



# join the team



2010  
Join Scout  
Night  
Recruiting  
guide

# program

Welcome/Master of Ceremonies.....Paul Dodson  
(District Membership Chairman)

Why Recruiting is Important.....Tony Reynolds  
(District Commissioner)

The Join Scouting Night.....Noberto Diaz  
(Council Professional Staff)

Best Practices.....John Meek, Guy New, Paul Howard, Kip Lakenau

Materials.....Membership Committee

Q & A.....Membership Committee

Closing.....Paul Dodson

\*promotional signs/posters etc will be  
available upon turning in your informational  
form prior to leaving tonight\*

# cub scout JSN overview

## purpose

- To ensure that every boy is extended an invitation to join
- To enroll prospective Tiger Cubs, Cub Scouts, and Webelos into Packs
- To enlist parent participation as unit leaders and committee members
- Organize new units for boys in areas we are not currently serving

## plan

- Designate one night in **each** pack in to invite prospective members and their parents to attend a special meeting at their meeting location
- Flyer **every** school (where permitted) to extend an invitation to boys
- Provide information to **every** religious affiliation to extend an invitation
- Encourage Chartered Partners to assist in the recruitment of youth for **their** programs
- Encourage current members to promote Scouting by providing “tools” for recruitment
- Attend School Open Houses/Meet the Teacher events to provide Scouting information
- Arrange for classroom, lunchroom or playground visits to promote Scouting
- Use boy to boy recruiting to involve boys friend's

*“the only problem with the Boy Scouts is there just ‘aint enough of ‘em”*

-Will Rogers

# timeline

<b>August 19</b>	Attend Join Scouting Night Training
<b>August 19</b>	Submit Join Scout Night date, time location to Noberto Diaz
<b>August 19</b>	Collect posters, yard signs, promo for displays
<b>August 31</b>	Flyer Requests due to District Executive
<b>3 weeks prior to JSN</b>	Distribute Yard signs and posters as appropriate to packs, religious institutions
<b>3 weeks prior to JSN</b>	Secure Pack leadership for Join Scout Night
<b>2 weeks prior to JSN</b>	Submit announcement & posters to schools, religious institutions, etc. for approval
<b>2 weeks prior to JSN</b>	Schedule boy talk for lunch hours
<b>1 week prior to JSN</b>	Submit flyers to school
<b>*****Join Scout Night*****</b>	
<b>1 hr after JSN</b>	Contact District Executive to submit attendance log and new applications at RISD Admin Bldg
<b>October, First Week</b>	Distribute My Best Friend is a Scout materials to Dens
<b>October, Second Week</b>	Boys Distribute My Best Friend is a Scout cards to their friends inviting to next Pack or Den meeting
<b>October Pack meeting</b>	Enroll best friends into Pack
<b>November / December</b>	Pack roster checks; you will be asked to submit your roster via email or in person to the District BY roundtable

# marketing

1. **POSTERS** –To be placed on school bulletin boards and hallways as well as key businesses in the community where parents and kids are likely to see them.
2. **FLYERS** – At least two sets of flyers should be passed out at school. The first flyer one week prior to JSN events and one at the boy talks the day before the school night.
3. **SCHOOL GIFT** – Use a tin of popcorn or other recognition item to thank the school for supporting your efforts
4. **BOY TALKS** – Informational flyers can be made with your information on it to be given to the boys during boy visits
6. **SCHOOL NEWSLETTERS** – Send a press release to your local school to be included in the school’s newsletter. Highlight local youth and recognize adult leaders. Include the next two meeting dates.
7. **UNIFORM DAY** – Existing Cub Scouts should be encouraged to wear uniform to school the day of the school JSN.
8. **My Best Friend is a Scout** – Pre-packaged material from Council are great for peer to peer recruiting. Details highlighted in MBFIAS packet.
9. **PARENT TO PARENT RECRUITING** – Parents help promote Scouting to their son’s social circle through talking to their friend’s parents and handing out flyers at their son’s day care, Sunday school class, sporting teams, and etc.
11. **YARD SIGNS** – In addition to every registered Cub Scout family placing a sign in their yard, units place yard signs at the school, and in heavy traffic areas around the community
12. **CHURCH BULLETIN INSERTS** – Join the Scouting Team flyer printed for churches.
13. **SCHOOL OPEN HOUSES** - Great location to hand out flyers promoting upcoming JSN or to promote 1<sup>st</sup> pack meeting for those that missed JSN as a “second chance” to join.

