Cub Scout Pack’s Passport to a successful Fall Recruitment

Fall Recruiting 2017

All Fall recruiting materials are also available at www.nlcbasa.org
Cub Scout Leaders,

Thank you for volunteering as a Cub Scout leader and providing activities where Cub Scouts build character, improve physical fitness, learn practical skills, develop a spirit of community service, and have tons of fun! The Cub Scout program has been a value based, fun and educational experience for young boys for over 87 years. Cub Scouting is more relevant and more vital to our communities today than it ever has been and you make it all possible.

The Northern Lights Council membership committee is excited to provide you with this guide to the 2017 Fall Recruitment. This year’s fall recruitment theme is “Passport to Adventure”. A variety of resources are available to your pack provided by the Northern Lights Council and the Boy Scouts of America.

In addition to this guide book, each pack will receive a 2017 Fall Roundup Kit containing all of the materials needed for a pack’s successful fall recruiting effort.

The items included in your 2017 Fall Roundup Kit are:

... Fall Roundup 2017 Leaders’ Guide
... School Night for Scouting attendance rosters
... Sample “Passport to Adventure” recruitment flyers
... “Passport to Adventure” posters
... Cub Scout Roundup Flyer Order Form (customize your pack’s flyers)
... Cub Scout Parent Information Guides
... Parent orientation materials
... Welcome signs & table tents
... Bobcat requirements
... Round up Group Presentation Script
... Youth applications
... Adult leader applications
... Boys’ Life magazine samples
... Report envelope
... And more!

The council also makes available yard signs, wristbands, radio and TV PSA’s and more! Many of the resources are also available at www.nlcbusa.org and at your local council service center.

Let’s give every boy of Cub Scouting age an opportunity to join this fall. We hope you utilize these resources to help your pack grow in youth members and adult leadership!

Mark Zimmerman
Vice-President of Membership
Northern Lights Council

Prepared. For Life.
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Overview

Northern Lights Council is preparing for an exciting fall recruitment this year.

Goals

1. Engage parents in assisting pack operations in some way. Every family participates!
1. Have a Cub Scout Pack serving each elementary school within the council.
1. Every pack has a planned program ready to share with families at the sign up meeting.
1. Boy Scout Troops help the packs - help with activities for the younger boys while parents do paperwork and recruit older boys into Boy Scouts.

Important Terms to Know

Fall Recruiting (or Roundup) is a pack’s complete fall recruiting effort from August through October to insure every boy has the opportunity to join Cub Scouts. A successful Fall Roundup will include all steps outlined in this guide.

School Night for Scouting - This is a one night joining event each pack conducts for new Cub Scouts and their families. Also called a “Join Night” or “Sign Up Night”, the School Night for Scouting is most successful when the pack follows the promotion plan as outlined in this guide.

Note: School Night for Scouting is not to be held the same night as the September Pack Meeting or the school’s “Back to School” Night. It works best as a separate joining event so parents can be recruited as leaders.
Pack Recruiting Coordinator

Responsibilities:

- Attend the district fall recruiting orientation (August Roundtable)
- Coordinate the pack’s grassroots marketing program
- Coordinate the pack’s School Night for Scouting
  - Select a date
  - Secure a location (school is the first option)
  - Share this information with the district membership team or executive
- Contact area Boy Scout troop leaders
  - Ask them to attend your School Night for Scouting (in case older brothers attend and want to join Boy Scouts)
  - Ask them to bring along Boy Scouts to help with activities for the Cub Scouts while parents complete paperwork
- Report the results of the School Night for Scouting
  - Contact the district membership team or executive by 9 pm the night of your School Night for Scouting meeting to report the following information:
    - Number of boys that attended ________ (from sign in sheet)
    - # of boys that turned in a completed application (paid fees) ________
    - # of boys that turned in a completed application (not paid) ________
    - # of parents that volunteered to help with a pack duty __________
    - New den leaders recruited __________
  - Make arrangements to turn in completed applications and fees to the district membership team or executive within two days
- Coordinate the pack’s Parent Orientation meeting
  - Select date (within 10 days of School Night for Scouting)
  - Secure location (the regular pack meeting location)

Resources - district membership team and district executive

“PASSPORT TO ADVENTURE” PATCHES FOR YOUR PACK

Each youth/adult will receive a passport book and upon completion will receive a special “Passport to Adventure” patch. The Pack will also receive special recognition upon completion of their Passport Journey!
### Pack Agrees to:

- Attend a School Night for Scouting Training session
- Achieve membership goal of ________ by 12/31/2017 (12/31/2016 membership______)
- Schedule a recruiting event and inform the district executive by August 11
- Conduct a local unit marketing campaign, including placement of yard signs
- Newspaper articles with pack SNFS info
- SNFS info on community and business marquees
- Posters/flyers/door-hangers in neighborhoods and apartment complexes
- Posters and bulletins placed in places of worship
- Have a table at your school open house/meet the Teacher night
- Immediately after the recruiting event (the same night) report how many boys and parents signed up to the district. Arrange for applications to be turned in within two days
- Ensure that all registered leaders complete youth protection training within 30 days

### District Agrees to:

- The district membership team & executive agree to:
  - Confirm the dates for the recruiting events with each pack no later than August 12
  - Meet with every elementary school principal to determine school access for:
    - Electronic Flyers............. [ Y / N ]
    - Recruitment Flyers.......... [ Y / N ]
    - A.M. Announcements....... [ Y / N ]
    - Video Announcements.... [ Y / N ]
    - School Marque Sign....... [ Y / N ]
    - Yard Sign.................... [ Y / N ]
    - Posters.......................... [ Y / N ]
    - Wristbands.................... [ Y / N ]

