

Welcome To Fall  
Membership  
Preparedness!



# Safety Moment

- ▶ Parking lot lighting
- ▶ Parking lot monitors
- ▶ Safe placement of yard signs
- ▶ Sign placement for visibility



Why  
Membership  
is Important

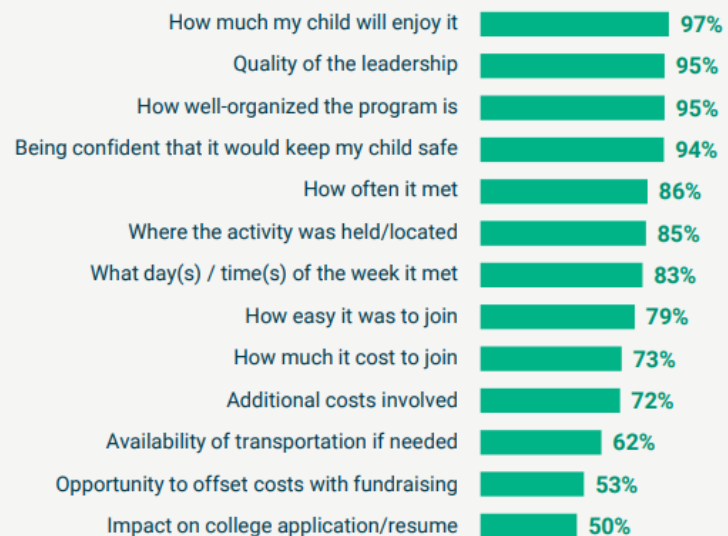
Sample: All Parents

### *Decision Factors for Joining Activities*

**Top criteria for Parents choosing extracurricular activities are led by kid enjoyment, quality of the organization and its leaders, safety, and meeting logistics**

Less important are factors related to fundraising and future college or job acceptance.

### **Most important factors driving joining for a kid's favorite extracurricular activity**



Very or somewhat important (T2B)

Sample: All Parents

### *Decision Factors for Joining Scouting*

**The most important deciders for Parents deciding to participate in Scouting are safety, quality of leadership and organization, and kid enjoyment**

Less important are meeting logistics, ease of joining, costs of participation, and impact on college admissions.

### **Most important factors driving decision to join Scouting**



■ Very Important  
■ Somewhat Important

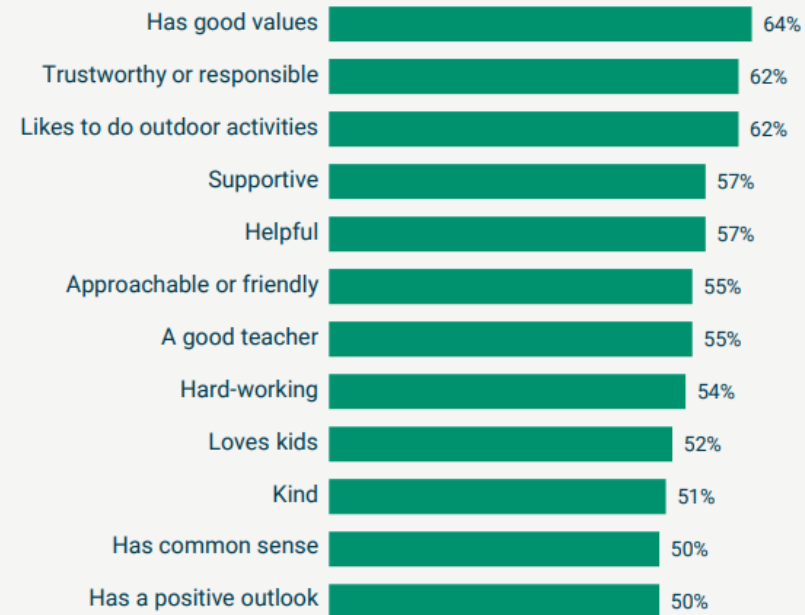
Sample: All Parents

*Perceptions of Scouting Leaders*

**A majority of Parents believe Scouting leaders have good values, are trustworthy, supportive, approachable, and good with kids.**

There is a strong teacher and guide theme throughout these top descriptors.

