

# #ADVENTUREON



2023 PLAYBOOK

**SIGN UP**  
**FOR SCOUTING**



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Now more than ever before, **Scouting** is providing families the opportunity to **#AdventureON!**

Our **2023 Sign Up for Scouting Playbook** blends print and digital campaign strategies that will help your pack welcome new members all while highlighting the fun of Scouting in your neighborhood.

Our **2023 Sign Up for Scouting Playbook** explains how to conduct a Sign Up for Scouting Night, the best ways to welcome new families and the resources available to help market your pack and sign-up night.

For resources and recruitment helps, visit our Sign Up for Scouting resource hub at [www.pinetreebsa.org/recruitment](http://www.pinetreebsa.org/recruitment).

**OUR PACK RECRUITMENT GOAL IS: \_\_\_\_\_**



# SCHEDULE SIGN-UP NIGHTS







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## SCHEDULE SIGN-UP NIGHTS

Packs should confirm and schedule their Sign Up for Scouting Night and Meet the Teacher Night with their District Membership Team.

The foundation of your recruitment plan is your sign-up nights. This is where families will actually join your pack!

There are 2 recruitment nights that should take place at your school – your traditional **Sign Up for Scouting Night** and your school's sponsored **Meet the Teacher Night**.



# PUT PACK LEADERSHIP IN PLACE





# PUT PACK LEADERSHIP IN PLACE

It's important that pack leadership is in place well before your recruitment nights even take place. An organized leadership team communicates that your pack is the perfect place for new families to experience the adventure of Scouting!

A key leadership position you'll need to have for your recruitment nights is the Pack Sign Up for Scouting Night Coordinator.

## **Pack Sign Up for Scouting Night Coordinator Role:**

- *Confirm the dates for the Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Attend the district Fall Recruiting Training*
- *Gather the recruiting materials for Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Recruit adult volunteers to help with Meet the Teacher Night and the Pack's Sign Up for Scouting Night*
- *Attend both recruitment events to assist in signing up families for Scouting.*



# BACK TO THE PACK





# BACK TO THE PACK

Before any of your recruitment nights take place, you should host a **Back to the Pack** meeting sometime in August for all of your returning families.

This is a great way to prepare your families and leaders for the upcoming Scouting year.

This event also serves as an opportunity to recruit new or fill pack vacancies (Den Leaders, Cubmaster, etc.) so that you're ready to welcome new families at your Sign Up for Scouting and Meet the Teacher Nights.

Back to the Pack should also be a fun event for your returning Scouts and parents.

Consider hosting an ice cream social, pool party, or backyard games themed event.

# SAMPLE AGENDA

1. Welcome "Back to the Pack".
2. Introduce Cubmaster, Den Leaders, committee members, etc.
3. Announce Pack plans for the fall.
4. Assign current Cubs to dens and what dens new Cubs will join after sign-up nights.
5. Recruit Den Leaders to fill vacancies in existing dens.
6. Discuss the Sign-up for Scouting Plan for your pack.
  - a. *Encourage Cubs to assist with recruiting, developing recruiting incentives for your pack.*
  - b. *Ask Cubs wear uniforms to school on the day of the Sign-up Nights.*
  - c. *Ask parents to promote the pack's Sign-up Nights on social media.*
  - d. *Recruit Pack Sign-up for Scouting Coordinator.*
7. Announce date of next Pack Meeting.
8. Questions for parents?
9. Collect Attendance Roster
10. Fun activity

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# MARKETING RESOURCES





## MARKETING RESOURCES

*Marketing your pack is critical when it comes to reaching new families. Our marketing resources blend traditional and new campaign strategies that will help your pack welcome new members easily!*



### PRINT RESOURCES

We are making recruitment easier than ever with custom print resources for any pack. Contact your district executive for printed flyers, posters, and yard signs for your schools. Check out flyer designs, buddy cards and more at

<https://www.pinetreebsa.org/recruitment/>



### SOCIAL MEDIA RESOURCES

Make your recruitment night stand out on social media. Request custom social media images with your pack's Sign up for Scouting Night info!

We have also included suggested copy for your posts as well as tips to get you noticed on platforms at <https://www.pinetreebsa.org/recruitment/>



## MORE MARKETING RESOURCES

Looking to really make your recruitment night stand out?  
Add a custom video to start their Scouting journey!



### VIDEO RESOURCES

Take your marketing game to the next level with video! Video gets you noticed and will help your pack stand out.

You can even request a custom video and we will customize it for FREE! Submit your video request today at <https://www.pinetreebsa.org/recruitment/>.







## INFLATABLE ARCHERY RANGE!

Do you have a big community event coming up? Reach out to council to reserve our new inflatable archery range. It's sure to grab attention and hopefully new recruits for your Pack.





# THE RECRUITMENT NIGHT





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## THE RECRUITMENT NIGHT

The Sign-Up for Scouting Night should introduce families to the fun of Scouting through an interactive Scouting activity and get parents familiar with your pack.

### Set up a Welcome Table and Steps

- Have all new families fill out the sign-up sheet.
- Youth will go to activity.
- Distribute applications to join and Welcome to Scouting Card and answer questions.
- All applications will also include a link to pay online.
- Distribute pack calendar.
- Collect completed application and registration fees.







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