  Confirm # Classrooms & Students:
  1: #____ x 20 = ______
  2: #____ x 20 = ______
  3: #____ x 20 = ______
  4: #____ x 20 = ______
  5: #____ x 20 = ______

- Deliver flyers and posters to all elementary schools (and do boy talks)
- Ensure that all packs that need help have a district support person assigned to them
- Work with all pack leaders to set membership goals
- Secure a district turn-in location (in larger communities) or arrange to pick up applications from the pack
- Provide training sessions for new den leaders

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Northern Lights Council

Agrees to:

- Provide SNFS campaign training for unit leaders
- Provide SNFS support materials, including flyers, posters, yard signs, mailings, mini Boys’ Life magazines, parent orientation booklets, applications, etc.
- Provide free patches to youth and adults who complete their passport journey.
# Detailed Checklist & Timeline

## Late July/Early August

<table>
<thead>
<tr>
<th>Assigned to</th>
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<tbody>
<tr>
<td><strong>Late July/Early August</strong></td>
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<tr>
<td>- Attend the District Fall Recruitment Training.</td>
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<tr>
<td>- Finalize details for the pack’s fall roundup (date, location &amp; promotion plans)</td>
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<tr>
<td>- Contact principal to secure cooperation and schedule flyer distribution for September and schedule boy talks.</td>
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<tr>
<td>- Arrange to have a sign-up table at your school’s “Meet the Teacher Night” or “Back to School Night. This is in addition to School Night for Scouting.</td>
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<tr>
<td>- Turn in Pack Calendar to District Executive.</td>
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<tr>
<td>- Turn in <em>Fall Roundup Order Form</em> to the District Executive.</td>
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## Late August

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<tr>
<td><strong>Late August</strong></td>
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<tr>
<td>- Deliver posters to school, confirm dates for flyer distribution and Boy Talks.</td>
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<tr>
<td>- Begin social media blitz to promote Fall Roundup and School Night for Scouting. Utilize Facebook, Twitter, Snap Chat, Instagram, etc.</td>
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<tr>
<td>- Attend the school’s “Back to School Night” or “Meet the Teacher Night”. Invite new parents and boys to your School Night for Scouting.</td>
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## September

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<td><strong>September</strong></td>
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<tr>
<td>- Deliver flyers to school for distribution to boys one week prior to the School Night for Scouting.</td>
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<td>- Conduct Boy Talks the day of, or day before your School Night for Scouting.</td>
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<tr>
<td>- Make reminder calls to families that expressed interest at the “Back to School Night” or “Meet the Teacher Night”.</td>
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<tr>
<td>- Confirm the school (or other location) will be unlocked and ready to go for the School Night for Scouting.</td>
</tr>
<tr>
<td>- Conduct the School Night for Scouting!</td>
</tr>
<tr>
<td>- Conduct a Parent Orientation meeting within a week after the School Night for Scouting. Be sure all parents have contact information for leaders and a calendar of the year’s activities. Show Youth Protection DVD to each parent and complete training report.</td>
</tr>
<tr>
<td>- Turn in new applications for adult leaders. Applications must be complete, including the “Authorization / Disclosure” section. New adult leaders have 30 days to complete Youth Protection Training.</td>
</tr>
<tr>
<td>- Orientation for New Leaders! Be sure each new adult volunteer is assigned a coach. Print page 18 of this guide and give a copy to each new adult volunteer and their assigned coach.</td>
</tr>
<tr>
<td>- Popcorn Preorder (Show-n-sell) is due! (Order due by September 1st)</td>
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*Take Order Sales Start September 22!*
Detailed Checklist & Timeline

**October**

- Continue to follow up with un-registered Cub Scouts.
- Be sure all dens are meeting regularly.
- Be sure all leaders have completed Basic Leader Training for their position. (available online My.Scouting.org)
- Pack Committee Meeting - Be sure new leaders and parents are invited to attend.
- Re-flyer the school. Distribute flyers at school for the second time. Flyers should read “It’s not too late to join Cub Scouts!” and include information inviting new boys to come to the October pack meeting. Be sure flyers are distributed a week before the pack meeting.
- Be prepared at the October pack meeting to enroll new boys into the pack and assign them to the appropriate den.

**Assigned to**

- 
- 
- 
- 
- 

June    July    Aug    Sept    Oct    Nov    Dec

Planning

Marketing

Recruiting

Engaging

Training

Charter Renewal
Each fall about a week before school starts, schools host open house nights for families to visit the school, meet the teachers and get ready for the start of the school year.

Part of our Cub Scout recruitment plan is to have a table or booth at this event to maximize our exposure to parents and youth. Below you will find a detailed plan on how to best utilize the school’s open house.

1. Contact the school’s principal to line up having a table/booth.
2. Line up volunteer(s) to manage the table/booth.
3. Items to have along:
   - Pack Calendar with Leader contact information
   - Flyer with information on the “School Night for Scouting” date
   - Promotional foam frisbees
   - Display Poster with pictures of Scouts having fun at activities
   - Parent Informational Guides
   - Boy’s Life Magazine
   - Sign in sheet (use this info to collect parent/youth name and contact info)
   - Youth & adult applications
   - Pinewood Derby Cars
   - Crafts/Projects from Pack events
   - Copies of Books
   - Uniforms
   - Patches
Before the School Night for Scouting

Note - Be sure to review the items listed on pages 7 - 8. A successful School Night for Scouting depends on each item being completed well.

