

SERVICE CENTER & SCOUT SHOP LOCATIONS

MICHIGAN CROSSROADS COUNCIL

Lansing Service Center

137 S. Marketplace Blvd.
Lansing, MI 48917
517-940-4210
www.michiganscouting.org

GREAT LAKES

Dauch Scout Center

1776 West Warren Avenue
Detroit, MI 48208-2215
Phone: 313-897-1965
Fax: 313-897-1970
Scout Shop: 313-898-8920

Troy Scout Center

1155 East Long Lake Road
Troy, MI 48085
Phone: 248-526-0169
Scout Shop: 248-526-0169

SOUTHERN SHORES

Ann Arbor Service Center

3914 Bestech Dr
Ypsilanti, MI 48197
Phone: 734-971-7100
Scout Shop: 734-477-5194

Kalamazoo Service Center

3497 S. 9th Street
Kalamazoo, MI 49009
Phone: 269-962-8513

PRESIDENT FORD

DeVos Family Center for Scouting

3213 Walker Avenue NW
Grand Rapids, MI 49544-9775
Phone: 616-785-2662
Fax: 616-785-0835
Scout Shop: 616-647-0207

Traverse City Service Center

1499 Business Park Drive
Traverse City, MI 49686-8741
Phone: 616-785-2662
Fax: 231-947-7072
Scout Shop: 231-947-7071
ext. 3100

WATER & WOODS

Port Huron Service Center

924 7th Street
Port Huron, MI 48060-5395
Monday-Friday 8:30 AM to 5 PM
Phone: 810-982-9529
Fax: 810-982-3931
Scout Shop: 810-987-2670

Flint Service Center

4205 E. Court Street
Burton, MI 48509
Phone: 810-235-2531
Scout Shop: 810-743-7926

Auburn Service Center

5001 11 Mile Rd
Auburn, MI 48611-8512
Monday-Friday 8:30 AM to 5 PM
Phone: 989-662-4464
Fax: 989-662-4465
Scout Shop: 989-662-0242

RECRUITMENT GUIDEBOOK



BOY SCOUTS OF AMERICA
MICHIGAN CROSSROADS COUNCIL

Prepared. For Life.®



LION CUB PROGRAM

The Lion Cub program began in the Michigan Crossroads Council in 2016 and will continue in 2017. Kindergarten age boys and their families are welcome and invited to join.

The Lion Cub program is age specific and require adult participation similar to the Tiger Cub program.

In 2016, over 450 Lion Cubs joined the Scouting family in the Michigan Crossroads Council.

RECRUITMENT NIGHT RESOURCES

Council and district membership committee volunteers, along with the professional staff of the Michigan Crossroads Council, are committed to ensuring that Scouting is offered to every youth and family that wants to be a part of this wonderful program. As part of this commitment, membership teams from your district will assist with your pack's Recruitment Night. Resources available in each pack's membership kit include:

PIZZA BOX CONTENTS

Recruitment Night Attendance Rosters
Youth Applications
Adult Applications
Color Family Envelopes
Parent Information Guides
Talent Surveys

RECRUITMENT NIGHT TIMETABLE

Pack Recruitment Night Coordinator is recruited	July
Coordinator attends your district's Build an Adventure Recruitment Night Training	August
Use Social Media to promote the Build an Adventure Recruitment Night	August - September
Conduct media, neighborhood, and community promotions	August -September
Participate in Build an Adventure Recruitment Night	September 21
Follow-up with all new families to help them feel welcome and a part of your pack	September/October
Invite and recruit new parents to fill needed leadership vacancies	September/Early October
Conduct an outdoor activity and invite newly recruited boys and parents to participate (Fall Blast or other District / Council events and activities	Early - Mid October
Ensure all new leaders are trained and are invited to attend the district's roundtables. Encourage leaders to attend Cub Leader Adventure Weekend and Lion and Tiger Boot Camp. Other trainings are also available for leader	October
Follow up with new families that joined but have not yet attended meetings or activities	October
Continue to register new members through peer-to-peer recruiting and other methods of invitation	October/Early November
Participate in a roster check to ensure that all members of pack are registered	November/Early December

