



Invitation Methods For Cub Scouting

Ideas for Marketing
Your Cub Scout Pack



*Look inside for
exciting ideas on
inviting new families
to join Cub Scouting!*



WESTERN REGION
BOY SCOUTS OF AMERICA

Invitation Methods for Cub Scouting

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This guidebook has been put together as a basis for assisting in recruitment in your Cub Scout pack. The book has been divided into categories of methods including, the Top Ten List of ideas (all packs should do all of these items), ideas that can be done by families in your pack, ideas that can be done in your school and finally methods that can be implemented in your community.

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Top 10 List

The following methods are considered to be the "Top Ten" most important ideas for recruiting. All packs should complete all of the following methods

1. Pack Information Sheet

- This is your chance to brag about your pack and have a quick handout ready to distribute.
- Each pack should develop and distribute a Pack Information Sheet that includes items regarding your pack. Details should include meeting times and locations, a pack calendar, list of leaders' contact information and other exciting information about your program.
- Copies of this sheet should be provided to your sponsoring organization, families in the pack and other neighborhood organizations so that they can distribute it to interested families.

2. Organize Visits/Scheduling

- Before school starts you should schedule a face-to-face meeting with your chartered organization. This important meeting gives you the chance to thank the organization for their support and outline your ideas and requests for your recruitment process.
- Be sure to bring pertinent information regarding the Cub Scout program, a "yearbook" of activities and be prepared to explain the benefits of the program to the organization.
- Bring a can of popcorn or other gift to the principal or office assistant to show your appreciation.

3. Flyers

- Flyers are provided by the council office. Work with your district executive to order them well in advance of your Join Night.
- Information included on this sheet is the date, time and location of the Join Night as well as contact information.
- Join Nights should be planned within the first few weeks of school and these flyers should be provided to the school and sent home with all of the boys. It helps the school if you offer to pre-count groups of flyers for the classes.
- Attach a small sheet with directions to each stack of flyers to both aid and thank the classroom teacher for distributing the flyers.

4. Pack Information Sheet

- This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all Scouts to wear their uniform on the day of the Join Night, pack and den meetings and other school events including Back to School Night.
- Leaders should also wear their uniforms to school events.
- Offer a reward at that night's meeting for any boy that wears his uniform.
- Design a pack t-shirt for Scouts to wear to school on a regular basis.

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Top 10 List

5. School Visits

- School (classroom, lunchroom, school bus) visits are a highly effective way to get kids excited about the program.
- This is a great opportunity to share information about your pack and its activities and personally invite them to the Join Night.
- Be sure to bring visual aids, stickers and display boards. This visit can be done up to three days before the Join Night.
- Tell the boys to bring their parents to the Join Night to learn about the fun in Cub Scouting!
- Be sure to send a thank you note to the school after your visit.

6. Stickers

- Use the council provided stickers to remind boys of the Join Night.
- Stickers should include the time and day for Join Night.
- Distribute at Back to School events and other school functions.
- Customize your stickers with contact information.

7. Lawn Signs

- Post these signs at the school and other high traffic areas prior to Join Night.
- Use the council provided signs or create your own.
- Include the Cub Scout logo, date, time and location for your Join Night.

8. Picture Board

- Sometimes pictures speak louder than words, include contact information on boards as well.
- Creating these boards may be a great den activity.
- Your pack should create a board full of pictures of your yearly events.
- These boards should be displayed at Back to School Night, recruitment events, school activities and any other places where you will have contact with families.

9. Back To School Night

- Your pack is part of the fiber of the school and its families.
- Being present at Back to School Night and all other school activities is an important way to raise exposure of your program.
- Set up a table with flyers, a sign-in sheet, stickers, picture board and other visuals and speak with all families at school events.
- Take names of interested families so that you can personally call and remind them of your Join Night.

10. Volunteer at Back to School Night

- Have members of your pack volunteer to help with Back to School Night.
- Assistance could include setting up chairs, greeting families or other duties.
- Be sure to have all families and leaders wear their uniforms.
- Bring your Pack Information Business Cards to pass out to families.

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Pack Families

The following methods and the remainder of this book are divided into ideas that can be done within your family, school and in the community. The more methods you can use to promote your pack, the better your recruitment results will be, so use as many as you can! The following ideas are methods that the pack leadership should ask all families to participate in.

11. Information Business Cards

- These cards can be created by the pack for parents to hand out to other families.
- Include details like date and location of pack meeting and pack leadership contact information.
- These cards can be printed on your home computer on card stock or using a business card template program.
- Have each leader carry and hand out cards at all school functions.