Seven Points of Contact - Promotion is the Key!
Research has shown that a person needs to be invited to do something an average of seven times before they are likely to act on the invitation. How does that apply to our Fall Roundup? It’s important that parents of boys in your school are invited to your pack’s School Night for Scouting at least seven times. There are dozens of ways to invite families to join Cub Scouts and to invite them to your School Night for Scouting. Here’s a great list to get you started:

Best Methods for Promotion
- Flyers distributed at school to boys in grades 1 to 5.
- Boy Talks - Don’t forget the wristbands! (Boy Talk day is a great day for all boys to wear their uniform to school)
- Peer to peer recruiting:
  - Parent to Parent - Parents ask parents to sign their son up for Cub Scouts.
  - Boy to Boy - Your son calls his friends and asks them to join Cub Scouts.
- Direct mail - personalized invitation to join pack. Reference school directory for contact list.
- Telephone calls to prospective families, especially first graders.
- Information booth at Back to School Night or Open House - Gather contact information of those interested in joining Cub Scouts. Follow up with each contact!
- Follow-up join night for those who missed the first one. October Pack meeting works great for this.
- Social media blitz: Facebook, Twitter, Instagram, Snap Chat, etc.

More Great Promotion Methods
- Yard signs at high traffic areas and lawns of parents
- News releases to local newspapers and cable stations
- Door hangers and postcards in target communities
- Develop pack information sheet and annual planned program to hand out to all new parents (be organized ... show the fun!)
- Display cases and bulletin boards at schools, library, etc.
- Public announcements at school and churches. Church bulletin inserts are great!
- Community newsletters and website postings (city, employer, school, church, etc.)
- Sunday school, classroom and lunchroom visits
- Business window/counter displays and marquees
- Pack special events (ex. fishing derby, hay ride, picnic)
- Halloween candy wrappers or tag
- Coordinate PSA or handout with movie cinema
- Grocery store bags could print your message or drop flyers in bags
- Pinewood derby at malls, superstores, daycares, parks & community centers
The Open sign-up format is where the pack sets a period of time, at least two hours (6:00 to 8:00 PM, for example) for parents of new Cub Scouts to come and get a brief orientation to Cub Scouts and the pack, complete necessary paperwork and sign their son up for Cub Scouts.

Key to Success: The Open Sign-up format can be very successful if the pack has enough leaders and volunteers to help. Having enough volunteers on hand to meet briefly with new parents as they arrive is key. Parents will arrive throughout the 2-hour block of time. Parents will want to come, get important dates and information, sign-up and leave. It should only take about 15 minutes to sign their son up for Cub Scouts.

Key to Success: The most important key to success for this format is follow-up with new families. Contact new families within 24 hours of the sign-up night by phone and email to remind them about the upcoming Parent Orientation Meeting. Also remind them of upcoming Den and Pack Meetings.

Steps to Success...

1. Before You Leave Home:
   - Prepare your activity. Something to engage boys while parents meet leaders and complete paperwork
   - Wear your uniform
   - Be sure you have all contents of your 2017 Fall Roundup Kit plus these extras listed below:
     - Copies of your Pack & Den annual calendars and contact information of Pack leaders
     - Change, for those that may pay in cash
     - Masking tape to display signs and posters
     - Den & Pack program displays including pictures and projects from previous years
     - Items to display including; Tiger, Wolf, Bear & Webelos handbooks; Cub Scout uniform; Den Leader Guide and other Cub Scout leader books

2. Set Up - Arrive at your location at least 30 minutes before the start time:
   - Organize materials and set up the room. Tables should be organized so boys and parents are directed to their den leader or another pack volunteer. Use table tents provided to designate tables. Be sure each table has plenty of pens
   - Assist den leaders with Cub Scout displays
   - Set up and organize your activity for new boys

JOIN CUB SCOUTS
www.BeAScout.org

Don’t Forget Your Yard Signs!
Set Up - continued

Station a greeter at the entrance to ensure each parent signs in, receives an information packet and is directed to the appropriate den leader or volunteer for brief orientation and paperwork completion.

**Packets for parents should include:**

- Youth Application *(District Executive has more copies if needed)*
- **Cub Scout Parent Information Guide** *(District Executive has more copies if needed)*
- Mini *Boys’ Life* magazine *(District Executive has more copies if needed)*
- Copy of calendar and pack leadership contact information
- Copy of *Official BSA Distributors*
- Copy of *Bobcat Requirements*  

* These items are provided for each pack in the Fall Roundup Kit. Packs will need to make additional copies of some of these items.

3. **During the Open Sign-up School Night for Scouting**

Parents and new Cub Scouts will come and go throughout the evening. Be sure parents sign in. Be sure that a pack volunteer leader takes the time to meet with each new parent. Provide them with all the information they need for upcoming pack activities. Get to know new parents. Answer all their questions and let them know how fun Cub Scouting can be for them and their new Cub Scout. The script on pages 16 - 17 provides an idea of what information to share with new families. The *Parent Information Guide* is also a great resource to review with new parents. Find out if they have been involved before, maybe as a youth. (These new parents will be future pack leaders and volunteers.) *Be sure they complete the Cub Scout youth application and pay any registration fees and pack dues.* You will need to turn in applications so keep the pack copy so you have a record of all new Cub Scouts.

4. **After the Sign-up Night**

Be sure to turn in all youth applications, monies, attendance rosters and report envelope at your District Turn-in meeting headquarters. Follow-up with families will be a key to success, keep families informed about what is going on.

5. **Parent Orientation Night - no more than 1 week after the School Night for Scouting.**

An agenda for this meeting is provided on page 13. Information from the script on pages 16-17 may also be helpful if you have not already shared this information with new families.
Parent Orientation Meeting - Sample Agenda

This meeting is to be scheduled no more than one week after the School Night for Scouting. All parents and leaders should attend. This meeting is conducted by the Cubmaster or Pack Committee Chair. Your Unit Commissioner can also help with this meeting. Send youth to another room or outside to work on Bobcat badge or another activity with a current leader.

1. Welcome & Introductions - Cubmaster or Committee Chair

2. Training:
   ... Explain that Youth Protection Training is required for all registered leaders and is strongly recommended for all parents.
   ... Show the YP video to all parents and complete a training report.
   ... Direct new leaders to the appropriate basic leader training courses offered online.
   ... Talk about the value and importance of monthly roundtable meetings for ongoing training.

3. Volunteer Opportunities
   ... Talk about the key pack leadership needs.
   ... Go over the “Yard Stick Approach” and show video (separate handout with instructions)
   ... Review job descriptions for needed positions.
   ... Fill the positions and complete adult applications.
   ... Be sure each new volunteer has a coach. (page 19 of this guide, give a copy to new volunteers)
   ... Make sure every family signs up to help with a volunteer activity throughout the year. (sample provided on page 18).

   It may be helpful to have a large poster showing the pack organization and current positions that are needed. Fill in the poster as new volunteers commit.

4. Den Program - Cubmaster
   ... Confirm all dens have 1st meeting time, date, and location set. Offer assistance if needed.
   ... Handout & review requirements for Bobcat. Set a goal as a Pack to present each new youth their Bobcat badge no later than the October pack meeting.
   ... Review the appropriate Den Leader’ Guide and how to use. Make sure each new Den Leader is comfortable and ready to host 1st den meeting.

   Pack Program - Cubmaster
   ... Review plans for October pack meeting and make sure each new den leader understands his/her part.
   ... Make sure new den leaders and parents know this is a family program.
   ... Review annual program plan and budget. Make sure new den leaders know how much they have to spend on their den the coming year.

4. Pack Committee - Committee Chair
   ... Share committee needs with parents, ask where they are best suited to help.
   ... If not already done, have each family complete the How Can I Help? sheet.
   ... Let parents know of committee meeting times and places.

5. Closing
School Night for Scouting
Option 2 - Group Presentation & Sign-up Format

The Group Presentation & Sign-up format is a meeting where all new families are asked to arrive at the designated time and stay for the entire meeting. The meeting should last no more than 1 hour. New parents are invited to come to a New Parent Orientation meeting within the next 7 days.

Key to Success: Be Prepared, review the script provided on pages 16-17. Customize the script to meet the needs of the pack. Know who is presenting what material. Start and end on-time.

Key to Success: Contact new families within 24 hours of the sign-up night by phone and email to remind them about the upcoming Parent Orientation Meeting. Also remind them of upcoming Den and Pack Meetings. Engaging new families right away is vital to keeping new boys in Cub Scouts.

Steps to Success...

1. Before You Leave Home:
   - Prepare your pre-opening activity. Something to engage new boys while they wait for the program to begin.
   - Wear your uniform.
   - Review the agenda (on pg. 15) and script (on pgs. 16-17) - practice your presentation.
   - Be sure you have all contents of your 2017 Fall Roundup Kit plus these extras listed below:
     - Copies of your Pack & Den annual calendars and contact information of Pack leaders
     - Change, for those that may pay in cash
     - Masking tape to display signs and posters
     - Den & Pack program displays including pictures and projects from the previous year
     - Items to display including; Tiger, Wolf, Bear & Webelos handbooks; Cub Scout uniform; Den & Pack Meeting Resource Guide and other Cub Scout leader books

2. Set Up - Arrive at your location at least 30 minutes before the start time:
   - Organize your materials and set up the room. Tables should be organized so boys and parents are sitting together and separated by grade. Use table tents provided to designate tables. Be sure each table has plenty of pens.
   - Check with other team members (unit leaders) on their part of the program.
   - Post your pack organizational chart.
   - Assist den leaders with their displays.
   - Organize your pre-opening activity.
   - Station a greeter at the entrance to ensure each parent signs in, and receives an information packet. Sign-in rosters should be separated by grade.

Packets for parents should include:
   - Youth Application * (District Executive has more copies if needed)
   - Cub Scout Parent Information Guide * (District Executive has more copies if needed)
   - Mini Boys’ Life magazine * (District Executive has more copies if needed)
   - Copy of calendar and pack leadership contact information
   - Copy of Official BSA Distributors *
   - Copy of Bobcat Requirements *
School Night for Scouting
Option 2 - Group Presentation & Sign-up Format
(continued)

3. Conduct the Meeting
   - Begin promptly. Start and end on-time. This meeting should last no more than one hour.
   - Follow the School Night for Scouting Agenda (below) and Script (pages 16-17).

4. After the Meeting
Be sure to turn in all youth applications, monies, attendance rosters and report envelope at your District Turn-in meeting headquarters. Follow-up with families will be a key to success, keep families informed about what is going on.

Remember, the School Night for Scouting is not the September Pack Meeting, it is a joining event for new Cub Scouts and their families. The Pack Meeting for September should be a week or two after the School Night for Scouting.

Agenda - Information & Sign-up Format

1. Pre-Opening Activity  As families arrive.
2. Flag Ceremony (5 min.)  Boys from the pack, or from a local troop can do this.
3. Introductions  (10 min.)  Introduce yourself and other pack leaders in the room. Allow time for parents to introduce themselves to the other parents at their table. (Name tags are a great idea!)
   
   It is helpful to separate boys from their parents before proceeding with the rest of the agenda. Pack leaders or Boy Scouts from a local troop can take boys into another room and provide activities.

   Helpful hint: Have Boy Scouts teach the new Cub Scouts the Cub Scout sign and Scout Oath. New Cub Scouts can show their parents what they have learned at the end of the meeting.

4. Explanation of Program  (15 min.)  Follow the script provided on pages 16-17. Allow parents to ask questions as you go and at the end.

5. Complete Paperwork  (15 min.)  Allow time for parents to complete the youth application and How Can I Help sheet. Ask parents to hand in the completed paperwork and payment.

6. Invitation  (5 min.)  Invite parents to attend the upcoming Parent Orientation Meeting and to contact you with any questions in the mean time. Invite families to next Pack Meeting.

7. Closing  (5 min.)  Close with a flag ceremony. If you separated boys from parents you will want to bring them back in before the closing. This is a great time for boys to recite the Scout Oath for their parents.
Script for Group Presentation

As each of you arrived tonight you should have received a packet of materials. Did anyone not receive a packet? **(Be sure everyone has a packet.)**

I just want to take a minute to talk about each item you received. **(Hold up each item as you explain.)**

1. The youth application is the form you need to fill out to sign your boy up for Cub Scouts. You will have time to fill these out in a few minutes. We will be collecting these near the end of the meeting.
2. You should also have a copy of our pack calendar for the year.
3. This is a list of the official BSA distributors. You can also order uniforms and books online.
4. For your son you should have received a copy of the Bobcat requirements and a miniature copy of Boys’ Life magazine.
5. **How Can I Help** is a form we will talk about in a few minutes.
6. Finally, you should have received the **Cub Scout Parent Information Guide**. We’re going to spend some time going over this right now.

There is a lot of information in the **Cub Scout Parent Information Guide** and we’re not going to read it all tonight. However, please turn to page 2. On page 2 it talks about why Cub Scouting is so important. **(Take a moment to talk about how Scouting teaches character and leadership - unlike any other program)**

On page 3 it talks about the important role of the family in Cub Scouts. Family members are asked to work with their Cub Scout as he progresses through the program. Family members can help in a variety of ways. The most basic way is by helping your Cub Scout work on requirements in his own book. Cub Scout books are age-specific and provide many opportunities for your Cub Scout to accomplish new things. As boys work through their books they will be recognized with awards and badges they can wear on their uniform.

Boys will also be working on activities in their book at each den meeting. Your son is part of a den. A den is a group of boys from the same grade. Dens meet twice a month to do activities from their book including games, crafts, sports, field trips and more.

Your son is also part of our pack. All dens combine to form Cub Scout Pack __#. Our pack is chartered by ____ (chartering organization) ____. Once a month the whole pack meets together. This meeting is the highlight of each month. Families are invited and encouraged to attend pack meetings. At this meeting boys will receive awards they have earned and get the chance to see what boys in other dens have been working on. As you will note on the calendar you received, pack meetings are on _[time and place of pack meeting]_. A few of the most popular pack meetings are the Pinewood Derby, Blue and Gold Banquet and _[list others]_.

So, your Cub Scout will have two den meetings and one pack meeting each month. In addition to den and pack meetings, we also have a variety of other activities throughout the year including summer camp, service projects and other special activities. These are also listed on our calendar.

Are there any questions at this time?

It really takes three things to make Cub Scouts a successful program. These three things haven’t changed in over 100 years of the Boy Scouts of America.

First, it takes boys. You probably came here tonight because your son is excited about the fun activities Cub Scouts has to offer. We could not have Cub Scouts without boys and we’re glad your boys will be part of our pack. **(Script continued on page 17)**
Explanation of Program - Script (cont.)

Second, it takes volunteers. The Boy Scouts of America is a volunteer organization. It is led by volunteers at all levels. In our pack parents help out in a number of ways to make the program stronger for your Cub Scouts. Some of you will be able to help out each week, some may only be able to help a couple times a year. How much you are able to help is not nearly as important as everyone helping out in some way. At this time we are going to show you a quick video on the importance of volunteering. Please note on the calendar we have a Parent Orientation night scheduled for ___date___, ___location___, ___time___. At this meeting, we will spend more time discussing the variety of ways parents and family members can help. Tonight we ask each of you to complete the How I Can Help form so we can review those before our orientation meeting.

It is important to point out that the Boy Scouts of America is committed to the safety of each boy participating in the program. Each adult that registers as a leader in the pack goes through a nation-wide background check. Also, all adult leaders are required and all parents are encouraged to participate in Youth Protection Training. This training is available online and is also available in DVD format.

Finally, it also takes money. There is a cost associated with any worthwhile youth serving organization and Cub Scouts is no different in that regard. As we discuss the cost of the program I think you will see that the Cub Scouts is the best value going for boys!

