



2023 Membership Recruitment Training

We Produce the Future



May District Roundtables


Kanza - John Austin - Tuesday, May 2 – 7:00 pm at 105 E 4th St., St. John

South Winds - Alex or Chloe - Tuesday, May 2 – 7:00 pm at Woodlawn United Methodist, Derby


Osage Nation - Dave Morrow and Stacey Wood - Thursday, May 4, 7:00 pm, at First Christian Church, Independence

Pawnee: Christina LoBurgio - Thursday, May 4, 6:15pm at Trinity Heights UMC, Newton

White Buffalo - Tina Tomas - Thursday, May 4, 7:00 pm at Wichita Ice Center, 505 W Maple St, Wichita



Recruitment Night



Be Prepared

- LIVE Demonstration!



The training information begins with a live demonstration of a Cubmaster welcoming parents and families to the pack sign up night.

As parents arrive at the meeting, have several paper sign up sheets and pens available and ask the parent to fill out their youth's information. Having parent contact information is the BEST way to reach out to families who took the time to come to sign up night!

The Cubmaster welcoming speech should be short, lasting only 5 to 10 minutes. It should be heartfelt. Share with the families how cub scouting works and the benefits youth and families experience. This is the value of scouting.

Dens are formed by grade. One parent volunteers to be the Den leader and another is Assistant Den Leader. Using the rank specific scout book, the leader, with the help of parents, guides the den youth through the rank requirements at one hour den meetings 2-3 times a month. After completing 5-7 Adventures, the Cub Scout earns his or her rank badge.

All grades meet together monthly for the hour long pack meeting. This is when

a fun-themed meeting is planned by the pack committee, made up of parent volunteers. Dens share examples of their activities for the past month and an activity related to the theme takes place. Cub scouts are recognized with the adventures belt loops and rank cloth badges they have earned. Special pack meetings include Pinewood Derby, Blue and Gold Banquet, and Crossover.

Introduce the youth to the leaders who will take them to another location and engage them in a fun activity. This will give the Cub Master a chance to answer any questions the parents may have.

Hand out a sheet to each parent that is a one page summary about the pack. This gives the parents something to take home and refer to in the future. Include the annual calendar so den meetings, pack meetings, and other pack activities can be added to the parent's calendar. Include information about the pack's meeting location address and rooms, and the den and pack meeting days and times. Also include a link to the online media the pack uses to communicate with parents. List the pack leadership including the Cub Master, Committee Chair, and Den Leaders. Share phone numbers and email addresses.

Encourage parents to sign up online, instead of using paper applications. Have leaders or pack parents available to assist with the effort. But have paper applications and pens available just in case. Print several sheets with the council's KanCare QR code and your Pack's BeAScout QR code. These can be passed around to make signing up online easy to access.



Overview



Be Prepared

- Introductions
- Unit Incentives
- Summer Engagement
- BeAScout.org and Online Applications
- School Contact/Relationships
- Unit/Committee Planning
- Fall Recruitment
- Troop Involvement/Recruitment
- Council Program Fee
- Contact Information



Recruitment Night LIVE! (1)

Overview (1)

UNIT INCENTIVES (1)

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BeAScout.org and Online Applications (1)

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Pack Fall Recruitment (2)

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Council Program Fee (2)

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Unit Incentives



Be Prepared

- 2023-2024 Unit Incentives remain undecided
 - Council Program fee
 - BSA registration fee
 - Popcorn sales incentive
- More information due August, before Fall Recruitment



The Unit Incentive plan for 2023-2024 is still being discussed. Last year's benefit of free cloth ranks and pinewood derby cars are NOT confirmed for the 2023-2024 year. The council continues to consider the effects on units of the Council Program Fee, possible changes to BSA's registration fee, and how to structure the popcorn sales incentive. As the spring and summer progress, and more information is made available, the decision of how to structure Unit Incentives will be determined and communicated.



