



#ADVENTUREON!

**Pack Recruitment
Guidebook 2024**

IESCOUTS.ORG

CALIFORNIA INLAND EMPIRE COUNCIL

PURPOSE OF THIS GUIDEBOOK

One of the essential functions of a Pack is to share the fun and adventure of Scouting with new families. This Guidebook is intended to help your Pack grow your membership. Each section will provide information on how to implement strategies that are ENGAGING, INVITING and FUN



A HELPFUL PLAN

Scouting: A game with a purpose. Before we can put Scouting's values into youth, we must put youth into Scouting. The California Inland Empire Council (CIEC) Membership Team is here to support and help Packs with resources and tools. Our goal is to empower Pack Leaders with tools, strategies and support – You are not alone! Over the past few years, we have identified keys to success including publishing and sharing Pack Calendars and new language and strategies such as Rally Point Events and Sealing the Deal on new member registrations! Above all, if you have any questions, we invite YOU, the unit leaders, to please contact us. Our Membership Team's favorite point of the Scout Law is Helpful! Let us help you!

ENGAGING, INVITING and FUN!

Scouting is uniquely positioned to engage both kids and parents in healthy, fun adventures. Families are looking for opportunities to be outside together and Scouting is a great fit. To take advantage of this market demand, our Scouting Packs need to be VISIBLE, INVITING and FUN! Let's get going!

ENGAGE FAMILIES IN THE COMMUNITY

Help the whole community realize Scouting is going strong! The best way to get on parents' radar is to be visible, but more importantly, to be engaging and inviting. Many families may be unaware or confused on how or where to join. There are loads of ways to get your Pack 'out there.' Here are some proven examples:

**Indicate Year Round Activities & Opportunities*

SCHOOL BACK TO SCHOOL NIGHT EVENTS All packs should have a table at these events not just to showcase what Cub Scouting has to offer, but also to invite families to your Rally Point Events. The CIEC Membership Team is providing tools including customizable Activity pages. (SEE PAGE 5.) Packs can promote their upcoming Rally Point Events and invite families to attend. Make a sign advertising the Rally Point Event and invite parents to take pictures of the sign, or create an electronic flier, upload it to a Google Drive, and have a QR Code available for parents to capture the flier.

FALL RALLY POINT EVENTS Each Pack should host a simple fall activity that new families can attend in August or September. Ideas for Rally Point Events include: A local day hike, a water fun day, a Cub Carnival in a Park. Visit our folder of game ideas for a Cub Carnival available here: bit.ly/RallyPointActivityIdeas The most important thing is to plan an event that is FUN. Packs can reserve a Seal the Deal Spinning Wheel from the CIEC for one event and leverage it to encourage families to join at the event (SEE PAGE 5). Share your event plans and details with the Membership Team to reserve a wheel, available first come first served.

SEAL THE DEAL SPINNING WHEELS CIEC has a number of Spinning Wheels for use at Fall Rally Point Events in August and September. (SEE PAGE 5) The Spinning Wheels offer discounts and prizes for youth who join Scouts at your Rally Point Event – The goal is to help “Seal the Deal” and to help defray the cost of joining.

UNIFORM DAY* Cub Scouts should be encouraged to wear their uniform or Pack t-shirt to school on a chosen day early in the school year, and on Pack meeting days.

PARTICIPATE IN LOCAL COMMUNITY EVENTS* Contact your local District Membership Team to find out what activities we're scheduled to attend or to share events you can help support. We are coordinating booths where other youth can try their hand at Cub Scout activities.

SOCIAL MEDIA* Share your Unit events on our Facebook Group, IEScouting https://bit.ly/FB_IEScouting so our Social Media team can help you promote them on Facebook.

What activities could we do to be visible to families who want to try Cub Scouting?