In order to register for Cub Scouts, this national registration form needs to be filled out. The registration fee to join Scouts is $___. (If your pack charges more than the $24.00 National registration fee, then explain to all the parents what their registration fee includes i.e. Boys’ Life, handbook, etc.)

If your son is interested in the Boys’ Life magazine, the cost is $12 for a year subscription or $1 per month. Boys’ Life is a great magazine which helps to reinforce Scouting ideals.

Your son will also need a uniform and book. The Official BSA Distributors form you received in your packet lists the places that sell uniform parts and books. A short-sleeve Cub Scout shirt is about $28 and the books are about $13. The shirts are very good quality and will last a long time so you may want to buy it a little big. Your Cub Scout can wear the same shirt from year to year.

Note: Your pack probably has it’s own way of handling fees and what’s included in the fee. Be sure to talk about the fundraisers your pack participates in and how those funds help to off-set the cost of activities, books, uniforms, or anything else your pack provides through fundraising.

Are there any questions at this time?

Great, we will now take the next fifteen minutes to complete the paperwork. Be sure to fill out the youth application and How I Can Help form. When you are done please hand the paperwork and your check to ___name____, located at ___location____. We would like to collect payment tonight, however, if you do not have it tonight, that is okay. Please turn in the paperwork anyway and you can bring a check to our parent orientation meeting on ___date___, ___location___, ___time____. Once you have turned in the paperwork please return to your seat and we will conclude our meeting shortly.

(after the paperwork is completed and everyone is seated)

Again, my name is ___name____ and if you have any questions, you may contact me at ___phone number and email address____. We look forward to seeing you at our parent orientation and our next pack meeting.

Thank you for coming out and joining our Pack. We are going to have a great year of fun and excitement.
Parent Helper Sign Up (Sample*)

* It is encouraged to have your Pack design a one page “Parent Helper Sign Up” sheet and have each family fill a spot.

Our Cub Scout Pack is great because every family helps in some way

Cubmaster – Helps plan and carry out the pack program with the help of the pack committee. Emcees the monthly Pack meetings and attends committee meetings.

Assistant Cubmaster – Helps to carry out the pack meetings and helps make sure programs are running smooth. Works closely with Cubmaster and helps where needed.

Treasurer – Keeps records for pack including the Pack bank account and individual youth accounts.

Popcorn Chair – Receives all the youth popcorn orders and places order. Also in charge of picking up order and arranging for boys to pick up their popcorn for delivery

Advancement Chair – Works with the Den Leaders to see what awards their den has earned. Is in charge of getting the awards from the Scout Office for the Pack meetings.

Tiger Den Leader – Leads the 1st grade den at den meetings and pack meetings. Is responsible for making sure monthly meetings are held.

Asst. Den Leader – Helps lead the den at all meetings and helps out the Den leader where needed.

Wolf Den Leader - Leads the 2nd grade den at den meetings and pack meetings. Is responsible for making sure monthly meetings are held.

Bear Den Leader - Leads the 3rd grade den at den meetings and pack meetings. Is responsible for making sure monthly meetings are held.

Webelos Den Leader - Leads the 4th & 5th grade den at den meetings and pack meetings. Is responsible for making sure monthly meetings are held.

Committee Chair – Oversees the Parent Meetings and helps recruit leaders. Works side by side with cubmaster to make sure everything runs smooth.

Parent Helpers:

Pick Up Popcorn from distribution center (first week in December)

Fall Fun Day signup coordinator

Line up swimming & Pizza for Family Swim Night

Order trophies and ribbons for Pinewood Derby Race & help run event

Make up Potluck schedule for Dens for Blue & Gold Banquet

Winter Fun Day signup coordinator

Raingutter Regatta coordinator

Bobcat Hockey game coordinator

Day Camp coordinator

Deliver food to Food Bank in March after food drive

May picnic coordinator

Dodgeball tournament coordinator

Spring product Sale coordinator

Pack Newsletter coordinator

Make sure to use the new “Parent Information” sheets to help identify skills that the parent has - which can then be used to direct them to an appropriate position to help with.
Welcome to Pack ______
Our Commitment to New Volunteers

1. Each new volunteer will have a coach, a friend in the pack assigned to help orient each new volunteer to their role.
   My coach is:__________________________  Phone: _____________________

2. Your coach will meet with you as needed to answer questions, provide direction & training and share ideas. Before my first meeting with my coach I will:
   - Complete the Adult Leader Application.
   - Complete Youth Protection Training, online at My.Scouting.org.
     If internet access is not available, ask your coach about in person Youth Protection training courses offered in your pack.

   Turn in the completed adult application and Youth Protection training certificate to your Pack Committee Chair.

3. At our first meeting, on _________________, at _____________, my coach and I will:
   (date)         (time)
   - Share phone numbers & contact information.
   - Review roster of boys in my den. (for new den leaders)
   - Discuss our roles as volunteer leaders in the pack.
   - Review the pack’s annual calendar and upcoming events.
   - Work together to plan our first den meeting (new Den Leaders). Including setting the date, time, location, and contacting all the families.

4. Your coach will help you with available resources and training, taking time to discuss each resource and how to use them to provide quality program for Cub Scouts.

Resources Needed:
   - Den Leader Guide
   - Appropriate Cub Scout Handbook for their den (Den Leaders)
   - Den Advancement Chart (Den Leaders)
   - Other: _________________________

All training for Cub Scout Leaders is available online. Logon to My.Scouting.org and create your MyScouting online account and access training courses. Training courses are also offered at the pack and district level for those who prefer live courses or lack internet access.

