



2021 FALL MEMBERSHIP
KICK OFF WEBINAR
MOUNT BAKER COUNCIL





“A fisherman does not bait his hook with food he likes. He uses food the fish likes. So with boys.” – B.P.
So, we must have a well-planned program delivered by trained leaders, with a strong outdoor program.



THE THEME





THE PLAN

- Use Cub Scout Adventure Day and Haunted Camp as anchor points for all marketing, recruiting and Council led communication efforts
- Significantly increase spending on school flyer distribution, geofencing and direct marketing
- Maximize the Power of BeAScout.org
- Reduce barriers to delivering quality unit programming

Use Cub Scout Adventure Day and Haunted Camp as anchor points for all marketing, recruiting and Council led communication efforts



All Council marketing and recruitment efforts will invite families to Escape the Indoors at events listed below. Families will be directed to access these events through signing up with their local unit at BeAScout.org.

Cub Scout Adventure Day – October 2, 2021
At Fire Mountain Scout Camp

Haunted Camp – October 23, 2021
At Fire Mountain Scout Camp

Significantly increase spending on school flyer distribution, geofencing, and direct marketing



The vast majority of the membership committee's budget will be invested in marketing and recruitment outreach efforts. Those efforts include:

- Geofenced Facebook advertising - fences will be establish around all elementary schools to begin the first week of school
- Peach Jar flyer distribution for Snohomish County schools, printed flyers and Kids Insider for North Cascades District counties

Maximize the Power of BeAScout.org



The Council's advertising and marketing campaigns will direct families to BeAScout.org to find their local unit and apply.

It is more important than ever to ensure your unit is accurately listed and up to date, this includes:

- phone and email listed for the unit's membership lightning rod
- when/where/how often your unit meets
- date/time/location of your unit's Join Scouting night
- activation of online applications
- correctly listing if your pack is family or boy only

Reduce barriers to delivering quality unit programming



Council provided outdoor experiences

- Labor Day Family Camp
- Girls' Hangout Day (Webelos and older)
- Cub Scout Adventure Day
- Webelos-Ree
- Haunted Camp
- Memorial Day Family Camp

The Council is committed to providing great outdoor opportunities, both day events and overnights. By utilizing these events, units can fulfill the promise of Escaping the Indoors. This enables units to focus on regular meetings and smaller activities and events like a pack hike, pinewood derby, a blue and gold, etc.

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Reduce barriers to delivering quality unit programming



Logistics are always a barrier to delivering great unit program. Especially when there aren't quite enough volunteers or when most volunteers are new.

We strongly encourage Packs to utilize a weekly, all together model for Pack and Den meetings. By having all dens meet at the same place and time, resources like guest speakers and special program can be shared by all. This also reduces the stress on families by offering a consistent, predictable schedule.

Council resources are available for various elements of program implementation. Additionally, if your unit has any unique or outstanding needs (small den numbers, not enough adult leaders, etc.), please reach out to your unit commissioner.



Step 1: Put it on your calendar

September 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



Everything about our Cub Scout recruitment plan is built on Join Nights.

Every unit needs to set a date, time and location for their Join Night in September (ideally the week of September 12th).

The best location is often where your unit regularly meets, but for units who have not yet confirmed meeting locations for the fall, a park or community hall could be an excellent choice.



Step 1: Put it on your calendar

August 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



The Pack Check night is your Pack’s opportunity to prepare for the coming year. This includes:

- Kickoff popcorn sales
- Distribute Peer to Peer cards
- Collect dues and distribute provided materials
- Distribute Pack calendar



Step 2: Great Unit Programing

Plan your Ideal Year of Scouting

- Make sure your pack is signed up for the fall popcorn sale.
- If you don't have one planned yet, get a pack planning meeting (Annual Pack Planning Conference) set up to plan out your 2021-2022 program year.

Annual Pack Planning Conference

- Identify Den Leader vacancies and develop plans of who to ask to serve in these vital roles.
- Set the pack budget and fundraising goals.
- Develop the Pack Calendar and Cost of Scouting (dues) for your pack's join night.
- Set a goal for your year end membership.
- Confirm plans for your Pack Check Night, Pack Join Night and Parent Orientation (if separate).



Step 3: Update your Dates

Now that you have your Pack Check Night and Join Scouting Night on your calendar, update **EVERYTHING!**

- Your Unit Commissioner
- Unit PIN
- Facebook Page
- Website
- Community Locations/Guides

If there is any place you can communicate when and where your Join Scouting Night is, be sure to take advantage of it.



