

Silicon Valley 1000

Council-wide, One-night "School Night for Scouting"  
September 21, 2006

A council-wide coordinated school night for Scouting was held at over 200 elementary schools on one night for the Santa Clara County Council this fall. The results: 922 potential Cub Scouts attended the recruitment nights and are in the process of being enrolled with 288 applications turned in by the next day.

We chose Thursday, September 21. We felt that a Thursday would give us four school days to conduct boy-talks, hand out flyers, and have the best chance for success. We chose the third week of September because some of our schools started in late August while others the first week of September. Any sooner and we felt we would miss some opportunities to get the word out. The second week of the month is also when our Roundtables are held and we wanted to use that meeting as a last opportunity to hand out supplies and conduct training. We didn't want to wait until the fourth week of the month because we wanted to make sure our registrar would have enough time to enter the hoped-for hundreds of applications. We asked all units and council committees to save that date and not hold any other meeting on that night. The Order of the Arrow lodge moved their council of chief's meeting to be held at the conclusion of the September Ordeal weekend.

Adopting the racing theme from the Cub Scout division, our council membership committee chose the title for the campaign as the "Silicon Valley 1000," with a goal of recruiting 1000 new Cub Scouts from this recruitment drive. The plan consisted of three major parts: A) Securing the schools; B) Inviting youth to join; C) Conducting a successful recruitment program. (*Timeline*)

### SECURING THE SCHOOLS

We identified around 300 elementary schools, public and private, as potential sites. A letter from Scout Executive Jason Stein was sent to all superintendents and principals, letting them know of our plans. District executives and membership chairs identified local packs that recruited from one or more schools as well as which schools did not have a local pack affiliated with it.

Some of the schools had less than 100 total youth enrolled. These and a few others were marked for "flyers only." The balance received visits from unit leaders, membership committee members, and district executives in July and August. An initial visit typically included dropping by the school, introducing ourselves to the secretary, making an approach to the principal, obtaining paperwork to secure the site, and leaving some popcorn as a "thank you." There was a list of questions about the school that needed answering: What is their policy on flyers? When do they go home? If we want the flyers to go home the week of September 21, when do they need to be at the school? Do they require district approval... and more, including questions about "boy talks," school availability, cost (if any) for use of the facility. (*School Planning Worksheet*)

We found a few schools had already scheduled meetings on September 21. Most of these were "back to school" nights. We asked and were allowed, in nearly every case, to have

a table at the school open house to take names of interested families and hand out flyers. In hindsight, we should have scheduled a special recruitment night before the conflicting meeting, for the next week, or earlier in the evening, before the back to school night.

Some schools put up road blocks to having a recruitment night in their multipurpose room. We tried to find a parent-volunteer at the school who was invaluable to the scholastic program and also a local Scouter to make in-roads with the school leadership. We also tried to identify Eagle Scout service projects done at the school, to point out the value and impact that Scouting has given directly to the site. Our fallback position was to use the outside lunch tables, the parking lot, the sidewalk in front of the school, or an adjacent park.

We felt it was important to use elementary schools and not nearby junior high schools, adjacent churches, community centers, or other meeting possibilities. Our primary intended audience was first and second grade families. We felt that moving to a location other than their familiar elementary school would be one more hurdle to overcome.

We also experienced some reluctance from a handful of Cub Scout leaders to this “one-night” recruitment effort. In previous years, there were few guidelines and suggestions given to unit leaders on successful recruitment methods. The “path of least resistance” was sometimes the norm. One model that was found was to hand out flyers, staff a table at “back to school night” and invite interested families to the next pack meeting. We worked with these leaders through training, one-on-one coaching, and other means to persuade them to follow the plan. One of the most effective means of convincing them to go along was the promise of publicity in the local media, bringing families to the local schools that would otherwise not have received a flyer.

Of the 300 possible elementary schools, we actually had 224 staffed for recruitment. District executives were given tracking sheets and asked to report on number of schools reserved, number of unit leaders recruited to coordinate a program and which of these are trained, number of district coordinators and how many trained, number of “boy talks” set, and actual results. (*Tracking Sheet, Fall Membership and Readiness Report, Sep 20*)

#### INVITING YOUTH TO JOIN

Of the three steps, the committee felt this was the most important. We emphasized successful best methods and introduced some new means. At our recruitment night trainings, we stressed that the “tipping point” is seven points of contact with the potential Cub Scout and his family, calling attention to the key decision-maker for a first grader is his mom. We had a list of twenty-five suggestions that unit leaders could choose from (*Invitation Methods for Cub Scouting*). Here are the ten that we emphasized:

1. Flyers: We ordered 100,000 flyers for our fall recruitment season. Units could custom-design the back of the flyer or we had a couple of options that district executives had rendered. (*Sample Flyer Backs*). When we made our visits to the schools, we determined the quantity that was needed for each site and other important information such as approval process, distribution time schedule, etc.

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- Next time, we will plan trying to handout two different flyers: The first would be the standard flyer with a customized back to be sent home the week prior to the event and the second would be a half-sheet reminder notice printed on a bright, heavier paper stock.
2. “Welcome Back Packets”: Our organizational plan called for packs to give a “welcome back” flyer to schools that they would include in their “first day” packets for families. In hindsight, we think next time we will ask our council marketing committee to design a flyer that has key message points for families and have the flyer in the predominant languages found in Santa Clara County (English, Spanish, Vietnamese, Mandarin, Arabic).
  3. Posters: We ordered 1000 posters from supply division. The bottom half of the poster was customized with an announcement about that school’s recruitment night. We simply enlarged an 8.5 x 11 landscape formatted announcement to 11 x 17 and taped these to the posters. We encouraged packs to take additional posters and post them at places where elementary school families might visit: the library, community center, laundromat, market, school supply stores, coffee shops, etc.
  4. Boy Talk: Going classroom-to-classroom used to be routinely approved at most schools but that is no longer the case. However, we went in, assuming nothing, and asking for permission to go classroom-to-classroom. The last choice for making the request would be the district executive. Wherever possible, we identified a parent-volunteer at the school who was invaluable to the scholastic program and also a local Scouter to make in-roads with the school leadership. The profile was someone the principal knew personally, was a key supporter of the school, and was also a popular parent (coach of a sports team). That adult or someone else from the pack was far better suited to get a YES answer from the school leadership. They also have better local recognition within the student body. Since each of our districts had an average of 40 schools, there was no way the district executives could cover all of the schools. We blocked off our schedules, though, for that week so that district executives could visit as many schools as possible. One of our staff visited four schools on one-day: Two classroom boy-talks, one lunchtime assembly, and one end-of-the-school-day recess.

