



BOY SCOUTS OF AMERICA®
MISSISSIPPI VALLEY COUNCIL

2023 Cub Scout Membership Playbook

**A resource for:
Pack Membership Coordinators**

Updated March 10, 2023



BUILD AN ADVENTURE



Contacts

The MVC Membership Support Team



V.P. Membership Karen Mayville
217-430-2857 kmayville@brcn.edu

Staff Advisor Ricci Dula
909-528-5471 ricci.dula@scouting.org

Eagle Valley Chair Carroll McKinney
618-599-0094 carrollmckinney@gmail.com

Shoquoquon Contact Matt Shaw
319-931-4294 matthew.shaw2@scouting.org

Note from the Council Membership Committee

Scouting exists to actively engage and support young people in their development of academic, leadership, and citizenship skills. Scouting builds self-confidence, empowers our young people to make positive contributions to society and provide service to others. Because of Scouting's influence, there is NO doubt why studies show Scouts do better at school, at work, and in life. Therefore, it is important to our communities and young people that we RECRUIT FAMILIES to join Scouting. We must tell our story at every opportunity that Scouting is AN OUTSTANDING RETURN OF INVESTMENT in preparing our youth for their futures. Each and every family should receive the message that Scouting is alive and available in their neighborhood.

By ADDING NEW CUB SCOUTS EVERY YEAR to your Pack, Scouting remains healthy. I challenge you to grow your Pack. Don't be overwhelmed by this challenge. There are plenty of resources available for your unit. One resource is this Playbook. It will guide you through the ins and outs of recruitment. KEEP SCOUTING STRONG!



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Have a New Member Coordinator!

The **NEW MEMBER COORDINATOR** position:

- *Is designed for EVERY type of unit, EVERY age level and EVERY program.*
- *Uses a TEAM approach, encouraging more than one NMC in each unit, so that it's fun & engaging for everyone.*
- *Allows NMC team members to tailor their work to individual interests/expertise and the particular needs of the unit.*
- *Is recruited and supported by key unit leadership.*
- *Is mentored by the District Membership Chair and becomes part of the District Membership team.*



WHY?

New Member Coordinators

In every unit can help the BSA to address the current challenges:

- *We lose a high percentage of youth and families soon after joining.*
- *We are not engaging enough millennial moms, who should be our target market.*
- *We are not reaching the fastest-growing youth population groups demographically.*
- *We are overly dependent on legacy Scouting families. We are not connecting with today's families who do not have a family member who was a Scout (the majority).*

BENEFITS

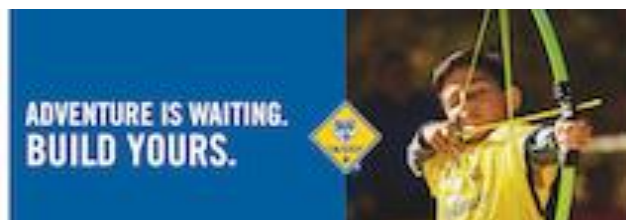
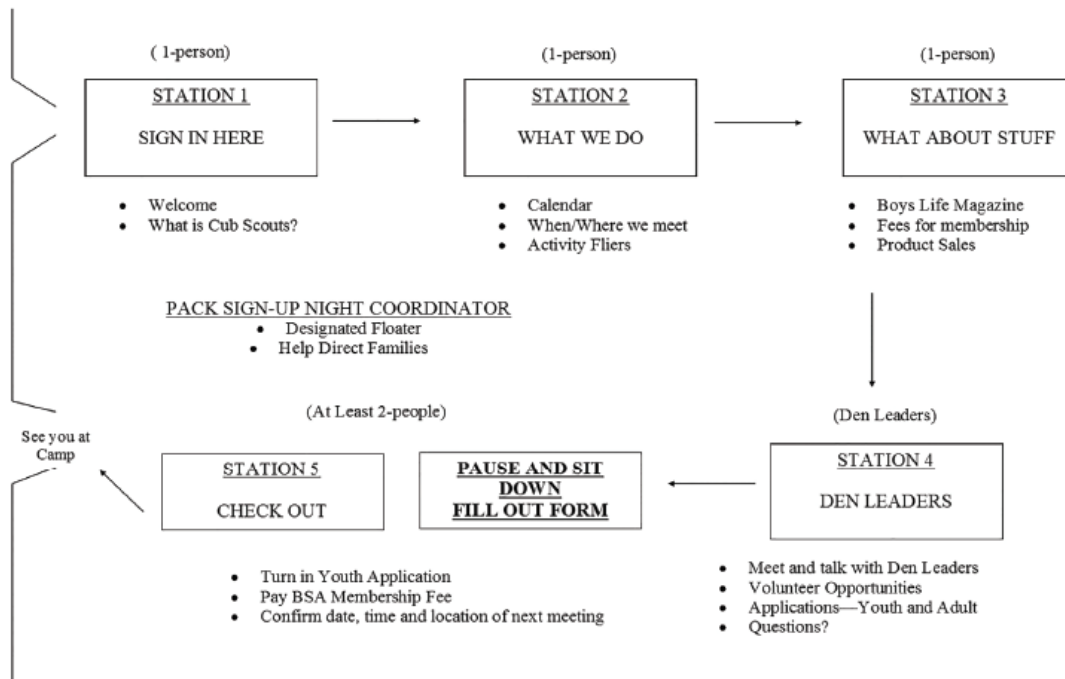
The BENEFITS of having New Member Coordinators can be substantial!

