

OLD NORTH STATE COUNCIL 2020 CUB SCOUT RECRUITMENT DERBY



Pack Guide

WHAT

IN RESPONSE TO THE SOCIAL DISTANCING RESTRICTIONS CAUSED BY THE COVID-19 PANDEMIC, A DIFFERENT & FUN WAY TO ATTRACT AND REGISTER YOUTH AGES 6-10

WHO

ALL CUB SCOUT PACKS IN THE OLD NORTH STATE COUNCIL

WHEN

**JULY 1 – DECEMBER 3, 2020
(FOR APPLICATIONS TURNED IN DURING THIS PERIOD)**

WHERE

**WHEREVER YOUR IMAGINATION CAN TAKE YOU
(WITHIN YOUR ONSC DISTRICT)**

WHY

**WHY SHOULDN'T EVERY YOUNG PERSON BE HAVING THIS MUCH FUN?
IT IS UP TO US TO SPREAD THE MESSAGE THROUGH ALL MEANS
POSSIBLE**

Background

Historically the fall recruiting campaign is a council-led activity with a focus on classroom talks to students followed with a sign-up night supported by the packs closest to the school. With so much uncertainty surrounding what the conduct of the 2020-21 public school year will look like, it is prudent to “be prepared” for having to use alternative recruiting methods.

Response to current situation

Other recruiting methods have been used in the past throughout the ONSC service area because school access has not been equal across the school systems of the eight counties. This plan encourages all packs to utilize all recruiting methods within their abilities in anticipation of not being able to hold a sign-up night at the nearby elementary school. The activities are designed to be cost-free and easy to accomplish regardless of the number of available volunteers within the unit.

Ready, Set, Recruit!

The plan is designed to be a simple way to use all the best practices which have proven to be effective at attracting families to sign up. The points assigned to each activity are based on the estimated return on the investment of time completing the activity with the expected number of youth that register. Those activities at the top of the list can be done right away and are meant to “set the table” for successful recruiting results later.

Judges

The plan was developed by your district Membership Chair in conjunction with the other districts’ chairs and support from the district executives. Questions and feedback will be administered by your district Membership Chair who will also be the final judge of the proper completion of each activity item.


Did you say competition?

Yes! Competition makes it fun. Every pack has a chance to win something. Turn your inner marketing self on! Get Cubs to help! The pack with the most points in each district will be rewarded with a pack pizza party any time after December 4th, 2020 including into early 2021. Packs that achieve a minimum of 40 points will earn one chance at a drawing for Amazon & Scout Shop gift cards. Earn 80 points and get two chances; 100 points will mean three chances! Each district will have drawings for a number of cards to be announced.

Activity Details

The activities are explained here with examples as necessary. Please consult your district Membership Chair if additional information is needed. The **Pack Recruiting Derby Form** at the end of this guide should be submitted to your Membership Chair no later than December 4, 2020.

1. Update unit pin on BeAScout – Unit Key 3 can access the information that displays for your pack at www.beascout.org through their My.Scouting account. When it is done, or verified to be correct, enter the date in the derby form.
2. Register a unit New Member Coordinator - Use the position code “NM” to register as a New Member Coordinator. Multiple people from a unit can register in the position, but an individual cannot register as an NMC along with another unit position such as CM or DL. The NM position can substitute for a required committee position (MC) in chartering the unit. For example, an adult already registered as Committee Chair or committee member, may multiple as the New Member Coordinator. They ensure all new families are welcomed and informed about how the pack operates. Enter the name when you submit their application
3. Present a unit budget by August 20, 2020 – Hopefully you are an old pro at this. If not, you can find some helpful tips here <https://filestore.scouting.org/filestore/pdf/510-273.pdf>. There are many templates available for using spreadsheets to enter calculations. Don't forget to budget for an estimated number of new youth! Email a copy to your district Membership Chair by August 20.
4. Prepare a pack calendar through at least December – This is one of the first things that new families need. Have one ready when school starts even if you do not have every activity outside of weekly meetings planned. Email a copy to your district Membership Chair before your first recruiting activity.
5. Follow other affinity groups – Do you have any groups in your immediate neighborhood that have any connection to young people or their interests? Moms, teachers, hobbies, pets, sports all may have a group in your community. Get your unit's Facebook page administrator to follow that group. “Like” some of their activities and share some of yours to their page. Let them see you in action and they may reach out. Also, consider using other means to link to groups such as using the app “Nextdoor.”
6. Promote pack in Charter Partner (CP) media – Churches and fraternal organizations all have print or electronic newsletters. Ask them to promote your recruiting event with one or more announcements. Also, are you listed on their website as a youth ministry? You are that, so you should ask. Give them a great picture or two to help tell the story.

