

# JOIN CUB SCOUTS!



## 2023 TRAINING



DAN BEARD COUNCIL, BSA  
SERVING GREATER CINCINNATI & NORTHERN KENTUCKY

liveScoutloud





# Our Vision

## Dan Beard Council Scouting Vision

To develop young adults who are exceptionally prepared to lead in their own way to make a positive impact in their personal lives, professions and communities throughout their lifetime.





# Our 2023 Goals

- Return to changing lives in levels similar to pre-COVID. Starting in 2023 with a total council membership goal of 15,000
- Plan, organize & execute quality sign up events for every Cub Scout Pack, school and community
- Provide a Family Pack option for girls in every public elementary school
- Focus on improving quality of *First Impressions* with Scout Parents & brand-new leaders
- Increased promotion of additional opportunities to join through October

**GOAL is for EVERY YOUTH who lives in Dan Beard Council to have the opportunity and invitation to join Scouting!**





# Benefits of Scouting

- Of every 100 youth in our community, only 3 are in Scouting
- There is still a significant demand for outdoor activities for youth
- Scouts are more likely to hold a leadership position at work or in the community
- Scouts are more likely to embrace positive social values
- Scouts show a four-fold increase in cheerfulness and kindness when compared to non-scouts



# New in 2023

- Focused dates for Join Scout Nights to occur Aug 28- Sept 15
- Family Scouting Dens are no longer a pilot
- Membership fees no longer pro-rated





# How

- Simple sign up and next steps for new families
- High quality FIRST IMPRESSIONS with prospective new families
- Maximize our presence in communities and schools and leverage our existing members as recruiters
- Provide multiple joining opportunities in each community throughout the fall



# Planning and Prep

## *Dan Beard Council Staff Support*

- Coordinate meetings with school principals/school staff
- Print and deliver flyers and stickers
- Conduct school talks
- Assist Pack leadership to set goals
- Work with district volunteers to have a support person available to assist at each Sign-Up Night





# Planning and Prep

## *District Volunteers*

- Work with units and district staff to set JSN event dates
- Assist with JSN events
- Provide knowledge, ideas, mentoring



# Planning and Prep

## *Unit Responsibilities*

- Develop and publish Annual Program Plan/Calendar
- Participate in Back to School /Open House events
- Conduct Sign Up Night
- Organize and Hold Parent Orientation
- Follow Launch into Scouting plan for Den meetings
- Recruit New Member Coordinator
- Manage ALL leads/inquiries from BeAScout.org
- Promotional Blitz
- Promote & Participate in **#ScoutSHARE** contests & Day
- Setup a Facebook event for your Join Scout Night on your pack page or group





# First Four Impressions



- Open House Events
- Sign-Up Night
- Parent Orientation
- Meeting Night (typical Pack/Den meetings)
  - Launch into Scouting Activities



# Planning and Prep

## *Early August*

- Participate in Back to School/Open House Night
- Marketing Blitz
- Promote #ScoutSHARE Contest & #ScoutSHARE Day
- Prepare your Sign-Up Night materials such as calendars and contact sheets





# August - First Impressions

## Back to School / Open House Events



- Great way to meet new families, promote your Pack and strengthen relationship with school
- Common Formats
  - Round Robin style
  - Sit-down meeting with presentations for entire group
- Have an attractive display to draw attention
- Be prepared with Pack info and Sign-Up Night details
- Collect interested family information on sign-in sheet name/email/phone
- Be sure to follow up with your leads and invite them to your JSN



# August

## Marketing Blitz



- 2+ weeks before your Sign-Up Night
- Post marketing materials from your kit throughout your community (*yard signs, posters*)
- Submit article in local newspapers/newsletters
- Request to get your Sign-Up details on community signs/marquees
- Post on community/school/neighborhood social media pages
- Create a Facebook Event and ask parents in your pack to share it





# August

## *Promote #ScoutSHARE, Wednesday Sept 6th*

**SEPTEMBER 6 IS  
#ScoutSHARE DAY**

**WEAR YOUR UNIFORM  
ON SEPTEMBER 6!**  
Help spread the word and inspire future Scouts to build their adventure. Encourage all Scouts to show their Scouting pride by sporting their uniforms for #ScoutSHARE Day!

