



# #ADVENTUREON!



BOY SCOUTS OF AMERICA®  
QUIVIRA COUNCIL

## Leader Guide

# Table of Contents

## Recruitment

Youth of Today, Leaders of Tomorrow	page 2
At a Glance	page 3
Marketing Plan	page 3
Timeline	page 4

For inspirational messages to begin this recruitment season, check out the video that kicked off this summer.

## Sign-Up Night

Procedure	pages 5-6
Registration Fees	page 7
What Not To Do	page 7
Calendar	page 8
One Sheet	page 9



## Resources

BeAScout Pin	page 10
Social Media	page 11

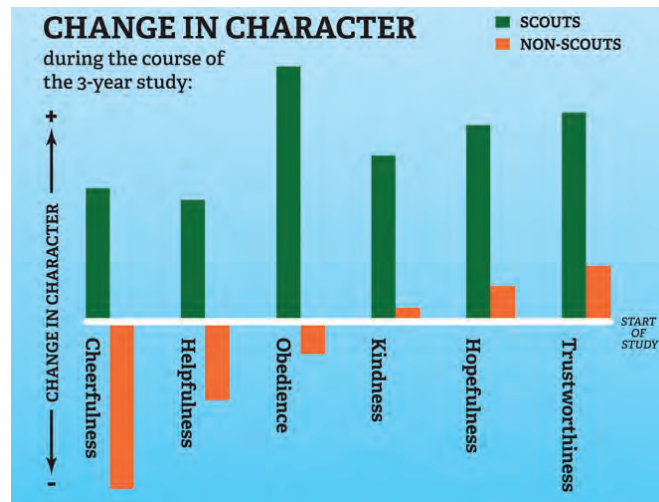




# Youth of Today, Leaders of Tomorrow

Character is what we grow in Scouting! Using the Scout Oath and Scout Law, engaging boys and girls in weekly, fun-with-a-purpose meetings, and taking to the outdoors, youth in Scouting develop their mental and moral qualities while having fun with friends!

As a parent, you want to make sure that the activities you choose can not only fill that emotional gap but also help your child to grow up to be a self-reliant, dependable and caring individual. But does Scouting really improve a kid's character? According to research conducted at Tufts University in 2015, the answer is YES!



The research studied 4,000 kids, some who are in Scouting and some who are not. The findings show that Scouting enables kids to make solid growth in a number of key areas while also fostering positive relationships, promoting the development of life skills, and offering opportunities for leadership.

## KEY FINDINGS

The **more time** kids spend in Scouting, the better the outcomes in character development.

Those who **attend meetings regularly** report higher outcomes virtually across the board when compared to Scouts with lower attendance.

Scouts who are **more engaged** in the program report higher outcomes in nearly every category.

These are skills and opportunities that we need now more than ever.

# Recruitment: At a Glance

For the 2023 Fall Retention and Recruitment Campaign we are focusing on three primary objectives:

## 1. Recruit New Members

This packet will cover many ways to recruit, including social media, targeted Facebook/ Instagram ads, Scout invitations, BeAScout pins, youth talks, and school open houses.

## 2. Retain Current Membership

Scouting is a year round program that constantly provides new opportunities for friendship and growth. Scouts and parents that are engaged and taking on leadership and planning responsibilities will keep coming back.

## 3. Reengage Dropped Members

Many units have members who may not be currently attending, so your sign-- up night or community event could help get them back in the group. Take the opportunity to share upcoming unit plans.

# Marketing Plan

Look at this list and select as many methods to share your pack with the community that your unit can support.

### Top 5 List

- ☐ Scout Talks
- ☐ Pack Information Sheet
- ☐ School Open House
- ☐ Flyers and Yard Signs
- ☐ BeAScout pin

### Pack Families

- ☐ Informational Business Cards
- ☐ Sports Team or Sunday School Presentation
- ☐ Targeted FB Ads/ Nextdoor App
- ☐ Buddy Cards (Peer-to-Peer Invite)
- ☐ Ice Cream Social

### School

- ☐ PTA Presentation
- ☐ Involved with School Activities
- ☐ Request School Email/Phone Blast
- ☐ Facebook page/Marquee

### Community

- ☐ Local Newspaper
- ☐ Table at Community Event
- ☐ Volunteer at Community Event
- ☐ Helping a Nonprofit
- ☐ Community Marquee
- ☐ Parades
- ☐ Library
- ☐ Church Bulletin
- ☐ Geofencing
- ☐ Charter Partner Advertising