- *Continuing engagement of youth and families rather than many leaving after only a few weeks.*
- *Healthier units with a higher level of volunteerism.*
- *More youth developing character, learning new skills, having fun and adventure.*
- *Districts are strengthened by the creativity, collaboration, and connections of the New Member Coordinators.*
- *Councils meeting membership goals for both recruitment and retention.*

How to Conduct a Sign-Up Night

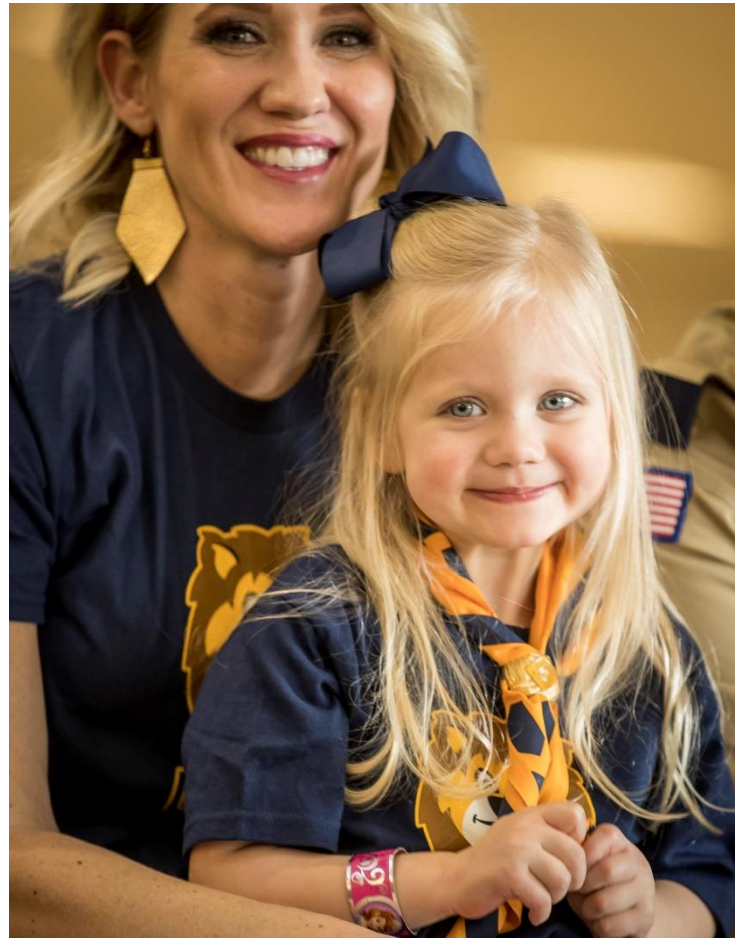
- **No more uniforms at sign-ups.** Uniforms have created an us-vs. them mentality and a barrier to joining. Instead, go with a less intimidating golf shirt or pack shirt and a name tag that includes the person's name and the title of "parent," followed by their Scouting position, such as Cubmaster.
- **Change the sign-up event itself:** Move to a station-to-station/Open house-style process, more like a sports sign-up event (see below for example). No more presenter style. This new process takes only 20-30 minutes. Also stop recruiting leaders at joining night events. Leaders are recruited before or after sign-up events.
- After going through all of the stations, parents will have signed up, paid, and received a complete packet of unit information including key dates, times, contact information, pack expectations including fees, calendar, and a handbook.
- **Provide a great first experience.** Schedule a fun, exciting outdoor experience almost immediately after the families join.