**In honor of #ScoutSHARE Day,  
we will be giving away an extra  
prize for the #ScoutSHARE  
social media contest!**

Be sure to post on your favorite social media accounts with #ScoutSHARE and tag @DanBeardCouncil for your chance to win.

For more information visit  
[DanBeard.org/ScoutShare](http://DanBeard.org/ScoutShare)

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A photograph of two Scouts, a boy and a girl, wearing colorful goggles and making yellow slime. They are smiling and looking at the camera. The boy is holding a piece of yellow slime, and the girl is also holding a piece. They are both wearing blue Scout uniforms.

- Post on social media including #ScoutSHARE
- Have your Scouts wear their uniform to school
- Promote #ScoutSHARE Contest
- Prepare your Sign-Up Night materials



# August

## *Prepare Sign Up Night Materials*

- Update your Pack Info and calendar handouts
- Print and make copies of your handouts
- Bundle materials as appropriate
- Recruit help!





# September

## *School Talks, Flyers & Stickers*

- Dan Beard Council District Executive staff to coordinate with schools
- Face-to-Face promotion with thousands of prospective new Scouts
- Flyers (*print and/or electronic*) will also be prepared and shared to students in advance of your Sign-Up Night
- Stickers are most likely to be handed out on the same day as the school talk to remind kids to tell their parents about the upcoming Cub Scout Sign-Up Night



# September

## *Conduct Sign Up Nights*

- First Impressions very important!
- Keep it short and simple
  - Think *Sports-like Sign-up*
  - Parents came to sign their child up!
- Have parents sign-in when they arrive
  - *Sign-In sheets provided (on left)*



# September

## *Conduct Sign Up Nights*

### **DO:**

Recruit enough volunteers to help!

- Best practice is to have at least 1 female leader or mom to help.
- Ask Scouts BSA Troop to assist with activity or game with kids

### **DON'T:**

- Hold Parent Orientation this night
- Ask parents to be leaders

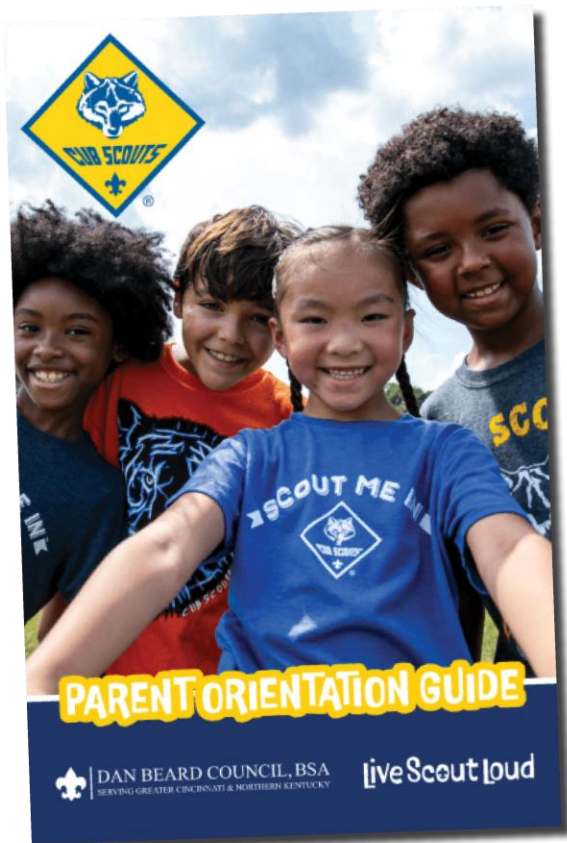


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# Planning and Prep

## Conduct Sign Up Night | Items to Distribute



- Pack Information Sheet
  - Pack Leadership Contact Info
  - Pack Calendar
  - Financial Commitment (*dues, uniform, book, etc.*)
- Parent Orientation Guide
- Family Talent Survey
- Application



# Planning and Prep

## *Conduct Sign Up Night | Items to Collect*

### BSA Application

- Families came to sign up. Don't *second guess* for them!
- Make sure the application is complete

### Fees

- Membership Fee and Pack Dues
- Utilize online applications when possible

### Family Talent Survey

- This is your ticket to help find leaders!



