



# **2025 Pack Recruitment Guidebook**

Recruiting youth into Scouting today looks very different from when I served as a Cubmaster 25 years ago. Scouting and its mission, methods and ideals are not as broadly known and understood. Children and their parents are busier than ever before; they have a tremendous variety of activities to choose from. The cultural landscape has changed significantly. There are different family dynamics and structures. Communication has become more fractured and less personal, with different communication tools that shape how families engage with local programs. Councils are leaner, with fewer professional resources to support recruitment. With that in mind, I've spoken to a number of Cub Scout leaders, unit commissioners, professional Scouters and Cub Scout recruiting experts to compile this guide using insights and materials from councils across the country that have demonstrated a strong track record of recruitment success. This guidebook is a starting point.

That said, I fully recognize that a one-size-fits-all approach doesn't work across our entire Council. Each district, community, and unit face their own unique set of circumstances. What works in one area may not be effective in another.

If you find that parts of this plan don't align with your local needs or aren't yielding the results you're hoping for, I strongly encourage you to reach out to your District Membership Chair and District Executive. They're here to support you and help tailor an approach that works for your specific situation.

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- Blue Crab – Cory Polidore, District Chair, [Pack185cubmaster@gmail.com](mailto:Pack185cubmaster@gmail.com)
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Thank you for all you do to grow Scouting in your community. Your efforts make a difference.

Yours in Scouting,  
John Walker  
Council Membership Chair  
Del-Mar-Va Council

# NEW MEMBER COORDINATOR

**Having a dedicated volunteer that can provide leadership to recruiting and onboarding new families is vital. This volunteer position is called a New Member Coordinator.**

## **Position Concept:**

A registered member of the Pack committee that leads and promotes recruitment programs and onboards new families so the pack can achieve its membership goals.

## **Responsibilities:**

- Attend the annual recruitment training to get resources and updates on recruiting.
- Set a new scout membership goal and work with your district's membership team on plans to achieve it by November 30. A good goal to consider is to have 25% of the pack's membership as Lions and Tiger Scouts.
- Build relationships with teachers and administrators at local schools to ensure your pack has a presence at school functions and can promote the pack's recruitment events.
- Build relationships with your Charter Partner, and surrounding religious and community institutions, so that your pack is being broadly promoted.
- Provide leadership in planning, organizing, marketing and executing your pack's Join Scouting events, targeting each school your pack draws from.
- Coordinate opportunities for your pack to be at community and school events to promote Scouting and generate new leads of prospective families.
- Build a culture in your pack that is welcoming to all families and where all members are promoters and recruiters.
- Keep your pack's BeAScout.org pin up to date. [Click Here](#) to view an instructional video.
- Ensure timely follow up with BeAScout.org leads and applications.
- Coordinate with the unit committee to ensure there are reasonable funds available in the annual pack budget to support recruiting efforts.

## **Time Considerations:**

Attend regular unit committee meetings.

Attend the Annual Recruitment training in your area.

Plan and attend your unit's recruitment events.

Call and visit local institutions to promote Scouting.

# THE PLAN

Recruiting a consistent number of Scouts each year ensures that your pack is sustainable with a strong program for current and future Scouts. With new Scouts, also come new parents that can take on leadership roles in the pack. By having well planned recruitment events, you are laying the foundation for a strong Scouting program that will serve your community. This guidebook will walk you through how to make any recruitment you hold a success.

This guidebook is designed to be interactive with our website <https://www.delmarvacouncil.org/recruitment/>. You will find many great resources that will help you with recruiting new families.

## **This Cub Scout Recruitment Plan has three key elements:**

- 1) Every unit should plan to hold at least 2 Join Scout Events in the Fall and 1 in the Spring. *Make sure you report these dates back to your Membership Chair.*
- 2) This plan is flexible and allows units to select recruitment events and dates that work best for the schools and communities that we hope to recruit families from. *Every community is different!*
- 3) There must be direct and consistent communication with prospective families so they stay engaged year-round so they know they can join at any time. *Ideally, there should be one point of contact per school. Be sure to coordinate with neighbors.*

# STEP ONE: PREPARE

Having a well-planned and robust program is key to attracting new families and retaining current Scouts.

Once the pack program is planned, a complement recruitment plan can be developed. Use the [Pack Recruitment Plan](#) to help you and to communicate recruitment dates with the volunteer membership team and professional staff. Review the New Scout Sign-Up Event ideas at <https://www.delmarvacouncil.org/recruitment-cubs/> to find the ones that work best for your pack and community.

Part of your preparation should be reaching out to teachers, administrators and the parent-teacher groups at the schools your pack draws from. Maintaining positive relationships with these people and groups will help your pack have access to promote Scouting and your recruitment events.

Keep your Pack's BeAScout.org pin up-to-date. The [BeAScout.org](https://BeAScout.org) website is on all recruitment materials and will be the first thing families see if they are searching Scouting online. This site is how new families can find and join your pack. Prospective parents can reach out with questions and families that have visited your pack can join and pay electronically. However, it only works if your pin is current. [Click Here](#) for more information on how to manage your pack's BeAScout.org pin.

