

Cub Scout Recruitment Guidebook

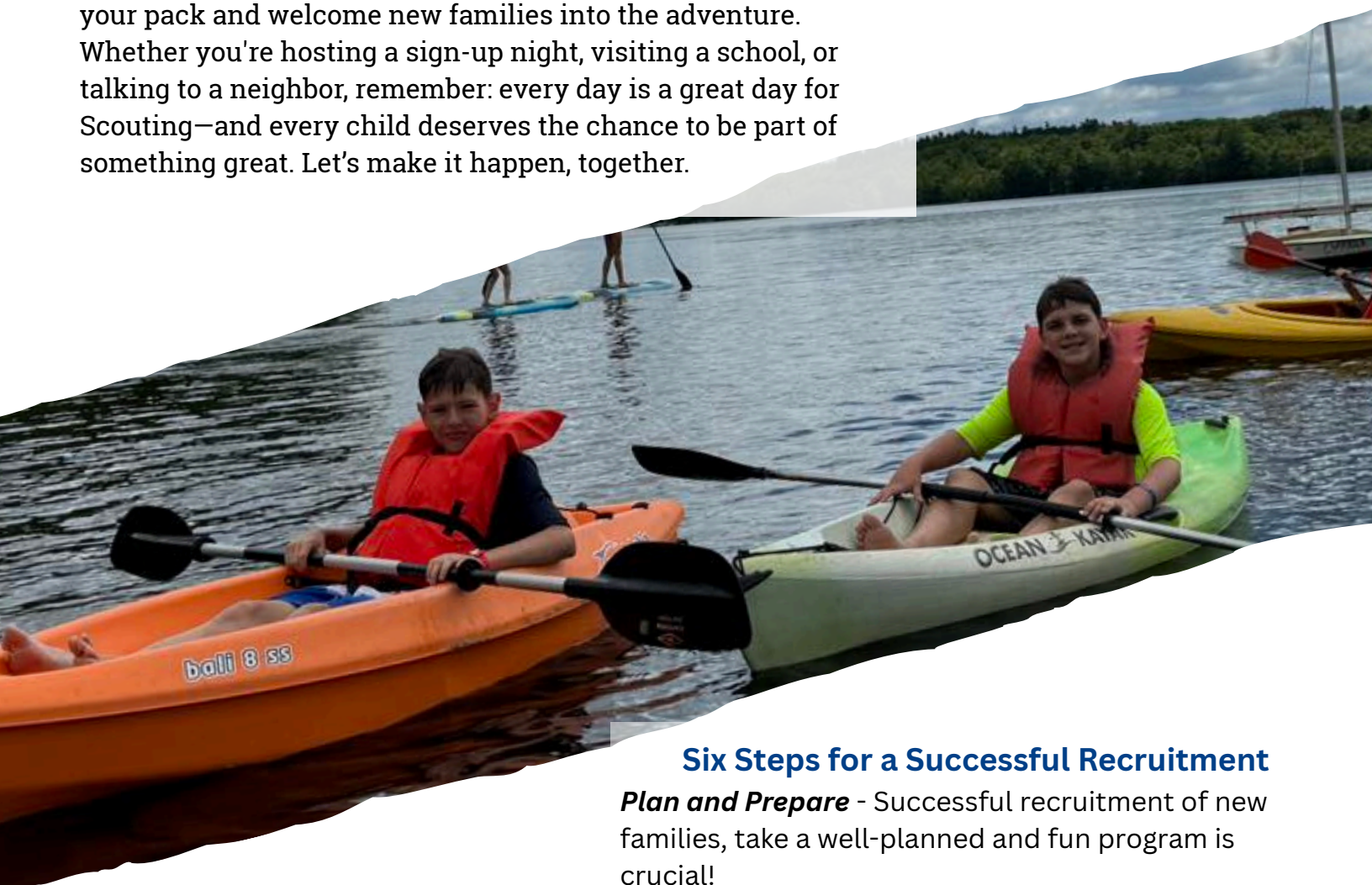


Scouting America
Minsi Trails Council

Purpose of this Guidebook

Every Day Is a Great Day for Scouting

This Cub Scout Recruitment Guidebook is designed to help leaders, volunteers, and families share the excitement and impact of Cub Scouting with their communities. Inside, you'll find proven strategies, helpful tips, and creative ideas to grow your pack and welcome new families into the adventure. Whether you're hosting a sign-up night, visiting a school, or talking to a neighbor, remember: every day is a great day for Scouting—and every child deserves the chance to be part of something great. Let's make it happen, together.