# Third Impression

## Parent Orientation



### Focuses for Parent Orientation

1. Fun & engaging activity for new Scouts
2. Parent Orientation

- Create an agenda – sample agenda and Power Point available

### Resources

- Parent Orientation Guide *(They should have received at Sign-Up Night.)*
- Parent Volunteer Sign-Up Sheets
- Supplies for Scout Activity
- Review Applications & Family Talent Surveys prior to Parent Orientation
- Allow time to mingle/socialize





# Planning and Prep

## *Recruiting New Parents*

- Be Patient! You want the RIGHT leader!
- Meet face to face and have a task description
- Show them the support they will receive
  - Assign them a mentor



# Planning and Prep

## *Second Chance Sign Up*

- Should be held by September 30
- Can be a pack meeting/activity/orientation night
- Should invite all families that attended JSN but haven't signed up yet



# Fourth Impression

## Cub Scout Meeting Night & Launch into Scouting Activities



- Typical Meeting Nights – Den & Pack meetings
- Front loading active & engaging 'Adventures' (*advancements*) for each rank
- Takes advantage of nice weather and day light available in the first couple of months of den meetings
- For recruitment, it helps us to tell Scouts about activities they will participate in the first meetings!





# October

## Execution

- Participate in Cub Family Weekend!
- Invite ALL Scouts who expressed interest (*maybe at Back to School/Open House or Sign-Up Night*), but haven't signed-up yet
- Promote Bring a Friend opportunities
- Promote & Conduct 3<sup>rd</sup> Chance Sign-Ups
  - These should focus on end of sports season (*soccer, football, fall baseball, etc.*)
- Halloween Stickers
- Continue Launch into Scouting Activities at Den meetings



# Deliver the Promise

## *Participate in Cub Family Weekend*

Multiple dates available at Cub World in  
September and October

Camping (*or just show up for the day*)

Shooting Sports (*archery, bb guns, sling shots*) &  
other games, activities, campfires, etc.

Great opportunity to reach back out to people who  
expressed interest, but haven't officially signed up yet



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# Invite All Who Haven't Signed Up

## *Execution*

- **10-15% of families who express interest at Back to School/Open House Night or attend a Sign-Up Night in the past few years don't officially get registered**
- **Reach out to each one personally (*not just an email*)!**





# Bring a Friend

## Conduct 3rd Chance Sign Ups



- Distribute Bring a Friend cards at the den meetings in September
  - Challenge each Scout to invite 2 friends to the next meeting/activity
- Request additional flyer distributions and Facebook event advertising from your District Executive to help get the word out about additional Sign-Up opportunities (*i.e. Pack Halloween Party*)
- Request recruitment stickers with your Pack's next Sign-Up opportunity to put on candy for Trick or Treating or Trunk or Treat events
- End of fall sports season recruitment



# Family Scouting

## *Opportunity for Girls in Every Public School*

If there is currently ONLY a Pack for boys at a public school, District Executives or Unit Commissioners will help identify a nearby Family Pack to welcome any girls who wish to participate



# Family Scouting

## *Family Scouting Chair*

Extra Support for Family Packs and Troops for Girls

Help link Girl Troops with Cub Scout packs

Assist with recruiting for packs and troops





# Family Scouting

## *The Power of Parents*



NEW Campaign for parents of girls

Special materials to be sent to parents of all female Cub Scouts (via email)