Sample Cub Scout Flyer for Schools
Mini Boys' Life Magazines
Bring-A-Buddy Cards
A draft round up agenda for your Pack

RECRUITMENT NIGHT KIT FOR SEPTEMBER 21

Attendance Rosters
Youth Applications
Adult Applications
Color Family Envelopes
Parent Information Guides
Fall Event and Activity Information
Yard Signs
Boys' Life Mini Magazines

RECRUITMENT NIGHT AGENDA

- Set up recruitment tables, chairs, pack and American Flags, displays, and photos.
- Invite a local troop to join you to assist with running the recruitment night for the new boys that attend so pack leaders can speak with parents separately.
- Make sure all materials are on hand: youth and adult applications, pack checkbook with appropriate signatures to pay for registrations, pens, roundup roster, pack calendar, pack information sheet with leaders names and contact information, samples of Boys' Life Magazine, Cub Scout Parent Information Guides.
- Welcome new families as they arrive. Be enthusiastic! Have them sign-in on the roundup roster when they arrive. Have them sit with their age group. Hand them your pack calendar

and organizational chart, Parent Information Guide, a pack information sheet, and Boys' Life Magazine sample. Direct them to the pack displays.

- Teach everyone the Cub Scout salute.
- Have the Cubmaster, committee chair, or Recruitment Night coordinator introduce pack leaders and guests to the group.
- Give a brief overview of the Cub Scout program as described in the Parent Information Guide, its benefits to families, and how Cub Scouting is organized. Review your pack calendar and other essential information parents will need to know about the pack and have it listed on the pack information sheet. Announce upcoming meetings and events that the pack has planned.
- Have parents complete the youth membership application. Invite parents to an organizational meeting. Set date, time and location.
- Discuss that Cub Scouting is a family program and the need for every family to participate in some way. Review current leadership needs of the pack and emphasize that volunteering to be a leader is strongly encouraged. It is likely you will need to recruit a Tiger Cub Den Leader for these new den(s).
- Review the family's financial commitment upon joining the pack. Discuss registration fees, pack dues, and describe money-earning projects (popcorn) of the pack. Emphasize the importance of the uniform and what each family is expected to purchase for their son.
- Let parents know about the Scout Shop and its location. Discuss Boys' Life Magazine, its value and cost.
- Explain that boys will be assigned to dens and contacted by the den leader shortly after the Recruitment Night. Announce the names of who the Lion, Tiger, Wolf, Bear and Webelos den leaders are if known. Announce the date, time and location of the next den meetings and pack meetings. Announce date, time and location of monthly pack leaders' meetings and upcoming training opportunities for leaders.
- Have parents complete the youth application, going over it with them step-by-step. Tell parents that completed youth applications and fees will be collected before they depart. Give them time to complete the applications (5-10 minutes).
- Answer any questions families may have.
- Collect all applications and fees. Make sure all checks are made out to your pack.
- Have Cubmaster sign all youth applications. Forward adult applications and fees to the local council service center as soon as they have been approved by the chartered organization, keeping the pack copy.
- Verify money and registration applications. Calculate and prorate fees. Keep the pack copy of the youth applications. Write one pack check made out to "Michigan Crossroads Council" for all registration and Boys' Life Magazine fees.
- Complete the front of the Recruitment Night Report Envelope with the District Recruitment Night Coordinator and enclose council copies of the youth applications, the pack check and a

copy of the Recruitment Night Roster. Give the completed report envelope to the District Recruitment Night Coordinator.

- Close with an inspirational thought, emphasizing the importance of family involvement. Thank everyone for coming.
- Check to make sure the room is clean and returned to its original order. RELAX! YOU DID IT!

TIPS FOR SUCCESSFUL RECRUITING

People come to the Recruitment Night to sign up. They've already decided to join, so they don't need a sales pitch. Keep the meeting as brief as possible (about one hour), and focus on why you're there. If people want to stay afterwards and ask questions that's ok, but end the formal meeting as quickly as possible.

