



Troop 300 Eagle's Nest
Climbing Tower
"For God and Country"
Dedicated March 2020
Built with the support of HP Communications
*"Those Who Hope in The Lord
Will Renew Their Strength.
They Will Soar on Wings
Like Eagles" - ISAIAH 40:31*

2026

PACK RECRUITMENT GUIDEBOOK



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PURPOSE OF THIS GUIDEBOOK

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



Helping Hands, Helpful Plans

The California Inland Empire Council (CIEC) Membership Team is here to support and help our local Cub Scout Packs with a variety of resources, tools, strategy and support. YOU ARE NOT DOING THIS ALONE! Over the years we have identified successes, strategies and ideas that can help YOUR PACK succeed. If you have any questions, please feel free to contact the Membership team and we will be able to assist you.

Engaging, Inviting and Fun!

Scouting is positioned to engage both children and parents in healthy, fun adventures. Families are looking for opportunities to spend time together, and Scouting is a great fit! To take advantage of this, our Packs need to be ENGAGING, INVITING and FUN!

ENGAGING FAMILIES IN THE COMMUNITY

The first step towards engaging with the community is helping to remind the community that Scouting is going strong! We need to not only be visible, but also be engaging and inviting to new families. Many families may be unaware or confused on how to join, where to join or when they can join! There are many ways to get your Pack 'Out There', but here are some proven examples that work!

Back to School Night Events: All packs should have a table at your school's Back to School Night events to show what Cub Scouting has to offer and to invite them to an upcoming Recruitment Events (more on that later!). On the CIEC Brand Center, we have a variety of activity pages and items that can be printed out, including flyers, gliders, buddy cards and more! Packs can and should promote their Recruitment Events at these events to encourage new families to attend. Also, having an interest sheet where people can sign up to be contacted allows you to reach out to them!

Recruitment Events: These are fun, engaging and exciting activities that can be done in an evening or on a weekend morning or afternoon. The idea is that new potential new Cub Scouts and their families will attend, have a great time and then be able to join. Share your event plans with your District Membership team so we can get you the materials you need and the 'Seal the Deal Wheel' to maximize recruitment!

Seal the Deal Wheel: The CIEC has a number of spinning wheels for use at Fall Recruitment Events in August - October. These offer discounts or freebies on Scout Shop gear to entice new families to join on the spot.

Uniform Day At School: Encourage your Cub Scouts at a specific school site to wear their uniforms or Pack T-Shirts to drive recruitment

Community Events: Reach out to your local cities and organizations to have booths at events like city festivals, parades and family fun nights.



Social Media: We live in an increasingly connected world and you can work with your Membership Chair and District Professional to get web-banners and other digital assets to post on local school pages, parent groups and more.

Peer to Peer Recruitment: Current Cub Scouts can create invitations at a Den Meeting to hand out to their friends and classmates at school the week before the Recruitment Event. Check out the IEScouts Brand Center at <https://iescouts.org/brandcenter/> for Buddy Cards, Gliders and other items that can be handed out by Scouts to potential new Scouts.

Parent to Parent Recruitment: Parents can help to promote Scouting to their child's social group by talking to the other parents, handing out flyers, and promoting Scouting at religious education classes, sports practice, school and parent social media. Word of mouth advertising is the most effective recruitment method!

Get Involved with Your Chartered Organization: Participate in community service and 'Be Seen' at your chartered organizations events! Having a booth or a table set up will allow families to meet Cub Scouts and their families. Invite them to join the Pack! If your chartered organization has a newsletter, a church bulletin, or a website, share your activities and encourage families to visit.

Adopt Your School: Moving beyond 'Back to School Night' events, support your local school with service projects, at school carnivals and festivals and help out. Have Cub Scouts do a flag salute in uniform before holidays like 9/11, Veteran's Day or others. Be sure to bring Buddy Cards!

'Bring a Friend' Activities: Its not just for the fall, encourage Scouts to bring a friend with them every 3 months for a Den Meeting or activity! Going on a day hike? Bring a friend! Making s'mores and watching a movie? Bring a friend! Have some simple Cub scout activities to do while there and they can get credit for their Adventure once they join! Be engaging and fun!

Other 'Seal The Deal' Offers: While the Council does offer the 'Seal the Deal' wheel in August - October, your Pack have have their own 'Seal the Deal' offers, including items like a free Pack Tshirt, items from a treasure box, camp gadgets, woggles, pinewood derby cars and more! Keep an eye out at the Scout Shop for clearance and sale items!



What can we do to get more families interested in Scouting? By being ENGAGING, INVITING and FUN, more families will want to join your Pack!

INVITING ADULTS


Every Pack could use more adult leaders. But how do we encourage them to step up? Here are some ideas to help get your Pack the adult leader help it needs.