Step 4: Promote!

How to get School Access

Relationships are key. Have conversations with your parents about WHO you know that could help you engage the principal or PTA.

A 'no' from the school district is not 'no' from the principal or the PTA

Join Scouting Night Promotion	No School Access	Limited School Access	Full School Access
Community Social media (Facebook groups, Nextdoor, ext.)	X	X	X
Displays/participation at community events (fairs, farmer's markets, parades)	X	X	X
Libraries display/events	X	X	X
Church display/events (vacation Bible school, festivals, Sunday school, bulletins)	X	X	X
Posters (at school or community locations)	X	X	X
Cub Scout themed parties (have parents pass out invites to classes)	X	X	X
School Information Table (at school open house, back to school night, registration days, ext.)		X	X
Kid talks in classrooms			X



Step 5: Pack Check Night

Onboarding our Scouts and families deserves its own night.

Just like a pack inspection before a hike, your unit's Pack Check Night is meant to make sure everyone has the essentials and clear expectations of what the plan looks like for the coming year.

Units should consider holding their Pack Check Night outdoors, if possible, to help deliver the message of Escape the Indoors. *PRO TIP: If you hold your Pack Check Night on a weeknight in August at a popular park, be sure to have a visible Scouting presence and some Join Scouting Night invitations, your Pack can recruit new Scouts as they gear up for another year of awesome program.*

At the Pack Check Night, your unit should:

- include all currently registered families
- kickoff popcorn sales
- distribute Pack calendar and other Pack documents
- collect unit dues and National/Council fees
- make and/or distribute peer-to-peer cards



Step 6: Join Scouting Night

What does a Join Scouting Night actually look like?

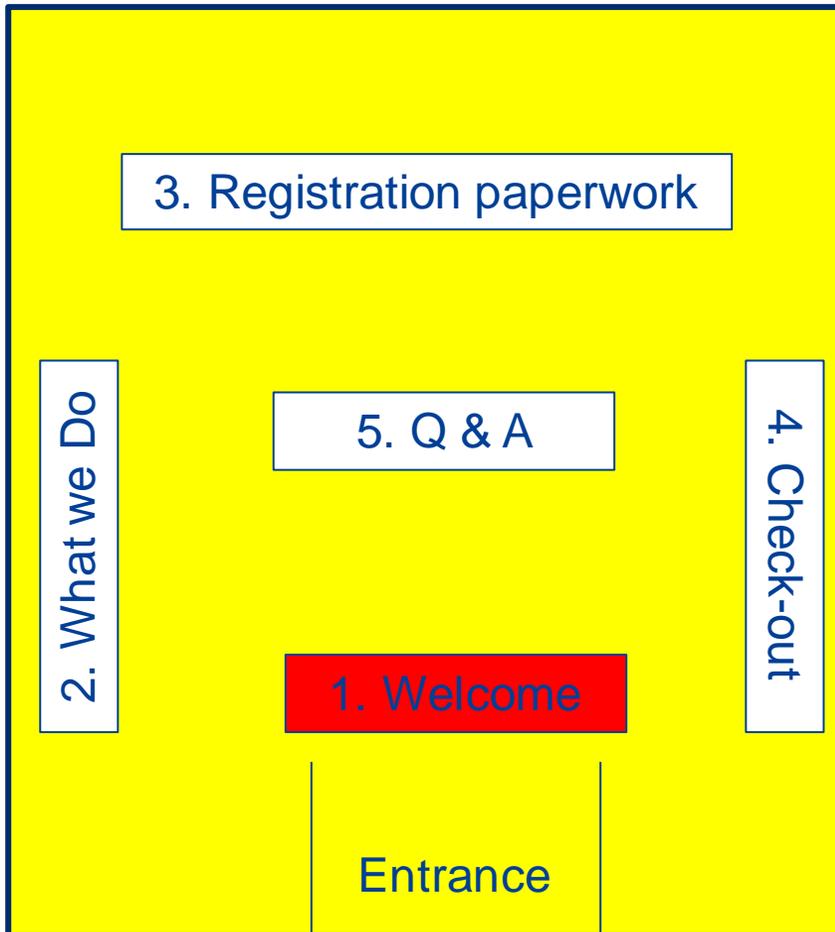
Join Scouting Nights are best done as a laid back, multi-station open house. This gives families the flexibility to fit it into their schedule and, more importantly, help to alleviate some of the 'buyer's pressure' experienced by prospective families.

