

Ben Buckelew

VP Membership Engagement

Strengthening School Relationships





Schedule of Fun & Engaging Recruitment Events

1. Back to the packs - Summer
2. Open Houses – How to maximize this – right before school
3. Sign up event at School
4. Sign up event at the unit – reptile, magician, pool party
5. Parent Orientation – Stand Alone

SIMPLIFY - Back to the Basics!



PACK PREPARATION FORM

This form will be available as a download with today's show.



PACK _____ SIGN-UP STRATEGY

Data, Direction + Dates as of ___/___/2___:

DATA (enter numbers or the box that fits your Pack below):

How Many Scouts Expected to Return? From *this spring's* Grades: K 1st 2nd 3rd 4th

How Many Adult Leaders Expected to Return? total, including Den Leaders, Co-Leaders + Assistants willing to serve dens in *this fall's* grades in these numbers: K 1st 2nd 3rd 4th 5th

Our "meeting" or "activity" days / schedule for Den Meetings and Pack Activities will likely be:

- Most Den Meetings will be held the same day/time/place: M T W Th F Sa Su
- Or – our Dens will meet on different days and/or places as selected by the families in the den.
Dens will meet: Once a month Twice a month Every week Varies by den
- Most full pack meetings will be held on: M T W Th F Sa Su
- Do most pack meetings have den meeting breakouts? Yes No
- No full pack "meetings". We do pack "activities", mostly on weekends, mostly going places.

We plan to recruit from this **School**: _____

Our key **Recruiting Team** is: _____

We aim to reach a **Total Pack Size** of _____ active Scouts (plus one adult leader for every 5 Scouts)

DIRECTION:

What level of support should council staff provide your pack for back-to-school recruiting? Are you ready to run fun and efficient Sign-Up Events – both Fun Events and a School Sign-Up Night?

- We Got This!** We just need our Executive to provide Council items like signs and Handbooks.
- Let's Be Equal Partners** Pack leaders and AAC Executives partner 50/50 on sign-up night and planning the script, splitting the "lead" on presenting different topics.
- We Need Help!** We need our Executive to lead school sign-up night – we'll help and learn!

DATES (for Key Events to Recruit – Broadcast Your Calendar To Your Pack):

- June/July Summer Fun Den and Pack Events – maybe more than one on 6/___ and 7/___
- School Open House / Registration Day / Meet the Teacher / Sneak a Peek / Meet and Greet Day
- "Back to the Pack" fun Pack event(s) in early August to welcome back families and bring new ones
- School Sign-Up Night – bring plenty of returning families for "peer to peer" persuasion
- Fun Pack Sign-Up Event – a Fun Event for all families, both returning and prospective Scouts
- Pack Parent Orientation – with a Fun Event for returning and prospective Scouts on the side



When a den or pack leader gives parents a way to help -- we're building stronger families.





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We plan to recruit from this **School**: _____

Our key **Recruiting Team** is: _____, _____, _____, _____

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PRINCIPAL VISIT CHECKLIST

This checklist will be available as a download with today's show.

PRINCIPAL VISIT CHECKLIST FALL RECRUITING

School: _____
Principal: _____
Secretary / Point of Contact: _____
Date(s) Visited / Contacted: _____
Gifts Delivered: _____
Buzz-Up Date / Time: _____
Suggested Date / Time: _____
Buzz-Up Type: _____

Pack Information
Pack #: _____

Cubmaster

Chartered Organization

Number of Scouts That Were Recruited Last Year

Held on a Monday, Tuesday, or Wednesday morning. Spend 2-4 minutes in all K - 5th grade classrooms. (If denied, ask for a CCTV, assembly, or lunch visit.)

Sign-Up Date / Time: _____ Suggested Date / Time: _____

Held on a Monday, Tuesday, or Wednesday evening at 7PM in cafeteria following Buzz-Up. Schedule on an evening when no other event is occurring at the school.

PTA Date / Time: _____ Open House Date / Time: _____

Confirm Using the Following:

- Sign Up Flyers (Two weeks before Sign-Up Night)
- Follow-Up Flyers (One week after Sign-Up Night)
- Yard Signs / Posters
- Uniform Day
- Marquee / Billboard
- School E-Letter
- School Website / CCTV Slides
- Morning Announcement

During the meeting, set the date to follow up and ask for any additional paperwork required. After the meeting, ask unit to follow up with the school to thank them and build a connection.

Follow-Up Letter / Email to Principal: _____ ■ National BSA News Update
Comments: _____



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Date(s) Visited / Contacted: _____

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Follow-Up Letter / Email to Principal: _____

Comments: _____



UPCOMING SHOWS ...

5/1: Planning Your AOL Summertime
Pack Calendar with Jason Melton

5/8: Preparing Your Pack's Budget with
Daniel Weber