PEER TO PEER RECRUITING* Existing Cub Scouts can create invitations at a den meeting prior to the event and hand deliver them to their friends and classmates the week before the recruiting event. Contact our Membership Team to get Buddy Cards from the CIEC, and reference the “Use the Scouting Force” tool to coach Scouts and parents on inviting friends (SEE PAGE 5)

PARENT TO PARENT RECRUITING* Parents help promote Scouting to their child’s social circle through talking to their friend’s parents and handing out fliers in their neighborhood, religious education class, sport teams, etc. Share the “Use the Scouting Force” tool with parents and Scouts (SEE PAGE 5)

PARTICIPATE IN ACTIVITIES WITH YOUR CHARTER PARTNER* Participate in community service and “Be Seen” at your charter partner. Have a booth or a table set up and allow people to meet the Cubs and their leaders. Invite them to join your pack. If your Charter Partner has a newsletter or communication system, share your activities to invite new members.

ADOPT A SCHOOL* Beyond Back to School nights, support your local school with community service projects or have a booth at the school carnival. Make sure a part of your booth is to actively invite people to an upcoming event! Be Seen: Offer to lead the flags at School events or during special ceremonies such as on 9/11. Participate in scouting uniforms.

“BRING A FRIEND” ACTIVITIES* In addition to Fall Rally Point Events, families can invite friends year round. Which of your activities could your Cub Scouts invite their friends to? Any Fun Event! What a great way for other youth members to get a firsthand look at Cub Scouting! This could be a day hike, a pool party or a simple cookout with games. • Set up a few sample activities from the different Cub Scout handbooks and let all youth try. Registered Cub Scouts will get credit in their handbook. Remember to mention to guests if they were a Cub Scout, they would also be earning badges during these activities! NOTE: Avoid inviting friends to awards ceremonies – focus on FUN, engaging events where everyone, even visitors, can participate!

SEAL THE DEAL UNIT PROMOTIONS* Packs can create their own Seal the Deal offers for new families, year round. For example: Offer a new family a Pack Activity T-Shirt if they join at a Pack Bring a Friend activity. Collect a “Treasure Box” of prizes such as camping gadgets (reusable sporks, marshmallow roasters,) patches, paracord gadgets, paracord woggles/neckerchief slides, a Pinewood Derby car kit, or even a lollipop. Watch the CIEC Scout Shop or local sporting goods stores for clearance and sale items.



INVITING ADULTS

Every Pack could use more adult leaders. Here are some ideas for achieving this.

BEST PRACTICES

- Provide a Pack calendar to all new parents. Give them a printed copy and email or share a link to an electronic copy. Let them see that there is a plan so they know that they are already supported and joining an existing structure. (SEE PAGES 5 & 6)
- Identify simple areas where you need help: Blue and Gold banquets, Pinewood Derby, Community Service projects, etc. Not all helpers need to be registered leaders.
- Identify areas which will need a registered leader- for now or for the future. Do you need members of the committee, Den Leaders, or a Cubmaster?
- Identify parents with interest, talents, and experience for these needs.
- Meet with them in person, invite them to be an adult leader, and provide them with an outline of what is expected. Provide them with info for training and available support.
- Make targeted asks. If Jill is the best candidate for Cubmaster, have the current Cubmaster and another volunteer go ask Jill personally. This shows the importance of the role and lets Jill know that she is the best candidate for the position
- ASK! This may sound like a no-brainer, but if you don't ask someone to personally step up and help, they aren't going to volunteer. Ask individuals to help.
- After new youth/adults join, send welcome emails, phone calls, etc. Be sure to get them a schedule, unit leader contact list, calendar, upcoming events and any other information that might be helpful.

WHICH POSITIONS DO YOU PLAN TO FILL?

LIST PARENTS WHO SHOULD BE INVITED TO BE LEADERS IN YOUR PACK

STEER CLEAR

- Don't make a general announcement at a meeting that the pack needs help. For instance, "So I'm stepping down as Cubmaster and we really need a replacement. If anyone is interested, please come talk to me after the meeting." This 'shotgun' approach rarely works! Your best candidates will not self-identify, and families may leave.
- Don't place a paragraph on your website, Facebook, or newsletter as an ad for help. You want the best candidate possible for the position in your Pack. Placing an ad opens up these positions of importance to anyone, which then diminishes the perceived importance and sends the wrong message.