**Top perceptions of Scouting Leaders**



■ All Parents

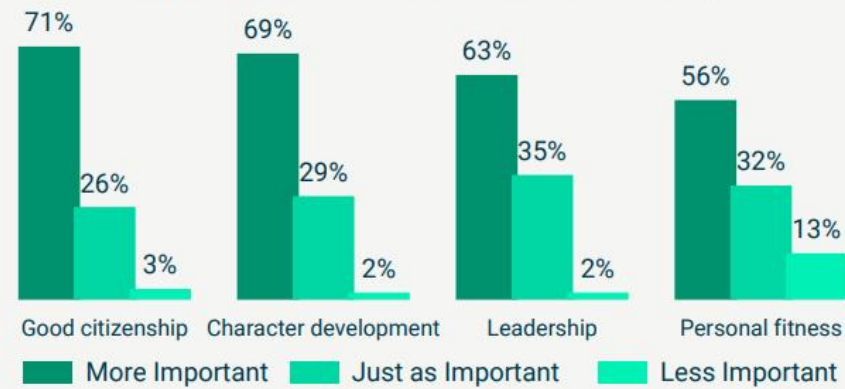
Sample: All Parents

*Scouting Focus*

**Parents think each of the focuses of Scouting are more important today than in the past.**

This is especially true for Good Citizenship and Character Development.

**Importance of Scouting Mission Today**



# Cub Pack Recruitment Incentive Steps

Complete all five steps and earn a \$100 credit to use in the Pennsylvania Dutch Council Scout Shop!

1

Attend one of two Fall Recruitment Preparedness nights.

2

Submit sign-up night date at least two weeks prior to the event.

3

Update your Be-A-Scout pin and follow up on leads in a timely manner.

4

Create two social media posts related to recruitment and create a sign-up night FB event.

5

Have a sign-in sheet at your sign-up night and submit a copy within 3 days of the event.



## HOW TO COMPLETE THE PACK RECRUITMENT INCENTIVE 5 STEPS

1

Step 1: Attend one of two Fall Recruitment Preparedness nights.

- *You are here! Make sure to sign in with your name and Pack number so we can mark this as complete!*

2

Step 2: Submit sign-up night date at least two weeks prior to the event.

- *As soon as you have this date and what you are doing send it via email to your District Executive!*

3

Step 3: Update your Be-A-Scout pin and follow up on leads in a timely manner.

- *Let your District Executive know once you have updated your pin. Make a comment in every lead when you work on them.*

## HOW TO COMPLETE THE PACK RECRUITMENT INCENTIVE 5 STEPS

4

Step 4: Create two social media posts related to recruitment and create a sign-up night FB event.

*Send a link to your PUBLIC Facebook page When you create your event invite the Council page to cohost it.*



5

Step 5: Have a sign-in sheet at your sign-up night and submit a copy within 3 days of the event.

*Take a picture of your sign-in sheet from your event and email it to your District Executive.*

2





### Pack 0252 Seattle Buddhist Church

1427 South Main St  
Seattle WA 98144

**Contact:** Katherine Brownlee

**Website:** <https://seattlebetsuin.com/organizations/boy-scouts/>

 Dens for Boys or Girls

 **Online Registration** available for this unit.

Cub Pack 252 meets every other Sunday at 12:30 at the Seattle Buddhist Temple at 1427 S Main Street, or the park across the street. We look forward to meeting you! Please contact us now to join for the 2024-2025 school year. Boys and girls, K-5.

