

FALL ROUNDUP BOYS GRADES 1-5

TRUSTWORTHY

LOYAL

HELPFUL

FRIENDLY

COURTEOUS

KIND

words to live by™

OBEDIENT

CHEERFUL

THRIFTY

BRAVE

CLEAN

REVERENT

LEADER'S GUIDE TO AN EXCELLENT RECRUITING EFFORT!

Dear Northern Lights Council Cub Scout Leaders,

This year's theme, 'words to live by' will energize you as well as your new parents and kids. The 12 principles of the Scout Law are truly words to live by. They differentiate Scouting from all other activities for kids, young adults and their families. And, they are the core message that motivates people to join the Scouting program.

The Northern Lights Council membership committee is excited to give your pack this folder full of materials and resources to help you have a successful fall round-up night.

The items included are:

- An introduction to the Seven Points of Contact Plan
- Over 30 ideas on how to promote your roundup night
- Attendance rosters
- An agenda and tips for conducting Boy Recruitment presentation - "boy talks"
- Sample flyer and order form to specialize your message
- 2009 version of the Parent's Guide to Cub Scouting
- Leaders guide
- Den rosters
- Parent orientation materials
- Welcome signs
- Bobcat requirements
- Round up script and agenda
- Table signs
- Report envelope and more

The Council membership committee is committed to helping your unit succeed in your membership plan. Besides the material in this folder, the council also makes available yard signs, posters, wristbands, radio and TV ads and more.

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

The Northern Lights Council
Membership Committee

The **Seven Points of Contact Plan** is designed to make prospective families aware of Scouting units in the area by using six additional tools besides the school flyers. There are over 100 ways to promote Scouting and your unit in the area. The membership committee has accumulated the following list to get the ball rolling for your pack:

1. Peer to peer recruiting
 - a. Parent to Parent
 - b. Older youth to Cub Scout-age boys
 - c. Cub Scout to Cub Scout-age boys
2. Boy talks
3. Youth and leader wear uniform around town days prior to recruitment evening or at special celebrations
4. Show and Tell ... classroom visits, pictures, crafts
5. Develop pack information sheet and annual planned program to hand out to all new parents (be organized ... show the fun!)
6. Personalized letter of invitation to join pack from class listing
7. Telephone calls to prospective families ... target 1st-graders
8. Display cases and bulletin boards at schools, library, etc.
9. Public announcements at school and churches
10. School, church, community newsletter and website entries
11. School, church and civic functions display table
12. Cub Scout wristbands
13. Sunday school, classroom and lunchroom visits
14. Teacher, principal, coach or pastor endorsements
15. Principal, pastor and institutional head visits
16. News releases to local newspapers and cable stations
17. Business window/counter displays
18. Yard signs at high traffic areas and lawns of parents
19. Pack special events (ex. Fishing derby, hay ride, picnic)
20. Church, school or business marquee
21. Pack website development ... link to JoinCubScouting.org
22. Announcement in church, company, city newsletters
23. Halloween candy wrappers or tag
24. Follow-up joining night for those who may have missed first one
25. Half-sheet bulletin inserts for churches, community centers and sporting events
26. Door hangers and postcards in target communities
27. Coordinate PSA or handout with movie cinema
28. Grocery store bags could print your message or drop in
29. Sample campsites or pinewood derby at malls, superstores, schools, daycares, parks and community centers
30. Utilize the "Welcome to Cub Scouting New Parents Guide"
31. Make sure there is a FUN September and October event planned
32. Pass out Boy's Life mini magazines to all youth
33. Let your creativity take over! Share it with us!