Setup for Sign-Up Night



Key Points when Recruiting a new Family

1. You must make sure they feel welcomed at the recruitment and first meeting. A new member coordinator can help most with this process.
2. Be clear on cost for registration, dues, shirts, etc, but also share fundraising opportunities (popcorn, camp card, etc) as well as financial assistance opportunities.
3. Give the families a pack calendar for AT LEAST the rest of the calendar year
 - a. Den Meetings
 - b. Pack Meetings
 - c. Unit Outings
 - d. District/Council Activities
4. Share the value of Scouting to the joining families:
 - a. Character Development
 - b. Fun for the entire family
 - c. Community Service
 - d. Civic Awareness
 - e. Etc.



Checklist for an Effective Parent Orientation

Congratulations on conducting a successful Sign-Night... Now the fun starts. A week after the sign-up night your pack should hold a Parent Orientation. Here is a list of suggestions that will help you plan and execute an effective Parent Orientation:

- Make sure each new family gets a personal phone call inviting them to the orientation. Have some parents that do not fill an active adult leader role handle this for your pack.
- Have an activity for the youth and siblings to do so you have time to talk to the parents. A local Scouts BSA Troop may be able to help with this. If not, make sure you have at least two adults supervising the activity. Have some light refreshments for the adults.
- Have your adult leaders introduce themselves and share why they are in Scouting.
- Give the new parents a time to introduce themselves and share what they hope to get from the Scouting program. This is important...it will give the pack ideas on how to better engage the parents and meet their needs as a family.
- Help parents understand the importance of “active involvement” Encourage them to participate in as many pack events as possible. Review your Pack calendar with them.
- Share leadership opportunities the pack has with the new parents. This may take some one-on-one time with parents to get them committed to fill a needed role in your pack.
- Encourage your newly recruited leaders to attend one of your district’s scheduled trainings as a group. This will make it more fun and help create a “team” feeling for the new leaders.
- Before you let them leave the orientation, give them an opportunity to ask questions and make sure they know the date, time and location for the next month’s pack meetings.

Scout and Unit Incentives

Further promotion and details will be shared in the future for each incentive.

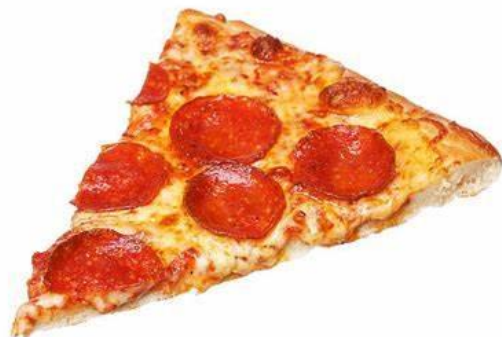
Spring Incentive

When a Scout recruits a friend into Scouting by May 31, 2023, the Scout who recruited their friend will receive \$10 Trading Post Gift Card for Camp. If they recruit 2 Scouts, they earn a total of \$20, and if they recruit 3 friends, they will earn a total of \$35!



Fall Incentive

When a pack reaches their target recruitment goal by Friday October 13, 2023 the council will pay for a pizza party for their next meeting! Council will provide a gift card (pizza vendor and amount of the gift card will vary by unit size and location of unit)



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2023 Recruitment Resources Request Form

Unit Information

Unit # _____ District: _____

Submitted by: _____

Phone Number: _____

Email: _____

School District: _____

School District Requires Pre-approval? **Y / N**

Sites for Flyer Distribution (Schools,
Churches, etc): _____

Sign Up Event Info

Event Date: _____

Time: _____

Location of Event: _____

Address: _____

City: _____ Zip: _____

Contact Name for Flyer: _____

Email/FB: _____

Phone Number: _____

Date Materials Needed: _____

(Please allow 5 business days for your flyers to be printed after school approval). The MVC will also do a Facebook promotion in your area for your scheduled recruitment at no additional cost to your unit.

Flyers (1st Choice)

_____ # Cub Scout Flyer _____

_____ # Cub Scout Flyer _____

_____ # Cub Scout Invite Cards

_____ # Scouts BSA Flyer _____

DE Approval: _____

Completed Date: _____

Additional Items

_____ # New Family Joining Envelopes

_____ # Sign Up Night Check in Sheets

_____ # Youth Applications

_____ # Adult Applications

_____ # C.S. Yard Signs