# Join Scout Night checklist

## **Before you leave home**

- Prepare your pre-opening activity.
- Wear your complete uniform.
- Review the agenda and practice your presentation.
- Take a pocket calculator.
- Take 20 to 30 pens.
- Take some money; both bills and coins.
- Take masking tape.
- Take items new families will want to see immediately:
  - Current handbooks for each level, for reference during program group session. Cub Scout Program Helps, to show the fun that boys can have at den meetings. Pack information and calendar to assure parents that boys can have fun at den meetings. Samples of current uniforms to display. Displays of den and pack activities

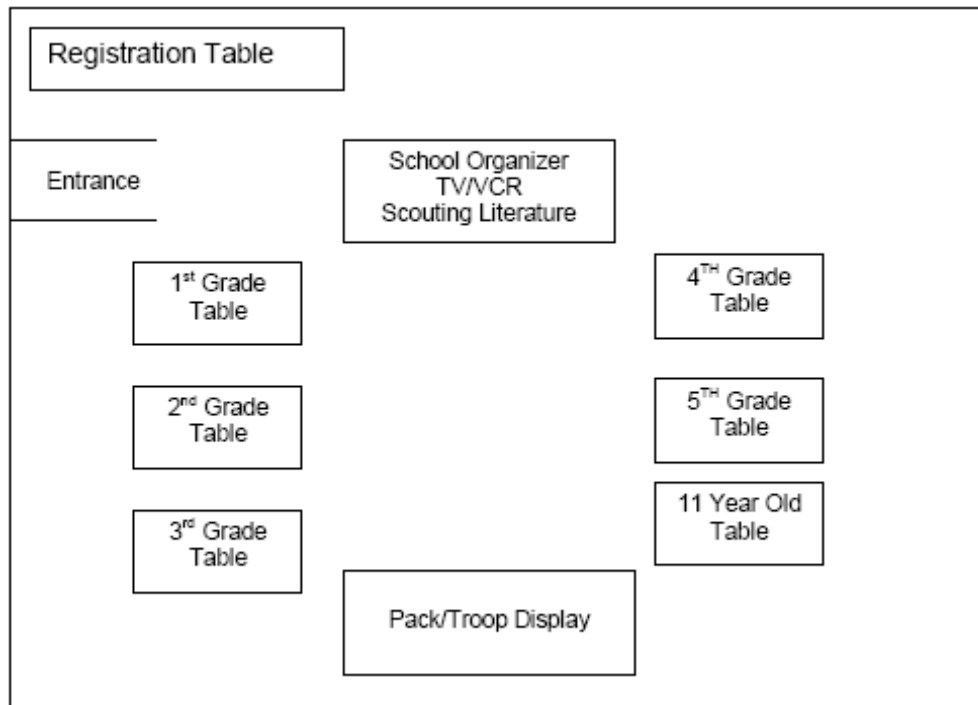
## **When you arrive at the JSN location**

- Organize your materials and set up the room properly.
- Check with pack leaders about their parts of the program.
- Post your pack organizational chart.
- Assist pack leaders with their displays.
- Organize your pre-opening activity.
- Station either yourself or another team member at the door to welcome families to the JSN event.
- Boys and parents should sit together in their assigned rooms by grade and/or neighborhood.

## **When you give the presentation**

- Begin promptly.
- Have an opening ceremony presented by the pack or a troop (optional).
- Introduce yourself and welcome everyone on behalf of your council and the Boy Scouts of America.
- Introduce other JSN team members and pack leaders.
- Follow your JSN agenda closely.
- Be sure to turn in all applications, monies, attendance rosters, and report envelopes to your District Executives.

# Join Scout Night room layout



Above is a sample layout of a typical JSN setting. Be sure all tables are clearly marked by assigned grade. As parents and boys enter the room, ask them to sign in on the carbon form, take an application and give parents "New Parent Orientation Guide". They can begin filling out the application once they are seated and as the presentation begins. It is important that ALL application are collected when they leave, even if are unsure about joining.

## **Some Basic Principles for a Successful JSN**

1. New dens should be organized with 5-8 boys.
2. Never hold the Fall JSN in combination with a pack meeting.
3. All adult leaders must be approved by the chartered organization.
4. Training opportunities should be shared with new leaders at the JSN.
5. An orientation meeting should be held within one week of JSN to give parents information-NOT TO REGISTER BOYS

# pack JSN agenda

## **I. Pre-Opening – 30 minutes before the opening.....JSN Coordinator**

A. Have the Pack set up displays (picture boards, tents/canoes, awards, pioneering projects, etc. outside, in the hallway, and/or in the breakout room for the 11 year old boys). Have the Pack set up displays (picture boards, pinewood derby track, crafts, etc. Pack displays should be set up in the main meeting room for the JSN. Put signs on entrance doors with directions to the meeting room.

B. Be prepared with pre-opening activities to keep boys and parents involved.

1. Use the following suggestions to keep the group under control.

- a. Have parents and boys stay seated together at their grade appropriate table
- b. Sing songs
- c. Have games
- d. Perform skits
- e. Placemats with Word finds (in crates)

C. Display table tents to tell people where to sit (by grade). Make sure to have plenty of pens at each table. Direct every boy over 11 years of age to the “Boy Scout” table. If more than one pack is present at the school you should have separate den tables for each pack.

D. Use current adult leadership to keep boys and parents in assigned room and out of the halls and other areas.

E. Have parents fill out the attendance roster as they arrive (this is different than the den roster they fill out later).

F. Distribute *Welcome to the Adventure of Cub Scouting* and any other pack information as people sign in (do **NOT** give out applications yet). For boys over 11 years of age, give them the *Welcome to the Adventures of Scouting*, *Boys' Life* Mini Magazine, and other troop information as people sign in (do **NOT** give out application yet).

G. Have parents fill out den/patrol roster sheet after they are seated at the correct table. This will be used by the Den Leader/Scoutmaster to find out who is in their den/troop and to make sure they are contacted about the first den/troop meeting.

# helpful hints

- Utilize two sets of flyers, one set two weeks prior, the other set 1 week prior to JSN
- Schedule a boy talk or presentation with school
- Cant get into schools?
  - See if you can talk to them on the bus for 5 mins to hand the boys a flyer about joining
  - Set up a display at the school open house night
  - Use My Best Friend is A Scout
  - Let Matt and Chip know
- Utilize one entrance/exit with registration table to collect ALL applications that night
- Use PR in schools/churches for positive results
- DO A BOY TALK/PRESENTATION WHENEVER POSSIBLE

# notes

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**ALL YOUTH  
APPLICATIONS ARE TO  
BE TURNED INTO RISD  
ADMINISTRATION  
BLDG ON GREENVILLE  
AFTER YOUR JSN  
EVENT**

**Noberto Diaz**

214-205-8075 OR [nodiaz@bsamail.org](mailto:nodiaz@bsamail.org)

**Paul Dodson**

972-979-2852 OR [pauljdodson@yahoo.com](mailto:pauljdodson@yahoo.com)

**NO LATER THAN 24hrs  
AFTER YOU HAVE  
COLLECTED THEM**

*WE WILL EVEN PICK THEM UP FROM  
YOUR HOUSE!*

# key district contacts

Paul Dodson-District Vice Chairman

972-979-2852; [dbanko@yahoo.com](mailto:dbanko@yahoo.com)

Tony Reynolds-District Commissioner

847-712-0867; [tonyr@night.net](mailto:tonyr@night.net)

Noberto Diaz-District Executive

214-205-8075; [nodiaz@bsamail.org](mailto:nodiaz@bsamail.org)

*When you want a thing done, 'Don't do it  
yourself' is a good motto for  
Scoutmasters.*

*Sir Robert Baden-Powell*