

# Hooked on Scouting



BOY SCOUTS OF AMERICA®  
PENNSYLVANIA DUTCH COUNCIL

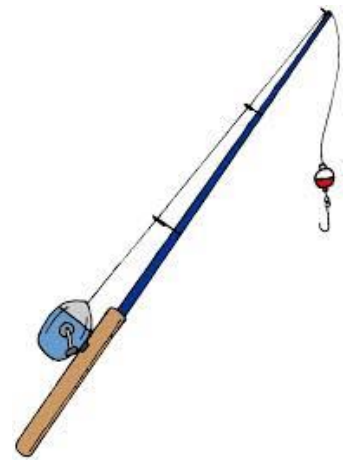
## **2016 Pack Hooked on Scouting Recruitment Manual for Fall Roundup**

**Each brand new Scout will receive a brand new fishing rod and reel and an invite to attend the free Hooked on Scouting fishing event!**

# Roundup – Join Scouting Night

## WHY A RECRUITMENT NIGHT FOR SCOUTING? TO HELP EVERY PACK GROW!

- Recruitment nights sometimes known as Roundup nights or Join Scouting Nights are special events hosted by Packs to share Scouting with new families and enroll new Scouts and adults.
- If your pack is small, this is a great time to add more families. This will make it easier to do all the things on your calendar.
- If your Pack is just right, fall is the time to add younger youth and begin engaging and training new adults. They will become your future leaders.
- If you have a large Pack, fall is a good time to add new families and get them started helping with special Den or Pack-wide events. Many hands make light work.



### Why ‘Hooked on Scouting?’

- Hooked on Scouting is a program that has been proven in other Councils to encourage Scouts to join a local unit through the added incentive of a fishing pole and a fishing event.
- Boys that join at the beginning of the year get the benefit of the whole Scouting program cycle.
- Boys and their families get to attend an exciting outdoor experience within their 1<sup>st</sup> month as a Cub Scout.
- This type of recruitment also increases the unit’s ability to recruit new leaders right away in the fall and get them trained.

### How Does it Work?

Hooked on Scouting works with 6 simple steps:

- Step 1: Set up a Roundup Night for August or September
- Step 2: Conduct a Roundup Night in August or September
- Step 3: Distribute Fishing Poles to Scouts on the Hooked on Scouting Roundup Night\*
- Step 4: Distribute Ticket to October 1<sup>st</sup> Fishing Events\*
- Step 5: Follow up with anyone that didn’t commit\*
- Step 6: Have a Great Year of Scouting!

### Every Roundup night needs the 3 E’s

**Engage** youth in Scouting—Promote your event and make it fun. Get Scouts excited!

**Enroll** new members in your Pack—Be ready to answer parent questions and complete registrations, collect fees and give out fishing poles that night.

**Establish** connections with new families—Keep them informed and welcomed. Your whole program will gain new, helpful people and resources.

*\*Fishing rods and reels will only be presented to those Scouts that complete a BSA Youth Application and submit the appropriate fees. Rods will not be shared until this step is complete.*

# Steps for Success

## START EARLY TO MAKE A PLAN FOR THE 3 E'S

### ENGAGE

#### Promote your roundup event and your Pack activities

- Set a date soon. This gives you more time to get the word out. Families are busy.
- Use multiple methods to promote. (See specific ideas below)
- Don't stop with one roundup night. Promote some of your fun activities in early fall as chances for new families to visit and join your Pack.

#### Welcome new families to your event and make it fun.

- Focus on fun for the youth.
- Be well prepared for the evening. That will let you relax and enjoy the night.
- Have volunteers to greet families.
- Get contact information for all your new families.

### ENROLL

#### Have printed information and key Pack/Den leaders to answer parent questions

- Calendar and basic information are critical.
- Contact information and general Pack information is important too.
- Know how much your dues are.

#### Have the materials needed to enroll Scouts. Complete applications that night.

- Applications, new Scout packets, pens, change...Know how checks are to be written.
- Make sure you sign up for the Hooked on Scouting program so you can have fishing poles on hand that night! Any Scout that submits a complete application with payment gets his fishing pole the night he signs up!

### Establish Connections

#### Provide parents with multiple contact people to help them as new Scout families.

- Pre-fill or help them fill out the "My Scouting Adventure Plan" in the New Scout Packet.