How can we encourage new adults to become Cub Scout Leaders?



RECRUITING & PROMOTIONAL MATERIALS

The CIEC is proud to offer several recruiting and promotional tools to Packs at no cost, funded by Popcorn fundraisers and Friends of Scouting. An order form for all of the CIEC provided tools, to request customized tools, is available at the CIEC Membership webpage: www.IEScouts.org/Membership

PACK CALENDARS The best recruiting tool any unit has is a published calendar. See Page 6 for more information about building and publishing one for your Unit. An annual calendar is best but even if a Pack only has a 3-4 month calendar or a list of monthly activities, start with something!

ACTIVITY SHEETS Packs can request Activity sheets to pass out at Back to School and Community events. The Activity sheets include CIEC contact information, but with 2 weeks' notice, CIEC will customize the sheets for Packs, see the order form on the CIEC Membership webpage.

FLIERS Fliers available upon request for events, with at least 2 weeks' notice. The CIEC Membership Team may be able to print youth applications on the back side of printed fliers. The CIEC sponsors Electronic Fliers for each Pack on the first day of school.

WELCOME TO CUB SCOUTS Printed copies of this helpful booklet are available from the CIEC. This resource is helpful to give to newly registered families to answer their most common questions.

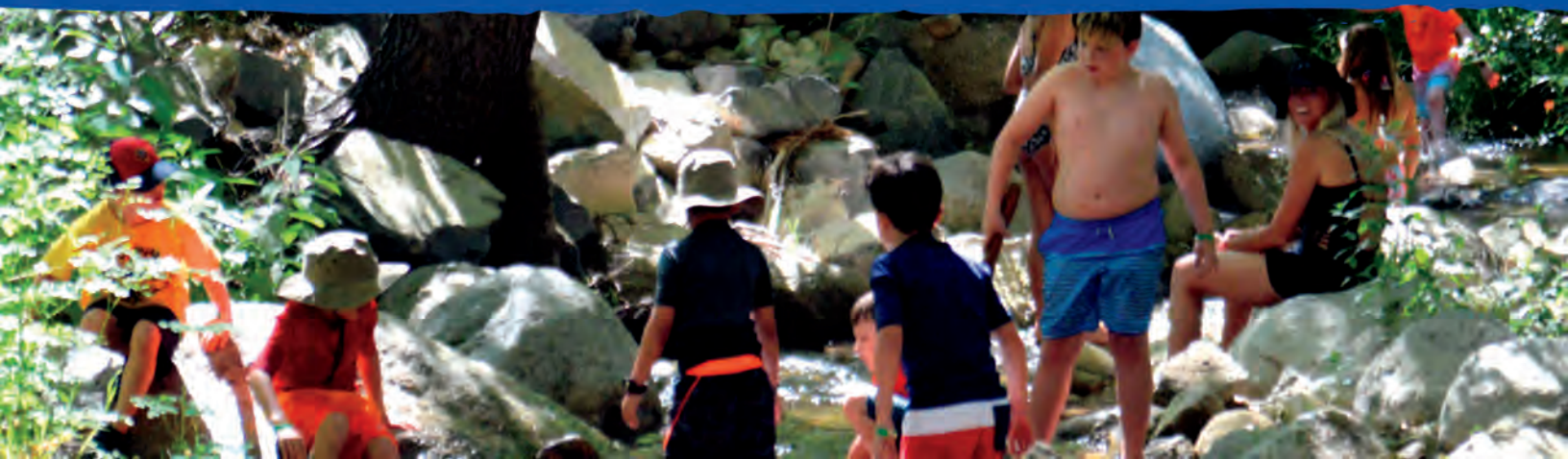
YARD SIGNS The CIEC will provide Packs with yard signs for every registered Cub Scout family to place in their yards, and at schools and in heavy traffic areas around the community, with permission.

STICKERS Easy to pass out at events, the CIEC has stickers to promote Cub Scouting with links to IEScouts.org.

