

## Cub Scout Recruiting/JSN Best Practices of Pack 1601

- Saturate the neighborhoods with Join Scouting Night yard signs. Hand them out at the pack and/or den meeting preceding the JSN – actively put them into the hands of families. Otherwise it will be hard to get families to take them. You can try sending out an e-mail to families asking them to volunteer to take a yard sign, and offer to stick it in their yards. But typically few volunteers step forward. That’s why it’s essential to hand them out at pack or den meetings.
- Also put three or so yard signs at school (especially kiss and ride), church, and/or sponsoring organization. And print out time and location of the JSN and tape it to sign with clear packing tape – don’t use handwriting.
- Before JSN, send a personalized letter to kindergarteners’ homes (if in spring) or first graders (if in fall) inviting them to JSN. If the pack meets at a school, ask the school office if you can get a mailing list. Otherwise get a mailing list from the student directory, in which case (if it’s a PDF directory) you’ll have to copy and paste and do substantial editing to get the mailing list into mail merge format. Otherwise write the addresses by hand. For names where the gender isn’t obvious, you’ll need to ask the school office which ones are boys. Write the letter as if it’s from your son, or ideally, from a kindergartener (who plans to join scouts) or 1<sup>st</sup> grader scout or scouts. Have your son (or other scout) sign it. Make return address labels with your son’s name and address.
- If spring JSN turnout isn’t great, send the 1<sup>st</sup> grade boys another personalized letter in the fall.
- Put flyers in Wednesday folders. Better yet, do so two Wednesdays in a row, if JSN is that Wednesday or Thursday night. Second time make a “TONIGHT!” sticker and put it on flyer.
- At pack and den meetings prior to JSN, give “My Friend is a Scout” cards to as many existing scouts as possible, so that they can pass them out to their classmates. Print date and location info on envelope sticky labels and stick them on each card.
- At JSN, have your Pinewood Derby track set up at (no need to set up timer). The track is a big draw. Also have a Raingutter Regatta gutter set up. Have ice cream. In flyers and letters, emphasize that the PWD track, RR gutters and ice cream will be there. Other stations can be camping equipment, model catapults, model rockets, etc.
- At JSN give “passports” to the prospective scouts that they have checked off at each station. Have extra copies of Boys Life. Have refreshments in addition to ice cream. In case the main room (e.g. school cafeteria) is too loud, have a separate area where you can talk with parents.
- Be sure to have a sign-in sheet at JSN including e-mails, so that you can follow up with the attendees, several times if necessary. With no sign-in sheet, it’s not possible to follow up.