BEST PRACTICES

- Provide a Pack Calendar to all new Cub Scout 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 they are supported and are joining a thriving, existing structure.
- Identify areas where help is needed: Blue and Gold Banquet, Pinewood Derby, Raingutter Regatta etc. People are more likely to assist if its for something specific.
- Not all helpers need to be registered leaders!
- Identify areas where registered leaders are going to be needed in the future. Do you have enough Committee Members and a Cubmaster for when the Arrow of Light Scouts bridge?
 - Identify parents with specific interests, talents and experiences for these needs!
 - Meet with them and invite them to be a leader in person, one on one. Don't just ask the group if 'anyone can help'. Individual asks give better results.
 - Have a Position Description! Do you need one? Ask your District Professional for one.
- When the new Scout joins, send welcome emails and call them on the phone. Talk to them and find out why their child is in Scouting and if they have any Scouting experience!

STEER CLEAR

- Don't make a general announcement that 'The Packs Needs Help'. Example - My Scout is bridging, and I really need someone to be the new Cubmaster. If you are interested, come see me! This usually doesn't work, and it often scares off potential new Cub Scout families towards other Packs because they might think your Pack isn't doing well
- Don't place 'help wanted' ads on your Pack website, Facebook page or newsletter to fill specific positions. You want the best possible person to take on this role, and placing an ad like this opens these positions up to anyone, which deminishes the precieved importance and sends the wrong message to the parents of the Pack.



**Which positions do you plan to fill?
Make a list of parents that should be invited to be
leaders in your Pack.**

RECRUITING & PROMOTIONAL MATERIALS

The CIEC is proud to offer several recruiting and promotional tools to Packs at no cost, funded by Popcorn Fundraising and Friends of Scouting. An order form for all CIEC provided tools, to request flyers and other items is available at the CIEC Brand Center at <https://iescouts.org/brandcenter/>

Pack Calendars - The BEST recruitment tool your Pack has is a completed, published and prepared calendar! An annual calendar is best, but if its just 3-4 months, it would show prospective families that you do activities, and you have a plan!

Activity Sheets - Packs can request these sheets from their District Professional using the order form on the CIEC Brand Center. Great for Back to School Night events and Community gatherings to hand out!

Fliers - Fliers are available with notice (2 weeks is great!) from your District Professional using the order form on the CIEC Brand Center. You can choose a flyer from the Brand Center or make your own custom Pack Flier.

Welcome to Cub Scouts Booklet - these booklets are available at the CIEC Brand Center and copies can be printed for you. They have answers to common questions and information for new families.

Yard Signs - The CIEC will provide Packs with yard signs for families to place in their yards, at schools, at their meeting locations and in high traffic areas in the community with permission. Passersby will see the signs and hopefully check out the program

More - We are always working on different and new ideas and want information from you on what works! Please reach out to your District Professional or the Membership Team with your suggestions

The Seal the Deal Wheel - Available August to October, the CIEC 'Seal the Deal' Wheels are available to be checked out for specific Recruitment Events for your Pack. At these events, once a new family has filled out an application and paid the Pack, they can then spin the wheel for a prize like a free uniform belt, socks, handbook and more! Packs MUST turn in the new Cub Scout applications, the 'Seal the Deal' form and money within 48 hours of the event to claim the prizes. For questions about the 'Seal the Deal' wheel program, contact your District Professional.



PACK CALENDARS

The Year-Long Pack Calendar is your unit's most powerful recruitment tool. A year of Scouting, laid out like a map. It helps your Pack focus on your program, and how that program will be delivered!

It will also save time during the year, because many decisions have already been made ahead of time. It will save energy because your leaders will see and know what your outings will be and can plan accordingly.

The calendar also lets new Scouting families know what to expect, how often the outings are, how often the meetings are and when these activities are happening. A well-planned calendar promotes the fun of Scouting and allows families to make it work with their busy lives.

Helpful Tips for a Pack Calendar

- Schedule a Year Long Planning Meeting with the Pack Committee to decide on your outings
- Before the meeting, the Committee Chair and Cubmaster should
 - Review District and Council program for the coming year for potential Pack activities
 - Consult local school calendars to identify school holidays & plan events around holiday conflicts
 - Consider regular recurring events like Pinewood Derby, Blue and Gold Banquet, Bridging Ceremonies and Packs meetings and make sure they are on the 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.



Is a whole year too much?

**A 4-6 month calendar
can help get you started!**

RECRUITMENT EVENTS

What is a Recruitment Event?

A Recruitment event is any FUN event that is on your Pack Calendar! Any event can be a recruitment event. Scouting is 'A Game with a Purpose', and sometimes that purpose is to create friendships and bond the Scouts and their families to the Pack!