[More Information](#)

[APPLY NOW](#)

3




### Pack 0009 St Joseph Pack 9

700 18th Ave E  
Seattle WA 98112

**Contact:** Ethan Dennison

**Email:** [ethan.a.dennison@gmail.com](mailto:ethan.a.dennison@gmail.com)

**Website:** <http://www.seapack9.org>

 Dens for Boys or Girls

 **Online Registration** available for this unit.

[More Information](#)

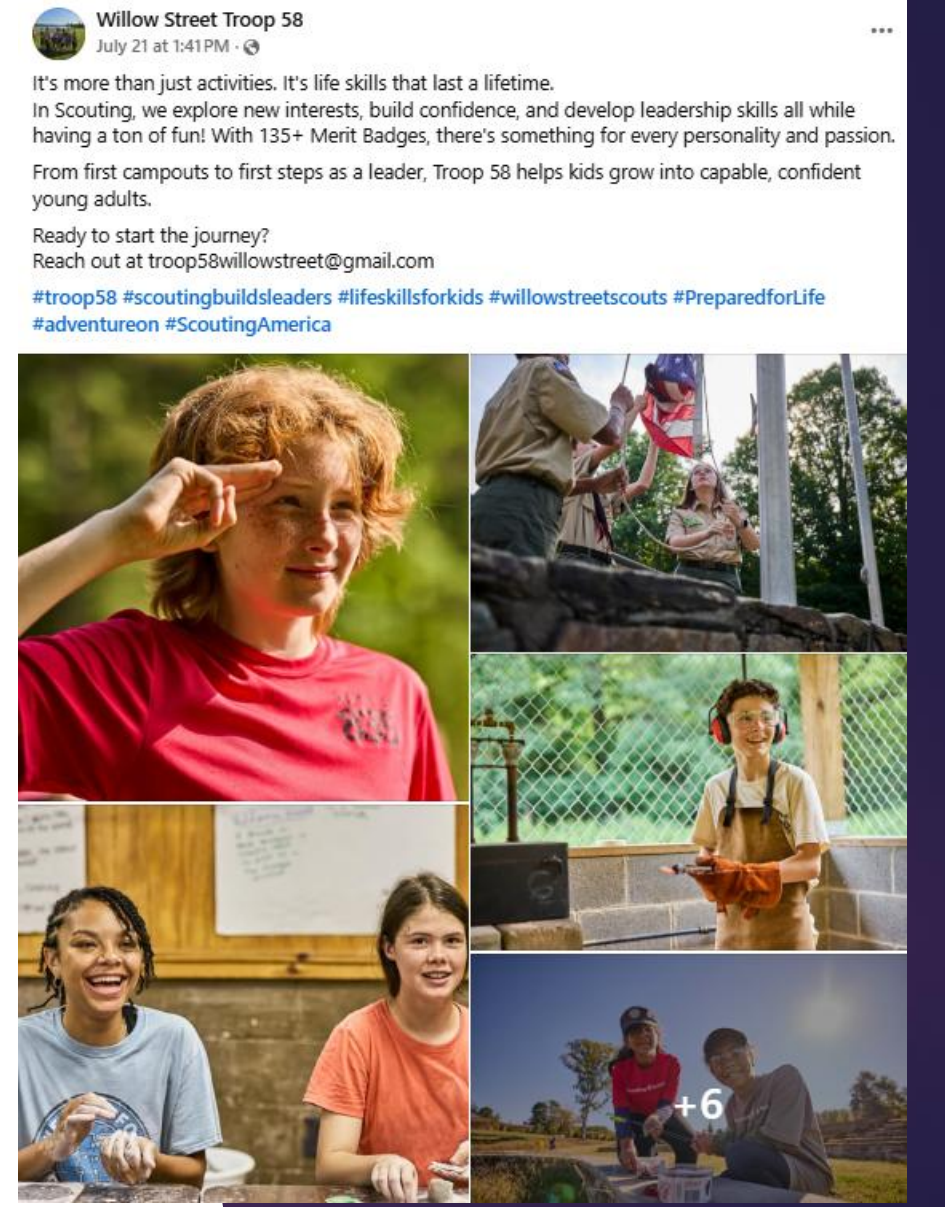
[APPLY NOW](#)


# BEASCOUT PIN Examples


# What to include in the recruitment Facebook post

- ▶ KEYWORDS
  - ▶ JOIN US
  - ▶ LEARN MORE
  - ▶ VISIT
  - ▶ INVITED
- ▶ ACTIVITIES YOU DO
- ▶ PICTURES
- ▶ CONTACT METHOD
- ▶ HASHTAGS

MAKE SURE TO SHARE YOUR UNIT POST ON YOUR LOCAL COMMUNITY PAGES!