Summer Engagement



Be Prepared

- Units need to continue scouting during the summer
 - 12 months = 12 events...minimum
 - One pack meeting and/or one fun outing per month
 - No summer engagement = losing members!
- Community outreach/service
 - Great opportunity to bolster relationship with Chartered Organization and/or partner schools
- Recruit in the community
 - Wear your scout uniform when doing public events
 - Bookstores, restaurants, sports events... TELL EVERYONE



We essentially get three months of summer, June, July and August. That is three months of opportunity to keep your scouts engaged while making a difference in your community. While you may not be conducting den meetings, getting together as a pack to perform acts of community service is a great way to keep your scouts and families engaged. Consider events with your chartered org. For example, if you are chartered by Kiwanis or the local rec center and they have summer sporting events, troop level scouts could help run concession stands in their class b uniforms and help clean up the stands when the events are over. For pack level scouts, consider partnering with your local elementary schools and perform a playground clean up once a month. This takes about 20 minutes, but gives the scouts the opportunity to get some visibility performing a community service, gets the attention of other kids and parents who may be at the playground already, and helps out the schools a lot by keeping their areas clean.



Summer Engagement




Be Prepared


- Keep your families engaged!
 - Reach out to those who didn't recharter – offer summer activities
 - Siblings can recruit!
- Bring-a-buddy
 - Offer incentives for scouts that bring non-scout friends to activities
- Fill out applications early
 - Use forms later than 2018
- Beascout.org for Parents
 - Keep your contact info current: my.scouting.org > Menu > {unit} > Organization Manager > Unit Pin
 - Enable online applications
 - Check early, check often for leads



Okay, keeping your families engaged. Just because someone didn't recharter doesn't mean that they don't want to be a part of scouts. People don't recharter for various reasons. It's still a good idea to reach out to these families and see if the kids would like to participate in summer activities. Consider doing events like an ice cream social, a pool party, a hike at a local trail or park. Ask the scouts to bring a buddy. Maybe it's a kid that has been in scouts before, maybe it's someone new. Every event is an opportunity to recruit. Have applications available or send them to BeAScout. But before you do that, get on BeAScout yourself and make sure your unit pin is correct, and online applications are enabled. Otherwise you may lose that scout to another unit in the area or lose them completely for not being able to apply online. Also, make sure you are checking your email. The website will send you the lead notification but you have to take the initiative and acknowledge the lead. Don't let potential scouts slip away!



BeAScout.org and Online Applications



Be Prepared


- Families interested in scouts submit information
- Unit leadership responds to engage the parent/adult
 - System sends email to leader
 - Leader login and reply
- BSA shows the unit Type, Number, Chartered Organization
 - List the Name and Address where the unit meets
 - Ensure contact information is current
 - Website – use the unit's whenever possible!
 - Allow Online Registration
 - Enter a message – don't leave it blank!
 - Meeting week day, time, how often
 - Family, boys, girls, K to 5
 - Share Den/Pack/Troop activities including Camping, Pinewood Derby, Blue & Gold, fun things the unit likes to do! (this is YOUR marketing)
- Complete Kancare application first, then use discount code to complete BSA application
 - <https://scoutingevent.com/198-66816>

Request More Information

APPLY NOW

Resources for Fall Recruitment

- Video Guide to online Scout enrollment
- Scoutingevent.com Application Information Walk-Through
- BeAScout-Youth Application Screen Shots
- Sign-In Sheet
- BeAScoutPin-HowTo**
- Downloadable District specific ID codes for Scoutingevent.com



Be sure to update your Unit Pin through BeAScout.org. Families interested in scouts can submit a request for more information and unit leadership can respond to engage the parent/adult. Every year after recharter is completed, review your Unit Pin information. The steps to follow for updating your unit Pin, including screen shots, can be found in the PDF, BeAScoutPin-HowTo found at Quivira.org > Membership Resources, under the group Resources for Fall Recruitment. Provide your unit's website instead of using the default Quivira.org site. Make good use of the Additional Unit Information area! This is your space to get the family interested. Encourage families to apply for membership to your Unit online through BeAScout.org on their cell phone. For parents or guardians not comfortable with applying online, bring a tablet and help them through the process. This is the most efficient way to see a new youth on your roster within 24 hours! When utilizing the Kancare benefit or applying for council financial aid, have the adult complete the aid application at scoutingevent.com FIRST. This will provide a discount code that can be used with the BSA online process to reduce the fees required at checkout.