Each station should have a specific topic and goal and should encourage families to ask questions when needed.

A 2nd chance Join Scouting night should be planned for October after your September Join Scouting Night has occurred. This can be done separate but is often best done in conjunction with a Pack meeting in October.



Step 6: Join Scouting Night



Station 1: Welcome

Greet every family that comes to your station and ask them to sign in.

Provide them with the "Parent Orientation Guide."

Offer a brief overview of the process: tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes.

Needed Materials:

- Station 1 Sign
- "New Scout Parent Orientation Guide"
- Parent Attendance Roster
- Pens



Step 6: Join Scouting Night

Station 2: What we do

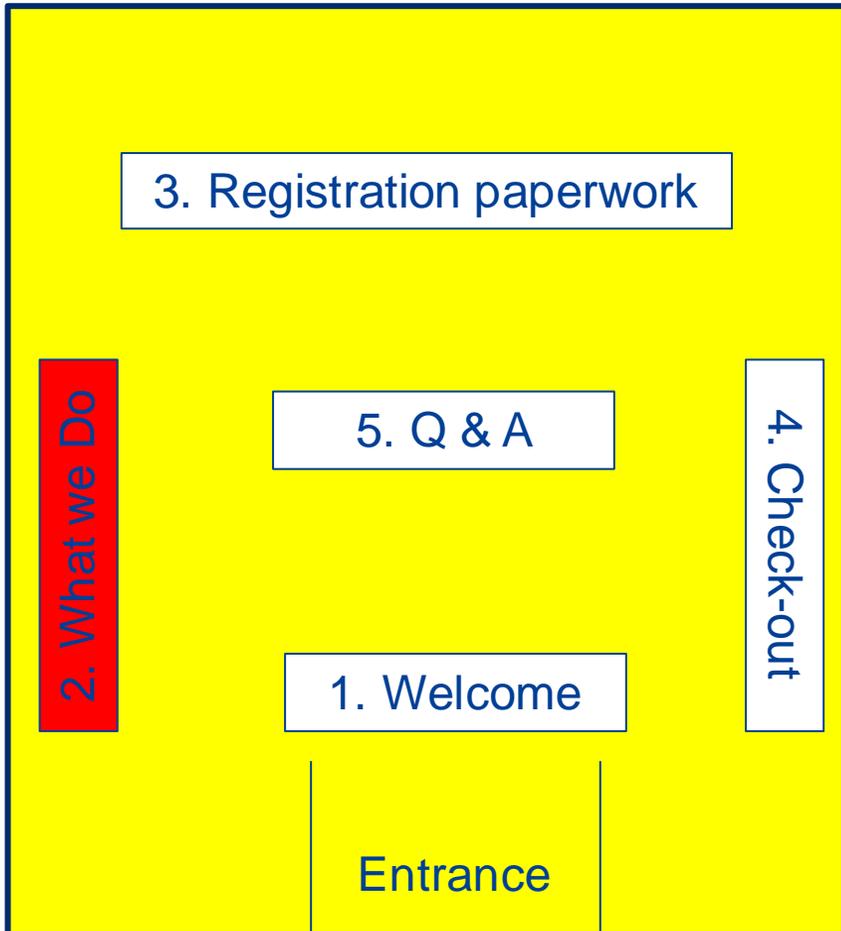
Share the excitement of Cub Scouting! Offer a brief overview of program offerings and events. Speak to one family or several families at once.

Hand out your Pack's Calendar and Costs of Scouting page.

Hand out uniform information sheet and answer any questions families may have regarding uniforming (costs, where to buy, etc.).

Station Materials:

- Station 2 sign
- Pack Calendar
- Costs of Scouting page
- Uniform information sheet