When we were unable to get permission to go classroom-to-classroom, we had fall-back options for the school to consider: Meet with the boys after a morning flag ceremony for the entire school that the pack would conduct, meet with the boys at the end of a morning or afternoon recess, talk to the boys during the lunch hour, a school-wide assembly for just the boys or as part of a regularly scheduled school-wide gathering. We had 50,000 recruitment stickers produced for use in boy-talks.

5. Peer to Peer Recruiting: Having our current Cub Scouts ask their friends to join them in the fun is one of the best methods. We copied the national literature and put it on our website as a downloadable file. (*Peer to Peer Recruiting, My Best Friend is a Scout, Business Card Template, Cub Scout Sticker Template*).

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In July, we mailed a letter to key Cub Scout leaders, inviting them to recruitment training courses and asking that they use the “peer-to-peer” recruitment methods. Next year, we will follow up that initial letter to key Cub Scout leaders with a second letter to all Cub Scout families, targeting to hit their homes the week before school starts.

We utilized an automated phone-calling service to call all of our Cub Scout households on Wednesday, September 20, reminding the families that September 21 was our School Night for Scouting program and asking the Scouts to wear their uniforms to school on Thursday and invite their friends to join. (<http://www.callingpost.com>. Cost between five to twenty cents per call).

6. **Adult to Adult Recruiting:** We know that Scouting is great for adults as well as children. We encouraged Cub Scout parents to invite other families to join the pack. We identified a number of opportunities for this to happen. Personal invitations, postcards, or an Email invitation to: A) The school or classroom roster; B) The school internet Email group lists (Yahoo or Google Groups); C) Church-based fellowship groups like a Bible study of parents of elementary-aged children; D) After-school and club sports rosters.
7. **Yard Signs:** We ordered 1000 yard signs from supply division to be placed at or near the school. We taped onto the yard signs the same information we affixed to the posters. Next year, we plan on asking dens to have their Cubs make their own yard signs and post them in front of their homes from the first day of school through the recruitment event.
8. **Visibility at the School:** We looked for other opportunities to have a visible presence at the school: A) Conducting a school-wide patriotic flag ceremony; B) Being at the “Back to School” night; C) Wearing uniforms on September 21 and at other times; D) Putting a pinewood derby track in front of the school the week of the event; E) Finding a neighbor with a really cool car to sit in front of the school the week of the event. Maybe the owner can “rev” the engine while the students are coming in or heading home; F) The pack can conduct a service project the week before school opens, volunteering to help teachers and school staff ready the campus for the first day of school.
9. **Direct Mail:** The direct-mail firm we contract with for fund-raising appeals identified over 10,000 households with children in school from grades one to six. When we sent our current membership list to them, this dropped to a little over 9153. At a cost of about 52 cents each, we felt that home-schooled families would get the message.
10. **Media:** National public service announcements were personalized for our council and sent to the local television, cable, and radio stations. Print advertisements were sent to the community newspapers, business journal, major metropolitan paper, and local community magazines. We identified newspaper community calendars and sent a request to be included in them. Our major Rotary Club has owners or managers from two radio stations and we made a special appeal to them to have the announcements played. We had Scouts in the background for a morning news show. The weather reporter interviewed some of the Scouts after

four of her segments. While we may not have had a great deal of exposure, we promoted the efforts to our Scout leaders and this helped convince some of the reluctant ones to come on board and conduct the recruitment drive as designed.

### CONDUCTING A SUCCESSFUL RECRUITMENT PROGRAM

The recruitment program many of our packs had used in previous years consisted of handing out a flyer to the school, staffing a table at Back to School Night, and inviting interested families to come to the next pack meeting. Our council membership committee felt that we needed to dramatically change the recruiting culture to a new model.

Five training dates were set for the end of August and early September. We spread the training dates over three weeks in the event some families were on vacation one of those weeks. We spread the dates over every day of the week but Friday and Sunday. The training ran 90 minutes and covered securing the schools, inviting the youth to join, and conducting a successful recruitment program. Using the racing theme, we themed these three steps as “On Your Mark, Get Set, Go” and then added a fourth step, the “Checkered Flag” for the follow up required. Fifty-six leaders attended these trainings. We also offered a condensed version at Roundtables the week prior to September 21 and another fifty leaders were trained. (*Recruitment Night Training Agenda*). Next year, we will conduct these training sessions earlier and more frequently.

A guidebook was created and provided detailed information for each of the three steps (securing the school, inviting the youth to join, conducting a successful recruitment program). We handed out the national support literature and other locally produced support materials. (*Recruitment Guide, Helpful Hints*)

We identified three goals for the recruitment night: 1) Getting the boys signed up and registered; 2) Getting the adults signed up and registered as new leaders; 3) Organize the new Scouts into dens. There were six key areas that we addressed during this portion of the training:

- 1) Be Prepared – What should you have with you? A checklist listing things to bring from displays for a pre-opening to pens. We provide a recruitment kit for each of the schools that had youth and adult applications, mini Boys’ Life magazines, a new parent’s guide, sign-in rosters, den organization rosters, and table tents to direct first grade boys to the Tiger table, etc. (*Checklist, Recruitment Night Kit Contents*).
- 2) Have plenty of help – How many helpers could you use? Eight Scouters was the suggested number of “helpers” to staff a school. Each had an assigned duty. One was the greeter at the entrance to the room and the person responsible for collecting applications and fees at the end of the night, four were table captains (one for each program level), one was with the new youth and organized them for an opening ceremony and a game (this could be a den chief, a Boy Scout from the local troop, or a member of the local Order of the Arrow chapter), one was the master of ceremonies (most likely the Cubmaster), and the eighth was a district representative to help-out or step-in where needed.
- 3) Arrive early – At least thirty minutes before the announced time. Fifteen minutes before the announced time, we wanted the room all set-up. We felt it would take

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at least fifteen minutes to find the custodian to open up the room, set up the room with displays, organize the tables, etc.

- 4) Organize the room – Who sits where? Our guidebook included a suggested layout. Four tables in the middle of the room, with the front two tables for Tigers and Wolves. Colorful table tents were included in the recruitment night kits to direct families. If a family had sons in two categories, we suggested they sit at the table for the youngest child.
- 5) Follow the suggested agenda: The guidebook had a general outline and the national support literature had a more detailed one. We uploaded two power-point presentations to the websites that packs could modify. We suggested a balloon-stomp game early in the program to show the families that Cub Scouting is fun. The meeting should be kept to one hour. We created a new parent’s guide that could be used as a meeting outline. (*Parent’s Guide, PowerPoint Presentations*)

The hardest part at recruitment programs is often the identification and recruitment of den leaders. A variety of techniques were identified and one particular approach, the “Salesman or Engineer,” method was explained in detail. Each table has a captain, an experienced Cub Scout leader. The captain asks each parent three questions: What is their occupation, do they have any previous Scouting background, and do they prefer to work with boys or adults? Based upon their answer, the captain categorizes them as either a “salesman” or an “engineer.” There are jobs in a pack that are best-suited for a salesman that wants to work with boys (Cubmaster would be one) and there are other jobs that are best suited for an engineer that wants to work with adults (pack committee functions such as treasurer, committee chair, membership chair, etc). After getting a general idea, the captain suggests a role for each adult present and asks that they consider doing this job for just thirty or sixty days. A job description is included in the new parent’s guide that summarizes the time commitment for each of the suggested functions. An offer is made to provide training the next week and to help with the first den meeting. After thirty or sixty days, the parents can continue or switch to another job, as they wish. If they agree to serve in this role tonight, the meetings can start next week. New den leader kits are distributed to all who agree to serve.