Training Needed:
   - Youth Protection Training
   - Cub Scout Fast Start Training: A quick course designed to get you up and running.
   - Cub Scout Leader Specific Training: What you need to know about your specific role as a Cub Scout Leader.
Cub Scouts: Getting Parents Involved

The following article was posted on cubscoutsoutsideas.com:

Recently, one of our readers asked for suggestions on how to get Cub Scout parents more involved in helping. That is something that many packs struggle with. How do we get parents to help out so that the burden isn’t all on the den leaders or committee members?

We all are busy, but I’m a big believer that we make time for what’s important to us. Scouting isn’t like soccer or baseball where we’re on the sidelines cheering our sons on. Cub Scouting is hands on. Whether you’re helping them learn how to tie knots or showing them how to use a hammer or teaching them how to cook their own breakfast, parents will definitely need to be involved.

I did some research and found 14 ideas that may be helpful. Not all of the suggestions will be appropriate for your pack or den, but I hope that some of these will be beneficial for you.

1. Explain the benefits. The number one thing that we need to stress to parents is that they will get to interact with their boys in a way that they wouldn’t otherwise. A great (albeit a bit guilt-laden) appeal you can use with your parents is the Yardstick Presentation. I like this because it drives home the point that we really don’t have a lot of time with our boys before they’re off to live their own lives.

2. Set expectations. In our pack, we tell all new families (and remind the current ones) that Cub Scouting is a family event. It is run by volunteers, and we need every family to participate in order to make it successful. We expect each family to volunteer in some way during the year.

3. Ask personally. While talking to or emailing your entire pack is efficient, it’s pretty easy for everyone to have the “someone else will volunteer” attitude. Personal appeals usually work better. Asking an individual to do a specific job makes it a lot harder for them to say no! Start with the pack approach, then talk to parents individually for any jobs that aren’t filled yet.

4. Start early. When the boys are Tigers, parents must attend with them, so use this opportunity to get them involved. For example, ask a parent to lead the gathering activity for a particular meeting. When you first arrive, ask a parent to help you get everything set up. One mom of a Tiger said she couldn’t be the leader, but she would plan all of the Go-See-Its. We told my Tiger families that they would each be responsible for leading one meeting.

5. Break up jobs. No one wants to be the “fund-raising committee chairman”, but they might be willing to coordinate popcorn sales or organize the lemonade stand at the local festival. Splitting up responsibilities could allow some parents to get involved who might not otherwise be able to.

6. Share roles. Dens can have co-leaders who take turns with the meetings. One leader is responsible for one meeting; the other is responsible for the next meeting. My husband is the den leader for our Webelos 2’s den, and I’m the assistant leader. I plan the meetings, and he runs them.

7. Know your parents. You may find out that one parent is reserved and introverted. Don’t ask that person to lead a meeting or head up a committee. Instead, ask him if he would be responsible for keeping track of advancement and awards for your den. Jobs that are more “behind-the-scenes” will be better suited for this type of parent. Leading songs or teaching skits are good jobs for the parents who are outgoing. Matching the job with the parent’s personality will make them feel more comfortable accepting the job.
Cub Scouts: Getting Parents Involved

8. Discover talents. Many packs have parents fill out a talent sheet similar to this one. It's a lot easier to ask someone who is an avid tennis player to teach your Webelos how to play than to ask a person who has never played tennis before. *Parents will have hobbies and interests* that you never expected.

9. Have clear expectations. People want to know what they’re getting into before they agree to do something. We all know what it’s like to be told “all you have to do is...” only to find out later that there’s a lot more to it than that.

10. Define responsibilities for your specific pack or den. It’s easy to simply point someone to a generic position description online, but that might not be how your pack operates. For example, your secretary may be the one who is responsible for any required tour permits, but that isn’t on the generic pack secretary job description provided by BSA. Ensure that the job description matches the pack’s expectations.

11. Provide training. While the BSA required training is good, it isn’t enough, especially for new den leaders. Your pack should have additional, practical training. Parents who have never been involved in Scouting are especially hesitant to volunteer. We owe it to our boys and our parents to ensure they are spending their volunteer time actually planning activities—not researching what goes into a den meeting.

12. Plan den meetings. Planning is now easier than ever, thanks to the new Cub Scout Den Leader Guides! If your pack can afford it, purchase one of the leader guides for each rank. They can be passed down at the end of the year.

13. Mentor new leaders. New leaders need to know there’s help available. A casual “call me if you need anything” isn’t good enough. The Cubmaster, Committee Chairperson or an experienced Den Leader should run the first two meetings for the new den leader so that she can get the hang of the meetings. At a minimum, they should attend the first den meetings with the new leader. After that, call or email the new leader to ask what questions they have.

14. Use drastic measures. In my research for this article, I discovered one Scouter’s extreme method. He says, “I have always promoted the ‘if-the-program-is-important,-here’s-what-needs-to-be-done’ approach. ... I never had to cajole, beg, plead, guilt, people into doing something they didn’t think all that important.” Here’s how it works:

   *At a pack meeting, have an individual sign up sheet for each event/activity during the year. Ask parents to sign up as they come in the building. After the meeting starts, collect the sign up sheets. Pick up a sheet that doesn’t have a volunteer and hold it up. Say, “here’s the fall camporee flyer, who wants to take charge?” If no one raises their hand, crumple up the paper and throw it in the trash. Move on to the next sheet with no volunteers.*

   I like the concept but not necessarily the approach. I'm not sure I would crumple the paper and throw it away. I would, however, say that since we can't get a volunteer, we'll need to cancel the event. "It was so popular with the boys last year, and I hate that we aren't going to be able to do it this year" would be my approach.