 Market your event

 Add co-hosts

Add co-hosts

Co-hosts can accept or decline once you publish your event.

Accepted



Pennsylvania Dutch Council, Scouting America



Add the  
Council  
page to  
co-host!



# Having a Successful Sign-up Night Event

# Sign-up Night

**Form a Team/Plan**



**Promotion**



**Execute Plan**



**Follow Up**

# Sign-up Night

**Form a Team/Plan**



```
graph TD; A[Form a Team/Plan] --> B[Promotion]; B --> C[Execute Plan]; C --> D[Follow Up];
```

The diagram illustrates a four-step process for Sign-up Night. It begins with a pink box labeled 'Form a Team/Plan'. This is followed by three dark blue boxes: 'Promotion', 'Execute Plan', and 'Follow Up'. Each step is connected to the next by a downward-pointing arrow, indicating a sequential flow. The boxes are arranged in a descending staircase pattern from top-left to bottom-right.

**Promotion**

**Execute Plan**

**Follow Up**



# Form a Team

- ▶ 2-6 person team
- ▶ Include veterans and newbies
- ▶ Look for fresh/creative ideas
- ▶ Break up tasks and assign deadlines
- ▶ Packs – Recruit local Troop to help at the event

# Planning

- ▶ Pick a night during the week for official sign-up event
  - ▶ Should be separate from a school's open house
  - ▶ Typically, first meeting before starting fall program
- ▶ Select a location that is easy to access, or people know (school, church, park, fire dept, etc)
- ▶ Plan for flyers with unit info, registration forms, activities and even treats!

# Sign-up Night

Form a Team/Plan

Promotion

Execute Plan

Follow Up



# Promote Event

- ▶ Facebook
  - ▶ Set up a FB event & invite Council to cohost
  - ▶ Have families share event
  - ▶ Post on Community pages
- ▶ Yard Signs
  - ▶ Place around community (developments, schools, churches, businesses, ...)
  - ▶ Sporting Events/Parks – place by your seat – include “Ask me about Scouting”
  - ▶ Move them around!

# Promote Event

- ▶ Flyers
  - ▶ Schools, daycare/after school programs, local libraries & businesses, churches, etc...
- ▶ Attend community fairs, parades, etc...
- ▶ Have promotional information to hand out
- ▶ Articles in local “papers”

# Promote Event

- ▶ Have Scouts wear uniform or Unit t-shirt to school
- ▶ Peer to peer invitations
  - ▶ Like party invitations – have Scouts hand them out to friends/neighbors
  - ▶ Create your own or use peer to peer cards on Scouting Brand Center

# Sign-up Night

Form a Team/Plan



Promotion



Execute Plan



Follow Up

# Hold Your Event

- ▶ Make the evening fun for both the kids and parents!
- ▶ Be approachable - wear Class B t-shirts
- ▶ Welcome/Sign-in
  - ▶ Greet families and have them sign-in
  - ▶ Provide welcome materials & brief overview of how event is organized



# Hold Your Event

- ▶ Youth stations
  - ▶ Have fun activities to keep kids engaged and a craft they can take home.
  - ▶ Den Chiefs - Use Troop Scouts and/or adults to run the stations and guide Cub age youth through stations
- ▶ Adult stations
  - ▶ Set up stations for new adults
  - ▶ Have Pack leadership assigned to each station – make sure they have a name tag with position

# Hold Your Event – Station Content for Adults

- ▶ Calendar and event flyers – trifold of pictures from past events
- ▶ What is Cub Scouts – explain meeting schedule and advancement.
  - Can have Den Leader for their child's grade explain what they would be doing and show them the handbook.
- ▶ Guide to Uniforms
- ▶ “What are the Costs” – registration fees, pack fees, event/camp fees, etc... -- also include fundraising forms and explain how Scouting can be paid for with fundraising.
- ▶ Sign-up table with paper applications/computers/QR Code

# Sign-up Night

**Form a Team/Plan**

**Promotion**

**Execute Plan**

**Follow Up**



# Follow Up

- ▶ Turn in any paper applications to Council within 5 days
- ▶ Check [my.Scouting.org](https://my.scouting.org) Application Manager for online applications to approve.