- 6) Turn in the applications and fees that night or the next day for a special incentive. In previous years, the council provided a variety of incentives, from patches to pinewood derby cars. While those might have convinced some boys to join, the membership committee wanted to try to encourage unit leaders to turn their applications in immediately. (It had been a common practice to hold applications for months or to submit them in December with the recharter paperwork). We announced that, for every new youth application submitted by September 22 with fees, the council would credit the unit with \$3.40, the amount for four months of registration. Each district staffed a “Race Headquarters” on September 21, from 8 pm to 9 pm, to have district representatives or unit leaders bring in the completed applications with fees. By 5 pm on Friday, we had 288 applications turned into the Scout office for new youth! (*Incentive Announcement*)

Our recruitment guide included some recommendations in case the school was locked (this is California... meet outside) and other contingencies. We concluded the training by

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reminding everyone of the important follow-up that needed to happen after September 21 including Fast Start, Youth Protection, Essentials and Leader Specific training, Roundtables, the need for a second recruitment night when results were not as expected, etc.

What if a school was supposed to be staffed and nobody was there? We anticipated at least one or two mishaps. We prepared a script to be used to capture important information from any family that called the next day. We only had one such mishap and it turns out that a parent gathered names and phone numbers for the twenty families that had showed up. We are following up and it looks like that will be a new unit in October. (*What-If Script*)

### CONCLUSION

By all measures, the Silicon Valley 1000 was a success:

- 922 potential Cub Scouts attended recruitment presentations
- 288 applications turned in within 24 hours
- 348 youth recruited in September, compared to 175 the previous year
- 405 youth recruited from July 30 to September 30, compared to 205 the previous year
- Applications that were turned in but lacked signatures were flagged and phone calls made. By October 5, an additional 107 applications had been entered and the council was ahead of month-end October 2005
- At the end of September, the council had a 3% increase in traditional membership with a 7.6% increase in Cub Scouting
- 112 unit and district Scouters were trained in successful recruitment methods
- Inroads were made with units that used other recruitment models and a new model was introduced
- Three new units were organized within two weeks from the large turnouts at some of the schools. Another ten new Cub Scout packs have been identified
- The council provided new support materials and established an organized plan that can be improved and embellished for the future
- Of our six district executives, four have been in their assignment for a year or less. This was a great opportunity to teach the new staff best methods and to reinforce successful methods to the tenured district directors
- “Campaigns” were not part of the council’s culture. The organized, well-prepared, comprehensive nature of the Silicon Valley 1000 set a precedent that can be replicated for Friends of Scouting, Scout-O-Rama ticket sales, Popcorn Sales, camp promotion, etc.

We’ve already announced Thursday, September 20, 2007 as the date for the second annual “Silicon Valley 1000,” only we may call it the “Silicon Valley 2000,” to capture the flavor of doing twice as good as we did this year.



SILICON VALLEY 1000
School Night for Scouting Checklist and Helpful Hints

Thanks for helping bring the fun, excitement, and the values of Scouting into the lives of new youth. Here's a checklist and some helpful hints for your School Night for Scouting

ON YOUR MARK

- 1. Plan out your night. Review the contents of the recruitment packet.
2. Have plenty of help. Ideally, have at least a team of seven (7): Four to help organize dens (Tiger, Wolf, Bear, and Webelos), one as the Master of Ceremonies (Cubmaster?), one at the sign-in table, and one to work with the new recruits (den chief?).
3. Make sure you know who has the key to the meeting room and how early you can arrive to gain access.

GET SET

- 4. Get to the school early. If it starts at 7:00 pm, get there by 6:15 pm. Have your room set up by 6:35 pm.
5. Your district has a recruitment packet that has supplies. Besides these, you should bring: Pens and pencils, sample books and literature, information about your pack, your annual calendar, and a pack newsletter, displays and highlights of the year, props (pinewood derby cars, photo albums), calculator, masking tape to hang displays on the wall
6. Your pack should decide how much they are going to collect at the recruitment night. The pro-rated fees for September to December are: \$3.40 for registration for youth and adults, \$0.50 for insurance, and \$4.00 for Boys' Life. Many packs charge a set amount for pack dues and registration. Have your pack treasurer ready to collect the fees and then write a check for the registration fees (see #14 below). If you are only collecting the \$3.90 for registration and insurance, you will need to bring some coins and dollars to make change.

GO!!!

- 7. Follow a script or agenda - samples are on the website and in the packet. The meeting should run about one hour.
8. Have a pre-opening game and other activities for the new recruits as they enter and wait for the program to start.
9. Have the recruits and their parents sit by grade/rank... Tigers and Wolves sit closest to the front... Bears and Webelos behind. Just in case, have a place for Boy Scouts to sit.
10. The goals for the night are to: A) Get applications filled out for new Cubs and parents; B) Get Cubs organized into new dens; C) Ask parents to serve as leaders and members of the pack committee; D) Collect applications and fees.
11. Have the Cubmaster sign the youth applications, the Committee Chair and Chartered Organization Representative sign the adult applications.

CHECKERED FLAG

- 12. If a district representative is present, give him/her all the council copy of the completed applications and fees. They will give you a receipt.
13. If no representative is present, have a responsible member of the pack take the council copy of the completed applications and fees to the council. At the District Roundtable location, from 8 pm to 9:30 pm, your district's Silicon Valley 1000 team will have a collection meeting on September 21. If you cannot turn in your membership and fees that night, please have these turned in on Friday, September 22 to the service center.
14. The council will credit your unit account with \$3.40 for every youth application submitted by September 22, 5:00 pm.

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Unit receipt. Received from Pack \_\_\_\_\_
\$ \_\_\_\_\_ for recruitment
\_\_\_\_\_ Youth \_\_\_\_\_ Adult applications
By: \_\_\_\_\_

District Representatives use this receipt when they collect fees at the recruitment night. Give to unit leader.

Transmittal. Received from Pack \_\_\_\_\_
\$ \_\_\_\_\_ for recruitment
\_\_\_\_\_ Youth \_\_\_\_\_ Adult applications
By: \_\_\_\_\_

District representatives or unit leaders use this receipt at the district turn-in meeting.



# My Best Friend Is a Scout! Cub Scout Recruitment Plan

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The basis of this program is for current Cub Scouting youth members to recruit their friends into the pack. Studies show that members will remain active in the program if they are participating with their friends. We have always had a "boys recruit boys" philosophy, but we have never given them the tools (and taught them how to use them) so they can be even better salesmen for Cub Scouts! This year we are counting on you to help them become salesmen for Cub Scouting.

The "My Best Friend Is a Scout!" campaign is designed to give Cub Scouts some recruitment tools and foster in each one the desire to recruit his two best friends to join Scouting. Current members will have more fun if their friends join them, and they will stay in Cub Scouting longer. There will be less chance of negative peer pressure when their friends are also Cub Scouts.

On the next several pages we have re-created some of the materials developed by the Blackhawk Council, which has had great success with "My Best Friend Is a Scout!" For complete details on this exciting, unique recruitment program, contact <http://www.blackhawkscouting.org>.





# My Best Friend Is a Scout! Cub Scout Recruitment Plan

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Dear Leader,

Thank you for participating in this new Cub Scout recruiting campaign! We have designed some new materials and approaches to help your pack recruit boys into the great program that your pack offers, a program that will positively affect the lives of the boys and their families!

The basic thought of this program is to get your current Cub Scouts to help recruit their friends into the pack. Studies show that your current Cub Scouts will stay involved if they are participating with their friends. We have always had a "boys recruit boys" philosophy, but we have never given them the tools, and taught them how to use them, to be good salesmen for Cub Scouts! This year we are counting on you to help them become salesmen for Scouting.

The "My Best Friend Is a Scout!" campaign is designed to give your Cub Scouts some recruitment tools and the desire to recruit their two best friends to join Scouting with them. Your current Cub Scouts will have more fun if their friends join with them, and they will stay in Scouting longer. There will be less negative peer pressure when their friends are also Scouts.

The program should work as follows:

1. The pack receives Fall Cub Scout Roundup materials, along with the new recruiting tools for Cub Scouts. There will be an envelope with the materials for each Cub Scout.
2. Either the pack, or preferably the den, will have a meeting prior to the recruitment event to teach the Cub Scouts how to use the new tools. Be sure to review the "How to Use the Materials" flier.
3. The leader plays a very important role by making sure that the Cub Scouts fill in the blanks on the new materials that they will give to their two best friends.
4. The leader will also follow a short syllabus that will get the current Cub Scouts thinking about all the fun things they did last year. Getting the Cub Scouts to remember all these things now will refresh their memories and they should tell their two best friends about these fun activities when they give them the invitation.
5. At the meeting be sure that all the materials are filled out and that the Cub Scouts know what to do with the invitations and business cards. Give them the Parent Information flier to give to their parents, which explains the program and how parents can help.
6. On the evening before the recruitment meeting call each family and remind the parent, or the Cub Scout, to bring the business card reminder to school for their two best friends.
7. Recognize any Scouts that recruit a friend by giving them the "My Best Friend Is a Scout" recruiter patch!



# My Best Friend Is a Scout! Cub Scout Recruitment Plan

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Dear Parent,

This fall we are asking your Cub Scout to help make a difference in the lives of his friends by personally inviting them to join Cub Scouts with him. Studies have shown that boys tend to gravitate towards participating in activities that their friends participate in. We believe that your son is more likely to stay in Scouting, and get the full benefits of a proven program, if his friends are in it with him!

What are those benefits again?

- Learn new things
  - Develop new skills
  - Develop a sense of belonging
  - Enjoy a supervised environment for activities
  - Learn citizenship, character, and fitness
  - Develop leadership skills
  - Develop self-confidence as he earns badges
  - Spending "quality time" with family and leaders
- And, YES, he will have a lot of fun too!

Please help your son participate in the "My Best Friend Is a Scout!" program by reminding him to do a couple of things.

First, make sure he attends the special Den Meeting so that he can learn how to use the recruitment materials; you may even want to attend with him! The materials are fun and colorful, and your son can earn a special recruiter patch if he gets a friend to join.

Second, the day after that Den Meeting, remind him to take the two invitations to school to give to his friends. The invitation is personalized and comes directly from your Cub Scout to his friends.

Third, on the morning of the recruitment meeting (listed on the materials), be sure that he takes the business card reminders to school to remind his friends of the meeting that evening.

Another way you can help is to follow up with the parents of your son's friends and encourage them to come to the meeting. Your son will have more fun in Scouts if his friends join, and you just may make some new friends yourself!

Many thanks to you and your family for choosing Scouting for your son. The time you spend with him in Scouting is very important and will help him to grow into the best adult he can be!



# My Best Friend Is a Scout! Cub Scout Recruitment Plan

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Each Scout will receive an envelope from his leader, which will include a postcard sized "boy card," two postcard sized invitations, and two business cards. A Cub Scout leader should have a special den meeting to instruct the Cub Scouts on how to use these new recruiting tools.

1. Commitment Card—Each Scout will fill his name in on the front side of the card and promise to "Do His Best!" to invite his two best friends to join Scouts with him, because Cub Scouts is more fun when you join with your friends. On the reverse side of the card the leader helps him to write in the names of his two best friends that he will invite. His friends can be from school, his neighborhood, or maybe even a relative. On the bottom portion on the back of the card the leader helps the Scouts fill in the date, time, and location of the next meeting where the new boys can sign up for Cub Scouts. Leaders may want to fill this information out on the cards ahead of time for their Cub Scouts, especially for the younger Cub Scouts. **Cub Scouts should hang on to this card as a reminder that they promised to "Do Their Best!" This card can also be used as a bookmark to be kept in their handbooks.**
2. Invitations—Each Scout will receive two invitations to give to his friends, which lists the date, time and location of the next meeting where the friends can sign up for Cub Scouts. The leader needs to help the Cub Scout fill in his name at the top of the card (so the parents of the friends will know that their son is being invited by a friend), or do it for him ahead of time. The date, time and location of the next meeting also need to be filled out by the Cub Scout or a leader. **The Cub Scouts should be instructed to give the two invitations to the best friends that they listed on the front of the card tomorrow at school, or the next time they see them.**
3. Business Cards—Each Scout will receive two business card "reminders" to give to their friends on the day of the meeting. Again, the leader needs to be sure that the date, time and location, along with the Cub Scout's name, are filled out, by either helping them to do it at a meeting, or by doing it for them ahead of time. **Be sure that the Cub Scouts are reminded on the day before the meeting to remember to give the business cards to their two best friends on the day of the meeting.**