# Recruitment Timeline

Date	Task - Find tools at <a href="https://www.quivira.org/membership-resources">Quivira.org/Membership-Resources</a>	Assign To
- 40 days	Unit recruits their fall membership team	
- 30 days	Send your DE 1) preferred Sign-Up Date and 2) info you want on flyer	
- 30 days	Unit prepares pack calendar for upcoming year - engage the Troop(s)	
- 30 days	Unit finds out date for school's Open House and have volunteers ready for it	
- 25 days	Pack and Troop leadership meets to plan joint efforts	
- 25 days	Unit leadership meets to assess leadership needs	
- 25 days	Recruitment Resources and training available at District Roundtable	
- 21-14 days	DE will 1) confirm Scout Talk dates with available schools and 2) print off flyers	
- 14 days	Unit confirms all volunteers for Sign-Up Night	
- 10 days	UNIT PROMOTES, PROMOTES, PROMOTES	
- 7 days	Unit posts flyers, posters, yard signs, Scout Talks, and social media	
0 days	Joining night! Current Scouts can wear uniforms to help promote. Utilize online registration	
	<b>After Joining Night</b>	
1 to 2 days	Unit turns in all applications, registrations, and Scout Life fees to Council	
1 to 2 days	Unit leaders contact families who attended but did not register	
1 to 2 days	Compare number joined to pack goal and plan another event/method	
3 to 4 days	Unit leaders call to welcome parents and invite them to Orientation Night	
7 days	Conduct New Parent/ Leader Orientation Night	
7 days	All new leaders complete YPT and submit certificate and adult app	
7 days	Work with new Scouts to obtain Bobcat Rank	
14 to 21 days	All new leaders attend or virtually complete leader specific training	
20 to 30 days	All new Scouts recognized with Bobcat	
30 to 40 days	Conduct outdoor activity and invite to Cub Scout Day of Awesomeness (Lion, Tiger, Wolf, or Bear only)	



# Sign-Up Night: Procedure

Instead of having a Sign-Up event with stations that ends up taking an hour for families, the goal for this year is to have families get in and out (around 20-30 minutes total). **Families don't come for a lecture, they come to sign-up!** Here are some steps that can help make that happen.

1

## ACTIVITIES FOR EARLY VISITORS

Just like a pack meeting, some families will arrive early. For some examples of activities, go here -

(10-15 minutes)



2

## FUN ACTIVITY FOR THE WHOLE GROUP

Give them a preview of what Scouting is by doing an activity to get everyone involved, such as the silly repeat-- after-- me song "Bear Hunt."

Here are the lyrics: [tinyurl.com/vrr5wiha](https://tinyurl.com/vrr5wiha).

Here's a video of the song -

(5-10 minutes)



3

## PASSIONATE SPEECH

This is a speech by either a leader in the pack or a guest speaker (recent Eagle or business leader who was in Scouts). The activities are an appeal to the kids, but this part is an appeal to the parents. You have a few options you can go with.

(5-10 minutes)



Race to Cub Scouts

### Sample Speeches



Why Join? A Parents Perspective



The Ruler Talk

# Sign-Up Night: Procedure - Continued

4

## FAMILIES SIGN UP

The main focus of this section, and the critical part of the whole night, is filling out the youth applications online. If you have enough volunteers for this event, the Troop (or other volunteers) can organize a game.

(10-15 minutes)



## PLEASE NOTE!

The goal is not to overload them with paperwork or information. Family Talent Survey and 100 Points Volunteer papers can wait for New Parent/Leader Orientation. Also, going over popcorn, fundraising, and details for the next campout can wait. **The key is to get them to the next Den/Pack meeting and go from there.**



## THE YARDSTICK

**3 Inches (6 Years)**

Your kindergarten aged child is excited about school



Look at this yardstick as your child's life. An inch=2 years

**5.5 Inches (11 Years)**

Your child is making a big transition to middle school



**9 Inches (18 Years)**

Your child is now graduating and is planning for the future



**11 Inches (22 Years)**

Your child is graduating college and has plans for career and family

**Let's focus on the 2.5 inches between 6 and 11 years old.**

These 5 years are a critical time in your child's development. Many decision-making skills, ethics, and morals will be established and reinforced during this time. These five years are the time of Cub Scouts (Lion through Webelos).