## STEP TWO: IDENTIFY

Successful recruitments happen when families have been personally invited to attend. There are many ways to get the word out about your recruitments. [Click Here](#) to view and order any Del-Mar-Va Council recruiting resources to help promote your recruitment event. You can complete this order form as many times as you like to order enough materials for all of your events.

National Scouting America also has plenty of resources available for you to develop your own recruitment resources. [Click here](#) to view those.

It is important to also build an invite list of families that may want to join Scouting. Being at community events allows you to engage with families and collect their contact information. All contacts made should be put into a simple invite list. Direct communication and invitations from this list are the best way to ensure that families will show up and join at your recruitment events. Here are some ways to build an invite list:

- Participate in school events like a Meet the Teacher or STEAM Night and have a fun activity kids can do. Collect contact information from parents and add them to your invite list.
- Ask current families in your pack to provide names of other families that might want to join Scouting.
- Work with your Charter Organization to secure a list of potential families.
- Add leads you have from BeAScout.org.
- Work with your district membership team to get a list of youth who have dropped out of Scouting.
- Review your pack's social media accounts for families who are not members and have liked or shared posts on your pages.

However you create your list, it is important that you maintain consistent communication. Your invite list should always be growing. You should always be adding

new prospects to the list. *Families should only come off the list if they join or say they're not interested.*

There are different ways to keep and manage an invite list. It can be through an excel spread sheet or with a free account through an email communication site like MailChimp.

## STEP THREE: PROMOTE

Promoting your recruitment events early and often is key to getting new families to join. In the previous step you should have familiarized yourself with the many promotional materials available to your pack. Use the [Promotional Back Dater](#) to help you plan out the promotion of your recruitment events.

New Scout Sign-Up Events may be themed so they can be easily promoted to the community and your local school. You can view them all on the <https://www.delmarvacouncil.org/recruitment-cubs/> website. Make sure that all print and digital promotional communication has the **Date, Time and location**.

Here are some key steps to make sure your recruitment gets properly promoted.

Enlist the help of every family currently in your pack to:

- Put up yard signs, posters and flyers around the community.
- Use peer-to-peer cards to invite friends to recruitments.
- Liking and sharing your pack's social media posts and recruitment events.

Use all methods of communication in your school and Charter Organization to promote your recruitment. This includes:

- Host 'Cub Talks' at the school in the classroom, cafeteria, or auditorium. Classrooms are most effective.
- Printed flyers sent home and digital flyers to parent's emails.
- Messaging in emails from the principal and parent/teacher groups.
- Announcements made over the school PA system and on the school marquee.

Since each district has different accesses, we encourage you to quickly chat with your District Membership Chair.

## STEP FOUR: SIGN THEM UP

Everything that you have done up to this point has been so that new families are aware of how, when and where to join Scouting. Make sure your recruitment is easy to find with enough signage. Everything about a recruiting event should make it so that families can, and want to, sign up. This cannot be overstated. Here are some easy ways to ensure this happens:

- **Make a good first impression.** Make sure new families can find your meeting easily. Ensure families are welcomed when they arrive, and they are given a [Family Information Guide](#) (Spanish version [here](#)) and [youth application](#) (Spanish version [here](#)) packet. Have all families [sign in](#) and provide their contact information.
- Make sure new families are introduced to pack leaders and other new families. Show them that there are volunteers from member families and that there are other new families just like them.

Here are some things to consider and remember for your New Scout Sign-up Night.

- **Don't get stuck in the weeds.** These events should be fun and the time spent explaining Scouting should be short (20-30 minutes). Consider using this [Family Information Guide](#) ([Spanish](#)) and [Agenda](#) for your presentation. There will be plenty of time at your parent orientation and other meetings to teach parents all they need to know. As for these sign-up events, remember these two things: Have fun and sign them up.
- While the scout uniform is a big part of the Program, we discourage it at recruitment events. Research has shown that it can create an "us vs them" with potential new families and it creates a barrier for new families to envision themselves in the program. If possible, wear name tag (even disposable ones) and your Pack t shirt. If you don't have a Pack t shirt, consider all wearing the same color so you are easily identified.
- **Don't recruit leaders.** Remember you are trying to recruit Scouts. Leaders should be recruited before the sign-up event or at the parent orientation. Many families will not sign up on the spot because of the pressure of being asked to be a leader.
- Share details about the next meeting with new families. They need and want to know when they can start their adventure.



The Del Mar Va Council will provide materials for your Join Scouting Night. [Click here](#) to order them.

Make sure to review all applications when families turn them in. If there is any incomplete information, have the families fill it in. Doing this will save time and ensure families are registered quickly. **Or better yet have them complete online applications.**

Regardless of how you implement your recruitment event, remember this: Most families will come ready to join your pack. They simply need to be asked. Don't let families walk away without asking them to complete the application for their child. For the few families that want to think about it. Encourage them to complete the application anyways. This way they don't lose it or forget about it. Having the completed application will give you all the information you need to stay in contact with the family.

