

Invitation Methods for Cub Scouting



Methods of Invitation

The following are ideas that leaders and Scouts can do in preparation for this fall's Join Scouting Night and all year long in a variety of settings.

They may seem obvious, but they are easy to do and are great conversation pieces while creating an awareness of Cub Scouting in your community.

1. Cub Scouts and Leaders wear your uniform often

Materials Needed: Your uniform!

Timing: Whenever possible... be creative!

Steps: Wearing the uniform is like a walking billboard, and can grab the attention of youth and adults. The uniform also serves as a conversation piece. Scouts and leaders should wear their uniforms to school, church, the grocery store, library, sporting events, any place you can think of! The uniform (or Scout attire) is a great way to show the presence of Cub Scouts in your community and spread the excitement. Be sure that every member of your pack wears their uniform to school on the day of your Join Scouting Night and to school the days your pack meetings and den meetings. Remember that the uniform is not complete without the person inside. Be knowledgeable about what all the patches mean and share the excitement of Scouting.

2. Encourage Cub Scouts to talk about Scouting with their friends

Materials Needed: Experiences and stories that show how and why they enjoy Scouting.

Timing: As often as possible.

Steps: Word of mouth is one of the most powerful and lasting forms of advertising. Kids talking to others about the fun they have is a great way to spread the excitement among youth. Use the "recruiter patch" or create your own pack incentive program that rewards your Scouts if they bring a friend to Join Cub Scouting.

3. Adults should do this too (Word of Mouth)

Materials Needed: Voice, conversation and excitement of Scouting.

Timing: As often as possible.

Steps: Cub Scout families consistently see the value of Scouting in their own lives and by this they are our best sales people. Share Scouting's benefits and excitement with other parents. Most families are looking for programs filled with excitement and opportunities for leadership development and positive values. Most families are involved in lots of activities including sports and church. Use these forums to interact with parents and share Cub Scout stories.

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4. "Show and Tell"

Materials Needed: Photographs, awards, uniform, pinewood derby car and other exciting visuals.

Timing: Before the pack's Join Scouting Night and any time during the school year.

Steps: Encourage youth to use Cub Scouting as a part of their "Show and Tell" opportunities in school. Peer-to-peer recruitment is very successful and this is a great forum for Scouts to share their stories and the excitement of Cub Scouting. Be sure that they are prepared with a story or exciting information. If possible, provide stickers or other handouts for the Scouts to distribute at the conclusion of his presentation.

5. Develop a Pack Information Sheet

Materials Needed: Paper, pen or computer, key information on your pack.

Timing: Have sheet prepared to give (e-mail, fax or send) to any interested family at any time throughout the year (in addition to your Join Scouting Night).

Steps: This is your chance to brag about your pack! Include items such as time, date and location of pack meetings, list of upcoming events, Den Leaders and Committee Members' names phone numbers and e-mails, and other exciting details about why you are involved, including pictures. Provide your sponsoring organization a copy of the sheet so that they can answer any questions they might receive regarding your pack. Make sure that your pack committee and parents have copies of the sheet to distribute as well.

Pack 123 Information

When does Pack 123 Meet?

We meet on the first Monday of each month at First Lutheran Church, 5150 Oak Street at 7:30 PM
(Dens meet weekly based upon schedule)

What activities Go On Throughout the Year?

Thunderbird Games, Pinewood Derby, Field Trips, Advancement, camping, fishing, citizenship skills
And so much more!!!

Tell Me About Scouting

Your Cub Scout is a member of a den. Most dens have six to eight boys and meet once a week. Den meetings are a time for learning new things and having fun. Dens are led by a team of adult volunteers - the Den Leader Assistant & Den Leader(s). Den leaders are usually parents of boys in the den. Your Cub Scout is also a member of a pack. Most packs have several dens and meet once a month. Pack meetings usually follow a suggested theme and are a time for boys to be recognized for their accomplishments during the month, to perform songs and skits they've learned in den meetings, and to have fun with the entire family.

Contacts (Sample Names & Phone Numbers)

Cubmaster Sammy Hagar 914.555.1212 or Committee Chair Valarie Bertanelli 914.555.2112

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6. Join Scouting Night Information Flier

Materials: Work with your District Executive to order council provided fliers or create your own. Be sure to include the date, time, and location of your meeting and contact name(s) and phone number.

Timing/Steps: Plan your Join Scouting Night within the first few weeks of the school year. Meet with facility contact early to get your meeting booked. Order your fliers through your District Executive. Before your Join Scouting Night, be sure fliers are delivered to the school (or schools) and any other outlets including churches that do not host packs, seven to ten days prior to the meeting.