#### Get new parents into your Pack communication network

- Weekly email or printed newsletter
- Phone tree/Text messaging notification
- Facebook Group/Website

#### Welcome the new families

- A letter or email from the Cubmaster and/or the Committee Chairperson

#### Have a regular activity soon after your roundup night.

- Den or Pack activity.



- Make sure it is fun.
- Promote the free Hooked on Scouting Event on October 1<sup>st</sup>.
- Give new families all the details at the roundup—printed info is particularly good.
- Make sure each family knows about the fall Cub Scout events at Camp Mack!



**Make a point to learn about your new families.**

- Use the Parent Talent Survey provided in the New Scout Packet and/or simply talk to them
- Have a Pack Organization Night soon after your roundup.

**Follow-up with families still deciding about joining Scouting.**

- Have a specific plan of who will contact families.
- Make sure follow-up people have all the materials and supplies they need.
- Complete follow-up within 2 weeks of your roundup night.

**Connect to your District Membership Team for Recruiting Help**

- Promotional materials and information about Scouting.
- Helpful folks to support your roundup night.
- Assistance with boy talks. (where able)

**Membership Chairs**

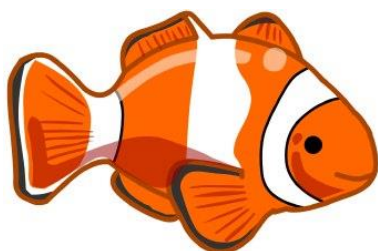
Tim Efinger	Council Membership Chair	longhikes@aol.com
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General Council Help	Pennsylvania Dutch Council		717-394-4063

**Other Resources**

Council Webpage	<a href="http://www.padutchbsa.org">www.padutchbsa.org</a>
National Council Membership Resources	<a href="http://www.scouting.org/scoutsource/Membership.aspx">http://www.scouting.org/scoutsource/Membership.aspx</a>
National Council Marketing Resources	<a href="http://scoutingwire.org/marketing-and-membership-hub/">http://scoutingwire.org/marketing-and-membership-hub/</a>



Make sure that Hooked on Scouting is a part of your Pack Program Planning this summer!

# Be Prepared

## BEFORE THE ROUNDUP NIGHT – AKA PROMOTING YOUR RECRUITMENT NIGHT

### In-School Promotion– You need to have your Roundup / Join Scouting Night date first!

If your unit has full access to promoting your event at school, you can employ any of the following best practices:

- Distribute sign-up event fliers the week before the sign-up event
- Posters and yard signs around school
- School rallies or boy talks at the school
- Back-to-school open house events, school carnivals, and conferences
- Electronic backpacks
- Invite current youth and parents to attend lunch at school in uniform
- Videos on in-school video networks
- School newsletter or website
- School marquee signs

### Boy talks

- The boy talks will excite boys to join Cub Scouting and to make the connection. Explain that the recruitment flyer is the ticket to sign up!
- Opportunities to go directly to classes at a local school. Ask the principal for a few minutes to meet with all boys of Cub Scout age, going from classroom to classroom. If assembly-type rally is held, it is better to meet separately with Tiger Cubs (1st Grade), Cub Scouts (2nd and 3rd), and Webelos (4th and 5th) TIP: Search for “Cub Scout boy talks” on YouTube for some examples.
- Membership team members can help with these. Get your District Executive, District Representative, Commissioner, Pack Leader and/or parent volunteer to help out.
- Hundreds of flyers go home in the fall - the boys need to know this one is special!
- Hooked on Scouting information sheet – Get this to your District Executive to get flyers.

### Boy-to-boy invitations

- Make sure to have written information for friends to take home.
- Can use your flyers.
- Can use a business card or postcard size card.

### Face-to-face opportunities

- Church socials and Sunday school events.
- School open houses and curriculum nights.
- Plan a display and have flyers for your roundup night.

### Out-of-School Promotion

Here are several ideas for promoting the event outside of the schools. These tactics can be done either in tandem with your in-school promotions or on their own if you are not able to get full access to the schools.