# My Best Friend Is a Scout!

## Cub Scout Recruitment Plan

### Den Meeting Outline

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1. While the Cub Scouts Gather—select a game from the Group Meeting Sparklers or How-To books. Try to catch parents and have them stay for this special meeting.
2. Opening—Pledge of Allegiance and Cub Scout Promise. Talk about the importance of the Cub Scout Promise.
3. Recite the Cub Scout Motto—Do Your Best! Ask the Cub Scouts what "Doing Your Best" means to them.
4. Introduce the new "My Best Friend Is a Scout!" theme. Tell them that they are going to play an important role in getting their friends to sign up for Scouting with them this year. Ask them if they would like to be in Scouting with their best friends.
5. Give each Cub Scout an envelope with the new materials. Read the "boy card" with them, and ask them if they will "Do Their Best." Have them write their names on that card. On the other side of the card help them to write in the names of their two best friends that they want to be in Scouts with. Be sure that they write down the two names. Ask each of them to say out loud who they will invite. If two or more want to ask the same person, encourage them to choose a different person. Be sure to have them write in the date, time and location on the card (or have it done ahead of time).
6. Take out the invitations and have them fill in their names on the card, followed by the date, time and location of the meeting where their friends can sign up. Instruct them to give their two friends an invitation tomorrow at school, or the next time they see them.
7. Fill in the same information on the business cards and tell them to give these cards to their friends on the day of the sign-up meeting.
8. Ask each Cub Scout to say out loud the two most fun things they did in Scouting last year. Some things that should come out: day camp, earning awards, pinewood derby races, den trips, projects etc. It is important that they tell their friends all about these fun things!
9. Tell them that they will have even more fun than last year because they got their friends to join!

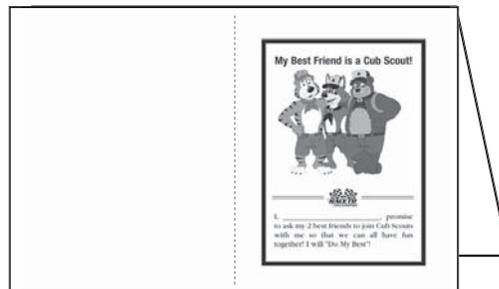
End the meeting by re-reading the boy card where they promise to "Do Their Best!"



# My Best Friend Is a Scout! Commitment Card

Commitment Card—Each Scout will fill his name in on the front side of the card and promise to "Do His Best!" to invite his two best friends to join Scouts with him, because Cub Scouts is more fun when you join with your friends. On the reverse side of the card the leader helps him to write in the names of his two best friends that he will invite. His friends can be from school, his neighborhood, or maybe even a relative. On the bottom portion on the back of the card the leader helps the Scouts fill in the date, time, and location of the next meeting where the new boys can sign up for Cub Scouts. Leaders may want to fill this information out on the cards ahead of time for their Cub Scouts, especially for the younger Cub Scouts. **Cub Scouts should hang on to this card as a reminder that they promised to "Do Their Best!" This card can also be used as a bookmark to be kept in their handbooks.**

Photocopy the printer-friendly page provided and fold into quarters to distribute.



# My Best Friend is a Cub Scout!

My two best friends that I will ask to be a Scout with me are:

Friend #1 \_\_\_\_\_

Friend #2 \_\_\_\_\_

I will invite them to our next meeting on: \_\_\_\_\_ at \_\_\_\_\_ o'clock

at \_\_\_\_\_ (meeting place)

\* Remember to give your two friends a card so that they will remember to come to your meeting with you! Do Your Best to remind them about the meeting on the day before!

# My Best Friend is a Cub Scout!



I, \_\_\_\_\_, promise to ask my 2 best friends to join Cub Scouts with me so that we can all have fun together! I will "Do My Best"!



# My Best Friend Is a Scout! Invitation

Invitations—Each Scout will receive two invitations to give to his friends, which lists the date, time and location of the next meeting where the friends can sign up for Cub Scouts. The leader needs to help the Cub Scout fill in his name at the top of the card (so the parents of the friends will know that their son is being invited by a friend), or do it for him ahead of time. The date, time and location of the next meeting also need to be filled out by the Cub Scout or a leader. **The Cub Scouts should be instructed to give the two invitations to the best friends that they listed on the front of the card tomorrow at school, or the next time they see them.**

Make two-sided 8½" x 11" photocopy of the printer-friendly pages provided and trim into quarters.

**My Best Friend  
Is a Cub Scout!**



You Are Invited  
to Join Cub Scouts!

By \_\_\_\_\_  
(Inviting Cub Scout's Name & Phone)

On \_\_\_\_\_  
(Day and Date)

At \_\_\_\_\_  
(Location and Room)

From \_\_\_\_\_  
(Time)

Come join the fun with  
your friends in Cub Scouts!



(invitation front)

Dear Prospective Cub Scout Parent,

The boy on the front of this invitation is a friend of your son, and a Cub Scout, and has personally invited your son to join Cub Scouts with him. In Cub Scouts your son will have lots of fun, learn new things and make new friends. But Cub Scouts is much more than that, it is *fun—with a purpose*. Everything he will do in Cub Scouts—ceremonies, earn awards, sports, games and crafts, will be done with a specific purpose in mind. The reasons parents want their son to get into Cub Scouts probably aren't the same as why he will want to join. Take a look at the 12 Core Values Cub Scouting strives to teach:

Citizenship	Honesty
Compassion	Perseverance
Cooperation	Positive Attitude
Courage	Resourcefulness
Faith	Respect
Health and Fitness	Responsibility

Please come find out about all the fun! You and your son are invited to learn more about Cub Scouts at the date, time and location listed on the front side of this card. If you like what you learn, you can join that night.

(invitation back)

# My Best Friend Is a Cub Scout!



You Are Invited  
to Join Cub Scouts!

By \_\_\_\_\_  
(Inviting Cub Scout's Name & Phone)

On \_\_\_\_\_  
(Day and Date)

At \_\_\_\_\_  
(Location and Room)

From \_\_\_\_\_  
(Time)

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## I Was Invited to Join Cub Scouts!

By \_\_\_\_\_  
(Inviting Cub Scout's Name & Phone)

On \_\_\_\_\_  
(Day and Date)

At \_\_\_\_\_  
(Location and room)

From \_\_\_\_\_ to \_\_\_\_\_  
(Time) (Time)



## I Was Invited to Join Cub Scouts!

By \_\_\_\_\_  
(Inviting Cub Scout's Name & Phone)

On \_\_\_\_\_  
(Day and Date)

At \_\_\_\_\_  
(Location and room)

From \_\_\_\_\_ to \_\_\_\_\_  
(Time) (Time)



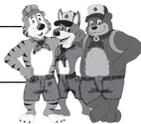
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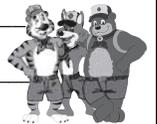
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From \_\_\_\_\_ to \_\_\_\_\_  
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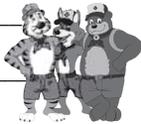
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(Time) (Time)





# Peer-to-Peer Recruiting

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**Materials needed:** Business cards, display boards, Cub Scouting stationary, envelopes, mailing lists, current Cub Scouts and Scouters

**Timing of invitation:** Ongoing

**Process:** The most powerful and lasting form of advertising is word of mouth. People may be enticed by clever ad campaigns or catchy jingles, but the honest testimonial of their peers will truly sell them on a product.