We got you covered!
Scan or Click QR
for more resources!



Six Steps for a Successful Recruitment

Plan and Prepare - Successful recruitment of new families, take a well-planned and fun program is crucial!

Promote - Get out and spread the word about your pack and its amazing program!

Invite - Personally begin to invite families to visit your unit's recruitment night.

Enroll - Sign the families up, begin the official process of becoming a Cub Scout.

Engage - Families are excited to start their new adventure, connect them with a den!

Deliver - It is important that all your program you plan and promote actually happen. Doing this will ensure the family continues coming back!

Registration Information

As of August 1, 2023, annual registration fees are based on the month a member joins Scouting. Renewals occur each year in that same month. Members who joined before August 1, 2023, will continue to renew in December. Example: A Scout who joins in October will renew each October going forward.



New Youth Registration

Registration fee's for a new youth is **\$85.00** per year. This includes the national membership fees and insurance.



New Adult Registration

Registration fee's for a new adult is **\$65.00** per year. This includes the national membership fees and insurance.



Scout Life Magazine

The Annual subscription to Scout Life Magazine is **\$15.00** per year, this is an optional subscription!



Online v. Paper Applications

Youth Applications - Can be done online or traditional paper. (online will occur a 3% processing fee at check out)

Adult Applications - Must be completed only by **Traditional Paper**. Each application must be submitted with a Criminal Background Check (CBC) Authorization form, valid Youth Protection Training (YPT), and PA Act 15 Clearances. **NOTE: NJ volunteers at a unit level ONLY do not need PA Act 15.**



Online Tools

Keeping Your Unit Info Current on BeAScout.org

It's **CRUCIAL** that your Scouting unit is represented with the most accurate and up-to-date information in the community.

BeAScout.org is a public-facing website where families can enter their ZIP code to find nearby Packs, Troops, or Crews.

Families can:

- Request more information through the Invitation Manager, or
- Join directly via the Application Manager, using a link, short URL, or QR code provided by your unit.

To ensure your unit is visible and ready for new families, Unit Key 3s should regularly review and update unit details in my.scouting.org under "Organization Manager" > "Unit Pin."

Preparing for Online Registration

1. Verify Access Permissions

- a. Ensure you have the correct permissions to use the online registration tools. If you're not part of the Unit Key 3, one of them must assign you the "Registration Inquiry" role in Organization Manager on my.scouting.org.

2. Review Training Resources

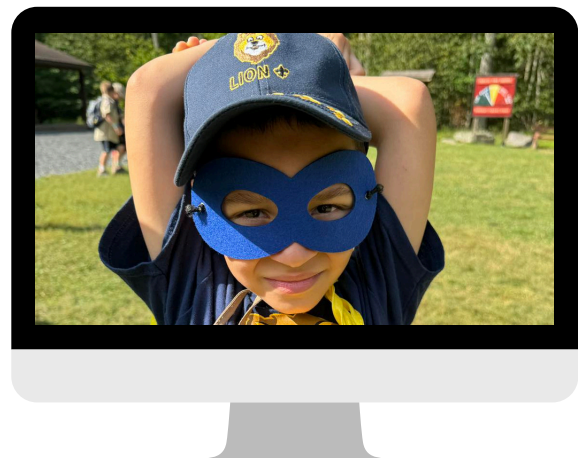
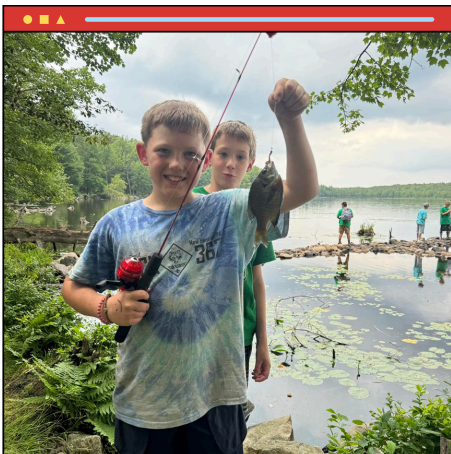
- a. Watch the Application Manager training videos and review the how-to guides to learn how to process youth and adult applications through both Application Manager and Invitation Manager.

3. Update Your BeAScout.org Pin

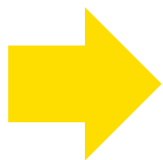
- a. Make sure your unit's "Contact Us" information is current by updating your Unit Pin in Organization Manager on my.scouting.org.

4. Promote Your Unit

- a. Include your unit's unique registration URL or the council-created short link on all recruitment flyers, emails, and social media posts.



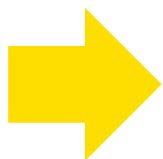
Building strong membership in your unit means more than just signing up new members—it's about keeping youth and their families actively involved and excited. Here are the key people who can help create positive, lasting connections with families.



New Member Coordinator

Role: Focuses on welcoming new families, ensuring smooth onboarding, and helping them integrate into unit activities.

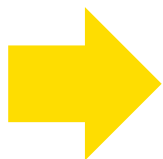
Key Actions: Follow-up with new members, organize welcome events, and maintain communication.



Den Chief

Role: A youth leader who assists the Den Leader in leading and guiding younger Scouts.

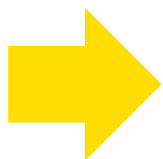
Key Actions: Helps with activities, serves as a role model, and encourages younger Scouts to stay engaged.



Cubmaster

Role: Leads the entire Cub Scout Pack, ensuring the Pack functions smoothly and all members feel welcome.

Key Actions: Oversees Pack meetings, communicates with families, and supports Den Leaders.



Den Leader

Role: Leads a specific Den (group of Scouts within a Pack), ensuring fun, educational activities.

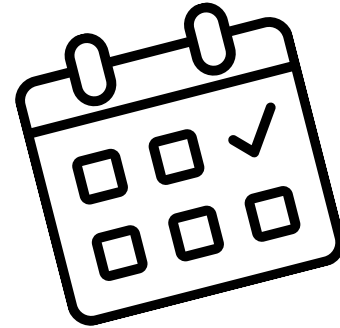
Key Actions: Plans and runs Den meetings, mentors youth, and communicates with parents.



Recruitment Timeline

6 Weeks Prior

- Set recruitment goals
- Set date, time and location
- Develop Pack Calendar
- Submit Membership Plan to Minsi Trails Council
- Update BeAScout.org Pin
- Secure Key Players
- Order and Reserve Materials



4 Weeks Prior

- Determine the recruitment style for your event (Station Method or WRIP Method).
- Begin promotion efforts with Social Media, Community Centers, Library's, etc..
- Finalize Pack Calendar

2 Weeks Prior

- Collect materials ordered from Council.
- Attend Back-to-School Nights to promote your unit/event
- Hand out Peer-to-Peer cards to your current scouts/families to invite friends to your event.
- Finalize activities and secure help for the program.



Recruitment Night and After!

- Arrive Early
- Ensure everyone is prepared for their part
- Collect applications and payments/approve online applications
- Submit recruitment report to your District Executive.
- Begin planning 2nd chance recruitment night.

Promotion Materials

Bookmarks



Stickers



Bracelets



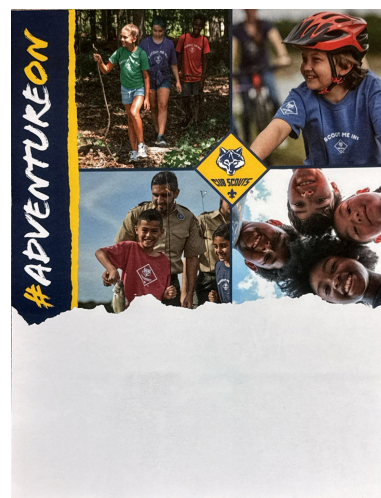
Peer to Peer Cards



Yard Signs



Flyers



Promotion - In the Community

Show the entire community that Scouting is thriving! The key to getting noticed by parents is visibility. There are plenty of effective ways to raise your unit's profile—here are a few that have been proven to work:

SCHOOL OPEN HOUSES / MEET THE TEACHER EVENTS

Whenever possible, have your unit set up a table at these events. It's a great opportunity for parents to register their children on the spot while leaders answer questions. Be sure to use these events to promote your upcoming Recruitment Night.

SCHOOL NEWSLETTERS

Submit a short press release to schools asking to be featured in their newsletters. Share positive stories about local Scouts and recognize your adult volunteers.

UNIFORM DAY

Encourage Scouts to wear their uniform or a Scouting t-shirt to school on a selected day early in the year, and on regular meeting days. It's a simple way to raise visibility and spark interest.

COMMUNITY EVENTS: FESTIVALS, PARADES & FAIRS

Take part in local events and invite attendees to your next meeting. Set up an activity booth where kids can try fun Scouting skills. Hand out giveaways like pencils, stickers, or flyers to promote your unit.

SOCIAL MEDIA

Encourage all unit members to share Scouting updates on platforms like Facebook, Instagram. Use available templates and resources to post parent-friendly messages that promote your program.



Promotion - To Families

You've done an excellent job setting the foundation! The next step is to create an inviting atmosphere. Choose the most effective methods from the 12 Point Plan for your unit. Many youth and adults are hesitant to join without a personal invitation. It's important for them to feel welcomed and understand that Scouting is a safe space where they can have fun and build friendships. Many families...

Here are a few proven ways to make Scouting more inviting:

PEER-TO-PEER RECRUITING

Have your Scouts create invitations during a den or patrol meeting, then hand-deliver them to friends and classmates about a week before your recruiting event.

PARENT-TO-PARENT RECRUITING

Encourage parents to spread the word within their social circles—whether that's chatting with other parents, distributing fliers in their neighborhoods, or sharing through faith groups, sports teams, or school events. The council will provide plenty of materials, including fliers, social media graphics, and videos.

SCHOOL OPEN HOUSES & MEET THE TEACHER NIGHTS

Set up a table to not only showcase your unit and what Scouting offers—but also to register families on the spot!

ADOPT-A-SCHOOL

Support your local schools by volunteering for service projects or having a presence at school carnivals. Be sure to include a direct invitation to join Scouting as part of your outreach!



Holding the Recruitment Night

Recruitment Events

Give parents and youth an opportunity to get to know Scouting at a Personal Level. Questions are answered, interest is built, and parents see how Scouting is for families like theirs.

Remember: Families attend a Recruitment Event with the intention of SIGNING UP!



Activities for Youth

Include a **FUN** activity at your Recruitment Event. This increases the success for three reasons:

1. Allows the parents to focus on the information you are presenting.
2. Demonstrates the Scouting method to new parents from the beginning.
3. Solidifies the involvement of the youth, and confirms the promise that they will have fun in Scouting!

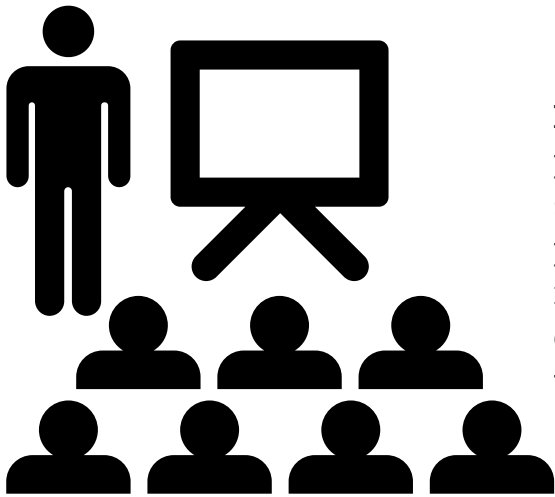
Activity Ideas



- Stomp Rockets
- Lego Pinewood Derby
- Raingutter Regatta
- Bike Rodeo
- Marshmallow Catapults
- Campfire with Songs/Skits
- Carnival Games
- Scout Olympics

Pick a Recruitment Method

There are two major methods of recruitment; 1) WRIP Method, which can be done with as little as one person or 2) Station Method, which requires a team of people to help. Both methods are successful in their own unique way.



If you don't have enough volunteers to run the preferred Station Method, this alternative approach is simple and easy to implement. The recruitment event presentation should follow the W.R.I.P. guidelines and remain brief and informative. Please aim to keep the entire presentation between 15 and 20 minutes, using the outline provided below.