Step 6: Join Scouting Night

Station 3: Registration

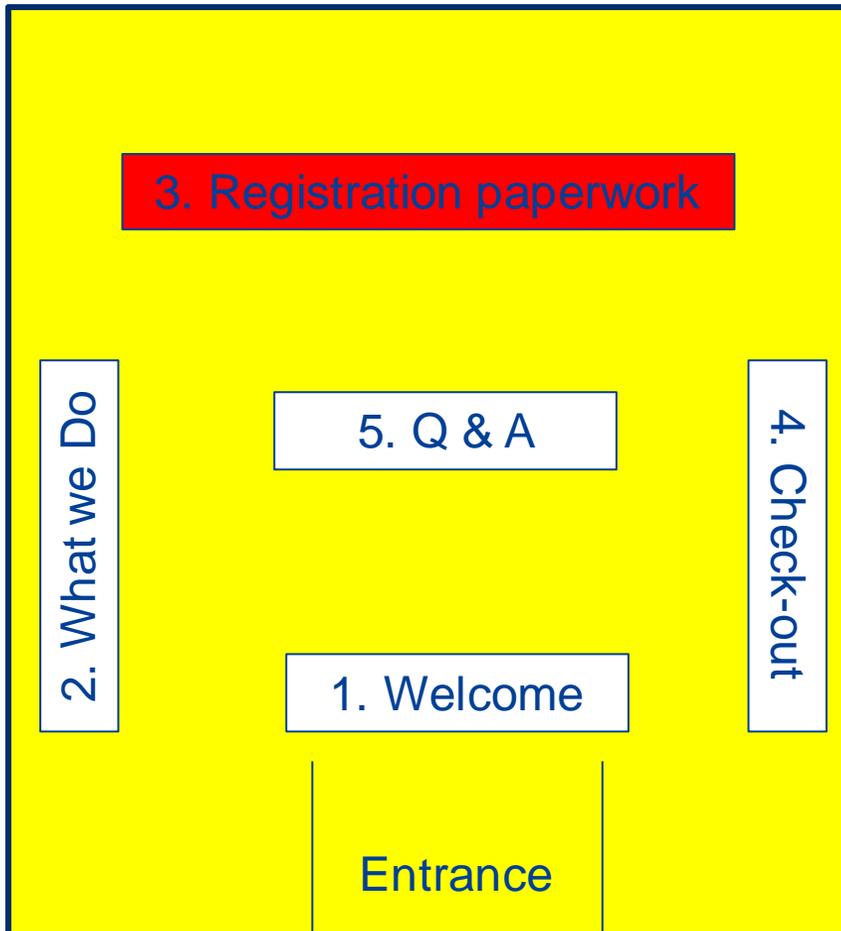
Direct parents to your unit's online application and be able to assist with any questions they may have. Families can be directed to your unit's registration via your unit specific QR Code, a direct link or have it open on a provided computer or tablet.

Have parents complete the family survey.

Be prepared to answer questions about pack fees and financial assistance.

Materials:

- Station 3 sign
- Pens
- Parent Information/survey sheet
- Optional: computer or tablet





Step 6: Join Scouting Night

Station 4: Checkout

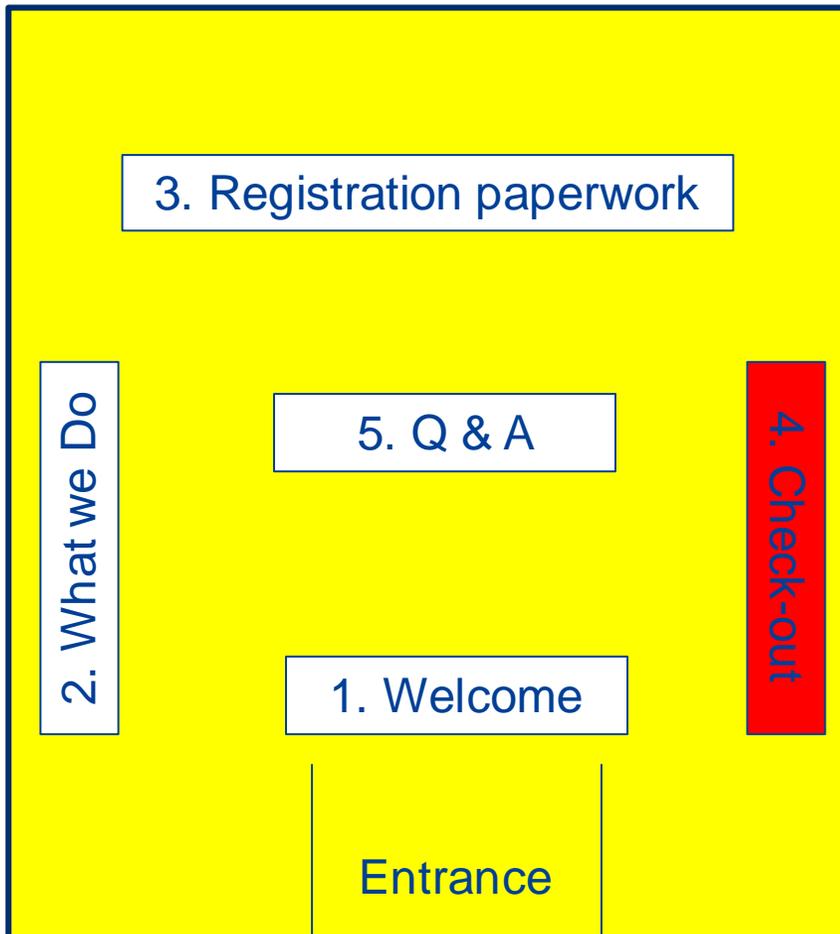
Collect family survey sheets.