- Leave the complicated details for a later time. These people are joining a den and a pack – so just focus on pack-level terms.
- Have a packet for each family that includes the year's calendar, key leader phone numbers, a page or two of general Cub Scout info, etc. That way they have the key information in writing, in case they have to leave early or miss something during the presentation.
- Be sure to have adults complete the Recruitment Night Roster when they arrive at the door. After the Recruitment Night, you can contact people who don't sign up for whatever reason.
- Inform people what they should do next (e.g., buy a Scout uniform, come to the next pack meeting, when den meetings are, upcoming events they can participate in, etc.).
- Recruiting den leaders at the Recruitment Night is a delicate process.
- Remember, these people don't understand (yet) that Scouting is a family activity. To them, signing up for Cub Scouting is no different than signing up for baseball. They assume you already have leaders in place and all they need to do is pay. Gently dissolve them of this notion.
- Displays are great because they tell the Scouting story without taking time out from your meeting. Pictures and Pinewood Derby cars paint an exciting picture of fun and adventures.



- Have lots of leaders around in uniform to answer questions and direct traffic.

- Remain positive no matter how crazy things get – HAVE FUN!

FOLLOW UP

Following the Recruitment Night, the pack and den leaders place the new families and boys in dens. All the new family information is exchanged between the leaders. Families that join expect their children to be immediately enrolled in Scouting and it is very important that the new boys be registered in the program as soon as possible after the Recruitment Night is completed.

IMPORTANT:

PLEASE SUBMIT THE COMPLETED RECRUITMENT NIGHT REPORT ENVELOPE TO YOUR DISTRICT RECRUITMENT NIGHT COORDINATOR AT THE RECRUITMENT NIGHT PLEASE BE CERTAIN THE FOLLOWING ITEMS ARE INCLUDED:

- I The council copy of Cub Scout and Adult applications
- I Pack check for pro-rated registration and Boys' Life fees
- I A copy of the Recruitment Night Roster

There are usually a number of parents who were unable to attend due to scheduling conflicts. There may also be parents who attended but were indecisive about joining. You may also have had phone calls from parents who said they will attend the Recruitment Night, but failed to do so.

Use your September pack meeting following the Recruitment Night as a follow-up opportunity for families to join. Use the phone numbers on the pack's copy of the Recruitment Night Roster to invite parents who attended but did not complete the joining process, or for parents that called after the Recruitment Night.

Set aside some time at the pack meeting to sign-up families and provide a brief orientation for the new families.

METHODS OF RECRUITMENT

RECRUITMENT NIGHT INFORMATION FLYER

Materials: Inform your district executive of the date, time, and location of your Recruitment Night as well as contact names, emails and phone numbers.

Timing/Steps: If the school district permits, your Recruitment Night will be scheduled for your pack within the first two weeks of the school year. Your district executive will work with you to reserve the facility early to get your meeting booked. Your district executive is responsible for preparing and distributing the fliers once your pack information is submitted. Before your Recruitment Night, the district executive will deliver fliers to the school(s) and neighboring schools that do not host packs two to three days prior to the meeting (or the earliest "take-home" day prior) and will talk directly to boys if possible.

SCHOOL BOY TALKS - CLASSROOM, ASSEMBLY & LUNCHROOM



Materials: Scout uniform, copy of invitation flyer, Pinewood Derby car or other Scouting visuals.

Timing: 2-3 days before or the day of the Recruitment Night.

Steps: If a school allows talks to boys, plan to join your district executive on these school visits to tell boys about fun upcoming activities that are scheduled for your pack. Confirm with your district executive what time to meet at the school and for how long you will be needed. If doing classroom visits, be sure to ask for a map so that you don't miss any classrooms. Arrive on time and check in at the office.

SOCIAL MEDIA

Materials: Social media accounts.

Timing: Prior to Recruitment Nights and after recruitment nights are conducted.

Steps: Share information about the Recruitment Night on your personal and unit social media pages and channels. Develop a Pack Information Sheet

Materials: Paper, pen or computer, key information on your pack.

Timing: Have sheet prepared to give (paper, e-mail, fax, or mail) to any interested person at any time (in addition to your Recruitment Nights).