# Follow Up

- ▶ Welcome new families
  - ▶ Thank them for joining and provide next meeting dates, location and any other important information
  - ▶ Let them know who to contact if they have questions

# Follow Up

- ▶ Families who did not sign up
  - ▶ Use your sign-in sheet
  - ▶ Call or email to see if they have any questions
  - ▶ Invite them to the first meeting
- ▶ Do not let cost be a factor
  - ▶ Establish a unit fund
  - ▶ Reach out to District Executive

# New Member Coordinator

- ▶ WHY are they needed?
  - ▶ To help families – caring new friend to help them
  - ▶ To help leaders – leaders are busy with program
  - ▶ To help unit – new families feel supported and stay
- ▶ WHAT do they do?
  - ▶ Be welcoming and approachable
  - ▶ Guide new families through process and become a point of contact/assistance

# Recruiting Volunteers

- ▶ Volunteers are KEY to a successful unit!
- ▶ Identify tasks that need to be done
  - ▶ Don't focus on registered positions, break it down to tasks/functions
  - ▶ Ex: event committee, planning 1 pack meeting, campout or event, help with a fundraiser
- ▶ Hold a parent meeting and explain the need for everyone to help with something – get them to sign up for a task
- ▶ At sign-up event convey that everyone is asked to pitch in and have them sign up for a task





# Social Media and Marketing

# Social Media - Benefits

**Visibility**



**Retention and Parent Engagement**



**Wide Range of Content**



**Easy and Low Cost**

# Social Media - Benefits

Visibility

Retention and Parent Engagement

Wide Range of Content

Easy and Low Cost

## Social Media - Visibility

- ▶ Facebook
  - ▶ 51.3% of users are ages 25-44
  - ▶ Community engagement
  - ▶ Event promotion
  - ▶ Community groups

## Social Media - Visibility

- ▶ Instagram
  - ▶ 46.6% of users are age 25-44
  - ▶ Visual focus
  - ▶ Event promotion
  - ▶ Stories and reels

# Social Media - Benefits

Visibility

Retention and Parent Engagement

Wide Range of Content

Easy and Low Cost

# Social Media - Benefits

Visibility

Retention and Parent Engagement

Wide Range of Content

Easy and Low Cost

# Social Media – Content

- ▶ Show off your unit activities
  - ▶ Events, outings, fundraisers, recruitment nights
- ▶ Promote upcoming events
- ▶ Clever and clear captions
  - ▶ Conversational tone and language is okay!
- ▶ 3-5 Hashtags
  - ▶ Keep them simple, concise, and relevant
  - ▶ #Padutchcouncil #ScoutingAmerica
- ▶ Encourage parents to share content
- ▶ Tag the council
- ▶ Be creative!



**Cub pack 35 Columbia P.A.** ▸ LOCAL NEWS FROM COLUMBIA PA AND AREA  
1h · 🌐

Cub Pack 35 and Scout Troop 35 had a great evening at National Night Out!

It was wonderful getting to meet some of the new families interested in joining Scouts this year and we look forward to seeing you all at our open house sign up for scouts night on September 9th from 630-730PM. There will be more s'mores! and other fun activities planned.

If you had the chance to try the dunk tank, that good sport in the tank was Troop 35 Scout Master Mr. Bob!



**Cub Scout Pack 88 - Millersville PA**  
March 26 · 🌐

We hiked at Shenk's Ferry Wildflower Preserve. Here we were checking out the non-native Siberian Squill. We also saw Putty Root, Dutchman's Breeches, and Virginia Bluebells.