- Ask current members to use social media to let their friends and family know about sign-up event nights
- Personalized invitations, emails, and personal phone calls to prospective parents
- Door hangers and door-to-door invitations
- Recruit-a-friend and other peer-to-peer recruiting initiatives
- Fliers and boy talks at after-school programs or churches in the community



- Church and community websites, calendars, and bulletins
- Press releases
- Billboards, posters, and yard signs in the community (businesses, churches, etc.)
- Community fairs, parades, and other events

**Print and electronic media promotions—templates available at [www.padutchbsa.org](http://www.padutchbsa.org)**

- Newspapers
- Church bulletins and newsletters
- School newsletters and calendars
- Friday homework folders
- Posters or Flyers on Display (windows, bulletin boards, etc.) at:
  - Schools
  - Churches
  - Charter Organizations
  - Local Businesses like Groceries & Laundromats
- Yard Signs (Current Pack families, schools and businesses can display.)

**MATERIALS**

**Planning materials – available on the website at [www.padutchbsa.org](http://www.padutchbsa.org)**

- Sample agendas for the roundup night.
- Boy talk/flyer information sheet.

**Promotional materials – Available through your District Executives**

- Flyers
- Posters
- Yard signs



**New Scout Recruitment Kit – Your recruitment night folder**

- Youth Application-Council Provided
- My Cub Scout Adventure Plan Information Sheet-Council Provided
- Cub Scout Parent Orientation Guide-Council Provided
- Mini Boys Life Magazines – Additional available from Scout Office-Council Provided
- Parent Talent Survey – Council Provided
- Fall Product Sale Information—Council Provided
- Fall Camping Event Information—Council Provided
- Uniform Resources—Council Provided
- Pack Handbook/Info Page – Pack Provided
- Pack Calendar – Pack Provided

**Materials to operate your roundup night**

- Name tags and table tents
- Sign-up/attendance sheets, applications, envelopes (to collect money and applications), patches and incentives
- Pack/Scouting display table - Can include sample handbooks
- Gathering activity supplies
- Flags for opening

# The Roundup Night

Leaders - Your District Membership Team would be glad to attend your events and support your volunteers.

- Set up and clean up crew - Can overlap with other roles. Arrive early so you can be set up 15 minutes ahead of event start time.
- Den Leaders or designee plus two other leaders to run the meeting.
- Greeters 1-2 to help with sign in and as needed.
- 2 - 4 youth activities leaders. Maybe a Scout Troop could support your Pack in this role.
- 1 - 2 adults to collect applications and money - Can overlap with greeters.

## Room choices

- Consider acoustics and available seating when selecting the room.
- Libraries or classrooms can often be more functional than the cafeteria or the gym.
- Have a separate room for Scouts and their frequently loud activities.

## Room set up

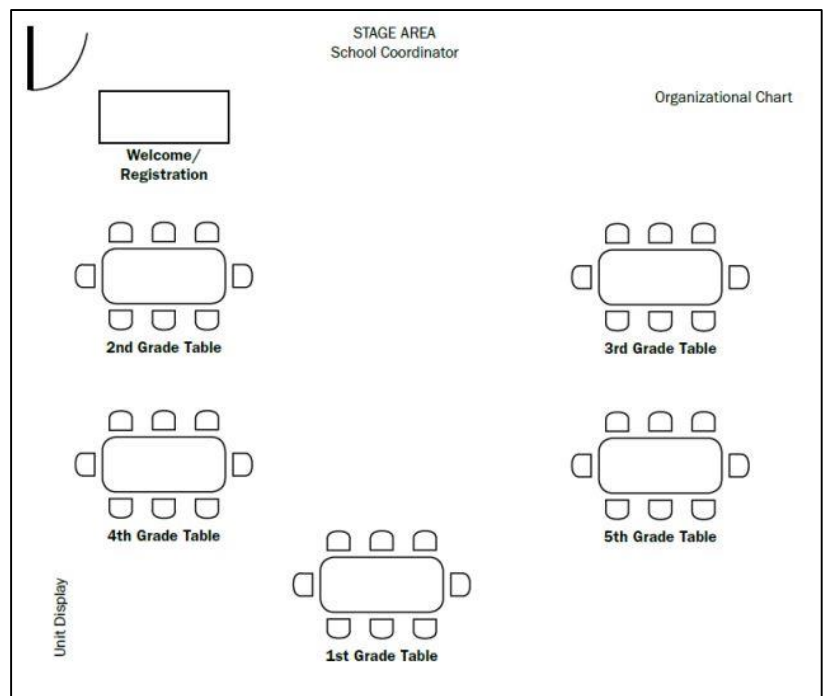
- Start with signs, balloons, music to set a fun mood.
- Welcome station to greet people at the door and make sure they know where to go.
- Have Pack displays around the room to highlight your Pack events.
- Tables by grade - At each table have the following:
  - Den leaders or their designee
  - Sign-in sheets and name tags
  - Gathering Activity
  - Parent Information materials
  - Pens