Steps: This is your chance to brag about your pack. Include items such as the time, date and location of pack meetings, list of upcoming events, den leaders and committee members' names and phone numbers, and other exciting details about why you are involved, including pictures. Provide your chartered organization a copy of the sheet so they can answer any questions they might receive regarding your pack. Make sure that your pack committee and parents have copies of the sheet to distribute as well.

ENCOURAGE CUB SCOUTS TO INVITE THEIR FRIENDS TO JOIN SCOUTING

Materials: Experiences and stories that show they enjoy Scouting.

Timing: As often as they can.

Steps: Host a "Bring a Friend to Scouting" night when each Scout brings one or more friend(s) to their meeting. Plan an activity that will encourage the friends to come back.

YARD SIGNS

Materials: Yard signs with information including Recruitment Night date, time and location, with a contact person and phone number and Cub Scout logo. These are part of your pack's Fall Round-up Kit and are available at your district's Kickoff or from your district executive.

Timing: Post signs prior to the beginning of the school year and all year long.

Steps: Be sure to be aware of any regulations regarding yard signs. Post as many signs as possible and at strategic locations within the community including intersections. If a school, church, recreation center or other organization will allow it, post signs there as well.

CUB SCOUTS AND LEADERS "SPORT" YOUR UNIFORM OFTEN

Materials: Your uniform!

Timing: Whenever possible...be creative.

Steps: Wearing the uniform is like a walking billboard, and can grab the attention of youth and adults. The uniform also serves as a conversation piece. Encourage every member of your pack to wear their uniform to school on the day of your Recruitment Night and to school the days of your pack and den meetings. Be knowledgeable about what all the patches mean and share the excitement of Scouting.

ADULTS SHOULD USE WORD OF MOUTH TO GET FAMILIES INVOLVED

Materials: Conversation skills and excitement of Scouting.

Timing: As often as possible.

Steps: Cub Scout families consistently see the value of Scouting in their own lives and as a result they are our best sales people. Share Scouting's benefits and excitement with other parents. Most families are looking for programs filled with excitement and opportunities for leadership development and positive values. Seek adult volunteers who can lend a hand for a good cause at any of your regular meetings.

SHOW 'N TELL

Materials: Photographs, awards, uniform, Pinewood Derby cars, Scouting projects, and other exciting visuals.

Timing: Before the pack's Recruitment Night and anytime during the school year.

Steps: Encourage youth to use Cub Scouting as a part of their Show and Tell opportunities in school. Peer-to-peer recruitment is very successful and this is a great forum for Scouts to share their stories and the excitement of Cub Scouting. If possible, provide handouts with pack joining information for the Scouts to distribute at the conclusion of their presentation.

PERSONALIZED INVITATION, LETTER OR EMAIL (DIRECT MAIL APPROACH)

Materials: List of all first through fifth grade boys, envelopes,

stamps, and Cub Scout stationery or cards. Work with school officials, PTA, church, or sport teams to secure list of names and addresses.

Timing: Should be mailed or delivered seven to ten days prior to Recruitment Night.

Steps: Boys love to receive their own mail. Personalize a letter or card including a description of Cub Scouting, date, time, and location of Recruitment Night, and contact name and information. If addresses are unavailable, or postage is too costly, seek permission to deliver the personalized invitations to the classrooms.

Tip: E-mail the invitation if you can, or use social networks like Facebook.

DISPLAY CASES AND BULLETIN BOARDS

Materials: Pack calendar with contact names and telephone numbers, pack photographs, awards, Pinewood Derby cars, projects, ribbons, and any other exciting visuals.

Timing: Promotion of Cub Scouting at the beginning of the school year is very important. This is the time of year when most families decide to join new activities. If possible the display should be maintained year-round and changed monthly.

Steps: Seek permission from the school, church, recreation center, or other organization to use the display case. Have a person from your pack responsible for setting up the display and changing it once a month during the year. Each month should have a monthly theme with catch phrases to attract attention. The display items should go along with the monthly theme. The display should be fun and informative and create a sense of excitement about the Scouting program. If access to the display case all year round is not possible, using it in the beginning of the school year would be the best time.

PACK WEBSITE

Materials: Computer, internet skills, internet provider.

Timing: Year-round.