The peer-to-peer approach is the ideal method of invitation to Cub Scouting. Our members consistently see the value and benefit of our program in their own lives and therefore they become our best salesmen. **WE** need only to direct their enthusiasm in a manner that will present their views to the public.

Our membership includes three general age groups; parents and adult leaders, older youth, and Cub Scout-age youth. Each age group seeks various benefits from Scouting and therefore should be approached differently. Peer-to-peer recruiting (invitation) can take these forms in those groups.

## Parent to Parent

**Informal invitation.** Parents are looking for effective ways to include their sons in social settings that will help them learn and grow. When our adult members and parents of our youth members attend functions such as school open house, "back to school nights" and parent-teacher meetings, they can invite other families to become part of Scouting.

**Direct invitation.** Adult-to-adult invitation may also include direct methods such as personal letters or phone calls. The basis of these conversations should be the benefits of Cub Scouting in achieving the parents' goals.

often try to emulate the actions of older peers. When older youth describe the fun and exciting activities they participated in as Cub Scouts, the younger boys will want to be like them. This contact can occur within the pack meeting through a den chief or by involving troops with Cub Scouting recruitment.

## Cub Scout to Cub Scout-Age Boys

Social status also plays a vital role between boys of similar ages. Cub Scout-age boys want to be included in the activities of their friends. Current Cub Scouts can invite their friends to attend meetings with them either by written invitation or verbally.

**Cub Scout Business Cards.** Your council could make inexpensive "business cards" available to packs. These business cards, with information about the pack's upcoming Cub Scouting "rally," have proved to be something that Cub Scouts are eager to pass out during the school day. The next page shows an example of these cards.

## Older Youth to Cub Scout-Age Boys

Boys are less likely to be interested in long-term benefits and are more interested in hearing what specific activities will be available to them. Social status is also a major concern. Younger boys will



## Cub Scout Business Cards

### You Are Invited



\_\_\_\_\_ invites you and  
your parents to join him and other Cub Scouts  
and parents at the open house of Pack \_\_\_\_\_.

On \_\_\_\_\_

At \_\_\_\_\_

From \_\_\_\_\_ to \_\_\_\_\_

Come join the Cub Scouting fun with your friends!

For more information, call me at \_\_\_\_\_.

### Share this with your parents!

**Cub Scouting**—for boys in the first grade through the fifth grade—molds its activities around the family. Parents can help with projects and advancement programs at home. Cub Scouts meet weekly in small den groups and monthly as members of the pack for an evening of fun and games, skits, ceremonies, and recognition. Cub Scouting is "fun with purpose," which capitalizes on a young boy's interests. Camping and other outdoor activities are also part of the fun! Cub Scouting builds self-esteem, self-confidence, and a sense of belonging. Don't let your boy miss the adventure!

Please come and find out what all the fun is about. You and your son are invited to learn more about Cub Scouting at the date, time, and location shown on the front of this card. If you like what you learn, you can join Cub Scouting that night.

## You Are Invited

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your parents to join him and other Cub Scouts  
and parents at the open house of Pack \_\_\_\_\_.

On \_\_\_\_\_

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Santa Clara County Council – Boy Scouts of America

RECRUITMENT NIGHT PACKET CONTENTS

- Silicon Valley 1000 – School Night for Scouting Checklist and Helpful hints...** find this first and read it a week before your recruitment night. At the bottom are receipts and transmittal slips to use when you turn in your membership on September 21 or September 22
- Three copies – **Welcome – Please Sign In** (on two-part carbonless paper)
- Four copies – **Den Roster Form**. Put one of these at each Tiger, Wolf, Bear, and Webelos table
- Five **table tents** – One each for Tigers, Wolves, Bears, Webelos, and Boy Scouts – Put them on tables, with Tigers and Wolves up closest to the front, and have the boys and parents sit by grade level as they enter the room. If a parent has children in different grades, ask the parent to sit with the youngest child or where you have the greatest need for adult leaders
- Pack Round-Up Agenda** – Suggested steps to success. Make sure you have plenty of help.
- Ten copies of the **New Parent’s Guide**. Use this, in conjunction with the agenda, to walk the parents through the meeting
- Ten copies of the **September 2006 – March 2007 Training Schedule**. Encourage the new leaders to take the Fast Start and Youth Protection Training on-line within the next few days, to attend Essentials and Specifics as soon as possible, and make a date to take them to the next Roundtable
- One **New Cub Scout Den Leader Kit**, packed full of tools, program helps, and other great stuff
- Five **adult applications**. Be sure that they are signed by the individual and are approved by the unit committee chair and the chartered organization representative before you turn them in. These do not need to be turned in by September 22 because you will need time to adequately approve these adults as leaders for your pack.
- Ten **youth applications**. Be sure these are signed by the parent and by the Cubmaster. If you submit the application with fees (at least \$3.40 for pro-rated registration and 50¢ for insurance) by September 22, the council will credit your unit account with \$3.40. If more than ten youth show up at your recruitment night, split the forms and use both the pack and council copy.
- Five **Boys’ Life special miniature edition**. For only \$1 per issue, this is a great value and it brings the Scouting program home to the entire family.



# Round-Up Coordinator's Checklist

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## **Before you leave home**

- Prepare your pre-opening activity.
- Wear your complete uniform.
- Review the agenda and practice your presentation.
- Take a pocket calculator.
- Take 20 to 30 pens.
- Take some change, both bills and coins.
- Take masking tape.

## **When you arrive at the round-up location**

- Organize your materials and set up the room properly.
- Check with team members (including pack leaders) about their parts of the program.
- Post your pack organizational chart.
- Assist pack leaders with their displays.
- Organize your pre-opening activity.
- Station either yourself or another team member at the door to welcome families to the round-up event.
- Keep boys and parents in their assigned rooms.
- Boys and parents should sit together by grade and/or neighborhood.

## **When you give the presentation**

- Begin promptly.
- Have an opening ceremony presented by the pack or a troop (optional).
- Introduce yourself and welcome everyone on behalf of your council and the Boy Scouts of America.
- Introduce other round-up team members and pack leaders.
- Follow your round-up agenda closely.
- Be sure to turn in all applications, monies, attendance rosters, and report envelopes at your district report meeting.