Checklist & Timeline

Late July/Early August

ASSIGNED TO

- Attend District Round Up Training _____
- Contact school principal to inform them of program and secure cooperation _____
- Arrange Pack's promotion effort _____
- Arrange to conduct Boy Talks (0-2 days before your Round Up)** _____
- Fill out flier order form and turn in to your District Executive _____
- Arrange to have a sign-up table at your school's registration days and the back-to-school open house for parents. (This is in addition to your Round up) _____
- Become familiar with the Round Up packet, especially the Round Up Script and job tasks _____

Late August

ASSIGNED TO

- Get posters to school (second contact with principal) _____
- Insure yard signs are placed in high traffic areas and in front of school _____
- Review checklist for promotion, tasks, materials _____

September

ASSIGNED TO

- Conduct Boy Talks 0-2 days prior to your Round Up _____
- Call school principal the day before the Round Up to:
 - a. Make sure fliers have been distributed
 - b. Make sure school, or other round up location will be open

Checklist & Timeline

Conduct and attend Round Up

- At Round Up, do the following: set up display and room, organize a gathering period activity for parents and boys. _____

- Collect all fees and applications for district report night _____

- Take completed report envelope and attendance rosters to district turn-in meeting** _____

- *Adult applications must be complete and have signatures of the charter organization representative or institutional head and the Pack committee chairperson _____

- Conduct a Parent Orientation meeting a week after Round Up _____

October

ASSIGNED TO

- Follow up with unassigned Cub Scouts _____

- Help organize new parents and boys to attend October activity _____

- Help get new leaders to the first Pack committee meeting and Roundtables _____

Preparing for Round Up

Pack Round Up Coordinator Job Description

August

- Contact school principal to secure cooperation
- Make sure school will be open and check facilities
- Arrange to display posters and do Boy Talks**
- Get posters to school
- Put up yard signs
- Arrange publicity

September

- Call school principal the day before Round Up to make sure fliers have been distributed and that the building will be open
- Conduct the Round Up program using the script provided
- Be sure all necessary signatures are present on youth registrations (parent and Cubmaster)
- Turn in all registrations at the District Turn-in Meeting**
- Be sure all necessary signatures are present on adult registrations (Committee Chair and Chartered Organization Head or Representative)
- Ensure that Fast Start Training is available immediately to all new leaders, and promote Basic Leader Training and Pow Wow

October

- Help organize new parents and boys to attend October activity

Preparing for Round Up

Cubmaster Responsibilities for Round Up

August

- Have a sign-up table available at your school's registration day and open house
- Attend your Pack's Round Up Planning Meeting**
- Promote Round Up

September

- Attend your Pack's Round Up**
- Arrange for displays of the exciting things your Pack does
- Assist with registration of new members
- Ensure that Fast Start Training is available immediately to all new leaders, and promote Basic Training and Pow Wow
- Attend the Parent Orientation meeting a week after Round Up
- Help get new leaders to the Pack's next Committee Meeting
- Help ensure that all new members get placed into dens, and that the dens begin meeting immediately after Round Up**

October

- Help organize new parents and boys to attend October activity

Conducting Round Up

The BIG Night! Pack Round Up Coordinator Checklist

Before You Leave Home

- Prepare your pre-opening activity
- Wear your uniform
- Review agenda & practice presentation
- Take a pocket calculator
- Take 20-30 pens and applications
- Take some change, both bills and coins
- Take masking tape

Also Bring For Display

- A Tiger, Wolf, Bear & Webelos Book
- Your Round Up packet of materials
- A copy of Boys' Life magazine
- A copy of Program Helps & Webelos Leader Guide
- A copy of Cub Scout Leader Book
- Copies of Unit Calendar

When You Arrive at Your Location—at least 30 minutes before start time

- Organize your materials and set up room
- Check with other team members (including unit leaders) on their part of the program
- Post your pack organizational chart
- Assist unit/den leaders with their displays
- Organize your pre-opening activity
- Station either yourself or another team member at the front door to serve as greeter. Have parents sign-in on attendance rosters, give them a Parent Information Guide, youth application, unit calendar, "How Can I Help" and Mission Family sheets and pen. Welcome families to your Round Up.
- Boys and parents should sit together by grade

The General Presentation

- Begin promptly at your start time
- Present opening ceremony by pack (or a troop)
- Introduce yourself and welcome everyone on behalf of your Pack
- Follow the Round Up agenda carefully

Be sure to turn in all applications, monies, attendance rosters and report envelopes at your District Turn-in meeting headquarters.