Parents should help their daughter invite friends to join

Parents post on social media, parent-to-parent invite

Parents can share pics when the friends join using #ICanScout



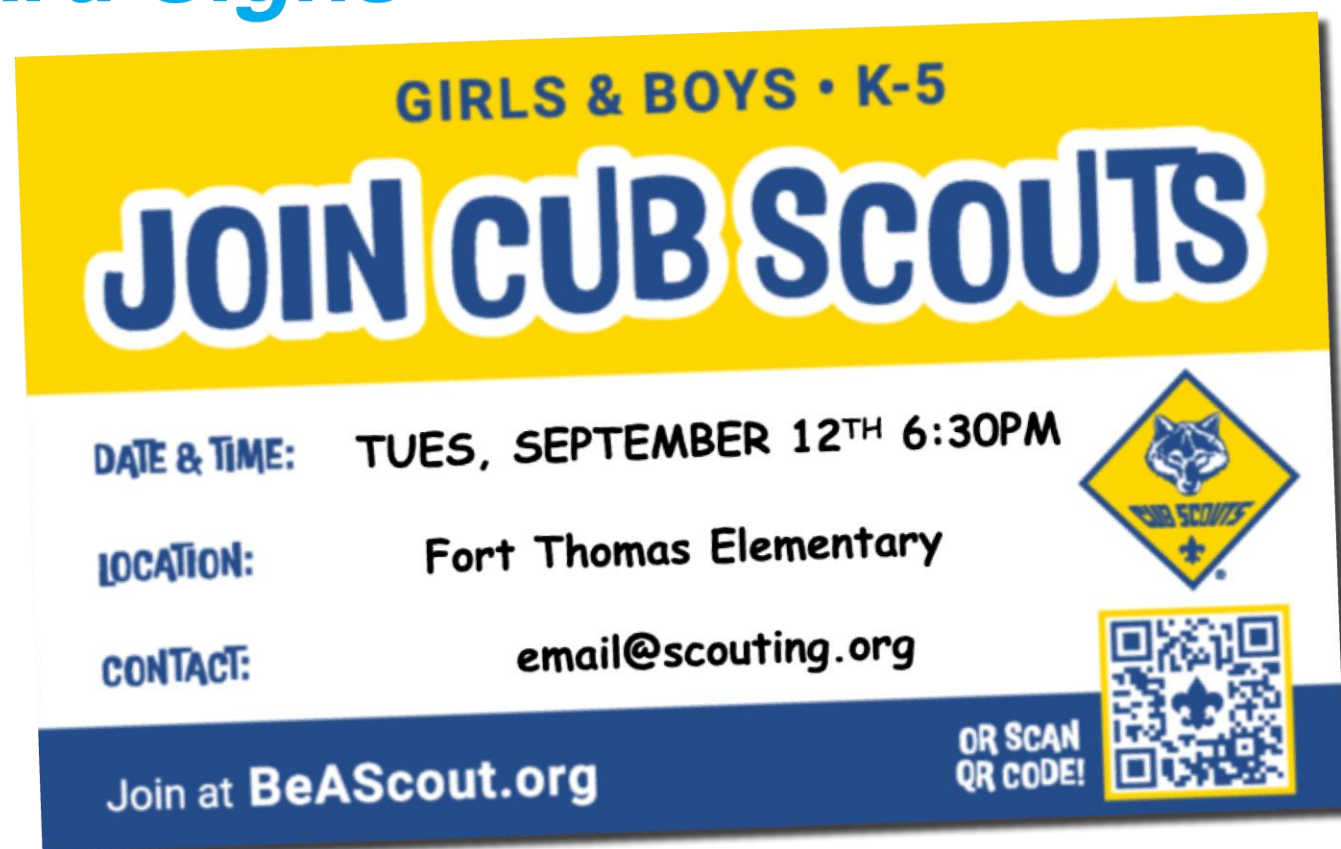
# 2023 Marketing Materials





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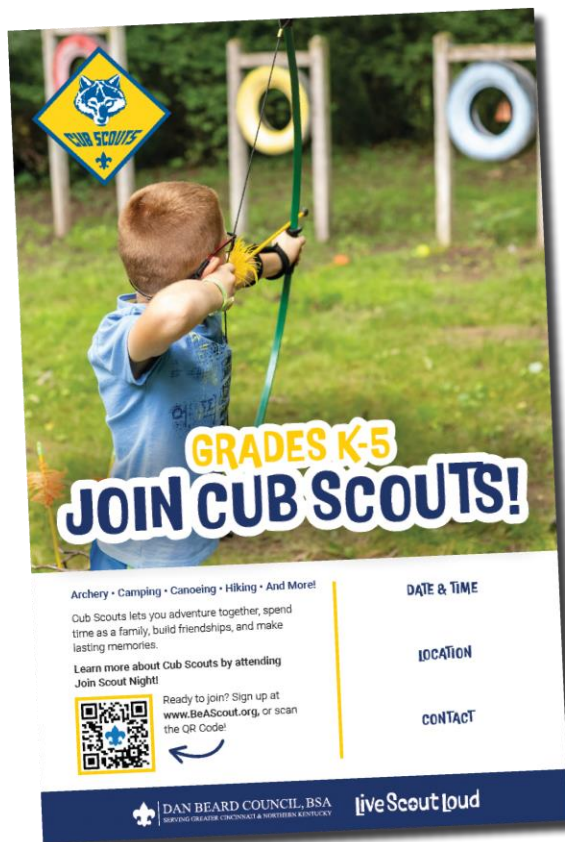
## *Yard Signs*





# 2023 Marketing Materials

## Posters



# 2023 Marketing Materials

*Flyers*

*Stickers*

2023 Designs are Coming Soon!





# 2023 Marketing Materials

## Table Top Display



# JOIN CUB SCOUTS!

GIRLS & BOYS  
GRADES K-5



JOIN NOW!