USE THE SCOUTING FORCE TOOL This form includes a page of instructions for leaders to coach Scouts and their parents on how to issue personalized invitations to friends to visit Pack activities and to join Scouts. Electronic copies of the tool, suitable for printing, are available on the CIEC's Membership webpage.

AND MORE ... watch for emails from the CIEC Membership Team and the Membership Tools order form for more tools coming soon.

SEAL THE DEAL: PROMO WHEELS AUG-SEPT CIEC has a number of Spinning Wheels for use at Fall Rally Point Events in August and September. These Spinning Wheels are available to Packs on a first come, first served basis. When Packs schedule a Rally Point Event in August or September, they can immediately request to reserve a Spinning Wheel. At their events, when new families turn in new Youth Applications, the youth may spin the wheel for a prize, which will be paid for by The CIEC, funded by Popcorn and Friends of Scouting donations. Packs must turn the new applications in to The CIEC within 48 hours of their event to claim the prizes for their new members. More information about the Spinning Wheels is available on the The CIEC Membership webpage.



PACK CALENDARS

The Year-Long Calendar is your unit's most powerful Scouting tool! It helps your unit focus on your Scout Program: How will you deliver the program to your youth and families? Make the plan and execute the plan. It will save time during the year because the decisions have been made ahead of time. It will save energy because your leaders will see and know what the goals are and what to plan for. It promotes participation by families because they know what to expect and can plan their family calendars and budgets accordingly.

The Unit Calendar and Information sheet is a unit's most powerful recruiting tool! It shows perspective members how your unit delivers the program and answers the question: Why should I sign my child up for Scouting? It shows perspective families that your Pack has structure and a plan.

Packs with calendars, distributed to families, have better participation in Pack activities and vision for planning and executing the program effectively. A well-planned calendar promotes the fun of Scouting and allows parents to include important dates in their personal calendars.

CAUTION: Many Packs use Scoutbook to share their calendars with families. However! Potential families cannot see Scoutbook calendars until they have registered for Scouts. These calendars are not practical for recruiting because they cannot be shared with families before they join. All units are encouraged to have a printed and/or electronic copies of your calendars that you can give to interested families immediately, when you meet them.

HELPFUL TIPS FOR A PACK CALENDAR:

- Schedule a Year Long Planning meeting with the Pack Committee.
- Before the meeting, the Committee Chair, Cubmaster and/or their designee may:
 - Review District and Council programs for the coming year for potential Pack activities.
 - Consult local school calendars to identify school holidays. Plan events around possible holiday conflicts.
 - Consider regular reoccurring events such as Pinewood Derby, Blue and Gold Banquet, Bridging Ceremonies, Pack Meetings, etc.
 - Drop dates onto a proposed calendar
- Create a handout, with the calendar, to distribute to all families. Be sure to include contact information for at least two Pack leaders on the handout.

If you would like to see samples of Pack calendars, contact the Membership Team

If the thought of creating an annual calendar is overwhelming, start with a 6- or 3- Month Calendar.

If some dates are impossible to anticipate several months in advance, at least include which month the Pack expects to hold the event.



RALLY POINT EVENTS!

WHAT IS A RALLY POINT EVENT? Any **FUN** event already on your Pack calendar can be a Rally Point Event. Rally Point Events are not uniquely recruitment events - They are opportunities for Packs to have fun. Scouting is "A Game with a Purpose," sometimes the purpose is to enforce the friendship and bond between the Scouts and their families. Examples of Rally Point Events might be:



Water Play Day **Scavenger Hunt in a Local Park**
Hike on a Local Trail **Cub Carnival with Games**

A folder of games and activities to use at a Cub Carnival is available at [BIT.LY/RALLYPOINTACTIVITYIDEAS](https://bit.ly/rallypointactivityideas)

TIPS AND TRICKS FOR SUCCESSFUL EVENTS:

- Make a flier to promote your Rally Point Event – The CIEC Membership Team will provide customized fliers, printed and electronic – and we can even print copies of the Youth Application on the back of the fliers. The order form for these fliers is on the CIEC Membership website.
- Wear activity t-shirts – Pack shirts or Scout activity shirts are uniform but more comfortable, especially for fun & games.
- If your Pack usually meets at a church, consider holding your event somewhere else. Families unfamiliar with our program may mistakenly think they need to be members of that church to join your unit. Once you meet elsewhere, you can explain the set-up to the families.
- Coach your families to make the newcomers feel welcome, to use the word "Welcome," and to mingle with the newcomers.

