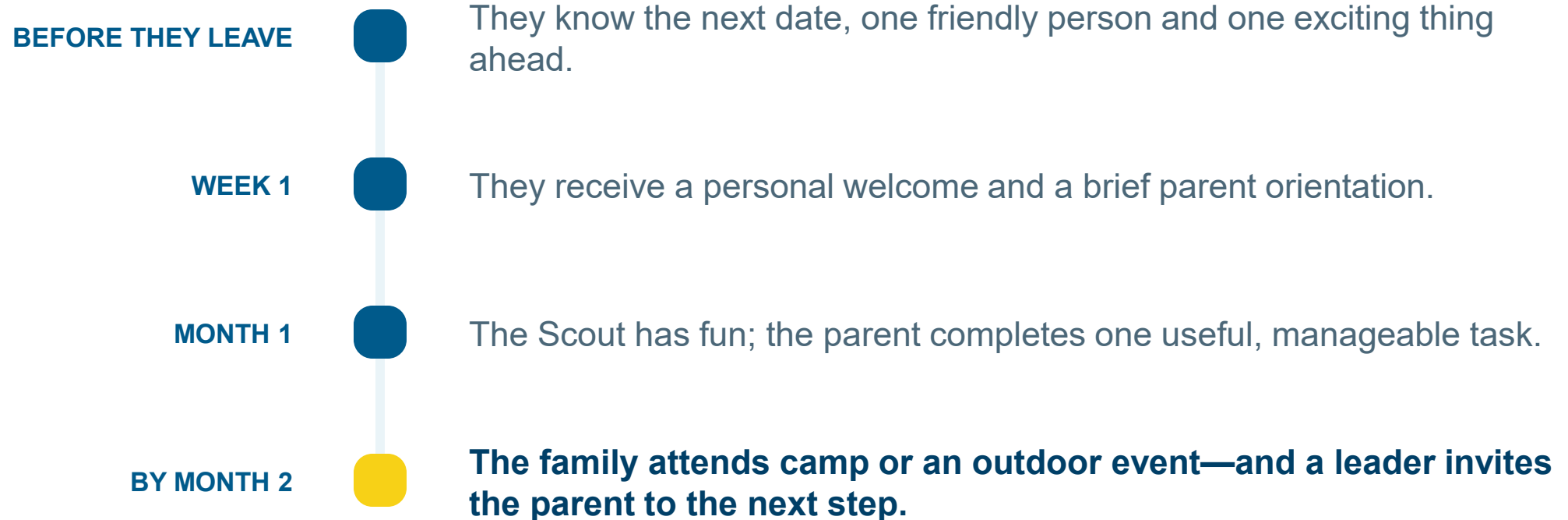
“You were great with the kids tonight. Would you co-lead one game next Tuesday with Jordan?”

A title can feel permanent. A small task feels possible.



The first 60 days should answer one question

Does this family feel that it belongs here?



Adventure for the Scout. Belonging and purpose for the parent.



Scout Night

Bring a friend!

Join us for a night at
The Fun Station

Tuesday, September 22nd, 2026

4:00 – 8:00 PM

**8920 Brighton Way SW
Cedar Rapids, IA 52404**

\$20

includes admission
and a 7" pizza



Want to know more about
what Scouting is all about?

Join us for a night at
The Fun Station

Tuesday, September 22nd, 2026

4:00 – 8:00 PM

**8920 Brighton Way SW
Cedar Rapids, IA 52404**

\$20

includes admission
and a 7" pizza

All Cubs
should be
encouraged
to attend!



A Treat for 2020

CUB CAMPOREE

Register Today!

10 October 2020

Activities will run 9am-3pm.
Including Shooting, Fishing, Climbing and MORE!

Camp Wakonda
4521 Boy Scout Rd
Central City, IA

Scouting America
Hawkeye Area Council

The poster features a warm orange background decorated with several autumn leaves in shades of brown and red. On the left, there is a white square containing a QR code with a large 'C' in the center. Next to the QR code is a simple drawing of a white ghost with a small orange nose. On the right side, there is a black cat wearing a purple witch's hat, sitting next to a grey tombstone with a skull and the letters 'R.I.P.' on it. The overall theme is Halloween and autumn.

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Closing



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Membership & Unit Renewal Update



Short Video on how to renew your
Scouting America membership



Membership and Unit Renewal
Landing page

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Scouting America Resources



Share: YouTube



Download: Recruitment
Resources



Download: Brand Center

