

2018 Cub Scout Recruitment Marketing/Promotion Plan – For Packs

A successful recruitment plan requires a **team** effort! The District and Cub Scout Packs need to work hand in hand to promote Scouting – and their specific Sign-Up nights – within the schools, the surrounding community and charter partners.

Council & District Role

- ✓ The DE will arrange the rally and Sign-Up Night dates with the elementary school.
- ✓ The Council's Support Staff will produce two flyers promoting the Sign-Up Night. One will be designed for parents and distributed through the school at the start of the year. The 2nd-flyer will be distributed to each available student during classroom presentations conducted by the DE one day prior to the Sign-Up Night.
- ✓ Media sponsors will be secured to promote our membership campaign.
- ✓ The Council Service Center stands ready to provide customer service to all families who may call with questions. The office will have a list of all dates, times and locations.

Maximizing Marketing/Promotions

- ✓ Set your Pack's recruitment goal. Our goal is to recruit _____ new Cub Scouts.
- ✓ Update your www.BeAScout.org pin. Be prepared to accept online registrants.
- ✓ "Get the word out!" Communicate your Pack's Sign-Up Night to all friends and parents.
- ✓ Social Media. **Invite your parents to use their social networking sites** to inform their friends about the Sign-Up Night. (Ask them to give a personal testimony of how Scouting has benefitted their family.) Social media templates will be available.
- ✓ Make sure you have posters of Scouts in action; in your school, church and other places that will give parents info on when they can Sign-Up.
- ✓ Develop an incentive for Peer-to-Peer recruiting.
- ✓ Have an impressive presence at Meet the Teacher & Open House. (Tents, Flag ceremony, Cub Scout greeters, interactive booth...)
- ✓ The day before and the day of your Sign-Up Night, ask the school if they will allow Cub Scouts in uniform to welcome parents and students in the drop off line.
- ✓ Make sure all your Cub Scouts proudly wear their uniforms the day of your Sign-Up Night.
- ✓ Make sure Leaders & Cub Scouts are at your Sign-Up Night ready to welcome new families.
- ✓ Be part of an organized Sign-Up Night. First impressions are crucial.
- ✓ Make reminder calls to all new Cub Scouts to ensure they attend their first meeting.

Additional Pack Recruitment Plan

PACK # _____ CONTACT _____ PH _____ EMAIL _____

	Promotional/Marketing Idea	Date to complete
1		
2		
3		
4		