

Hooked on Scouting



BOY SCOUTS OF AMERICA[®]
PENNSYLVANIA DUTCH COUNCIL

PA DUTCH COUNCIL

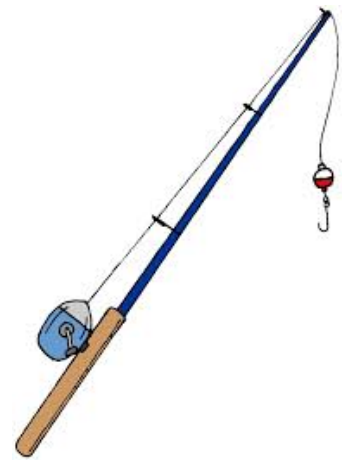
2017 Pack Hooked on Scouting Recruitment Manual for Fall Roundup

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 on September 30th!

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. The PA Dutch Council will do this program one more year, due to the success in the previous year.
- 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 1st 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 September 30th 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 to the Council Office (store). Rods will not be shared until this step is complete. All fishing rods will only be distributed through the Council store, unless prior arrangements have been made with the District Executive and the Unit Leader.*

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 to the Council office will receive a fishing pole.

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 September 30th 2017.
- 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

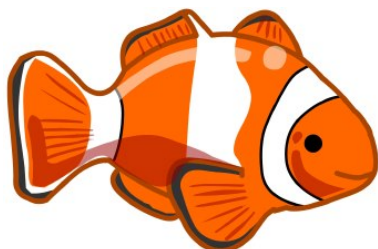
Randy Wirth	Council Membership Chair	Woodbadge15@comcast.net
Rich Garipoli	Council Membership Advisor	Richard.Garipoli@scouting.org

Professional Staff

Nicholas Barlieb	Conestoga River District Executive	Nicholas.Barlieb@scouting.org	717-553-4203
Heather Contrestan	Horse-Shoe Trail District Executive	Heather.Contrestan@scouting.org	717-553-4204
Rich Garipoli	Harvest District Executive	Richard.Garipoli@scouting.org	717-553-4202
General Council Help	Pennsylvania Dutch Council		717-394-4063

Other Resources

Council Webpage	www.padutchbsa.org
National Council Membership Resources	http://www.scouting.org/scoutsource/Membership.aspx
National Council Marketing Resources	http://scoutingwire.org/marketing-and-membership-hub/



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

- 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

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
- Fishing poles for display

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

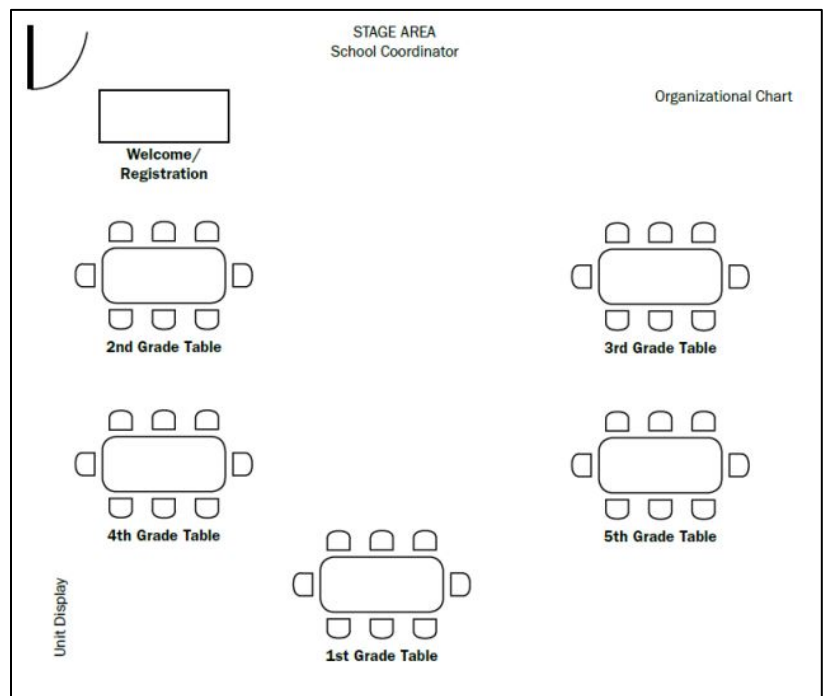
- Envelope for application and money collection
- Change
- Pens
- Room to write
- Applications
- New Scout Packets

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!

Another example can be found at:

<http://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>



After

FOLLOW-UP

Turn in your applications that night to your District Executive, Commissioner, or representative from the District. Once the applications are received at COUNCIL OFFICE (store), then the fishing poles will be distributed (unless other arrangements have been made with the District Executive). One pole for each paid application received. We cannot give out fishing poles without an application.

- 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 Fall Event-September 30th 2017

Proposed Locations

- Muddy Run Park - Holtwood
- Camp Mack – Squire Lake
- Memorial Lake, Lebanon County – under the direction of New Birth of Freedom & Pa Dutch Councils

All new Scouts will be invited to participate.

- Any new boy who joins at a Hooked on Scouting Roundup Night in the fall (between the dates of August 1st and the final event day of September 30th 2017) will receive fishing pole. The Council store will be open Thursday evenings, so it makes it easy for Unit leaders to stop in and hand in their applications, with proper payment, and receive their poles.

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 3 to 5 stations where new Scouts and their families will learn basics about fishing tactics, and get an opportunity to fish.
- Lake Squire was stocked! So, go have fun!
- Donegal Trout Unlimited will have a display at Camp Mack.

Timetable

COMPLETE ON OR BY:

BETWEEN AUGUST 1st -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 SCOUT TALK DAY

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

**ON ROUNDUP NIGHT
(Completed by Sept. 25th)**

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 29TH

Have all applications and payments turned in to the Scout Service Center. **Applications received after September 29th at 4:30 pm will not be guaranteed a fishing pole.**

EVENT DATE

Free Hooked on Scouting event. September 30th 2017

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:

Welcome:

Opening:

Introductions:

About the Pack:

Why get involved?:

Pack Organization:

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:

Registration Table:

Photographer

Snacks:

Closing Announcements:

Flag Retirement:

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!**