## Registration table

- Envelope for application and money collection
- Change
- Pens
- Room to write
- Applications
- New Scout Packets

### Room Setup

*Here is a simple example of how you might want to set up your room for your Hooked on Scouting Recruitment Night. There are many effective ways, but this one seems to work well!*



# After

## FOLLOW-UP

Turn in your applications that night to your District Executive, Commissioner, or representative from the District. Everyone who turns in a Hooked on Scouting date before August 15<sup>th</sup> will have someone at their meeting to deliver fishing poles. If you were unable to have someone attend your meeting, within 24 hours turn in your completed applications to your District Executive or Commissioner.

- Use the collection envelope. Contact your District Executive to arrange pick-up if needed.
- Make prior plans with your Treasurer to have a check ready for the Council for National fees to send with your applications.

### Follow-up with families still deciding about Scouting.

- Review the sign-in sheets.
- Contact the families within 2 weeks.
- See what blocked them from signing up. (Try to identify ways to help.)

### Welcome new Scouts and their families.

- Remind them of the next youth event.
- Spell out the details of what they need to bring or wear etc.
- Remind parents of your Pack Organization Night.

## Hooked on Scouting Event-October 1<sup>st</sup>

### Proposed Locations (Will be finalized by the end of July)

- Muddy Run Park—Holtwood
- Grubb Lake—West Hempfield Township
- Cocalico Sportsman's Club, Denver
- Lion's Lake Park, North Lebanon Township
- Stoever's Dam, Lebanon

### All new Scouts will be invited to participate.

- Any new boy who joins at a Hooked on Scouting Roundup Night in the fall will get fishing pole and invitation the night he signs up.
- Any new boy who joined after June 1<sup>st</sup>, but before the Hooked on Scouting Roundup Night will get a pole and invitation at the unit's Hooked on Scouting Night in the fall.
- Scouts that sign up at the October 1<sup>st</sup> events will also get a free rod and reel.

### Event Details

- Events will run from 10am until 1pm. Families are welcome to come and go and stay as long or as little as they would like.
- Each event will have between 5 to 7 stations where new Scouts and their families will learn basics about fishing and get an opportunity to fish.



# Timetable

## COMPLETE ON OR BY:

BY AUGUST 15th

Submit your Hooked on Scouting Commitment Form

BETWEEN AUGUST 19th-30th

Contact schools and principals, set up boy talks and learn about school

- Establish date, time and location of recruitment night.
- Confirm date with District Executive or District membership volunteer.
- Begin external publicity (press release, poster, yard signs, church bulletins).

2-3 DAYS BEFORE ROUNDUP

Pack Roundup Coordinator, District Executive or District Representative confirms boy talk with school.

- Notify current Pack members and have them wear their uniforms.
- Make sure promotional materials have been distributed.
- Make sure facility will be open.

ON BOY TALK DAY

District Executive, District Representative or Unit Leader does Boy Talk. Flyers go home with boys inviting them to the roundup.

ON ROUNDUP NIGHT  
(Completed by Sept. 30th)

Unit leader to attend roundup. Arrive early.

Set up display and/or organize a gathering period activity.

Assist in opening ceremony.

Present a two minute report on Unit's program.

Assist Roundup Coordinator with new Scout activities registration.

Cubmaster signs youth applications and gives applications and fees to District Executive, District Representative, or Commissioner.

AFTER ROUNDUP NIGHT

Have all new adult registration applications signed by the head of the institution or the chartered organization representative.

Ensure all new leaders complete online training for Youth Protection and Cub Scout Leader Basic Training and obtain background clearances.

Follow up with un-registered Scouts and all new leaders.

BY SEPTEMBER 30TH

Have all applications and payments turned in to the Scout Service Center. **Applications received after October 1<sup>st</sup> will not be guaranteed a fishing pole.**

OCTOBER EVENT DATE

Free Hooked on Scouting event. October 1st

BY OCTOBER 31st

All Packs have 2nd chance recruitment Pack meeting.