Steps: Build a pack or den website including pertinent information regarding your Cub Scout pack including photographs, program calendar, how to join, and the benefits and excitement of Cub Scouting. Be sure to be aware of and follow the council's Unit Website Policies. Your district executive will be able to help you



with this. Ask school, church and other community organizations to provide a link to your site and to publicize your address.

SCHOOL, CHURCH, COMMUNITY OR BUSINESS NEWSLETTERS & WEBSITES

Materials: Information or announcement regarding your Cub Scout pack.

Timing: Any time throughout the year, especially in the first month of school, a week or two prior to your Recruitment Night.

Steps: Speak with the person in charge of the newsletter to find out how and when to submit an article or announcement. If your school hosts their own website, post information there as well. Be sure to begin promoting your Recruitment Night two weeks prior to the date. Include information that will attract the readers attention while also sharing logistical information regarding the pack.

TELEPHONE CALL TO FAMILIES

Materials: Telephone, list of phone numbers and volunteers.

Timing: Two to three days prior to your Recruitment Night.

Steps: A telephone call to the parents of a potential Cub Scout is a very effective way to recruit new families. This personal contact works very well. Be prepared to answer questions they might have and share the specific benefits of Cub Scouting. Names and numbers may be obtained by using school, church or other organization directory, telephone book, or the Internet. Be sure to be courteous and identify yourself and what association you might have with them. For example, “our sons are in the same class at school.” Due to the high number of phone calls, be sure to split up the list among the leaders in your pack.

SAMPLE TELEPHONE SCRIPT:

“Hello, my name is _____ and I am calling to invite you to our Cub Scout Recruitment Night this Thursday. My son _____ is in the same class as your son _____.

SHARE SOME OR ALL OF THE FOLLOWING CUB SCOUT FACTS:

- Cub Scouting is a family program
- Cub Scouts reinforce the values of “doing your best”
- Educators regard Cub Scouting among the best extra curricular programs in America today
- The program helps to reinforce the class curriculum
- Cub Scouting is fun

Close the call by saying, “We look forward to seeing you at the meeting. How many from your family can we expect to attend?”
Church Sunday School Visits

Materials: Scout uniform, copy of invitation flyer, Pinewood Derby car or other Scouting visuals.

Timing: The Sunday before Recruitment Night or pack meeting.

Steps: Work with the church arrange these visits. Be sure to keep your speech simple, short, fun, positive, and to the point. When you are finished, give each boy the Recruitment Night flyer and then thank the teacher.

SCHOOL, CHURCH AND CIVIC FUNCTIONS

Materials: Display table, pack picture board, youth and adult leader applications, sign-in sheets, copies of the pack’s yearly program, Pinewood Derby cars, rockets, pack flag with ribbons earned, fliers with Recruitment Night/pack meeting information, and pack leadership roster.

Timing: Set up display at all school open houses, back-to-school nights, curriculum nights, carnivals, parent/teacher conferences, and other church or civic events.

Steps: Secure permission from the school principal or church pastor prior to the event. Call early to secure the best, most visible location. Set up the display 45 minutes to one hour prior to the event to ensure completion before the arrival of prospective families. Uniformed leaders and Scouts should staff displays. Leaders should introduce themselves to prospective families as they arrive and should invite the families to join at that time, or sign-up to receive more information. Let families know that you will follow-up with a phone call to invite them to your upcoming Recruitment Night or pack meeting.

NEWS RELEASES TO LOCAL NEWSPAPERS AND COMMUNITY CABLE STATIONS

Materials: Creativity and essential pack information.

Timing: Timing is everything! It is essential to find out when the paper you are working with is printed and what the deadlines are. An article too soon will be forgotten and an article too late will not be published.

Steps: The first line of the release needs to be a catchy, clear statement. The information needs to be clear and concise. The article should have all pertinent information such as pack number, meeting location, directions if needed, time, and a contact name and number (with their permission). Make the release one page. A call to follow-up is always a good idea. The release can be used to promote your Recruitment Night or to feature a community service project, award, etc.

ANNOUNCEMENT IN CHURCH, NEIGHBORHOOD, COMPANY, CITY, SCHOOL DISTRICT, & RECREATION CENTER NEWSLETTERS

Materials: Pertinent information regarding your Cub Scout pack.