12. Buddy Card

- This card is designed for the Scout to use to recruit his friends.
- They are fun in nature and may include a few of the exciting activities going on in the pack or a quote of the Scout's favorite part of Scouting.
- The cards also include meeting dates, locations and contact information.

13. Invitation Letter

- This letter is customized from the family for them to send to their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letter includes meeting and joining information as well as who to contact for more information.

14. Personal Phone Calls/Email Invitation

- Ask each family to brainstorm other families that they could call or email to personally invite to be a part of the pack.
- The pack should provide each family with the Pack Information Sheet and other items to help spread the word and excitement of Scouting.
- Have an incentive for the family that invites the most new members.

15. Promote at Church and Other Personal Affiliations

- Families also have many other affiliations such as church and sports.
- These other activities can be used to spread the word of Scouting.
- Families can use the Information Business Cards and Buddy cards to promote the pack.
- Make a 1/2 sheet flyer to insert into church bulletins with all pertinent information

16. Halloween Candy

- On Halloween many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your pack.
- Use a sticker or label to provide a few activities about the pack and contact information.

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School

The following ideas are methods that the pack leadership or recruitment committee should do in the school. Special attention should be given to developing relationships with the school leadership and Parents' Organizations. This will help with the success of these ideas and your recruitment efforts.

17. PTA/PTO Presentation

- In the beginning of each school year, schedule a time to make a brief presentation to your school's parent teacher organization.
- Share your recruitment plan and annual activities.
- Share an update on your pack, including number of families and upcoming activities.
- Bring a can of popcorn to thank the group for their ongoing support.
- Offer the pack's service for PTA/PTO sponsored events.

18. Principal Visit

- Similar to the PTA presentation, meeting with the principal will strengthen relationships and your recruitment efforts.
- Share exciting news regarding your pack and upcoming events, including community service projects.
- The pack is a resource and an asset to the school. Explain the added benefits the boys gain from their experience in Cub Scouts.
- Bring a can of popcorn or other gift to thank the principal for his or her annual support.

19. Be Involved in School Activities

- In addition to Back to School Night, there are other events such as carnivals and registration that the pack should be involved in throughout the year.
- The pack's participation will help the school see the pack as a positive resource and an extra supporter of the school.
- Be sure to always be available for Flag Ceremonies throughout the year.

20. Gift Membership

- Have the pack provide two free gift memberships to be given away as door prizes at the Join Night.
- Provide each member with a 50% off coupon to use to recruit a new boy to join the pack.

21. Intercom Announcement

- Use the school's public address system or intercom to make announcements regarding the pack and specifically the Join Night.
- Make announcements exciting and use as a reminder for all upcoming opportunities to join (pack meetings, open houses, etc.).
- Should be done before or the day of your Join Night.

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School

22. Video Announcement

- Have a morning announcement read by a member of your pack in full uniform.
- Do a presentation the morning of your Join Night.
- Show Cub Scout promotional video spot during announcements.

23. Text Book Covers

- Create and distribute a cover for text books that promotes Cub Scouting and your pack.
- Can be created easily on the computer. Have dens and families create their own.

24. Personal Letter of Invitation

- Personally invite all families in the school by sending a personal letter or formal invitation.
- Work with families in the pack to gather names and addresses or use the school directory if available.
- These should be mailed about a week to 10 days prior to the Join Night.

25. Display Case

- Use the display case or bulletin board at school to display the excitement in your pack.
- Use pictures and other visuals to catch attention and motivate boys to attend the Join Night.
- Include a poster with date and location of the Join Night and other information.
- Some schools will keep the information up year-round. Update often with upcoming pack activities.

26. Phone Calls

- Personally call each family at the school to invite them to the Join Night and to share a few details about the pack and its activities.
- This is a great opportunity to answer questions and share stories about the program.
- Calls should be made at least a week in advance.

27. Lunch Box Stickers

- Design and distribute a sticker for lunch boxes of Cub Scouts .
- Stickers can be distributed at school, at your Join Night and at Back to School events.

28. School Marquee

- Use the school outdoor marquee to promote the Join Night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your Join Night.
- Should be used throughout the year to promote other events.

29. Follow-Up Join Night

- Be sure to hold a follow-up recruiting event to give families another opportunity to join.
- The first few weeks of school are busy and all interested families may not be able to make the Join Night.
- Some families feel that if they miss the first meeting they can no longer join. This gives them a second chance. Also make it clear they can join anytime.