Give out any unit provided materials, if applicable (handbooks, neckerchiefs, patches, etc.).

Remind parents of the next meeting date, time and location.

Materials:

- Station 4 sign
- Optional: unit provided materials





Step 6: Join Scouting Night

Station 5: Q & A

Answer questions parents may have about Scouting.

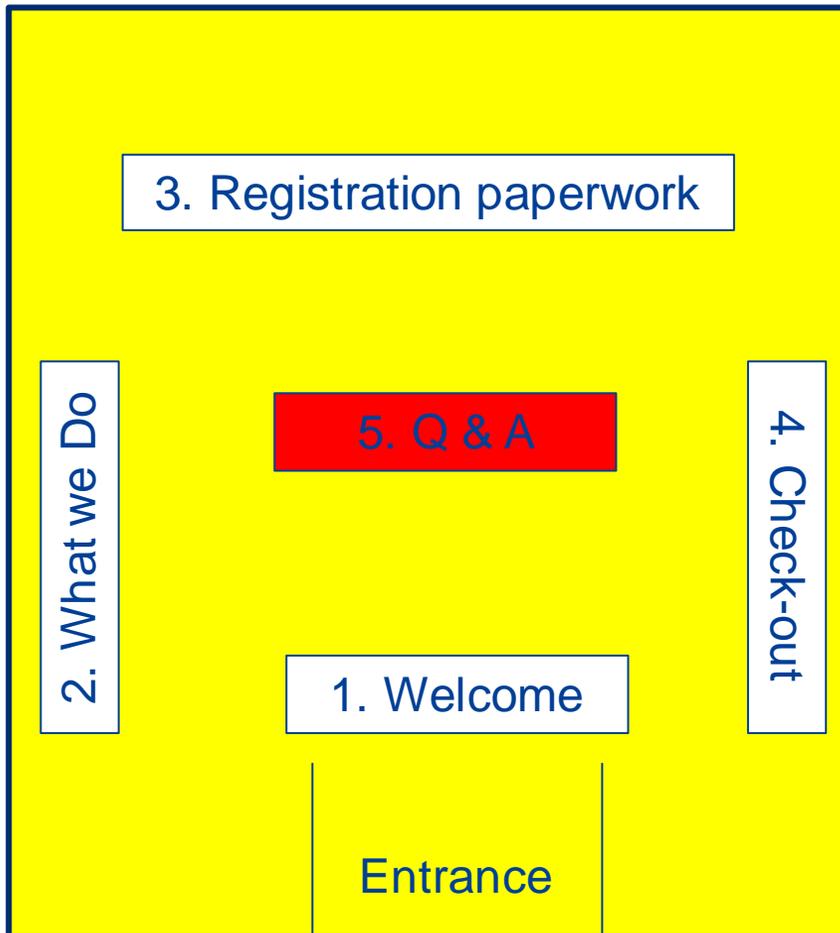
Make sure parents know when and where the first meeting is.

Discuss the Pack communication plan (Facebook, newsletter, mass email system) so families know where to find more information and updates.

Have den leaders and assistant den leaders available to talk about their dens.

Materials:

- Station 5 sign



Timeline of Events

July/August: Pack Planning Conference (needs to be done ASAP)

Early August: Update your Unit Pin (include your Join Scouting Night plan)

Early-Mid August: Identify Back to School Night Needs and Access

August 22: (week of) Pack Check Night

Late August: Ensure your Pack has a presence at your local Back to School night

September 3-6: Labor Day Family Camp (deadline to register is 8/22)

September 12: (week of) Join Scouting Night

September 25: Girls Hang Out Day (Webelos and older)

October 2: Cub Scout Adventure Day

October 11: (week of) Second Join Night

October 16: Webelos-Ree

October 23: Haunted Camp





**Thank you for helping grow
Scouting!**

