

## **25 Ways to Promote and Recruit Cub Scouts and Leaders**

### **1. Cub Scouts And Leaders "Sport" Your Uniform Often**

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. Scouts and leaders should wear their uniforms to school, church, the grocery store, sporting events, and any other place you can think of. Be sure boys and leaders wear their uniforms to school on the day of your joining activity.

### **2. Encourage Cub Scouts to Invite Their Friends to Join Scouting**

Word of mouth is one of the most powerful and lasting forms of advertising. Boys talk to boys about what fun activities they do and places they go and especially like earning patches like the "Recruiter" patch. Boys can send postcards to boys they want to invite to their den meeting, hike, or other activity.

### **3. Adults Should Do This Too...**

Cub Scout families consistently see the value of Scouting in their own lives, and by this they are our best salespeople. Share Scouting benefits with other people. Some parents are "shy" about volunteering of the unknown. Reassure them there is plenty of help available.

### **4. "Show and Tell"**

Encourage youth to use Cub Scouting as a part of their Show and Tell at school by explaining to their classmates all the fun they have in Cub Scouts. Peer to peer recruiting works best when Cubs are coached on what to say, and how to invite their friends.

### **5. Develop a Pack Information Sheet**

This is your chance to brag about your pack activities and should always be available to send, email, or fax to interested families not yet involved in Scouting. Make sure to include the name, phone number and email address of den leaders and committee members in charge of recruiting. Make sure copies of this are easily available year 'round...not just during the fall.

### **6. Joining Night/Activity Information Flyer**

Work with your district executive to order council provided flyers or create your own. Be sure to include the date, time, location, and contact name and phone number/email on the flyer. Plan your joining night/activity during the first two

weeks of school when families are looking to “get connected” with youth activities. Make sure your meeting site reservation is confirmed and announce it. School visits to promote Cub Scouting are great. Try to visit with boys during lunchtime, recess, or in their classrooms. Each pack should identify the parent (s) best able to help "spread the word" in September to children.

## **7. Personalize Invitation or Letter (Direct Mail)**

Obtain the school roster and prepare a nice letter inviting boys to join the local Cub Scout Pack. Letters are a great way to personalize an invitation to boys who normally receive very little mail. Letters should hit home 7-10 days prior to the joining night/activity. You might have to look up their addresses in the white pages.

## **8. Telephone Calls to Families**

A telephone call to the parents of potential Cub Scouts is a very effective way to recruit families. This personal method is great! Be prepared to answer questions about your specific program and activities. Names of boys and families can be obtained from school, church, or other organization directories (sport teams) or white pages/internet. Consider splitting up the task and beginning the telephone conversation with "our sons are in the same class or school."

## **9. Display Cases and Bulletin Boards**

Make sure Cub Scouting has a presence at school, church, and community centers by posting billboards, calendars, and photographs of boys having fun. Make sure to change the display often and make it inviting for families.

## **10. School, Church, Community or Business Newsletter and Websites**

Anytime throughout the year speak with the person in charge of the organization to find out when is the best time to submit an article. Editors are always looking to fill their space with something of interest.

## **11. School, Church, Civic Functions and Open Houses**

Prospective families will surely be impressed when they see a sea of uniformed adult leaders and boys inviting their family to join a 70 year-old program—Cub Scouts. Be prepared by coming 30 minutes early to set up in the most prominent location with handouts and displays of pack activities. Don't overlook parades, carnivals and other civic events.

## **12. Cub Scout Stickers**

Kids...especially boys love stickers and they'll love their Cub Scout recruitment sticker which are available through your district executive. These are great

reminders of the opportunity to join Cub Scouts. The best way to use these is to give one to each boy during school or church and remind them that the joining night/activity is that afternoon or evening.

### **13. Sunday School, Classroom and Lunchtime Visits**

Work with the school or church to arrange a visit, and make sure you have invitation flyers or stickers available. This works best when the teachers or church staff knows you are coming. Ask that the principal or pastor remind staff that you are coming and to introduce and endorse you if possible. Be brief. Excite and inform boys, and thank teachers for helping get your invitation out.

### **14. Teacher, Principal, Coach or Pastor Endorsements**

A highly influential teacher, coach, or principal can have a great impact on family participation. Ask them to write a letter or note of endorsement that appears in the school or church newsletter. Ask them to make a statement that you can use in a community newspaper, or in your invitation.

### **15. News Releases to Local and Community (Neighborhood) Newspapers**

Every neighborhood newspaper is looking for human-interest stories and information to print. Advertising your joining night/activity which includes who can join, when and where along with contact name and phone number helps get the word out that Cub Scouting is year 'round. Make the release one page and call the paper after you submit it to encourage them to run it just prior to your joining night/activity.

### **16. Business Window/Counter Displays**

Cub Scout posters are readily available from your district executive, and can be placed in local businesses, which get lots of foot traffic. Ask local merchants to post your recruitment poster in a prominent place along with flyers or other handouts. Make sure the contact name and phone number can easily be seen.

### **17. Yard Signs**

These are available from your district executive and really reinforces that Cub Scouting is available right here in your neighborhood. Post as many signs as possible at or near school and in high traffic areas. Yard signs at bus stops also work well. Make sure to ask permission if on private property.

### **18. Special Events/Scout Shows**

Seek permission to put up a card table at Fred Myers, G.I. Joes, Bi-Mart, Safeway or other grocery stores where families shop—especially prior to the back-to-school rush. Have information flyers, photographs or other displays available and make sure leaders and youth are uniformed. Having Cub Scout

leaders and boys at a neighborhood grocery or department store reminds families that Cub Scouting is neighborhood based.

### **19. Church, School or Business Marquees or Reader Boards**

This is a great way to reach a large audience and can be done year 'round, and especially during fall roundup. Storeowners are happy to show they support neighborhood clubs and organizations. Identify high traffic areas and ask the owner or manager permission to include a Scouting message. Make sure you give them all the vital information including contact name and phone number, and when the pack joining night/activity takes place.

### **20. Pack Website**

Build a pack or den website and have fun teaching boys how to update it. Make sure it is current and includes information on how to join. Promote your website address at school, church and throughout the community.

### **21. Church Bulletins**

Use the church bulletin insert made available through your district executive. Ask local churches permission to include them and ask how many you need to print and when they need them to insert. Make the insert interesting and make sure all the pertinent information is included. This is a great way to get your word out. Do this two weeks before your joining night/activity.

### **22. Host a Halloween Party or Open House**

Make sure parents know all children are welcome, and provide them a safe haven for Trick or Treating. Provide Cub Scout joining information to all families who attend.

### **23. T-Ball, Soccer and Football Teams**

This is a great way to take a group of organized boys and make them a den. They already know each other and their parents are looking for ways to keep them together. Show them they can continue to enjoy organized sports even while in Cub Scouts.

### **24. Your Best Idea**

### **25. Your Next Best Idea**