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School

30. School Lunch Tray Liners

- Provide an exciting informational handout to cover the lunch trays in the cafeteria, similar to fast food restaurants.
- Should include pictures, puzzles or other exciting visuals to attract attention and even motivate kids to keep them.
- Can include information for the girls on joining Girl Scouts too.

31. Serve School Lunch

- Have pack leaders volunteer to serve school lunch on the day of your Join Night.
- Be sure to bring pack picture board, stickers, flyers to gain interest and attention.
- Volunteers should wear their uniforms and promote the Cub Scout Pack.

Community

The following ideas should be done in the community around your Cub Scout Pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your pack.

32. Local Newspaper

- Community newspapers are always interested in neighborhood events or clubs and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar and other sections.
- It is a great idea to call a reporter and introduce yourself, may lead to good things in the future like coverage for pinewood derbies and other events.
- Invite local reporters to cover special pack events such as, bike rodeo and Good Turn Week activities.

33. Display Boards at Community Events

- Wear your uniform and set up your pack display board (from Top Ten List) at community events such as carnivals and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your pack.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your pack.

34. Patriot Day Flag Ceremonies

- A lot of organizations look for color guards throughout the year and especially on Patriot Day.
- Have Scouts (dressed in their best uniforms) present the colors at Patriot Day or different events.
- Make a list of events in your community and call organizers early to volunteer to participate.

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Community

35. Pack Special Events in the Community

- Hold a community event such as a “Kite Day”, bike rodeo or a carnival and invite all members of your community.
- These events are fun and introduce new families to Cub Scouting.
- Partner with a local fire or police department to gain exposure of event and additional credibility.

36. Volunteer for Community Events

- Park clean-ups and 4th of July celebrations are examples of neighborhood events held in most communities.
- Become familiar with these events and have your pack volunteer to assist with the set-up, clean up or activities during the event.
- Community service is a cornerstone of the program and a great way to gain exposure for your pack.

37. Church Bulletin Inserts

- Work with churches in your area and create a small insert to be distributed to the congregation.
- Should include Join Night or upcoming event and contact information.
- If there are families in your pack that attend the church, have them coordinate distribution.

38. Sports Fields/Recreation Centers

- Sports are a major activity of many families in our area and in our neighborhoods.
- Work with local sports venues to hang banners, posters or to set up an information table and yard signs at the field or court during games and tournaments to distribute information.
- Have the pack host a recreation center activity.

39. Parades

- Parades are a fun activity for the entire family.
- Build a float or march and participate in your community parade.
- These events along with the planning can be fun summer activities.
- Have plenty of information available to distribute to interested families and be sure to have all families and Scouts wear their uniforms.

40. Popcorn/BSA Coupon Card Attachment

- Selling popcorn is a great fundraiser and a wonderful way to reach the community and support your pack. Hand each customer a card or information regarding your pack.

41. Community Marquees

- Use marquees at churches, recreation centers, neighborhoods or businesses to promote your Join Night and your pack.
- Contact organizations well in advance to plan message and the timing of your request.
- Scrolling signs are also a great way to promote your events and information.
- Be sure to thank the organization for their support.

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Community

42. Pack Website

- Websites are a very popular form of communication.
- A pack website can be designed for members of your pack, as well as the community.
- Check with community organizations and your school to see if you can list your pack information on their website or link your pack web site.
- Include website address on all promotional materials.

43. Local Libraries

- Work with your local library to hang posters and distribute your pack information sheet.
- Most families visit libraries and this is a great way to reach them.
- Libraries also have events that may be a great way to increase exposure.
- Bookmarks are also a good idea and easy to design and print.
- Have pack leaders read story time in their uniforms.

44. Community Access Television

- Most communities and local cables companies have community access channels.
- Most channels will run public service announcements feature guests on their shows or cover community events.
- Become familiar with the station in your community and contact managers to see "what possibilities are available.
- Film a 30-second spot of your pack's activities.

45. Church Sunday School Presentations

- Make a presentation at local Sunday School classes.
- Be sure to participate in Scout Sunday by wearing your uniform and setting up an information table.
- Promote and explain religious award program for that faith.

46. Business Window/Counter Displays

- Visit local businesses and post offices to see if they will allow you to post or leave information regarding your pack and its activities.
- Identify family friendly businesses such as Fazoli's or Dairy Queen.
- Information can be left at the counter or hung in local businesses and leave information at these locations.

47. Door Hangers

- Create informational door hangers with specific pack contact and Join Night information.
- Target specific areas within your community and assign to various dens to distribute door hangers.
- Blanket key areas in your community on a specific day. Make this a pack activity and give boys a special recruit patch for helping.



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