School Contact/Relationships



Be Prepared

- DOES NOT start in August...it STARTS NOW!
 - School admin (principals, teachers, etc.) are placed during the summer
 - This is YOUR opportunity to start making friends
- Learn what schools your pack/troop pulls from
 - If you don't know, contact your District Executive or District Membership Chair
- Ensure your school leadership knows YOU and YOUR LEADERSHIP



Pick up the phone, send an email, or better yet, go to the schools in your area and introduce yourself to the principals. Schools usually have the school year calendar completed by the middle of the summer. Get one of these and use it when you do your yearly planning meeting to ensure that your events and meetings do not conflict with the schools events. Also, offer to do a project for the school. This is where your community service ideas come into play. Again, offer to have the cub scouts clean the school yard, maybe offer that the troop scouts help wash buses or help update painted lines in the parking lots. Maybe scouts can help clean classrooms before school starts. Get creative, but put yourselves out there so the school pays attention. This is your segway into getting in the schools in the fall.



School Contact/Relationships



Be Prepared

- Make it about the school!
 - Ask not what your school can do for your unit, ask what your unit can do for your school
 - How can your unit prepare the school for opening?
 - Adopt-a-school
- Ask for the 2023-2024 school calendar
 - Plan your pack events around it
 - When does school start?
 - When is the “Meet the Teacher” night?
 - Where/when can I recruit?
- Get on the school’s Facebook page and start posting!



Again, get the calendar as soon as you can and start planning on attending events to recruit. Also, utilize the schools social media to find out about upcoming events or share your own recruitment night opportunities. Maybe post and announce to people that you will have a table set up at the meet the teacher night. The important thing is that you are getting yourselves out there in front of teachers and parents.



School Contact/Relationships



Be Prepared

- Learn how to do school talks
 - “who wants to learn about knives and fire?”
 - “who likes to shoot BB guns and bows and arrows?”
 - “who likes to fish, canoe, sail, and swim?”
 - Different “sales pitch” based on age!
 - What does it mean to be an Eagle Scout?
- Council has resources to borrow for recruiting event
 - Wristbands
 - Flyers, posters
 - Banners
 - Signs
 - Flags



If you or a parent in your unit is excited to talk to youth in Kindergarten to fifth grade, spend 3-4 minutes in classrooms telling the youth how fun Scouting is! Keep in mind, talking to a 5th grader is very different than talking to a Kindergartener. After the talk, hand out flyers to take home to parent or guardians and wristbands. After getting the youth at the school fired up about joining scouts, contact your district executive or membership chair and borrow some items to make your Signup Night visible at the school and at your meeting location. Banners and signs can be posted the week of your signup night. Feather flags, visible from the street, can be staged at your meeting location. With all this visibility, you will have parents and youth arrive at your Signup Night!



Unit/Committee Planning



Be Prepared

- It starts this summer!
 - Intentionally begin the school year WITH A PLAN
 - Plan out the entire 2023-2024 school year with pack meetings, outings, and campouts
 - INCLUDE DISTRICT EVENTS! *Council calendar available in July 2023*
 - Make a pack newsletter
jami.melton@gmail.com
- Know how to plan a successful recruitment event
 - Prepare/train your committee to recruit – it's a pack/unit effort
 - Fun games, personal and passionate stories, SHOW THEM THE FUN!
 - Ice cream socials, burger burns, hot dogs and s'mores



Get organized and show new families how much fun the youth have in your unit. Plan out the whole school year. Things change. That's okay. Just communicate the changes as the year goes on. This can be easily done with a newsletter, Facebook post, group email, group chat, etc. Reminders of upcoming events can be shared in the same way. Perhaps a parent will volunteer to send out reminders! Recruitment is a pack and unit effort. Keep the recruitment night short and fun. Share more information about how the unit works at an upcoming parent orientation.



Unit/Committee Planning



Be Prepared

- We have the tools!
 - Your district team can provide you with
 - Flyers
 - Yard signs
 - Tri-folds
 - Business cards are cheap and easy to make
 - Give your recruits SOMETHING to take home!
- Set a goal
 - Quivira Council's goal is 1% new youth from December
 - What is your unit's goal?



