



# CUB SCOUT RECRUITMENT PLAN

2020  
2020  
2020  
2020

**DO  
YOUR  
BEST**  
\*NOT JUST FOR CUB SCOUTS

**FUN  
FUN  
FUN  
FUN**

**PLAN  
A**



**PLAN  
B**



**C  
PLAN**

**PLAN  
D**



**RECOMMENDATIONS - FEEL FREE TO MIX AND MATCH ELEMENTS TO WORK FOR YOUR SITUATION**



# **A PLAN ACCESS**

**[The Access to Schools Approach]**



## **HOW YOU CAN HELP US**

- Secure rally date/time/location
- Pack Leaders on hand to help with recruitment night
- Secure new youth applications and joining fees
- Secure new adult leader applications and joining fees
- Post Recruitment Video on Pack Social Media Pages
- Display yard signs on property of members
- Invite Cub Scout friends and their families to our Try Scouting on for the Day events this Fall.



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## **HOW THE COUNCIL CAN HELP YOU**

Recruitment fliers · Recruitment stickers · Posters for Display in Schools · Secure access date/time/location · Display yard signs on school property · Post Recruitment video on School Social Media · DE runs sign up night



# **PLAN BRING A BUDDY**

## **[The Peer-to-Peer Tactic]**

### **HOW YOU CAN HELP US**

- Secure a recruitment collaboration with existing Cub Scout Packs and members
- Recruitment Materials for all Cub Scouts and families: fliers, electronic postcards, downloadable graphics for social media invitations
- Post Recruitment video on School Social Media
- Meet with Cub Scout Pack to develop their plan for recruitment leading to a recruitment meeting
- Incentives for Cub Scouts to bring a buddy to join Cub Scouts: Bring a Buddy, get to throw a crème pie in a Cub leaders face.
- DE on hand to help with Sign up night as needed

### **HOW THE COUNCIL CAN HELP YOU**

Agree on a recruitment plan for all Cub Scouts to recruit ONE new friend to join their Pack · Secure rally date, time, location for individual Cub Scout Pack · Alternate location if no access from school property: Firehouses, parks, parking lots with Tailgate theme · Display yard signs on property of members · Post Recruitment Video on Pack Social Media Pages · Pack Leaders on hand rally night to help with recruitment · Secure new youth applications and joining fees · Secure new adult leader applications and joining fees · Invite Cub Scout friends and their families to our Try Scouting on for the Day events this Fall. Scouts and their Buddy (new Scout) attending the Fall Events will also be get to participate in the Dunk Tank Challenge to dunk a Scout Leader!





# **PLAN CONTACTLESS**

## **[The Digital Domain]**

### **HOW YOU CAN HELP US**

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- Meet with Cub Scout Pack to develop their plan for recruitment leading to a recruitment meeting
- Incentives for Cub Scouts to bring a buddy to join Cub Scouts: Bring a Buddy, get to throw a crème pie in a Cub leaders face.
- DE on hand to help with Sign up night as needed

### **HOW THE COUNCIL CAN HELP YOU**

Secure rally date, time, location  
• Alternate location if no access to schools or Pack Meeting Location: Firehouses, parks, parking lots with Tailgate theme  
• Secure new youth applications and joining fees • Secure new adult leader applications and joining fees • Display yard signs on property of members • Post Recruitment Video on Pack Social Media Pages • Pack Leaders on hand rally night to help with recruitment • Invite Cub Scout friends and their families to our Try Scouting on for the Day events this Fall.

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# **PLAN DANG IT!**

## **[When Plan A, B, & C Won't Work]**



## **HOW YOU CAN HELP US**

- Post Recruitment video on School Social Media
- Hold a Virtual Sign up night via Zoom by DE
- Turn to link to resource page to utilize digital 918 Scout resource to build your Pack's recruitment plan
- Mix and Match elements from Plan A, B and C to build your Pack's recruitment plan

## **HOW THE COUNCIL CAN HELP YOU**

Secure rally date, time, location · Alternate location if no access to schools or Pack Meeting Location: Firehouses, parks, parking lots with Tailgate theme · Secure new youth applications and joining fees · Secure new adult leader applications and joining fees · Display yard signs on property of members · Post Recruitment Video on Pack Social Media Pages · Pack Leaders on hand rally night to help with recruitment · Invite Cub Scout friends and their families to our Try Scouting on for the Day events this Fall.

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