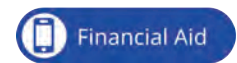
# Registration Fees

Effective August 1, 2023, the cost to join Scouting includes a one-time joining fee of \$25 and an annual fee of \$80. For only \$15 for the year, Cub Scouts may subscribe to Scout Life magazine. All NEW youth and adult members will be enrolled in a 12 month membership cycle (not prorated).

- \$80 for Cub Scouts, Scouts BSA, Venturing and Sea Scouts participants
- \$45 for Exploring participants
- \$60 for all adult volunteers (includes cost of background check)
- \$100 for a unit charter/affiliation fee
- \$25 one-time joining fee for new program participants in Cub Scouts, Scouts BSA, Venturing and Sea Scouts (Not prorated)
- \$15 for Scout Life magazine
- \$80 Quivira Council Program Fee to be assessed in 2024 with existing members' recharter and new members' annual renewal.

Moving forward, ALL members will renew on their anniversary date. Existing members' anniversary date will be their unit recharter month.

We **REFUSE** to let a child miss out for financial reasons! Scan the QR code to the right to see what options are available to you!



## Sign-Up Night: What Not To Do

1. **"Take the application home and think about it."** Instead, consider, "We'd prefer if you registered tonight so we can confirm our den assignments and contact info." Also, "As a registered Scout your child is covered by insurance and is set to add advancements as they are earned."
2. **Don't decide registration fees at the last minute.** This makes your Unit look disorganized. Parents need to know their financial responsibilities upfront.
3. **Information Overload.** It is easy to overload families with forms, policies, and information. Have them scan the QR code to apply online and give them a calendar/unit contact sheet on the Joining Night. Save the rest for your Parent Orientation meeting (trainings, adult registrations, BALOO, YPT, youth protection, etc.)
4. **Don't skip the presentation and just talking one-on-one as everyone comes through the door.** Save your breath and make sure everyone gets the same information! You can take individual questions afterward.
5. **Don't assume people know where they are going.** They don't. Always advertise the address of your location and put signs up to direct people to the correct room.
6. **Don't hold your joining night in conjunction with a regular Pack meeting.** Although it's easier to schedule, you cannot commit the time you need to welcome returning families and inform new parents about Scouting.



# Sign-Up Night: Unit Calendar

Families want to see that your Unit is active and prepared. Here is an example to look at. You can also download a copy using the QR code.



Pack 999 Welcome (Sample)

## PACK 999



### Welcome to Pack 999!

We meet at **Chartered Organization** located at 1234 N Main St in North Wichita. Our **Den and Pack Meetings** are always on **Tuesday nights at 6:30 pm** and are one hour long. Parents are encouraged to participate as much as possible, making Scouting more fun for your son or daughter along with your family. **Scouting is a family organization.**

#### Your Pack Administration

**CUBMASTER** – First Last Name, 316-999-9999 or email@gmail.com  
**COMMITTEE CHAIR** – First Last Name, 316-999-9999 or email@gmail.com  
**CHARTERED ORGANIZATION REP.** – First Last Name, 316-999-9999 or email@gmail.com  
**TREASURER** – First Last Name, 316-999-9999 or email@gmail.com  
**ADVANCEMENTS** – First Last Name, 316-999-9999 or email@gmail.com

#### Den Meetings

are held 2-3 times per month in the assigned den room. There will be occasional field trips to work on adventures. Parents may also work on adventures at home. Parents are encouraged to stay at den meetings to help leaders and their child.

#### Pack Meetings

are held once a month in the sanctuary. Parents, family, even extended family attend these meetings. Dens share the adventures they have been working on. Awards that have been earned are presented to the cub scouts.

#### Blue & Gold Banquet

is the annual celebration of Boy Scouts of America's birthday! A meal is shared with the Cubs and their Families. Rank advancements are presented and volunteers are recognized. This celebration is a change for Cubs to showcase what they have accomplished.

#### Pinewood Derby (PWD)

is held in January. The Cubs race according to official rules. The Outlaw bracket is for siblings, adults, and cars that do not meet the rules. The Troop has a hotdog and chili

#### feed as a fundraiser

so you can enjoy dinner while you race.

#### Popcorn

selling is the annual Pack fundraiser. All Cubs are encouraged to participate in selling Pecatonic Popcorn. This gives the scout a chance to pay for their registration, Scout Life subscription, council fees, pack dues, and summer camp.

#### Family Campouts

for the pack are scheduled in the Fall and Spring and are listed on the Pack Calendar. The entire family is invited to come and have fun for our overnight adventures.