Yours in Scouting,

*Sherry*
You will need a standard yardstick with colored marks at the 3.5 inch, 5.5 inch, 9 inch, and 11 inch marks. These correspond to the ages of seven, eleven, eighteen, and twenty-two.

[STAND HOLDING THE YARDSTICK ABOUT CHEST HIGH]

Look at this yardstick as your son's life. Each inch represents 2 years of his precious life, transforming this 36 inch yardstick into 72 years—the average person's lifespan. At 0.5 inches, he is cruising the carpet and furniture, getting into all kinds of things he shouldn't. At about 3.5 inches, he's seven and is in first grade, and is excited about school. At 5.5 inches, he's eleven, and is moving on to middle school or junior high. At 9 inches, he's eighteen and graduating high school. You're busting your buttons with pride for him in his cap and gown. At 11 inches, he's graduating college and has moved on to his own life and family. But, let's focus back on the 2 inches between seven and eleven years old (3.5 and 5.5 inch marks).

[HOLD YOUR FINGERS AT THESE TWO MARKED LINES]

These 2 inches, or four years, are critical years in your son's development. Many of his decision-making skills, ethics, and morals will be established and reinforced during this time. A recent study showed that young people who were close to a caring adult in these early years were less likely to get into trouble with drugs, crime, etc., and were more likely to continue in school.

These four years are the years of the Cub Scout—Tiger through Webelos Scout.

[AT THIS POINT DROP THE YARDSTICK, BUT KEEP YOUR FINGER SPACED 2 INCHES APART]

In Cub Scouting we need every family to get involved THIS MUCH—(referring to the distance between your fingers). THIS MUCH might be different for everybody. Your THIS MUCH might be as a committee member or a den leader for your son or others. It might be organizing an outing or assisting with a special event or unit activity. No matter how you choose to define your THIS MUCH, every little bit helps.

[NOW WOULD BE AN APPROPRIATE TIME TO REFER TO THE SURVEY FOUND IN THE PARENT ORIENTATION GUIDE]

[LIFT THE YARDSTICK AGAIN]

If one person tries to do THIS MUCH, the program will surely fail. However, if everyone chips in and does just THIS MUCH in your son's Scouting career, both he and you will have a wonderful, fulfilling experience!

So what are you waiting for? Let's work together to make your son's Scouting experience something he will remember for a lifetime!
October—It’s Not Too Late to Join!

The September School Night for Scouting is, no doubt, the single most productive recruiting event of the year for Cub Scout packs. However, even when the School Night for Scouting plan is executed perfectly some families miss the opportunity to join Cub Scouts.

The October Pack Meeting is the perfect opportunity to invite boys and their families to join your pack that may have missed, or been unaware of your School Night for Scouting. With very little additional effort Packs across the council will bring hundreds of boys into Cub Scouting this October that otherwise missed the opportunity to join in September.

Here are the few additional steps each pack needs to take in October to maximize the success of their Fall Roundup:

1. Contact the school principal. Thank them for their support of your pack’s successful School Night for Scouting. (This should be done right away, after the School Night for Scouting.)

2. Ask the principal to again allow you to distribute flyers to boys in grades 1-5. Emphasize the importance of reaching out to families that may have missed your School Night for Scouting. Deliver flyers to the school for distribution at least one week prior to your October pack meeting. The flyers can be ordered by submitting the Cub Scout Roundup Order Form.

   *Note: The first meeting you have with the principal in August is the best time to ask about distributing flyers in September and October. Explain that you would like to distribute flyers before the School Night for Scouting and also before your October pack meeting (to catch those you missed in September).*

3. Be ready at your October pack meeting to welcome new boys. Give new parents the information packet you used at your School Night for Scouting. Ask them to stay after the Pack meeting for about 20 minutes so they can complete the paperwork and meet their den leaders.

4. Follow-up with all new families. Be sure they are aware of den and pack meetings, pack activities, the popcorn sale etc.
Northern Lights Council Offices

Center for Scouting
4200 19th Ave South
Fargo, ND 58103
Phone: (701) 293-5011
Fax: (701) 293-5653
Toll Free: (877) 293-5011
Email: fargo@nlcbsa.org

Summer Hours (5/23/16 - 8/26/16)
Monday - Thursday
8:00 am - 5:00 pm
Friday
8:00 am - 1:30 pm

Standard Hours (8/29/16 - 5/19/17)
Monday - Friday
8:30 am - 5:00 pm

Bismarck Service Center
1929 N Washington St, Suite AA
Bismarck, ND 58501
Phone: (701) 223-7204
Fax: (701) 223-7205
Email: bismarck@nlcbsa.org

Office Hours
Tuesday / Wednesday
8:00 am - 3:00 pm
Thursday
8:00 am - 2:00 pm

Grand Forks Service Center
1701 Cherry Street
Grand Forks, ND 58201
Phone: (701) 775-3189
Fax: (701) 775-0862

Office Hours
Tuesday / Wednesday / Thursday
9:00 am - 3:30 pm

Minot Office
615 South Broadway, Suite L7
Minot, ND 58701
Phone: (701) 839-2260
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Office Hours
By appointment only