### WHY WE SCOUT

- Scouts are more likely to hold a **leadership position** at work or in the community.
- Long-term Scouts are nearly **twice as likely** as non-scouts to graduate from college.
- Scouts are more likely to **embrace** positive social values.
- Scouts are more likely to be active in a group that works to **protect the environment**.
- Scouts showed a **four-fold increase** in cheerfulness and kindness when compared to non-scouts.

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# 2023 Marketing Materials

## Bring a Friend Card



**JOIN SCOUTS WITH US!**

Our family loves Scouting, and we think yours would too!

Date of Next Meeting

Location

Invited By

Pack #

Contact Phone or E-mail

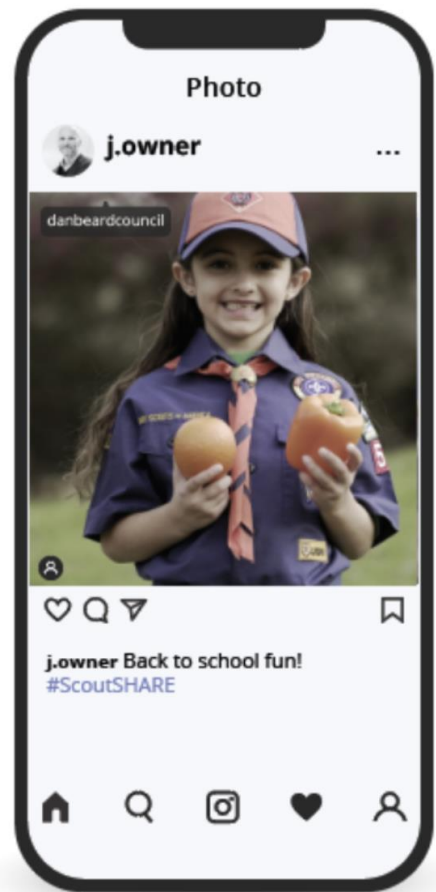
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# 2023 Marketing Materials

## *Promoting Scouting on Social Media*



A unified effort where we are asking all volunteers and Scout families to mention Scouting in their social media status.

- **Wednesday, September 6**
- Example *(include a photo)*:

***"I love learning alongside Kyle in Cub Scouts, and I cherish the time we get to spend together each week. He's growing so fast! #ScoutSHARE"***



# 2023 Marketing Materials

## *Promoting Your Pack Best Practices*

- Parent-to-Parent recruiting
- Unit website
- Email distribution list
- Unit newsletters *(electronic or print)*
- Church, Community or School Newsletters/Social Media
- Unit Facebook page
- Ask your parents to post on their social media pages





# Resources

- **Join Scout Night Leader's Guide**
- **BeAScout.org**
- **Scouting.org/Resources/Online-Registration**
- **DanBeard.org/MediaCenter**
- **DanBeard.org/Cub-Scout-Recruiting-Resources**
- **Danbeard.org/YouthProtection**



# New National Registration Fees

## *Effective August 1st*

Fees are no longer pro-rated

Membership will be year long starting the month you register and ending that same month 1 year later

New members still pay the one time \$25 new member fee

Scout Life Fees are \$15 each year

## *Advantages*

No need to collect fees twice from new families in the fall

Expiration will align within a 60 day window of the rest of the pack already registered meaning renewal will be in the same time frame for everyone in 2024 and beyond



# Conclusion and Next Steps

- What MORE can you do to reach families in your community?
- Get excited- When we work together, We Win!
- Opportunity is there for a very successful season!
- Turn in your preferred Sign-Up Night details to your District Executive tonight before you leave
- Pick up your Marketing & JSN supply kits & EXTRA Materials if needed
- Reminder – Enroll in the Popcorn sale & RSVP for our last popcorn rally on Aug 1.
- Start thinking about spring recruiting