SILICON VALLEY 1000  
RECRUITMENT NIGHT TRAINING

Welcome

Purpose, plan, and program for the September 21 recruitment night

- Recruit 1000 new Cub Scouts from 300 elementary schools on September 21

On Your Marks – Getting Ready for September 21

- What schools, what pack, and lining up volunteers
- Briefing the volunteers
- Promoting the event within our council

Get Set – Getting the youth and parents to the school on September 21

- Flyers, stickers, posters and yard signs
- Talking to the youth at the school before September 21 – A “Boy Talk”
- Peer to Peer Recruiting – “My Best Friend is a Scout”
- Parent to Parent Recruiting
- Additional Promotional Ideas – Official Tool Kit for Packs CD

GO! – Conducting a successful recruitment night on September 21

- Be prepared – What should you have with you?
- Have plenty of help – How many helpers could you use?
- Arrive early – At least 30 minutes before the announced time
- Organize the room – Who sits where?
- Follow the suggested agenda
- The three goals of the recruitment night are:
  1. Getting the boys signed up and registered
  2. Getting the adults signed up and registered as new leaders
  3. Organize the new Scouts into dens
- Turn in the applications and fees on September 22
  - o **Incentive for applications and fees submitted by September 22**

The Checkered Flag – Follow up

- New den leader kit
- Fast-start Training
- New leader essentials and den leader specifics
- Youth protection training
- Roundtables
- New “Den Meeting in a Box” from Scout Shop
- Follow up night for additional youth and leaders

SCHOOL PLANNING WORKSHEET

School: \_\_\_\_\_ Grades:  K-3  3-6  K-5  K-6  K-8  Other: \_\_\_\_\_

District: \_\_\_\_\_ Enrollment: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_  Public or  Private

Website: \_\_\_\_\_

Phone: (408) \_\_\_\_\_ Fax: (408) \_\_\_\_\_

Principal: \_\_\_\_\_

Email: \_\_\_\_\_

Secretary: \_\_\_\_\_

Email: \_\_\_\_\_

Affiliated Pack(s) # \_\_\_\_\_ Troop(s) # \_\_\_\_\_

1. May we put a notice in the School Newsletter?  Yes  No  
If yes, who approves the message and what date do they need it by? \_\_\_\_\_

2. May we put a notice on the School Website?  Yes  No  
If yes, who approves the message and what date do they need it by? \_\_\_\_\_

3. When do fliers go home (parent packets)? Monday Tuesday Wednesday Thursday Friday Anyday

4. When does the school need the fliers for parent packets? Monday Tuesday Wednesday Thursday Friday

5. How many fliers does the school require and what are the counts? \_\_\_\_\_

6. May we put up posters at the school?  Yes  No  
If yes, how many and what date do they need it by? \_\_\_\_\_

7. What room can we use at the school? \_\_\_\_\_  
Any cost? \_\_\_\_\_

8. Who would be our "point of contact" for that night to let us in? \_\_\_\_\_

9. May the current Scouts who attend this school wear their uniforms the day of?  Yes  No

10. May the Scouts perform a flag ceremony the day of?  Yes  No

11. Is it possible to visit the classrooms to promote the School Night?  Yes  No  
If yes, when is best time? \_\_\_\_\_

12. Is there a school assembly at which we can make a presentation?  Yes  No  
If yes, when and what? \_\_\_\_\_

13. May we visit the school during lunch time to promote the school night?  Yes  No  
If yes, what time is lunch periods at school? \_\_\_\_\_

14. When is "Back to School Night" or "Open House?" \_\_\_\_\_  
May we have a table at there?  Yes  No

15. When is the first day of school? \_\_\_\_\_ Last day: \_\_\_\_\_ Testing? \_\_\_\_\_  
May we include a flyer in the "welcome back" packets?  Yes  No  
Is there a school calendar we may have?  Yes  No  Attached  Website

16. What Eagle Scout service projects would you like to be done on campus? (list on back)

17. Besides English, what other languages are predominantly spoken at the homes of the children? What percents?  
\_\_\_\_\_



# Hey Mom, Hey Dad

## The Cub Scouts are Coming to Your Area on Sept. 21<sup>st</sup>!

What are the Cub Scouts doing this year?

- Pinewood Derby - customize your racecar and watch it fly down the track
- Blue & Gold Dinner - help recognize Scouting's beginnings
- Summer Camp - have fun all week and learn new skills
- Service Projects - join in service projects for the school and wider community
- Scout-O-Rama - come enjoy a country wide scouting carnival
- Scouting for Food - help the needy with canned goods

Que Haran los Cub Scouts este Año?

- Pinewood derby- Construir un caro modelo de madera y verlo correr sobre la pista.
- Blue and Gold Dinner- Ayuda a reconocer los principios de los Scouts.
- Campamento de Verano- Divertirse toda la semana y adquirir nuevas habilidades.
- Proyectos de servicio- Ayudar con proyectos para mejorar tu escuela y la comunidad.
- Scout-o-rama- Ven a celebrar en un carnaval con todos los scouts del condado.
- Scouts por Comida- Ayudar a los necesitados con recaudo de comida.

**Citizenship**

**Positive Attitude**

**Compassion**

**Perseverance**

**Courage**

**Honesty**

**Faith**

**Respect**

**Cooperation**

**Responsibility**

**Health and Fitness**

**Resourcefulness**



If you are unable to attend the meeting please clip and Return to (Para mayores informes dirijase a)

Ken Schott, 970 West Julian Street, San Jose, CA 95126 408-280-5088 ext. 28 or fax: 280-5162 or ken@sccc-scouting.org

( ) Please invite my family to the next Scout meeting in my area. (Para más información acerca de como su familia puede pertenecer a los Boy Scouts of America, llene y envíe a la oficina local de los Boy Scouts of America la siguiente información)

Name of Boy (Nombre) \_\_\_\_\_ School (Escuela) \_\_\_\_\_ ( ) Homeschooled

Address (Domicilio) \_\_\_\_\_ Grade \_\_\_\_\_ Birthdate \_\_\_\_\_

City (Ciudad), State (Estado), Zip \_\_\_\_\_ Email \_\_\_\_\_

Parent's name \_\_\_\_\_ Phone (Teléfono de la casa) \_\_\_\_\_

I will be able to help: ( ) run weekly meetings ( ) on the parent support committee

Mientras más aprenda como funciona "Scouting," usted se dará cuenta de como nuestro programa puede ayudar a sus hijos



# Strong Values - Strong Leaders



Tiger Cubs - first grade (or age 7)  
Cub Scouts - second or third grade (or ages 8 or 9)  
Webelos Scouts - fourth or fifth grade (or age 10)

Un mensaje de los Boy Scouts para su padres

## Cub Scouting's Twelve Core Values

- Citizenship:** Contributing service and showing responsibility to local, state, and national communities.
- Compassion:** Having consideration and concern for the well-being of others.
- Cooperation:** Working together with others toward a common goal.
- Courage:** Doing what is right regardless of its difficulty or the consequences.
- Faith:** Having inner strength and confidence based on our trust in a higher power.
- Health and Fitness:** Being personally committed to care for our minds and bodies.
- Honesty:** Telling the truth and being worthy of trust.
- Perseverance:** Sticking with something and not giving up, even if it is difficult.
- Positive Attitude:** Setting our minds to look for and find the best in all situations.
- Resourcefulness:** Using human and other resources to their fullest.
- Respect:** Showing regard for the worth of something or someone.
- Responsibility:** Fulfilling our duty to take care of others and of ourselves.