7. Presence at School Open House – This one becomes more important than ever if classroom visits are not possible this year. See your District Executive to have this year’s recruiting flyer customized for your pack. Hand them out if your school allows it that day.
8. Post 4 times in Aug/Sep on unit Facebook page – This is the best time of the year to ensure that you are advertising all your unit’s great activities. Get your families to send photos of activities in-person or during virtual events like Mom & Me. Show everyone what Cubs do stay socially connected. Encourage your families to get others to like your page. Four is the minimum. You can do more! They don’t have to all be different, but it would be more exciting if they are. Show off to your district leaders!
9. Place yard signs at location other than school – Does your neighborhood have a busy intersection? Will your Charter Partner let you put up signs? Initially, two per pack may be obtained from your District Executive if you ask. More will be distributed if available. Keep the info short: “Meet Here Tue 6:00 pm.” “VFW Post Mon 6:30 pm.” Can people read it while driving by at 45 mph? Take a pic and send to your district Membership Chair.
10. Buddy Cards (give out at least 50) - The best recruiting is a Cub Scout asking a friend. Aim for quality not quantity. Make sure the cards are neatly filled out. Teach the Cubs to make a big deal about sharing this with good friends. Give them a limited number and ask them to tell you names of who they gave them to before you give them more. Reward them with a  badge when one signs up as a result of being asked. Scout’s honor here. Ask your District Executive for 50 cards – or more!
11. Info booth at community event – There may not be many community events this fall. If there are, ask if it is possible to have an information booth. See your District Executive if there is a fee involved. Another idea is to ask the organizers of sports leagues if you can set up one weekend at their field. Keep your district leaders posted on this one.
12. Wear uniform at CP or community event – Cubs love wearing their uniform. It’s free advertising at church or in the community. Take a picture and post on the pack’s Facebook page!
13. Handwritten notes mailed to new Cub families – A novel idea from one of our membership chairs. Handwritten notes are special and make the recipient feel welcome. Only a line or two from the Cubmaster or Committee Chair will be one more way to keep the new family engaged. Scout’s honor again on this one. Take a picture of one and send to your district membership chair as an example of what you are doing for all new members.
14. Post **Join Scouting Now** at popcorn sale site – Use one of these if you have from a previous year – or make up your own. An easy 5 points if you are selling.

15. Assist with School Sign-Up Night (S.U.N) – This will be available only if schools allow Sign-Up Night meetings. Your District Executive will be contacting school Superintendents and Principals to determine this and will keep you posted.
16. Organize & host a S.U.N. at CP or another facility – Sign-Up Nights can be done in other locations like your charter partner or a community center or fire station. Be mindful that until people find out more about the relationship between Scouts and your charter partner, they may not go to a S.U.N. at a church if it is not their denomination. Schools are considered “neutral” and why they are the preferred first choice for S.U.N. Churches would be a good choice when conducting a recruiting drive from the youth at that church or if it’s the only church within a wide radius of the neighborhood (miles) and the only place available for a meeting. Please discuss with your district leaders in advance.
17. Assist in District coordinated area S.U.N. – Your district may market a Sign-Up Night for an area larger than the neighborhoods from which your families are historically recruited. This may involve newspaper, radio & tv advertising. This will be coordinated by the District Executive with all the packs in the target area. You will receive points for this if it occurs and your pack assists at the sign-up event. This is not the same as the activities in #15 & #16.
18. # Youth join thru sign-up event (value x actual #) – 2 points for every application turned in with membership fee (including those with financial assistance forms if accompanied by partial payment) that originate at one of the Sign-Up Nights or events listed above. Double check numbers with your District Executive throughout the fall.
19. Joined through BeAScout (value x actual #) - 5 points for every new Cub that joins your pack by registering at www.beascout.org. More reward here because it most often results from a positive impact delivered by social media.

In Conclusion

We hope that you enjoy seeing how many of these activities you can do. More importantly, we hope that this leads to many new families joining you in all the fun Cub Scouting has to offer. Please ask for assistance from your unit commissioner and district leadership if you require additional information. Don’t forget to submit your derby results form by December 3rd.

#ScoutMeIn

PACK _____ 2020 CUB RECRUITING DERBY RESULTS

ACTIVITY	VALUE	POINTS	WHAT WAS DONE OR DATE DONE
Update unit pin on BeAScout	5		
Register a unit New Member Coordinator	15		
Present a unit budget by August 20, 2020	5		
Prepare a pack calendar through at least December	5		
Follow other affinity groups	5		
Promote pack in Charter Partner (CP) media	10		
Presence at School Open House	5		
Post 4 times in Aug/Sep on unit Facebook page	5		
Place yard signs at location other than school	8		
Buddy Cards (hand out 50)	10		
Info booth at community event	10		
Wear uniform at CP or community event	5		
Handwritten notes mailed to new Cub families	10		
Post Join Scouting Now at popcorn sale site	5		
Assist with School Sign-Up Night (S.U.N)	5		
Organize & host a S.U.N. at CP or another facility	10		
Assist in District coordinated area S.U.N.	10		
# Youth join thru sign-up event (value x actual #)	2		
# Youth joined through BeAScout (value x actual #)	5		
	TOTAL		

Received _____ (name & district position)

Date _____