Helpful Tips for a Pack Calendar

- Make a flier to promote your event! You can make customize fliers on the IE Scouts Brand Center!
- Wear your Pack T-shirts for maximum visibility!
- Hold your event in a public space like a park so families feel less intimidated than going to a church or VFW or private organization
- Coach your families to make newcomers feel welcome, and to mingle with the new families so they feel included and involved from the moment they arrive
- To Bring List:
 - Youth and Adult Applications, Pens, Cash to make change, Seal the Deal Wheel!

Families are more likely to join when the event is FUN! So bring the fun and welcome new families to join!

NEW MEMBER APPLICATIONS

All prices are for 1 full year of Scouting:

- Youth - \$170 - Adult - \$100 - Scout Life add on - \$15

Online Applications

- Committee Chairs and Cubmasters can set up and manage online applications by logging in to my.scouting.org. Support is available from the CIEC Membership Team
- All Packs have their own unique 'joining url' and 'joining QR code' that can be found in the 'Invitation Manager' on my.scouting.org by the Committee Chair or Cubmaster

Pros of Online Applications

- Submitted directly to be processed quickly
- Families join quickly
- Parents have a my.scouting.org account created to take SYT
- Parents can use credit card to join online - no cash or checks to handle!

Cons of Online Applications

- If families change their mind, National needs to process refund
- If a Pack wants to cover fees with fundraising money, will need to repay family
- Cannot use 'Unit Account Funds' at the Scout Office to pay

Paper Applications

- Fillable applications for Youth and Adult Applications are available for download at the CIEC Brand Center. These can be printed blank to be filled out. Applications can also be picked up at the Redlands Scout Office

Pros of Paper Applications

- No internet? No problem
- Packs can print youth applications on the back page of their fliers for new families
- Pack leaders can submit them to the CIEC by taking a photo or a scan
- Parents may pay with cash, check or call the Redlands Scout Office to pay
- Can use 'Unit Account Funds' at the Scout Office to pay

Cons of Paper Applications

- Takes longer to register
- Possibility of losing application, losing money or checks

RECHARTERING



Information about Rechartering will be distributed to all Packs and units during October of 2026. If you have any concerns about your 2027 Recharter, please reach out to your District Professional for guidance.

Need Help?

Visit the California Inland Empire Council Membership Website at <https://iescouts.org/membership/membership-resources/>

The CIEC Membership Team is eager to assist you with all of your Membership needs. Please feel free to contact your District Professional with any questions!

Gray Arrow - Lonni.Estrada@Scouting.org
High Desert - Lee.Bayless@Scouting.org
Mt. Rubidoux - Megan.Busser@Scouting.org
Old Baldy - Patrick.Willard@Scouting.org
Sunrise - Patrick.Willard@Scouting.org
Tahquitz - Kristina.Milam@Scouting.org
Temescal - Megan.Busser@Scouting.org



RECRUITMENT PLAN

Share your Recruitment Plan with your District Professional to take advantage of promotional materials!

Recruitment Event Idea: _____

Date: _____ Location: _____

Supplies Needed: _____

Back to School Nights

School: _____

Date / Time: _____

Coverage: _____



AUGUST

Be sure to contact your local elementary schools to attend 'Back To School Night' in early to mid-August to advertise your Recruitment Event to drive more Cub Scouts to your Pack!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

Adventure Weekend is a great 'First Outing' for new Cub Scoutfamilies. They can come for the day, or come for the whole weekend!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Labor Day	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
					Adventure Weekend (AW)	
27	28	29	30			
(AW)						

OCTOBER

Eerie Emerson is the spookiest event in Scouting! Its a great weekend for new Cub Scouts to get up to Camp Emerson and see all that the camp has to offer a new Cub Scout.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
						Eerie Emerson
18	19	20	21	22	23	24
Eerie Emerson						Eerie Emerson
25	26	27	28	29	30	31
Eerie Emerson						Halloween

NOVEMBER

In order to grow your Pack and make sure you are having a fantastic program, your Adult Leaders need to be Trained. Every Scout Deserves A Trained Leader!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
					Adult Training	
8	9	10	11	12	13	14
Adult Training						
15	16	17	18	19	20	21
22	23	24	25	26	27	28
				Thanksgiving		
29	30					

DECEMBER

When planning Holiday Parties, it can be a great time to teach Cub Scouts about different cultures and traditions!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 Hanukkah Begins	5
6	7	8	9	10	11	12 Hanukkah Ends
13	14	15	16	17	18	19
20	21	22	23	24 Christmas Eve	25 Christmas	26 Kwanzaa
27	28	29	30	31 New Year's Eve		

CONTACT US

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