## SUBMIT AND APPROVE APPLICATIONS

After families have left your recruitment event, review and organize the applications and payments. Applications collected without payment should be kept in a separate pile. Ensure all applications are signed by the Cubmaster and are filled out completely. Match payments with applications. If payments are made out to your pack, please be ready to write a check to Del-Mar-Va Council or that appropriate funds are in your pack account at the Scout Store to pay for those applications. [Click here](#) to see the National Registration and Del Mar Va Council Fee structure, [click here](#) to see the membership assistance application.

If families are submitting online applications, have a way for unit leadership to accept them during the sign-up night. This can be as simple as a phone or iPad.

If not given to a District Executive or membership team member on the night of your recruitment, the following items should be turned in within 72 hours of your recruitment event:

- All completed youth applications
- All completed adult applications
- Matching payments for all applications being turned in
- A copy of the sign in sheet
- Any recruitment materials that the pack does not need



## STEP FIVE: ENGAGE

**Send an email or text to all families that attended your recruitment within 24 hours and call every family within three days. Families will want to hear from you and are excited to start their adventure. Don't wait to welcome them.** Ensure they get a personal invite to your next meeting or activity. Den leaders should make welcome phone calls to their new families. You cannot over communicate to a new family joining and attending their first pack or den event. Consider sending new families the following as you communicate with them:

- Access to, or copy of, the pack calendar
- Contacts for key leaders
- Invitations to join the pack's social media pages
- Invitations and instructions to ScoutBook. PDF guide [here](#)

Don't wait for a new family that has already signed up to show up again. If they do not feel welcomed or invited, they may not decide to return.

The same time and effort should be made to follow up with the families that did not sign up at your recruitment event. You should know which families these are based on the sign-up sheet from the recruitment event. Follow up with each family with a phone call. Address any concerns they may have and offer to meet up with them so they can get registered. Invite them to your next meeting or activity explaining that they can come check out the program in real time and then sign up.

Your invite list should also be followed up with after your recruitment event. Invite them to your next pack meeting or activity. Any families that showed up to your recruitment but who do not join should be kept on or added to your invite list.

**Hold a Parent Orientation Night within two weeks of your recruitment.** This can and should be for all parents of the pack, not just new ones. A parent orientation should go into the business and operational details of the pack. These are things that did not need to be covered in detail during the sign-up event. Things that should be covered include:

- Pack calendars and activities: Your program is where a lot of the fun happens. It's a good idea to begin with the good stuff.
- General Cub Scout program: Den structures and the different age-related programs.
- Pack budget and fundraisers along with fundraising expectations for families: This should include a breakdown in the registration fee so families can see what the money is spent on.

- Pack leadership and structure: Families should know roles and responsibilities and how that is important to the Pack program. Be sure this includes contact information.
- District and Council structure, including District events, summer camp and the Scout Store.
- Leader training and Safeguarding Youth Guidelines.
- A good amount of time should be spent on parental involvement and expectations. This is your chance to build a culture where every parent is helping. Use the [Family Talent Survey and the 100 Point Commitment Plan](#) to help you set the right expectation.
- [Click here](#) for the Parent Orientation agenda.

## STEP SIX: Deliver

The final step is **Deliver the Promise**. It is important that all the fun and adventure that was talked about at the recruitment events is delivered through the pack program. If your program plan is followed and executed families will re-register and your packs retention rate will soar. Here are some things you can do to deliver the promise to your new families that have joined:

1. New Scouts earn and are awarded their Bobcat in their first 30 days.
2. There is a fun outdoor activity families can participate in within their first 30 days. Consider Family Adventure Weekends at [Henson](#), [Rodney](#), and [Akridge](#).

Membership recruitment is not an extra thing that needs to happen to get more Scouts to join your pack. It is an essential operation that touches every part of the pack. More youth equals:

- ✓ More parents to take on leadership roles
- ✓ More Scouts to provide service hours to the community
- ✓ More families to sell popcorn and raise funds for the pack
- ✓ MORE FUN because everyone is working together to support that pack and ensure our Scouts have life-changing experiences

# Annual Recruitment Timeline

## JUNE/JULY

Set a date for your fall recruitment and start planning  
Contact schools about your pack's fall recruitment events.  
Attend community events to identify new families. And add them to your invite list.

## AUGUST

Begin promoting your fall recruitment events.  
Attend back to school open house and "Meet the Teacher" events at your local schools.  
Communicate with your invite list and invite them to your Fall Recruitment Events.

## SEPTEMBER

Hold New Scout Sign-Up Events.

## OCTOBER

Hold a Parent Orientation within two weeks of your fall recruitment events.  
Follow up with any families that have not signed up.

## FEBRUARY

Set a date for your spring recruitment and start planning.  
Send an email to your invite list inviting them to your Blue and Gold Banquet.

## MARCH

Identify new families to add to your invite list.  
Conduct a peer-to-peer recruitment campaign.  
Begin promoting your Spring Recruitment Event.

## APRIL/MAY

Communicate with your invite list and invite them to your Spring Recruitment Event.  
Hold a Spring Recruitment Event.  
Attend Annual Membership Roundtable to get recruitment materials.