



SCHOOL NIGHT
FOR SCOUTING



New Scout Sign-Up Event

This New Scout Sign-Up Event is designed to take place at a local elementary school. The purpose of School Night for Scouting is for a pack to hold a recruitment at their local school so that new families can join. This is common ground for families and where they will feel comfortable coming. It will allow prospective families to engage with leaders and Scouting families at a personal and face-to-face level. All New Scout Sign-Up Events are intended to: be fun, answer questions and create excitement. If done correctly parents will envision their family in Scouting, no matter what that family may look like. If asked correctly as part of this New Scout Sign-Up Event, families often enroll their children right there on the spot.

This template is one in a series of New Scout Sign-Up Events that are designed to be fun and get new families to join Scouting. They may be used "as is" or as an idea generator for your Unit. These New Scout Sign-Up Events can be facilitated by individual units or by several units in a community.

Name of Event: School Night for Scouting

Prominent Location of event: Elementary School

Adventure Stations:

Station 1: Welcome and Check-in. Make sure all families are greeted and feel welcomed. Have new families sign in so you can capture contact information. Provide them with a welcome packet. This should include:

- Youth application
- Pack Calendar
- Pack budget/fundraising (Popcorn) information
- [Pack Information Sheet](#)/Parent Guide
- Family Talent Survey
- Scout Shop Uniform Guide
- Pen

Give specific instructions to each family, to visit the other stations around the room.

Station 2: Pack Information and Activity. This is where your pack will highlight the exciting things new families will do if they join Cub Scouts. Show off pack activities through the year with photos and props. This should not be a formal presentation as families may be arriving at different times. This is a conversation with each family. There should be a couple of leaders/families at this station to be facilitating multiple conversations. Make sure prospective families are introduced pack families/leaders and that their questions are answered. The Cub Master should be at this station to talk with families.

Have an activity for kids to be doing. For ideas [Click Here](#). This will give kids something to do while parents talk to pack volunteers.

Station 3: This is where new families' complete applications and sign up to join. Pack volunteers should be on hand to answer any follow up questions and to help families complete the youth application. The Committee Chair should be at this station. Payment should also be collected at this station. Things to remember:

- Most families come with the intention of signing up. However, they need to be directly asked to do so. Make sure every family is personally asked to join. [Click Here](#) for information on the Cost of Scouting.
- The cost of joining needs to be clearly explained and broken down along with opportunities for fundraising and scholarships.
- Make sure to check applications for completeness before families leave and have them signed by the Cubmaster.

Families that join should be given a Free Bobcat Adventure Kit for each New Scout. Families that did not sign up should feel welcomed to the next pack meeting or activity to learn more.

Station Volunteers: Use current Pack Scouts, Volunteers and Parents to help run stations.

Station 1: New Member Coordinator. Make sure all Scouting families know they should be mingling and meeting non-Scout families.

Station 2: Cub Master and other Cub Scout families.

Station 3: Committee Chair and other pack leaders.

Timeline: Below is a suggested timeline to make sure your event is a success.

50 Days Out	Review Recruitment Guidebook for how to promote event.
45 Days Out	Make necessary reservation with School.
45 Days Out	Put on unit calendar and promote to Cub Scout families.
30 Days Out	Get Peer-to-Peer cards to families so they can invite non-Scout friends.
30 Day Out	Recruit and brief Volunteers, Parents and Scouts to help.
30 Days Out	Complete Recruitment Material Order Form .
20 Days Out	Social Media Event Created (Council will create when the Material Order Form is completed).
14 Days Out	Get Recruitment packet/supplies from Scout Office.
14 Days Out	Prepare other needed Materials and Supplies.
10 Days Out	Put up Fliers and Yard Signs to promote event.
7 Days Out	Fliers and Cub Chats at local Schools if allowed.
5 Days Out	Confirmation and Reminders to Pack and those helping with the event.

Supplies Needed: Here is a suggested list of supplies for this Adventure.

- Recruitment Packet from Scout Office
 - Sign-in Sheet
 - Pens
 - Youth and Adult Applications
 - 2 Yard Signs
 - Recite Book
 - Bobcat Adventure Kits
- Unit materials to add to Joining Packets like a printed Pack Calendar.
- Pack display board
- Props like Pinewood Derby cars

Room Setup:

