



IN VITE NEW FAM ILIES

JOIN SCOUTING'S
ADVENTURE



Dear Cub Scout Leader:

The Cub Scout program has been providing young men and women in our communities the fun and adventure they seek. Millions have entered into every walk of life, bringing the values of the Scouting America into our country's moral fiber.

As a leader, you are amongst the thousands of adults that make the Cub Scout program possible for youth. You also represent the program's best sales force. This guidebook has been created to assist leaders and families in offering a variety of quality invitations to each and every young person in our community. Our goal is to leave no stone unturned. Each and every family should receive the message that Cub Scouting is alive and well and available in their neighborhood. The ideas featured in this book can be done quite easily and most can be supported by the council as well as with national resources available to you.

We challenge you to use these ideas in your recruitment efforts, to use your imagination and to help spread the excitement of the Cub Scout program.

Bill Baker
Council President

Steve Bradley
Council Commissioner

Russell Etzenhouser
Scout Executive

INVITATION METHODS

THIS GUIDEBOOK HAS BEEN PUT TOGETHER AS A BASIS FOR ASSISTING CUB SCOUT PACKS RECRUIT NEW FAMILIES. THESE ARE A FEW PROVEN TECHNIQUES THAT CAN BE IMPLEMENTED IN YOUR COMMUNITY. YOUR LOCAL SCOUTING AMERICA COUNCIL HAS RECRUITMENT RESOURCES FOR YOU, OR YOU CAN USE THE ASSETS ON BSA BRAND CENTER. THE MORE IDEAS USED IN YOUR RECRUITMENT, THE MORE SUCCESSFUL RESULTS YOU WILL HAVE!





WHY JOIN CUB SCOUTS?

Youth

- Fun and Adventure
- Developing Life Skills
- Building Friendships

Adults

- Watch your child grow and thrive
- Program elements of family, community, ethical behavior
- Introduced to new family circles, new skills, or rekindle old hobbies

Target Audience?

In marketing and promotion, it's important to know your audience.

For Cub Scouts, the target audience is typically a mom.



- As you develop your campaign, it's critical you keep Mom in sharp focus to make sure your message is heard.
- Fictional "persona" of the person you need to reach

Who is Mom?

"I am a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast, so I am looking for things we can do together before they no longer want to spend time with me."

A BIT ABOUT MOM...

- ▶ A bit skeptical. Question marketing and will search the web and social media to validate info.
- ▶ Spread thin so make things easy. Have less than an hour a day for themselves.
- ▶ They worry about their kids. Covid has only made it worse.
- ▶ Doesn't have a relationship with Scouting in her family.

DEMOGRAPHICS OF TODAY'S SCOUT MOM

38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree

Mosaic: Council Market Analysis, Kids and Cabernet

WHAT MOM WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

WHERE DOES MOM GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on avg. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child's school. Facebook still rules.



BRAND AFFINITIES



NETFLIX



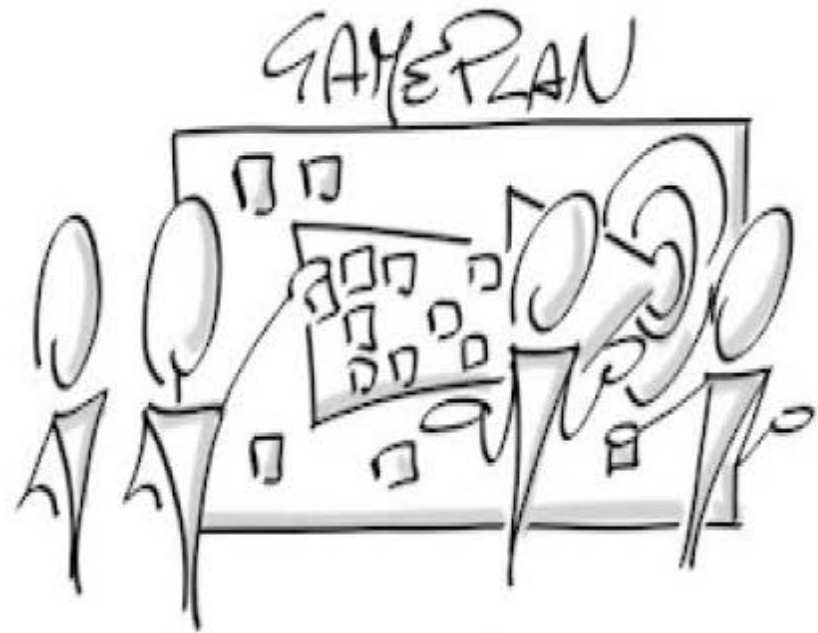
amazon

QUESTIONS MOM HAS ABOUT SCOUTING

- **Will my children be safe – it's the first and foremost measure to be addressed. Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.**
- **Is Scouting relevant anymore? Is it for families like mine? The ideals the Scouting program teaches are timeless. Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!**
- **Will our kids get exposure to new things and opportunities? Scouting is all about trying new things and new experiences. Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for the whole family.**
- **Can girls join?** This is still a question! Yes, girls are part of Scouts BSA and Cub Scouts. Scouting is for the whole family!
- **What will it cost (we don't want to do fundraising!)?** It depends on the unit, but most packs/troops/crews find ways to make the program affordable.