#### Cub Scout Uniforms

are important to wear to the Den and Pack meetings along with outside activities. In addition to a blue or tan uniform shirt, neckerchief and slide, the Cub Scout Belt provides the perfect place for Adventure Belt Loops to live (and not get lost!). Our pack also has a Pack t-shirt that may be worn sometimes instead of the uniform shirt.

#### Cub Scout Handbook

should be brought to every meeting. This is the Cub's record of what they have accomplished.

August 2023

# PACK XXX | 2023-2024 CALENDAR

(Den/Pack Meetings @6:30)

<p>3 White Buffalo (WB) Roundtable – vendors</p> <p>9 Popcorn Kernel training</p> <p>15, 29 Den Meetings</p> <p>17 Sign Up For Scouting</p> <p>22 New Family Orientation</p>	<p><b>AUGUST 2023</b></p> <table> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td></tr> <tr><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> <tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr> <tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr> <tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr> <tr><td>29</td><td>30</td><td>31</td><td></td><td></td></tr> </table>	M	T	W	T	F			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			<p><b>FEBRUARY 2024</b></p> <table> <tr><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr> <tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> <tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr> <tr><td>27</td><td>28</td><td>29</td><td></td><td></td></tr> </table>	M	T	W	T	F					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29			<p>1 WB Roundtable</p> <p>4 Scout Sunday</p> <p>6, 20, 27 Den Meetings</p> <p>10 Blue &amp; Gold Banquet</p> <p>13 Den Meetings (optional)</p>
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CUBMASTER – First Last Name, 316-999-9999 or email@gmail.com  
 COMMITTEE CHAIR – First Last Name, 316-999-9999 or email@gmail.com  
 TREASURER – First Last Name, 316-999-9999 or email@gmail.com  
 ADVANCEMENTS – First Last Name, 316-999-9999 or email@gmail.com

# Sign-Up Night: One Sheet

Families want to see that your Unit is organized. Here is an example. Scan the QR code to download this document and make your own edits!



## PLAY WITH A PURPOSE

Children join Scouting because it is fun. However, you will love it for all the other benefits your child receives. Scouting teaches leadership and character. It builds confidence and social skills. It teaches the value of service and citizenship, and it brings families closer together.

## HOW SCOUTS WORK

Each Scout is a member of a Den. Dens go on fun trips, play games, do service projects, and learn new skills. Parents lead the Den and help Scouts earn patches for learning fun, new things.

- Lions - Kindergarten
- Tiger Cubs - 1st graders
- Wolf - 2nd graders
- Bear - 3rd graders
- Webelos - 4th graders
- Arrow of Light - 5th graders

**Weekly Den Meetings**  
1st and 3rd Tuesdays of every month at 6:30 p.m.

**Monthly Pack Meetings**  
4th Tuesdays at 6:30 p.m.



## PACK XXX


Meets at:  
Charter Org Name  
1234 Some Street  
Wichita, KS

Welcoming all kids Grades K-5



**Cubmaster:**   
**Phone:**   
**Email:**

**Quivira Council Office**  
 3247 N Oliver Ave  
 Wichita, KS 67220





Fillable Scout Trifold Flyer



## SCOUT OATH

On my honor I will do my best to do my duty to God and my country and to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake, and morally straight.

## SCOUT LAW

A Scout is ...

- Trustworthy
- Loyal
- Helpful
- Friendly
- Courteous
- Kind
- Obedient
- Cheerful
- Thrifty
- Brave
- Clean
- and Reverent

## CUB SCOUT MOTTO

Do Your Best!

## FAQ

**May parents attend meetings?**  
Yes! Lion and Tiger Cubs are required to have a parent/guardian with them.

**What if I don't know much about the outdoors?** Scouting provides training for leaders of all skill levels.

**We're very busy; how would we have time?** We understand — we are all extremely busy doing whatever it takes to give our children the best childhood experiences possible. You will not have to carry any Scouting responsibilities alone. Other leaders and parents will lend a hand.