# Agenda

**Pack** \_\_\_\_\_ **Date** \_\_\_\_\_

## Before the meeting

- Set up tables and chairs for each Den – use table tents.
- Set up Pack display and registration tables.

## Pre - opening

- Welcome volunteers greet families as they arrive.
- Guide families to the displays and their grade level table.
- Den leaders introduce themselves.
- Have parents complete sign-in sheet and make name tags.
- Do the gathering activity and find out about the new families.

## Opening

- Flag ceremony and Pledge of Allegiance.
- Teach the Cub Scout sign as the way to focus on the leaders.
- Teach a favorite Cub Scout action song. (Watch for parents who are excitedly participating - potential leaders.)

## Welcome & introductions

- Welcome families.
- Introduce Pack leaders and guests who are present.
- Invite youth to join some of the adult leaders in another room or outside for fun activities.

## About the Pack – About Cub Scouting

- Den leaders distribute New Scout Packets to parents at their table.
- Explain the aims of Scouting and the purpose of Cub Scouting.
- Explain the Den and Pack structure – very briefly.
- Answer questions.
- Discuss the specifics of your Pack.
  - Program calendar highlights, budget highlights, how and when the Dens and Pack meet.
  - Dues for your Pack, uniform/handbook needs.

## Why should a parent get involved?

- Have a parent or a leader tell why they got involved in Scouting.

## Explain the Pack organization night

- Date, Time, Location, Agenda:
  - Organize boys into Dens – have activities.
  - Match people and tasks for adults.
  - Youth Protection and Position Specific Training
  - Background Checks

## Assigned To:

### Set-up:

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### Welcome:

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### Opening:

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### Introductions:

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### About the Pack:

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### Why get involved?:

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### Pack Organization:

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## Sign up new members

- Explain the Hooked on Scouting fishing pole incentive.
- Den leaders help those at their table complete applications, and explain Boys' Life.
- Den leaders get to know their parents during any waiting periods.
- Volunteers at registration table collect fees and forms. Distribute patches.
  - Collect forms even from those not paying fees.
  - Place forms and money in the collection envelope.
  - Pack partner distribute poles in exchange for paid and signed registrations!

## What comes next?

- Scouts return to join their parents.
- Lead a round of applause for those who have started their Scouting journey.
- Parents can share the fishing pole with their new Scout.
- Announce the next Pack activity.
- Promote free Hooked on Scouting event
- Thank everyone for coming.

## Closing ceremony – retire flags

## Break for refreshments

# Assigned To:

## Sign-up:

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## Registration Table:

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## Photographer

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## Snacks:

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## Closing Announcements:

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## Flag Retirement:

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# Checklist

## BEFORE YOU LEAVE HOME:

- Prepare your pre-opening activity.
- Wear your uniform.
- Review agenda and practice your presentation.
- Take a pocket calculator, 20-30 pens and/or pencils, change (both bills & coins) and masking tape.

## WHEN YOU ARRIVE AT THE LOCATION

- Organize your materials and set up room properly.
- Check with other school team members (including Unit Leaders) on their part of the program.
- Post your Pack organizational chart.
- Assist Pack and Unit Leaders with their displays.
- Organize your pre-opening activity.
- Station yourself or other Roundup Team members at the door to distribute materials and welcome families.
- Keep boys and parents in assigned room.
- Boys and parents should sit together by grade.

## THE GENERAL PRESENTATION

- Present opening ceremony by Pack (optional).
- Introduce yourself and welcome everyone
- Introduce other recruitment night Team Members and Unit Leaders. Begin promptly.

## ROUND UP SUPPLIES CHECKLIST

- Agenda, pack calendar.
- Table tents, displays, name tags.
- Attendance forms, pens, calculator.
- Extras (applications, magazines).
- Change for fees (dollars and coins if needed).
- Masking tape to hang decorations.
- Envelope for applications and money.
- New Scout packets.
- Parent Guide, Mini Boys' Life Magazine, Gathering Activity, Parent Talent Survey, Uniform Inspection Sheet.
- Youth Applications.

**CONGRATULATIONS ON AN AWESOME  
RECRUITMENT NIGHT!**