Planning and Preparation

- Ensure current Cub Scouts are happy.
- Parental Involvement
- Set Goals
- Form Recruitment Team
- Gather Materials & Resources
- Training



PLAN FOR MEASUREMENT

- Social media engagement – Facebook analytics makes it easy to track likes, comments, shares and visits to an event page
- Fliers, yard signs or posters - Use QR codes to track click-thru rates.
- Emails – Track opens and click-thru rates
- Attendance at events - How many people stopped by the event? How many new scouts signed up?

What else can you measure related to your event? And how can you improve? Talk about measurement upfront with your leaders and parents.



Marketing and Outreach

- School Engagement
- Social Media
- Community Events
- Sign-Up Nights
- Peer-to-Peer Recruitment
- Local Media
- Utilize Council Resources
- Online Presence ([BeAScout.org](https://www.BeAScout.org))



#ADVENTUREON!



QR Codes Make it Easy!



QR codes make it easy to pull up web sites from your phone. Just point your camera and click!



For Scouting , it QR codes are an incredibly valuable way to connect fliers, posters, yard signs and more to your event.



Remember those busy Mom's we need to reach? QR codes are also widely adopted by busy families as a fast and efficient way to find info they're interested in.



Here are some helpful links (and QR codes!) to the [BSA's QR codes for online registration](#), a Google how-to for creating your own QR codes right from [Google's Chrome browser](#) and a handy [QR Code Generator](#).

QR Codes for Online Registration



On [BSA's Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google's Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!





Geofencing

What is it?

Geofencing is the practice of using global positioning to define a geographic virtual boundary. Once the virtual barrier is established, we can set up triggers that will send them a Facebook app notification/ad when the mobile device enters the specified area.

How to set it up?

Step 1 - Login to your council FB page

Step 2 - Click on Events

Step 3 - Create an Event

Step 4 - Enter Event Information

Step 5 - After your event is posted - BOOST your event

The BOOST cost you as little as \$1 per day!

ADDITIONAL TIPS!

- Make sure you are using the BSA Brand guidelines
- Use a high resolution graphic for the event
- Make sure it looks professional
- You can target or geofence any location and target elementary schools around that location
- Add small details – Example- Room #; specific location
- **DO NOT** change the event after it is posted, it would be like doing flyers for a school and changing the date

JUST ASK ONE

- Just Ask One is designed to give your Cub Scouts and their families a recruitment tool to promote Scouting. What a great opportunity for youth to have their friends join them in this adventure.
- Existing Cub Scout families can probably think of at least one other family that they would like to share their experience with in like-minded activities.
- Parents should invite their friends/their child's friends parents to join them at the next meeting. This should be a personal ask from each family.





MORE OPPORTUNITIES

The following ideas are additional methods that the pack should consider doing! Ask every family to join in!

Information Business Cards & Buddy Cards

- These cards can be created by the pack for parents to hand out to other families. Card templates can also be found on the BSA Brand Center by visiting [Scoutingwire.org](https://www.scoutingwire.org)
- Include details like date and location of pack/den meetings and pack/den leadership contact information.
- Cards can be printed from your home computer.
- Have each leader/family carry and hand out cards at all school/community functions.
- Have each Scout share these cards with their friends.

Invitation Letter/Email/Personal Phone Call

- The letter or call should be customized from each family for them to send/call their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letters should include meeting and joining information as well as who to contact for more information.
- If you are able to meet in person, invite new families to go with you to the next activity.

Promote at Church & Other Personal Affiliations

- Families also have many other affiliations such as church and sports; these activities can be used to spread the word of Scouting.
- Ask other families who are involved with you and your child to join you in Scouting.



Sign-Up Night

- Not a unit meeting
- Not a two-hour long "parent orientation"
- Just like signing up for youth sports
- Families spend 20-30 minutes max

5 Station Concept

- Station 1 – Welcome: Sign families in
- Station 2 – What We Do: Provide families with an information packet (pack calendar/leader contact/meeting times and dates)
- Station 3 – What About Stuff: Scout Life Magazine, Fees, Product Sales (camp cards & popcorn)
- Station 4 – Den Leaders: Meet and Talk with Den Leaders
- Station 5 – Check Out: Turn in Youth Application (or submit online), pay annual BSA an local council membership fees, confirm date/time of next meeting

ADDITIONAL METHODS

- Use door hangers with Scouting for Food, Popcorn, other unit fundraisers
- Unit Events
- Park Recruitment Days
- Pack Ice Cream Socials
- Cub Summer Experience: Launch Events
- Fishing Derby, Shooting Derby, Rocket Launching
- Penny Stuffers (local advertisement stuffers)
- National Recruitment Video
- Local Recruitment Video
- Pizza box flyers (other restaurants that are willing to throw in an advertisement)
- Local Flyer distribution (places families go to. Pizza/Ice Cream/Snow Cone Yogurt Shops etc.)
- Join Scout Night events at sporting areas (soccer/baseball/basketball/etc.)
- Unit self-marketing via Facebook, Snapchat, Instagram, Tik Tok, etc.
- YouTube Ads
- Calendar of Community Events: parades, service events, etc.
- Spirit Day at Chick-fil-A or other businesses
- Utilize NextDoor app
- Partnering with college/civic/business/community organizations
- Partnering with high school groups/organizations-adult education

