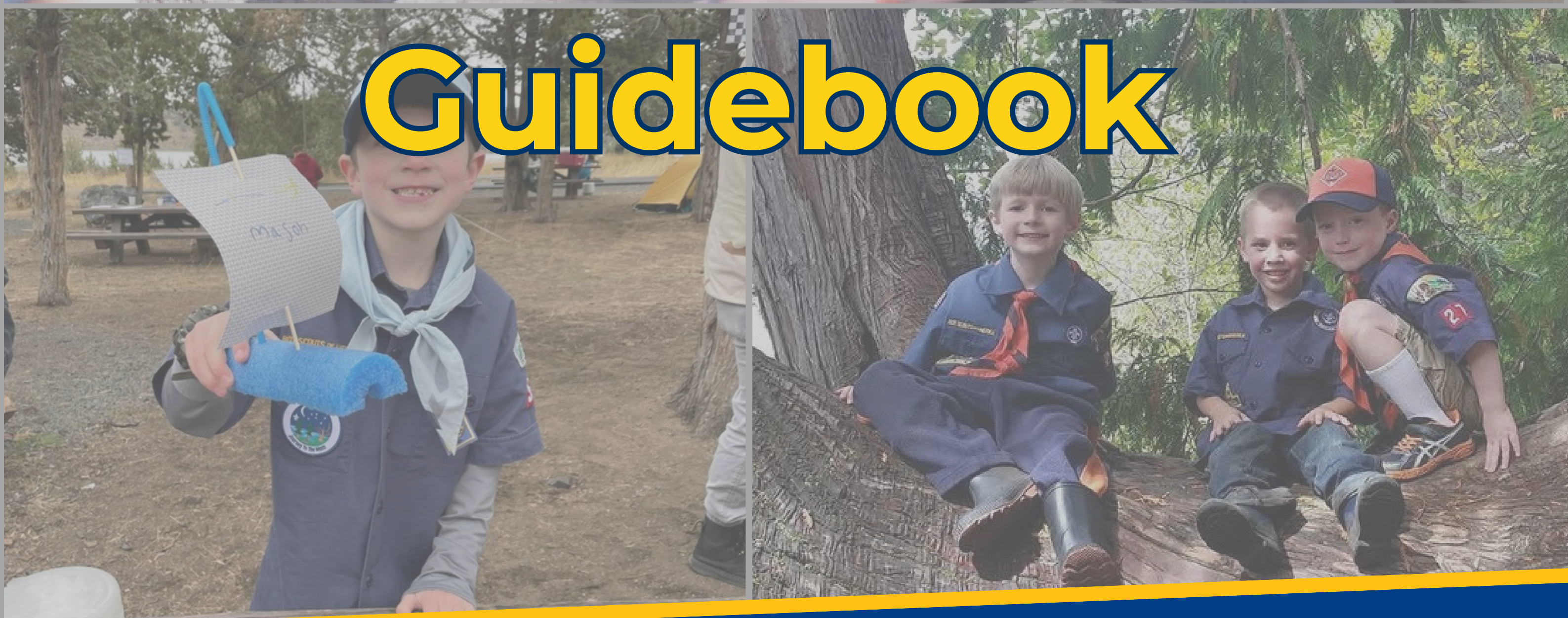




2026 Recruitment



Guidebook

Scouting  **America**TM
Pacific Crest Council

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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 Pacific Crest Council (PCC) Membership Team and Field Staff 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 or your District Executive 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!**

JOIN SCOUT NIGHT DEFINED

A join scout night is a meeting that is dedicated solely to welcoming new families and giving them the opportunity to sign up for Scouting in your unit. It is not a regular pack or den meeting. All of your promotion efforts should direct families to your join scouting night. The best location for your join scouting night is at the school in the gym or cafeteria. Families are already familiar with coming to the school, and often, it can be easier to find than a meeting location they have never been to.

PROMOTION METHODS

There are a number of ways to promote your join scouting night. A study found that individuals need to have seven points of contact before they hear your message. Families may be unaware or confused on how to join, where to join, or when to join! Striving for those seven points of contact and providing a consistent message will alleviate most of that confusion. Start your join scouting night promotion off with youth talks, flyers, poster, stickers, and yard signs when you can. Here are some additional proven promotional methods that work!

Posters: Ask to place at least two posters at your school. Place them in the highest traffic areas, including the front door. Your cub scouts could also make their own poster, highlighting the fun things they did this year. Remember to specify the date, time and location of your join night.

Flyers: Always have flyers on hand to direct families to your join scouting night. Send two rounds of flyers to every student at the school. The first should be about 10-14 days prior to your join night, the second should be the week of your join night.