Timing: Promote your Recruitment Night at least a month to two weeks ahead and other pack activities in these newsletters.

Steps: Ask the appropriate person how to get an invitation/story/announcement in each publication. Determine when the deadline for each publication is. Create something that is interesting to read. Make people want to join Scouting! Be sure to thank the organization for its support.

BUSINESS WINDOW/COUNTER DISPLAYS; CHURCH, SCHOOL, OR BUSINESS MARQUEE

Materials: Cub Scout poster or brochure with contact name and other pertinent information.

Timing: Year-round, but specifically the weeks prior to your Recruitment Night.

Steps: Identify a marquee in high traffic areas, schools or other organizations. Speak with the person in charge of the marquee or sign to post your message. Be sure to be clear on the duration of your use and any other requirements. Due to limited space, concise messages such as “Join CUB SCOUTS here Sept. 15 at 7 p.m.” will catch people’s attention. If a school has a scrolling sign, ask permission to post messages there.

SPECIAL EVENTS, PARADE, SERVICE PROJECT, OR COMMUNITY EVENT

Materials: Cub Scout posters, general information, fliers, stickers, sign-in sheets, and Cub Scout and leader applications.

Timing: If you are planning a special event that you will invite families to attend, invitations should be mailed and hung two weeks prior to the event. A personal follow-up as the event nears will also remind the family of your event. Make sure that you start planning the event well before the chosen date so that you have plenty of time to ensure its success.

Steps: Dens or the pack can participate in community fairs (set up a booth), service projects, parades or old home days.

Tip: Host your Pinewood Derby at the shopping mall and invite families from your school and neighborhood to participate. By hosting an event at a public place like a shopping mall, you will reach additional families. Other ideas could be hosting a booth or activity at community fairs, festivals or other events.

HALLOWEEN CANDY & TRICK OR TREAT NIGHT

Materials: Scout uniform, labels with “Join Scouting!” and phone numbers of the council or a member of your pack, markers, mini-chocolate bars and a large bowl.

Timing: “Trick or Treat” day in your community.

Steps: Purchase several bags of mini-chocolate bars; print out sheets of labels that say “Join Scouting” with phone numbers or obtain these from your district executive. Use markers, add a dash of color to the labels, carefully place labels on the candy bars, dress up in your Scouting uniform, and when trick-or-treaters come by, welcome them and give them a Scouting candy with a smile. Preparing the candy could be a fun den activity.

PUBLIC ANNOUNCEMENT

Materials: Pre-record your own announcement or go in live.

Timing: The week of the Recruitment Night and throughout the year, especially the day of the pack meeting.

Steps: Visit with the school regarding the playing of the tape or allowing a leader to make a special announcement. Deliver the tape in a timely manner with instructions and a thank you note.

Sample Announcement: “All boys are invited to bring their parents and come to learn about Cub Scout Pack #____ that meets at Anyplace, USA. If you like swimming, hiking, field trips, and having fun with your friends, Cub Scouts is for you. The meeting will start at 7:00 p.m. Hope to see you there.”

RECRUITMENT NIGHT COORDINATOR

- Attend your district’s Recruitment Night Training in August.
- Work with the pack committee, district Recruitment Night Coordinator and district executive to plan the pack’s Recruitment Night in September.
- Promote your pack’s Recruitment Night in your local community.
- If possible, accompany your district executive to a boy talk at the school you recruit from prior to the Recruitment Night.
- Confirm Recruitment Night physical arrangements with the district executive prior to the Recruitment Night.
- Attend and conduct the pack’s Recruitment Night. Make sure the Pack Treasurer and Cubmaster attend.
- Complete and deliver youth applications and fees to the district Recruitment Night Coordinator or district executive after the Recruitment Night is complete.
- Ensure all new adult registration applications are signed by the Chartered Organization Head or Representative and the Pack Committee Chair and are submitted to the Council Service Center soon thereafter with Youth Protection Training certificates attached.
- Ensure through your Pack Trainer that all new leaders receive Youth Protection, Fast Start Training and Basic Leader Training and are aware of monthly roundtables.

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