A la organización de los Boy Scouts of America, le interesa mucho cooperar en la preparación de sus hijos. Ayudándoles a construir un carácter y una mente sana, fuerte y más competitiva. Los programas de los Boy Scouts of America, están enfocados basicamente al apoyo de la vida familiar y de la comunidad. También están diseñados para satisfacer las necesidades principales de sus hijos, tales como: Tener sentido de dignidad y admiración por sus compañeros. Sus habilidades crecerán a través del deporte, los juegos y las artes manuales. Las cuáles además les ayudarán a adquirir una mejor coordinación. Aprender a convivir con niños de su misma edad y entender el porque es necesario dar y recibir afecto. Desarrollarán su proceso mental al tener oportunidad de expresar sus ideas. Observarán y adquirirán experiencia, lo cual les ayudará en el desarrollo de su carácter. Con la cooperación de sus compañeros, empezarán a tener conciencia del lo bueno y de lo malo. También, empezarán a desenvolver sus actitudes sociales y democráticas. Aumentará su independencia personal. Y sus compañeros de la misma edad, empezarán a ser importantes para ellos.

Su hijo y sus compañeros de escuela podrán ser Cub Scout si están en el primer, segundo, tercero, cuarto o quinto grado escolar (o tienen 7, 8, 9, 10 or 11 años de edad). Un niño, para ser Boy Scout debe tener entre 11 y 15 años de edad.

Cuando su hijo ingrese a los Scouts usted tendrá la oportunidad de ayudarlo a él y a su grupo. Los niños aprovechan mejor é programa de las actividades de Scouting cuando los padres participan con entusiasmo en los comités del grupo (el pack o la tropa).

Algunos de nosotros contamos con cualidades personales que nos capacitan para funcionar como líderes. Otros tenemos diferentes aptitudes que pueden ser de gran utilidad en las diversas actividades del grupo de Scouts. Ex importante que todos participen. Los adultos pueden ayudar al grupo en muchas formas.

Los grupos de Scouts necesitan personas que . . .

- Dirijan
- Transporten a los niños
- Tramiten asuntos por teléfono
- Cuiden los fondos del grupo
- Enseñen artesanías
- Ayuden proporcionando refrescos, etc.

### Boy Scouts

Camping, outdoor activities and a challenging advancement program help develop self-reliance and leadership skills for boys in the sixth through 12<sup>th</sup> grades.

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# Business Card Templates

There is something special about business cards. Cub Scouts love to pass them out to their friends. With the Cub Scout business card templates included in this kit, you can create fun "Race to Cub Scouting" business cards that Cub Scouts can use to recruit their peers! Simply customize the template with the date, location, and time of the Cub Scout roundup.

Many packs have had success offering incentives for each card that is returned to the roundup, redeeming it for pinewood derby kits, patches, or other recognitions.

The recruiting card templates included with this kit are designed to be used with **Avery business card stock 5371**. You can customize these templates or create your own using the stock of your choice.

## Instructions

1. Insert the Race to Cub Scouting Resources disk into the computer's CD drive.
2. On the CD, double-click on the Word documents folder.
3. Select and open the Cub Scout business card template.
4. Customize the template with the name, time, date, and location of the event, adding any additional information required.
5. Print the cards on a printer using the correct label stock following manufacturer's instructions.

### (Front of Card)

	(Name)
	INVITES YOU TO JOIN CUB SCOUTS
When:	
Where:	
Time:	

### (Back of Card)

Dear Prospective Cub Scout Parent:
The boy on the front of this invitation is a friend of your son, and a Cub Scout, and has personally invited your son to join Cub Scouts with him. In Cub Scouts your son will have lots of fun, learn new things, and make new friends.
Please come find out what all the fun is all about! If you like what you learn you can join that night.



(Name)

INVITES YOU TO  
JOIN  
CUB SCOUTS

When:  
Where:  
Time:



(Name)

INVITES YOU TO  
JOIN  
CUB SCOUTS

When:  
Where:  
Time:



(Name)

INVITES YOU TO  
JOIN  
CUB SCOUTS

When:  
Where:  
Time:



(Name)

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JOIN  
CUB SCOUTS

When:  
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(Name)

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When:  
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(Name)

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(Name)

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(Name)

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CUB SCOUTS

When:  
Where:  
Time:



(Name)

INVITES YOU TO  
JOIN  
CUB SCOUTS

When:  
Where:  
Time:



(Name)

INVITES YOU TO  
JOIN  
CUB SCOUTS

When:  
Where:  
Time:





# Cub Scout Round-Up Sticker Templates

It's no secret that children love stickers. With the Cub Scout recruiting sticker templates included in this kit, you can create fun "Race to Cub Scouting" stickers with the date, location, and time of Cub Scout Round-Ups.

**Use Avery label stock 5261 or 5263**, or create your own templates using the stock of your choice.

## Instructions

1. Insert the Race to Cub Scouting Resources disk into the computer's CD drive.
2. Open the CD and open the Word documents folder.
3. Select and open the sticker template you want.
4. Customize the template with the time, date, and location of the event, adding any additional information required.
5. Print the labels on a printer using the correct label stock following manufacturer's instructions.

**Important:** Some children may not want to have stickers applied to them. Ask your volunteers not to place recruiting stickers on the children. Distribute stickers with the paper backing so the children may choose whether or not to apply them.

## Sticker Sample (Avery 5261)

	<b>I'm Joining Cub Scouts!</b>
	Date _____
	Time _____
	Location _____

## Sticker Samples (Avery 5263)

	<b>I'm Joining Cub Scouts!</b>
	Date _____
	Time _____
	Location _____
<a href="http://www.joincubscouting.org">www.joincubscouting.org</a>	



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

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Time \_\_\_\_\_

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Time \_\_\_\_\_

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Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_



**I'm Joining Cub Scouts!**

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_

# I'm Joining Cub Scouts!



Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_

[www.joincubscouting.org](http://www.joincubscouting.org)

# I'm Joining Cub Scouts!



Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_

[www.joincubscouting.org](http://www.joincubscouting.org)

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