Tip: If you are delivering fliers, schools offer to pre-stack groups of fliers for the individual teacher's boxes. This will save time for the office staff and help to ensure their delivery.

7. Personalized Invitation Letter

(Direct Mail Approach)

Materials: List of all first through fifth grade boys, envelopes, stamps, and Cub Scouting book stationery or cards. Work with school officials, PTA, church or sports teams to secure list of names and addresses.

Timing: Should be mailed or delivered seven to ten days prior to Join Scouting Night.

Steps: Boys love to receive their own mail! Personalize a letter or card including a description of Cub Scouting, date, time, and location of Join Scouting Night, and contact name and information. If addresses are unavailable, or postage is too costly, seek permission to deliver the personalized invitations to the classrooms. Make sure that cards or letters are individually addressed to each boy.

Tip: If you have e-mail addresses, e-mail the invitation!

Dear Eddie,

You and your family are invited to a meeting next Wednesday, September 23, 2003 at the Shamrock School to find out about the fun and excitement of Cub Scouting. Many of your classmates are members of Pack 312. If you like on field trips, hiking, doing crafts and having fun—Cub Scout is the place for you.

Meet us in the in the cafeteria at 7:30 p.m. with a parent.

Sincerely,

Members of Cub Scout Pack 312



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8. Telephone Call to Families

Materials: Telephone, list of phone numbers and volunteers.

Timing: Two to three days prior to your Join Scouting Night.

Steps: A telephone call to the parents of a potential Cub Scout is a very effective way to recruit new families. This personal contact works very well. Be prepared to answer questions they might have and share the specific benefits of Cub Scouting. Names and numbers may be obtained by using school, church or other organization directory, telephone book white pages or the internet.

Be sure to be courteous and identify yourself and what association you might have with them. For example, "Our sons are in the same class at school." Due to the high number of phone calls, be sure to split up the list among the leaders in your pack. Below is a sample telephone conversation script.

Sample Telephone Script

"Hello, my name is _____ and I am calling to invite you to our Cub Scout Join Scouting Night. My son _____ is in the same class as your son, _____."

Share the following Cub Scout facts:

- Cub Scouting is a family program
- Cub Scouts reinforces the values of "doing your best."
- Educators call Cub Scouting the No. 1 extra curricular program in America today.
- The program helps to reinforce the class curriculum.
- Cub Scouting is fun!

Close the call by saying, "We look forward to seeing you at the meeting. How many from your family do you think will attend?"

9. Display Cases and Bulletin Boards

Materials: Pack calendar with contact names and telephone numbers, photographs, awards, pinewood derby cars, ribbons, and any other exciting visuals.

Timing: Promotion of Cub Scouting at the beginning of the school year is very important. This is the time of year when most families decide to join new activities. If possible the display should be maintained year round and changed monthly.

Steps: Seek permission from the school, church, recreation center or other organization to use the display case. Have a person from your pack responsible for setting up the display and changing it once a month during the year. Each month should have a monthly theme with catch phrases to attract attention. The display items should go along with the monthly theme. The display should be fun and informative and create a sense of excitement about the Scouting program. If access to display case all year round is not possible, using it in the beginning of the school year would be the best time.

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10. School PA or TV Announcement

Materials: Use one of the National Council provided announcement tapes, pre-record your own announcement or go in live.

Timing: The week of the Join Scouting Night and throughout the year, especially the day of pack meetings.

Steps: Visit with the school regarding the playing of the tape or allowing a leader to make a special announcement. Deliver the tape in a timely manner with instructions and a thank you note.

The following is a sample announcement, if you are not using the pre-recorded announcement or a pre-recorded tape.

Sample Announcement

"All boys are invited to bring their parents to come and learn about Cub Scout Pack # _____ that meets right here at _____. If you like swimming, hiking, field trips and having fun with your friends, Cub Scouts is for you! The meeting will start at _____ PM in the cafeteria. Hope to see you there."

11. School, Church, Community or Business Newsletters and Websites

Materials: Information or announcement regarding your Cub Scout Pack.

Timing: Any time throughout the year, especially in the first month of school, a week or two prior to your Join Scouting Night.

Steps: Speak with the person in charge of the newsletter to find out how and when to submit an article or announcement. If your school hosts their own website, post information there as well. Be sure to begin promoting your Join Scouting Night two weeks prior to the date, include information that will attract the readers' attention while also sharing logistical information regarding the pack.

12. School Church and Civic Functions

Materials: Display table, pack picture board, Cub Scout and Adult Leader applications, sign-in sheets, copies of the pack's yearly program, pinewood derby cars, rockets, pack flag with ribbons earned, fliers with next Join Scouting Night/Pack Meeting information, pack leadership roster.