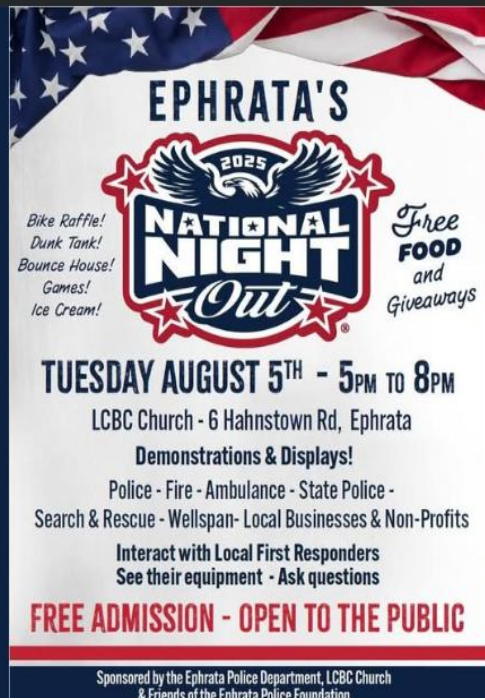
**Cub Scout Pack 38- Ephrata, PA**  
July 29 at 10:37 AM · 🌐

One of our Cubs from Pack 38 donated books, games and a blanket to the kids being served at [Good Samaritan Services](#) this morning!



Cub Scout Pack 38- Ephrata, PA  
August 4 at 11:04 AM · 🌐

Join us tomorrow night at Ephrata's National Night Out! [#pack38ephrata](#) [#ScoutingAmerica](#)  
[#padutchcouncil](#) [#adventureon](#)



**EPHRATA'S**  
**2025 NATIONAL NIGHT Out**

*Bike Raffle!  
Dunk Tank!  
Bounce House!  
Games!  
Ice Cream!*

*Free FOOD and Giveaways*

**TUESDAY AUGUST 5<sup>TH</sup> - 5PM TO 8PM**  
LCBC Church - 6 Hahnstown Rd, Ephrata

**Demonstrations & Displays!**  
Police - Fire - Ambulance - State Police -  
Search & Rescue - Wellspan- Local Businesses & Non-Profits

**Interact with Local First Responders  
See their equipment - Ask questions**

**FREE ADMISSION - OPEN TO THE PUBLIC**

Sponsored by the Ephrata Police Department, LCBC Church  
& Friends of the Ephrata Police Foundation

Cub Scout Pack 142 Lititz PA  
May 21 · 🌐

Last week we advanced upward and onward to new adventures! Onward from Lions to Tigers to Wolves to Bears to Webelos to Arrow of Light. The weather wasn't too friendly so we had to have s'more fun in the parking lot.



Here's to the spirit of adventure, learning, and camaraderie—Pack 102 is already looking forward to next year! ❤️

[#CubScouts](#) [#Troop102](#) [#SummerCamp2025](#) [#ScoutStrong](#) [#OutdoorAdventure](#)



# Social Media - Content



FREQUENCY OF POSTS



ENCOURAGE PARENTS  
OF SCOUTS TO FOLLOW



PUBLICIZE YOUR PAGES

# Social Media - Benefits

**Visibility**



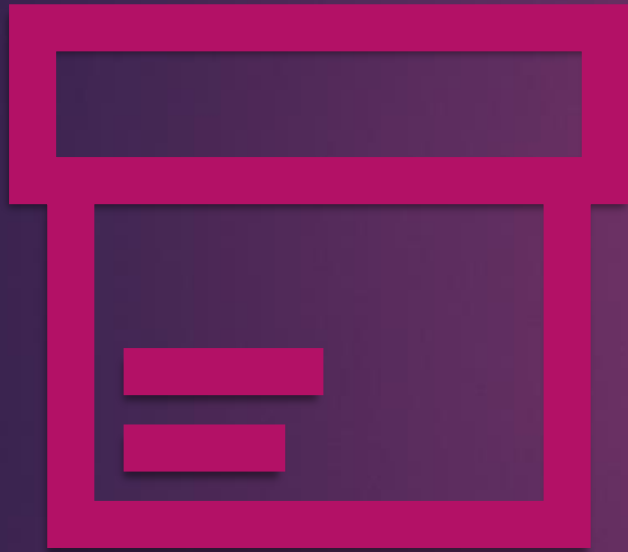
**Retention and Parent Engagement**



**Wide Range of Content**



**Easy and Affordable**



# Physical Materials