## GIRLS IN SCOUTING

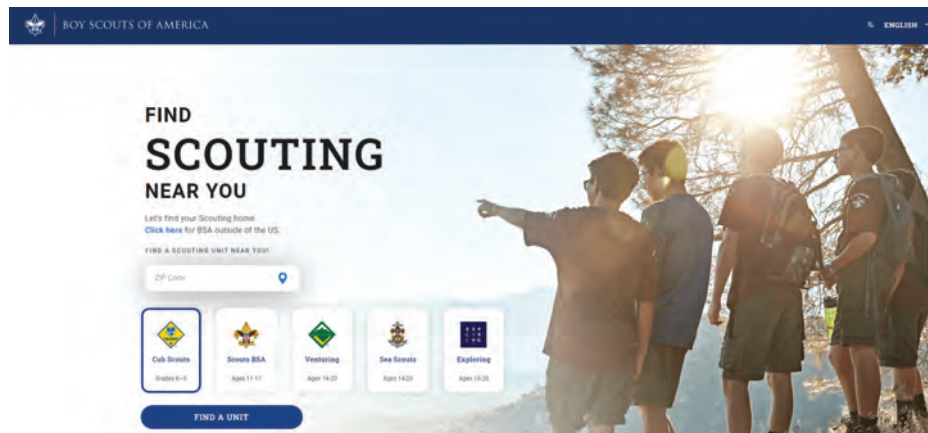
The values of Scouting — encapsulated in the Scout Oath and Law — are vital for young men and women.

A Scouting program for the whole family helps families maximize their time and provides one great Scouting experience in one place.

Girls in Cub Scouts can, just like the boys, advance all the way to the highest rank of Eagle in Scouts BSA.



# Resources: BeAScout Pin



## HOW IT WORKS

Today's parents can do it all online. They want and expect to learn more about the BSA through a simple-to-use, nicely designed website. BeAScout.org is that website. It is the first thing many prospective Scouting families see about the BSA. It tells them what Scouting is, why it's a good fit for their family, and where they can find a unit near them. Their search results show up as pins, each representing a Pack, Troop, Crew, or Ship nearby.

## HOW IT'S USEFUL

Suppose your Unit is represented by one of those pins. In that case, you want that prospective Scout parent to have a direct line of communication with you. That way, you can tell them all about how fantastic Pack 123 is or what makes Troop 456 so great.

## HOW TO UPDATE YOUR PIN

Updating your BeAScout.org pin is simple, and it's a good way to make sure your information is current—that it does not list last year's Cubmaster or meeting time, for example. Access to update your pin is available to all unit leaders, including committee members in a unit.

1. Go to My.Scouting.org and login.
2. From the Menu, select your Organization, then click on Organization Manager.
3. From the left bar, select "Unit Pin." Update the unit information section.
4. Be sure to check Appear on BeAScout and Allow People to Apply Online.
5. Update your unit meeting address if it is not your Chartered Organization address.
6. Note that it may take a few hours, or up to overnight, for the updated information to show up.



# Resources: Social Media

## USING SOCIAL MEDIA AS A RECRUITMENT TOOL

Today's generation of families increasingly uses social media. These sites and apps can also provide Scouting with additional tools in our on-going recruiting efforts.

### SOCIAL MEDIA RESOURCES YOUR UNIT SHOULD CONSIDER USING

1. **Unit Facebook Page** – set up a Unit Facebook page that highlights all of the fun activities and events that your Scouts participate in. Include how to join and whom to contact for additional information. Encourage your Scouts and their families to "Like" your Unit's Facebook page and to "Share" it with their friends. Add your unit activities as Facebook Events.
2. **E-mail Blasts** – ask your Unit Leaders and Scouting families to send out a personal invitation to everyone in their e-mail address book about your Scouting Unit. Invite them to visit your Unit Website and Facebook page. More importantly, to come to see your Unit in action at an upcoming event.
3. **Group Messaging Apps** - several are being used by Scout units. These apps allow users to be added and removed from groups easily. It is a great forum to share reminders about upcoming Pack or Den activities. Create one for the Pack with limited posting (Cubmaster, Committee Chair, Treasurer) and another for the Dens (leaders and parents post). GroupMe, TeamReach, Slack.
4. **Facebook ad** — Facebook/Instagram Ads can target an audience based on age, interests, hobbies, career, and whether they have kids along with their age ranges. A boosted FB post with a picture, or short video can then show up on their feed. Scan the QR code for information about geofencing and how it can boost your ad responses!

Geofencing 101



### WARNING ABOUT THE USE OF SOCIAL MEDIA

Please note that while social media and electronic communications are great resources, some safety precautions must be taken to ensure they are not misused and do not put our youth and adult members at risk. The Quivira Council does not encourage any minor to utilize social media without their parent or guardian's direct knowledge and oversight. Additionally, Unit leadership should approve messages sent out by youth that promotes the Scouting program so that photos and language are Scouting appropriate. Finally, Units should use their discretion and follow their Unit policy concerning electronic devices during activities.

For more details on Social Media Guidelines and Internet Safety go to