“Meet the Teacher” Events: All packs should have a table at your school’s “Meet the Teacher”/Open House/Back to School Night to show what Cub Scouting has to offer and to invite them to your join scouting night. Have flyers on hand directing families to the join scouting night. Having an interest sheet to collect contact information from families allows you to remind them about your join scouting night! Do not stop at just attending this event. Many families may miss your table and the primary reason they are there is to meet the teacher, not find scouting.

Uniform Day At School: Encourage your Cub Scouts to wear their uniforms or Pack T-Shirts the day of or day before the join night. Couple this with something like buddy cards for even more impact.

Yard Signs: Place at least 2 yard signs at the school the week prior to your join night. Place them in high traffic areas like the pick-up/drop-off lane and the exit to the road.

School (or Business) Marquees: A simple “Join Scouting Night on the 15th” on the school marquee can help make sure that parents see it. It also can show the strength in our relationship if the school is promoting on our behalf.



Peer to Peer Recruitment: Current Cub Scouts can use “buddy cards” to hand out to their classmates at school the week before the join scouting night.

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 very powerful.

PTA Partnership: Build a relationship with the PTA or other parent organization. They are often supportive because they want the school to succeed and for the students to be active in activities outside of school. They may also be able to advertise with emails or newsletters to all families.

Unit Leadership Volunteer Day: Arrange an opportunity with the principal for your unit leaders to come to the school to volunteer the week of your join night. Even something simple like opening doors for students can give you great visibility and provides the opportunity to extend an invitation.

Youth Talk: Youth Talks are the single greatest driver of bringing new families to your join scouting night. Youth talks are brief, 2-3 minute, presentations that get kids excited about scouting and direct them to bring their parents to a join night. They can be done in several formats, most commonly: Classroom to classroom, assemblies, or lunch times.

Sidewalk Talks: Set-up a tent at pick-up or drop-off times for the school. Have parents or leaders there to share information with families as they arrive or leave school. If you can’t set up a display, maybe you can have parents and scouts with signs walking along the sidewalk. Make sure to hand out flyers or stickers.

Stickers: Ask your district executive to print stickers that can be handed out during youth talks or sidewalk talks. The sticker will contain the date, time, and location of your join night, as well as a contact number for questions.

Morning Announcements: Ask if it’s possible for a Scout to deliver morning announcements the day of or day before your join night and include a brief invitation to the join scouting night as part of the announcements.

Chalk Message on Sidewalk: Ask if you can write “Join Cub Scouts Tonight” or something similar on the sidewalk by the school.

A photograph of three children, two boys and one girl, sitting at a wooden table in an outdoor shooting range. They are all holding rifles and aiming them towards a target in the background. The boy on the left is wearing a green t-shirt, the girl in the middle is wearing a blue t-shirt, and the boy on the right is wearing a pink t-shirt and a green cap. The background shows a sandy area with some trees and a target board with a bullseye.

What ways can we share an invitation to join Scouting in our school?

PROMOTIONAL MATERIALS

The Pacific Crest Council is proud to offer several promotional tools to units at no cost, funded by Popcorn and Camp Card Fundraising and Friends of Scouting. Please reach out to your District Executive to request materials.

Pack Calendars: The BEST recruitment tool your Pack has is a completed, published and prepared calendar! Every new family will want to have a calendar that highlights the fun and exciting activities planned for the next year.

Flyers, Posters, Stickers, and Buddy Cards: Printed materials are available with notice (2 weeks is great!) from your District Executive. Simply share with them the number of each item needed, when or how they'll be distributed, and the date, time, and location of your join scouting night.

Yard Signs: Pacific Crest Council 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

District Executives: Your District Executive wants your join scouting night to be a success. Use them as a resource or helper. Whether you need support when meeting with a principal, delivering youth talks, handing out information, or running your join scouting night; they are available to support you! They can't help you unless they know what you need.

Welcome Packets: These packets contain everything needed to welcome a new family into Scouting. Included in each packet is a Bobcat Booklet, Scouting Swag, a brief welcome letter with basic information, a fillable sheet to add information about your pack, and youth and adult applications. Add your unit calendar to round out the packet.

Activity Materials: Available on a first come, first served basis. There are some larger items that are available for units to check out to use during promotion or your join nights. These items include: feather flags, pop-ups, display boards, rubber band shooting range, a fishing game, soccer set, lego derby track, mini-first aid kits and more. Inquire with your District Executive about availability. Note: Most items are located in Eugene.



JOIN SCOUTING NIGHT TEAM

As with any other Scouting activity, no single individual can do it all alone. Enlist the help of families in your unit along with your District Executive to make your join scouting night a success.