Don't Forget to bring: Applications, pens, cash to make change, Seal the Deal Spinning Wheel

Going out and doing FUN Scouting things and welcoming other families to join!



NEW MEMBER APPLICATIONS

Gone are the days of figuring pro-rated registration fees. The new youth registration fee in the CIEC is Simple:

Youth: \$155 no Scout Life Scout Life: \$15 **Adults: \$90**

These numbers include the “Joining Fee”. Youth who have been previously registered in Scouts within the past 5 years, they enjoy a \$25 discount – in other words, no joining fee. In the CIEC, Packs have three options for accepting applications. Each has advantages, each has drawbacks.

ONLINE APPLICATIONS:

Pack Committee Chairs and Cubmasters can set up and manage online applications by logging in to my.scouting.org. Instructions and support are available from the the CIEC Membership team.

PROS:

- Applications are submitted directly to National to be processed with little or no delay.
- Families can be connected to the Pack via Scoutbook promptly.
- Parents will have their My.Scouting.org accounts set up and will be ready to take Youth Protection or other trainings.
- Parents can use credit cards to pay the registration fees online.

CONS:

- If families change their mind about joining, they will need to request refunds through National.
- During CIEC promotions such as the Spinning Wheel, their prizes will not be processed with their applications: Families will have to pay the entire fee upfront and wait for a refund from the CIEC.
- If a Pack wants to use Popcorn funds to offer an in-unit incentive or to pay part of the fee for the family, they will have to issue a refund to the family.
- If a Pack has funds in their CIEC Account, they cannot use those funds to pay for the registration.
- Requires internet access.

PAPER APPLICATIONS and ONLINE FILLABLE PDFs

Online Fillable PDFs are available on the CIEC Membership Website. Blank applications can be printed from the PDFs or are available from the CIEC.

PROS:

- No internet access required to accept paper applications at an event.
- Packs can print applications on the back of their event fliers or request fliers with applications printed on them from the CIEC.
- Pack leaders can conveniently submit them to the CIEC by taking pictures of the signed applications with their phones and emailing them to the CIEC registrar.
- Parents may pay the registration fees with cash or check, or may call the CIEC Registrar to pay for their registration with a credit card.
- Council or Pack incentives and prizes can be applied to the registration fees immediately.

CONS:

- Online fillable PDF applications require a verified digital signature. If digital signature software is not available, families will need to print the applications and sign them.
- It may take some time for the applications to process and for families to be connected in Scoutbook



NEED HELP?



Visit the California Inland Empire Council Membership Website at:

[IESCOUTS.ORG/MEMBERSHIP](https://iescouts.org/membership)

The CIEC Membership Team is eager to assist you! Please feel free to contact your District Executive or email:

MembershipCIEC@gmail.com

District Executive's Email Addresses

Gray Arrow - Lonni.Estrada@Scouting.org

High Desert - Lee.Bayless@Scouting.org

Mount Rubidoux - Jordan.McCandless@Scouting.org

Old Baldy - Patrick.Willard@Scouting.org

Sunrise - Pam.Ramont@Scouting.org

Tahquitz - Erika.Haro@Scouting.org

Temescal - Tim.Long@Scouting.org

OUR FALL PACK RECRUITMENT PLAN

Share your recruitment plan with your District Membership Team ASAP to take advantage of printed promotional materials, like fliers, buddy cards, yard signs and more!

Rally Point Event Idea: _____

Date: _____

Location: _____

Supplies Needed: _____

Back to School Night Coverage

School _____ Who is Covering: _____

Date: _____ Time: _____





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