W Why Scouts? (3 minutes)

Provide a brief overview of why Scouting matters. Most parents attending are already interested, so focus on reinforcing the value Scouting brings to their child's development.

R Review Materials (5 minutes)

Walk through the welcome packet, highlighting key unit-specific items like the calendar and contact info sheet. These materials should be provided by your unit.

I Invite a Friend (3–5 minutes)

Hand out "Invite a Friend" cards with your unit's Onboard Meeting date already filled in. Ask each youth to write the name of a friend who isn't here tonight and encourage them to personally invite that friend tomorrow.

P Paperwork (as needed)

Display your unit's QR code and short URL for easy online registration. Provide paper applications as well, and assist parents with completing them. This is a great time to answer questions and make sure families have details about upcoming events.

Remember: Every show has rehearsals ahead of time. Practice makes perfect!

Station Method

By establishing “stations”, it allows for a more personal connection as each parent learns more about the unit.

This method is for more of a “come and go” informational meeting about 15 minutes from start to finish, with the event lasting no more than an hour.

Welcome!

Table 1

Welcome Table where guests sign-in and receive a welcome packet, & Parent Welcome Guide.

Staffed by - New Member Coordinator

What we do!

Table 2

Here you will build the momentum with a pack calendar of fun. Talk about what makes your unit special and unique!

Staffed by - Cubmaster or Committee Chair



Station Method

Have 4 tables spread out and have adults travel in groups to keep the process moving smoothly. The purpose is to get them the information and sign them up.

An activity should be available to all youth who attend so that parents can witness the fun and purposes of Scouting.

Meet the Leaders

Table 4

Now it is time to solidify the family with their den. Discuss with the family the den meeting structure and hand out contact information!

Staffed by - Den Leaders

Registration

Table 3

Here you will go through the registration process with the parents either online or traditional applications.

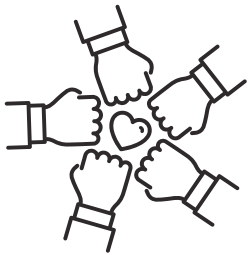
**Staffed by - Unit Treasurer
or Membership Coordinator**



Engaging and Recruiting Parents

Treat Everyone Like Friends

Approach every parent with kindness and enthusiasm—just as you'd like to be treated. When you're positive, enthusiastic, and invite others to join the fun, they're more likely to say "yes."



Always Be Recruiting Leaders

Leader recruitment isn't a one-time effort. Assign small, manageable tasks to parents throughout the year. These "starter" responsibilities allow parents to get comfortable and see firsthand how rewarding it is to be involved in Scouting. Once they experience the fun and fulfillment, they're more open to taking on larger roles.

Fun Programs Attract Adults Too

Engaging, hands-on activities not only excite the Scouts—they also draw in parents. Watch for adults who show interest, step in naturally, or connect with the youth. These are your future leaders.



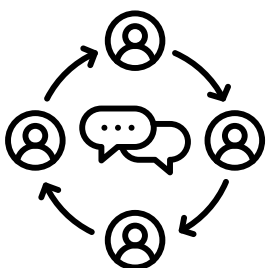
Co-Leaders Make Leadership Sustainable

- Aim to have at least one adult from each family involved in some capacity.
- Consider sharing the load by rotating leadership duties—have each adult lead one Adventure or activity.
- This team approach prevents burnout and builds a strong support network.

Celebrate and Recognize Your Volunteers

Recognition matters. When you celebrate adult helpers, it reinforces their value and shows appreciation.

- Use official BSA awards or create your own fun acknowledgments.
- Give shout-outs during Pack meetings, through emails, newsletters, or social media.
- Public recognition also builds pride in their children—Scouts love seeing their parents honored.



Communicate Clear Expectations

Parents can't help if they don't know what's expected.

- Start by sharing a handout outlining typical ways families can support the Pack.
- Keep initial asks small and friendly—overly forceful requests may discourage involvement.
- Just as we ask youth to help create meeting rules, adults also benefit from clear, shared expectations.

Additional Resources

**Submit your
Membership Plan**



Unit Recruitment Report



**Minsi Trails
Membership Page**



**Minsi Trails
Training Page**





**Scouting
America**™

Minsi Trails Council

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minsitrails.org