Timing: Set up display at all school open houses, back-to-school nights, curriculum nights, carnivals, parent/teacher conferences, and other church or civic events.

Steps: Secure permission from the school principal or church pastor prior to the event. Call early to secure the best, most visible location. Set up the display 45 minutes to one hour prior to the event to ensure completion before the arrival of prospective families. Uniformed leaders and Scouts should staff displays. Leaders should be informed of pack operations to be able to answer questions. Leaders should introduce themselves to prospective families as they arrive and should invite the families to join at that time, or signing to receive more information. Make follow up calls with families that signed in to personally invite them to your upcoming Join Scouting Night or pack

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13. Sunday School Classroom and Lunchroom Visits

Materials: Scout uniform, copy of invitation flier with Join Scouting Night information, pinewood derby car or other Scouting visuals.

Timing: The day before or the day of the Join Scouting Night.

Steps: Work with the church or school to arrange these visits. If doing classroom visits, ask for a map or list so that you don't miss any classrooms. Arrive on time and check in at the office. Remember to be polite and let the teacher or pastor introduce you. Ask the teacher for input on where to stand. This time is precious so be sure to keep your speech simple, short, fun, positive, and to the point. When you are finished, give each boy the Join Scouting Night flier and then thank the teacher. When visits are complete, check out with the office. Be sure to thank the teachers and the school staff.

Sample Classroom, Lunchroom, or Sunday School Presentation

"Hi guys and girls. How are you doing? My name is _____ and I am with the Cub Scouts. As you can see, I have worn my uniform today with all my patches and want to invite you to our Cub Scout meeting tomorrow night at _____ PM. How many of you have heard of the Cub Scouts? Well, some of you may not have, so I want to ask you if you like to do some of the same things we do in Cub Scouts. Now, let me think of some of the things we do . . ."

"How many of you like to play sports and games? Wow, did you know you earn awards for playing the sports you play?"

How many of you build things and work on crafts? I even brought my pinewood derby car to show you one of the things we get to build and then race down a track and get prizes. Our pack also builds model rockets in the summer and we have a big rocket rally where we shoot them off, all at the same time."

"Now let me think of one other thing. . ." How many of you like to go hiking or camping? Our pack goes hiking and we go to Cub Scout camp in the summertime. So, you see you are already doing some of the things we do in Cub Scouts."

"Now, what I need you to do is make sure that your mom or dad knows about our meeting which will be tomorrow night at _____ PM here at your school. You should have gotten one of these papers (Hold up Happy Camper flier) in your take home folder. So, your parents already know about the meeting. But, I need you to help them remember."

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So, I am going to give you these fliers that have the time of our meeting and you can tell your parents when you get home.” (Walk around, have all the boys raise their hands, and give each one a flier. If there are questions, encourage them to come to the meeting and you can answer all their questions.)

So, don't forget to tell your parents that our Cub Scout meeting is tomorrow night at what time? That's right, _____PM and we will meet in the gymnasium. I hope to see each of you there.”

14. Teacher, Principal, Coach or Religious Leader Endorsements

Materials: A highly influential teacher, member of the PTA, principal, coach or pastor that has his/her finger on the pulse of the school, church and community.

Timing: Teachers, principals, religious leaders and coaches should begin endorsing Cub Scouts during the first week of school. Statements of support are extremely helpful before, during and after your Join Scouting Night.

Steps: It is important to educate administrators on the benefits of Cub Scouting to families, the school and community. Identify a teacher, principal, coach or religious leader to make a statement of support whether that is through the newsletter, during an assembly or other public forum or at your Join Scouting Night. If you do a personalized letter, use a quote from the individual or have the letter come from them. The endorsement from a trustworthy person is valuable to the success of new family recruitment. Past and present experience with Scouting also adds credibility.

15. Institution Head Visits

Materials: Handouts on Aims & Methods of Scouting, a clear written statement of objectives on chartered partner support of the Cub Scouting program, and a list of benefits and services provided through support of program.

Timing: Chartered partners should be contacted to schedule a face-to-face meeting (three weeks minimum) prior to the pack's Join Scouting Night.

Steps: Once your meeting has been scheduled, make sure your documents and other supporting materials are in order. Tell the institution head about all of the wonderful activities your pack provides for your Scouts. Remember to tell the institution head about the benefits that the institution receives from Scouting

16. News Releases to Local Newspapers and Community Cable Stations

Materials: It is essential to find out when the paper you are working with is printed and what the deadlines are. An article too soon will be forgotten and an article too late will not be published.

Steps: The first line of the release needs to be a catchy, clear statement. The information needs to be clear and concise. The article should have all pertinent information such as pack number (with their permission). Make the release one page. A call to follow up is always a good idea. The release can be used to promote your Join Scouting Night or to feature a community service project, award, etc.

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17. Business Window/Counter Displays

Materials: Cub Scout poster or brochure with contact name and other pertinent information.

Timing: Year round, but specifically the weeks prior to your Join Scouting Night.

Steps: Ask local merchants to support Scouting in your area by placing a poster in their windows or placing brochures in their organizations. Work with them closely on how long they will allow the items to be placed and any other requirements they might have.

18. Yard Signs

Materials: Yard signs with information including Join Scouting Night date, time, location with a contact person and phone number and the Cub Scout logo. Bring in colorful material.

Timing: Post signs prior to the beginning of the school year and all year long.

Steps: Be sure to be aware of any regulations regarding yard signs. Identify a person in your pack that lives close to the school or on a high traffic location within the community including intersections and yards. If a school, church, recreation center or other organization will allow it, post signs there too.

19. Special Events

Materials: Cub Scout posters, general information, fliers, sign-in sheets, and Cub Scout and leader applications.

Timing: If you are planning a special event that you will invite families to attend, invitations should be mailed and hung up two weeks prior to the event. A personal follow up as the event nears will also remind the family of your event. Make sure that you start planning the event well before the chosen date so that you have plenty of time to ensure its success.

Steps: Secure a location and date for the special event. Make sure you have a dynamic agenda and activities. If you are inviting families to join, create and distribute the invitation.

Tip: Host your pinewood derby at the shopping mall and invite families from your school and neighborhood to participate. By hosting an event at a public place like a shopping mall, you will reach additional families. Other ideas include hosting a booth or activity at community fairs, festivals or other events.

20. Church, School or Business Marquee

Materials: Catchy information or message on marquee.

Timing: Throughout the meeting promote Join Scouting Night or other special event.

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Steps: Identify a marquee in high traffic areas, school or other organizations. Speak with the person in charge of the marquee or sign to post your message. Be sure to be clear on the duration of use and any other requirements. A message as clear as "Join Cub Scouts here on September 15th at 7 PM" will catch people's attention. If a school has a scrolling sign in the lunchroom, messages may also be posted there.

21. Pack Website

Materials: Computer, internet skills, internet provider.

Timing: Year round

Steps: Build a pack or den website including pertinent information regarding your Cub Scout Pack include photographs, program calendar, how to join, and the benefits and excitement of Cub Scouting. Be sure to be aware of and follow the Council's unit website policies. Ask school, church and other community organizations to provide a link to your site and to publicize your address.

22. Announcement in Church, Neighborhood, Subdivision, Company, City, School District and Recreation Center Newsletters

Materials: Pertinent information regarding your Cub Scout Pack.

Timing: Promote your Join Scouting Night at least a month to two weeks ahead and other pack activities in these newsletters.

Steps: Ask the appropriate person how to get an invitation/story/announcement in each publication. Determine when the deadline for each publication is. Create something that is interesting to read! Make people want to join Scouting! Be sure to thank the organization for its' support.

23. Halloween Candy

Materials: Scout uniform, labels with "Join Scouting!" and phone numbers of the council or a member of your pack, markers, mini chocolate bars, large bowl.

Timing: October 31st, afternoon through the evening.

Steps: Purchase several bags of mini chocolate bars, print out sheets of labels that say, "Join Scouting" with phone numbers. Using markers, add a dash of color to the labels, carefully place labels on the candy bars, dress up in your Scouting uniform and when trick-or-treaters come by, welcome them and give them a Scouting candy with a smile! Preparing the candy could be a fun den activity.

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24. Follow up Join Scouting Night

Materials: Recruitment fliers with date, time, location with contact person and phone number.

Timing: Should be scheduled immediately following the conclusion of the first Join Scouting Night. The actual date of the second Join Scouting Night should be within two to three weeks after the first.

Steps: Be sure to have all families that attend your first Join Scouting Night sign-in. Prior to your second meeting, follow up with families that attend the original meeting but did not join. Inevitably there will be families that cannot attend your first scheduled Join Scouting Night. Many families are not aware that they can join Scouting year round, and think that if they missed the first meeting that they are out of luck. There may also be parents who attended the first Join Scouting Night but were indecisive about joining. With the knowledge that there is a good number of youth who still have the interest to join, it is important that a second Join Scouting Night be scheduled. Make sure that the fliers are printed with all the pertinent information and that the school receives and delivers the fliers. Be sure to have sign- in sheets at all meetings so that follow up may be made with interested families.