Join Scout Night Coordinator: This person has the overall responsibility for the individual join scout night activities at the school. This person runs the join scout night program.

Greeter: This person hands out new youth packets collects applications at the end of the join scouting night. Assures that new youth applications are complete and collects registration fees as appropriate. Additional duties may be assigned by the Coordinator.

Youth Talk Person: Coordinate with school to confirm talks, Keep talk to 2-3 min. Must be available during the school day. This person must be able to get the students excited about scouting!!!!

Unit/Den Organizers: These are likely your key leaders like Cubmasters, Den Leaders, or the Committee Chair. These people are responsible for prospecting new leadership as required. The organizers should plan to have a short presentation (no more than five minutes) to introduce the unit leaders, provide a brief overview of scouting, the unit calendar, share leadership contact information, and answer questions.

Youth Activity Help: It is helpful to have something for the kids to do as you talk to the parents. Simple activities or games are best. Paper airplanes, stomp rockets, Bobcat basics, etc are popular options.

Extra Help: You always need help counting money, taking applications or helping with questions. You can not have too much help.



JOIN SCOUTING NIGHT AGENDA/SET-UP

1. Gathering and Greeting: Greeters meet youth and adults at the door and sign them in. Guide them to their table.

2. Opening: Start on time! Introduce Pack leadership and School Night personnel.

3. Cub Activity: Invite new youth (and any current Scouts) to go do a fun activity. Several current leaders go run a fun activity to keep youth occupied during parent presentation, questions, and paperwork completion.

4. Parent Presentation: This presentation should be brief, no more than 5 minutes. Review the following points.

- What is Scouting
- Regular unit meeting time and location
- Unit Leaders - Make sure to share contact information
- Unit Calendar
- Follow-up parent meeting
- Questions
- Thank everyone for attending
- Registration time

5. Talk to New Parents One-on-one/fill out applications: Some people may not be comfortable asking a question in front of a group. Give them an opportunity to ask questions. This will also provide you a chance to find out who may be a good candidate for an open adult position in the unit.

6. Collect completed applications and registration fees: Make sure all applications are signed, contain the grade, date of birth, and parental contact information. Check against sign-in sheet to see if any were missed.

7. Follow-Up: Make sure to follow-up with everyone from the join scouting night with a reminder and invitation to the next regular meeting as well as the parent meeting. The number one reason people leave Scouting right after signing up is because no one ever called them after the join night.

Key Supply List: Welcome Packets, Pens, Cash to make change or other payment options, unit calendar, activity for youth.

Remember: You've already spent a lot of time promoting this join scouting night. The people that attend are there to sign-up. Make it easy for them.

New Member Applications

All prices are for 1 full year of Scouting:

- Youth - \$130
- Adult - \$90
- 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 Pacific Crest Council Field Staff.

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!
- Payment plan options are available through KLARNA

Cons of Online Applications

- "I'll do it at home" is hard to track. Encourage online completion at the join night to make sure it's all correct.
- 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

Paper applications are included in each welcome packet. Additional applications are available through your District Executive or can be found online as a fillable PDF at pccscouting.org/help-center.

Pros of Paper Applications

- No internet? No problem
- Pack leaders can submit them to Pacific Crest Council by taking a photo or a scan
- Flexibility in payment method
- No online processing fee.
- 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



Inviting Adults

Every unit could use more adult leaders. Now that we've welcomed new families into your unit, it's time to invite adults to help make the unit successful. Here are some ideas to help get your Pack the adult leader help it needs.

BEST PRACTICES

- Schedule a parent meeting within 2 weeks of your join night. This meeting is should be dedicated to providing more information to parents, answering additional questions, and providing opportunities to serve.
- Identify where help is needed: Blue and Gold Banquet, Pinewood Derby, Den Leaders, Committee Members, 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 Executive for one.
- When a 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!

Which positions do you plan to fill?

Make a list of parents that should be invited to be leaders in your Pack

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 or it will lead to the wrong person raising their hand.
- 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 diminishes the perceived importance and sends the wrong message to the parents of the Pack.



2026 Recruitment Plan

Share your Recruitment Plan with your District Executive so they can help support you in a successful recruitment!

Join Night Date: _____ Time: _____

Join Night Location: _____

Supplies Needed: _____

Promotion Plan

Youth Enrollment: _____

Flyers (Y/N): _____ Posters (Y/N): _____ Yard Signs (Y/N): _____

Quantity of each: _____

Distribution Date(s): _____

Youth Talks (Y/N): _____ Date: _____ Format: _____

Meet the Teacher Night: _____

Other Promotion: _____



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