



JOIN CUB SCOUTS TODAY AT BEASCOUT.ORG



SCOUT ME IN™

WHY SIGN-UP NEW CUB SCOUTS IN THE SPRING?

- Youth will be able to attend one of the council's summer camp opportunities
- Scouts go back to school in the fall and tell all their friends about the great adventures they had at summer camp
- BSA insurance provided for all registered youth
- Identify and recruit new leadership before the fall
- More members means more friends to take part in games, activities, and adventures
- Youth can participate in your planned summer activities
- Scouting is a great year-round program! Take advantage of the warm weather and plan exciting and engaging activities all summer long

Frequently Asked Questions:

My new Scouts are in Kindergarten, I thought they had to be in first grade to be registered?

A youth can be registered June 1st after his/her Kindergarten year. Be sure to turn in your kindergarten applications in April or May, they will immediately be processed on June 1st. In the fall we will recruit Kindergarteners into the Lion program.

Are Kindergarteners eligible to attend summer camp if applications are turned in before June 1st?

Yes! Scouts going into 1st grade are eligible to attend Day Camp as well as Family Camp. They must have a responsible adult attend with them but that is half the fun!

Shouldn't we take the summer months off other than camp to give the Scouts and parents a break?

No. Something as simple as one big activity each month during the summer is enough to keep the youth and parents engaged in Scouting. Retention is higher with those packs who do at least one activity every month and earn the Summertime Pack Award.

What are some activities I can do with my Scouts over the summer months?

Summer camp is always a top option. Other ideas may include a Pack swim, bowling, Kernels Baseball game, Pack picnic, fishing, etc.

Interested in spring recruitment?

Complete the Cub Scout Spring Recruitment Commitment Form on the reverse side.

Questions contact your District Executive at 319-862-0541

CUBSCOUTS SPRING RECRUITMENT COMMITMENT FORM

Pack Number: _____

Spring Recruitment Coordinator: _____

Phone: _____

Email: _____

Choose your recruitment date/time/location, preferably between March 16th and May 15th:

Date: _____ Time: _____

Location: _____

☐ We would like a District Representative to assist at our recruitment

OR

☐ We have a unit leader to present at our recruitment night. Name: _____

In order to keep the interest of our new Scouts, we will conduct the following Pack activities over the summer (example: Day Camp, Family Camp, Pack swim, bowling, baseball game, Pack picnic, fishing, etc.)

June: _____

July: _____

August: _____

Please select your top recruitment/marketing effort(s) for your Pack's spring recruitment:

☐ We would like a recruitment talk conducted at (school): _____ Date: _____

☐ We will collect the school roster and work with Pack leaders to call each youth in grades: _____

☐ We will hold a parent social event and ask existing scout parents to invite potential scout parents

☐ Other: _____

Please provide us the list of our dropped Scouts to personally call and invite back: ☐ Yes ☐ No

If you have full, or even partial, access to promoting Scouting and a sign-up event at the schools, you can apply many of the following best practices:

- ☐ Distribute sign-up event fliers the week before the sign-up event.
- ☐ Place posters and yard signs around school.
- ☐ Showcase a display booth at the school carnivals and parent-teacher conferences

- ☐ Post in electronic backpacks.
- ☐ Invite current youth and parents to attend lunch at school in uniform.
- ☐ School newsletters, newsletters, and websites.
- ☐ School marquee sign announcements.

Here are several ideas for promoting your registration event outside of the schools. These tactics can be done either in tandem with your in-school promotions or on their own if you are not able to get full access to the schools.

Ask current members to use social media like Facebook and Twitter to let their friends and family know about sign-up events.

- ☐ Personalized invitations, emails, and personal phone calls to prospective parents.
- ☐ Door hangers and door-to-door invitations.
- ☐ Recruit-a-friend and other peer-to-peer recruiting initiatives.
- ☐ Fliers and talks at after-school programs or churches in the community.
- ☐ Church and community websites, calendars, and bulletins.

- ☐ Press releases.
- ☐ Billboards, posters, and yard signs in the community (businesses, churches, etc.).
- ☐ Community fairs, parades, and other events.
- ☐ Setup sample campsites and Pinewood Derby tracks.