The council has tools to help with your recruitment night (people too if needed!). Coordinate making these tools available for your recruitment with your District Executive. Set a goal for recruitment for your unit. The overall council goal is a 1% increase in membership from December to December. We recognize that the new program fee will be a challenge for families. This will likely influence the ability of units to recruit. Be sure to communicate to the family that the youth has the opportunity to earn their way through popcorn sales and fundraising efforts.



Unit Committee Planning



Be Prepared

- Unit Membership Plan

Resources for Leaders

- Leader Guide
- [Unit Membership Plan](#)
- 2023 Recruitment Protocols Document, March 15

- All units submit to district membership chair
- Due July 1, 2023


Unit Membership Plan for Units with Less Than 5 Youth
Email copies of this completed form to Kevin.Gorman@Scouting.Org

Unit # (P/T/C/S)	Current Number of Youth (Rechartering):
New Member Coordinator:	2023 Recruitment Goal (total reg. youth):
Email:	Phone:
Have followed the District/Council FB pages and receiving Q News.	
Has created/updated Unit Facebook page.	
Primary Contact with Linked Pack/Troop:	
Next date to Meet with Linked Pack/Troop:	
Summer Unit Events (Recruitment or Bring a Buddy Opportunities) (May/June/July/August)	


Summer Unit Events
Cultivate Relationships with Schools
Community Advertising Opportunities
Community Events
Additional Information



As part of the Pack or Troop Annual Planning Meeting, review and complete the Unit Membership Plan. This resource is available at quivira.org at Membership Resources under the section Resources for Leaders. The plan is a fillable PDF file. Fill in your unit's plans for Summer Events, Cultivating Relationships with Schools, Community Advertising Opportunities, and Community Events. The last page is Additional Information and it lists some ideas for each of these areas. Email the completed plan to your district's membership chair by July 1.




School Open House



Be Prepared

Live Demo!



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Bring several items to show case the pack including items cub scouts have made or pinewood derby cards. Show things the other students would love to make as well! Be enthusiastic and talk to the youth on their level.

Print up business cards with the pack Sign Up night date, time , location, and contact email, phone number for the leader or parent coordinating the sign up night. Tape a dum-dum to the business card and had it to the youth or parent. Encourage the parent to provide contact information for their youth right there at sign up night. A follow up text the night before can be a helpful reminder to the parent!



Pack Fall Recruitment



Be Prepared

- Sign-in sheet - this is a MUST!
 - follow up with families that have not applied
- Use QR code for online applications for youth!
 - KanCare financial aid can be used (with member ID) (do this first)
 - BeAScout.org – enter zip code, unit type, Find a Unit – scroll to find YOUR unit
 - Unit MUST set up for online applications
 - Parent must pay with credit / debit card
 - If paying with check/cash, the unit will need use a credit card
 - Youth shows in unit within 24 hours!

[Request More Information](#)

[APPLY NOW](#)



*read first section of slide. (second section- program fee) As all of you should know by now, the board has voted to add a \$120 program fee, in addition to the \$75 BSA registration fee. We recognize that this could be a barrier to recruitment. Here's what you need to know: financial aid will be available to help with the program fee and registration fee, reinforce the importance of popcorn sales to help scouts pay their own way. Selling popcorn in the fall can greatly offset how much money the parents have to come up with at recharter with the possibility of covering all of the fees via popcorn if they sell enough. To cover all costs the scout would need to sell around \$600 in popcorn.



Pack Fall Recruitment



Be Prepared

- Quivira.org > Membership Resources

Resources for Fall Recruitment

- Video Guide to online Scout enrollment
- Scoutingevent.com Application Information Walk-Through
- BeAScout-Youth Application Screen Shots
- Sign-In Sheet
- BeAScoutPin-HowTo
- Downloadable District specific QR codes for Scoutingevent.com
 - Kanza
 - Osage Nation
 - Pawnee
 - South Winds
 - White Buffalo
 - BeAScout.org
- 2022-2023 Registration Fee Schedule
- Financial Aid forms
- Adult Application Fillable PDF

Resources for Parents

- BeAScout.org
 - Find a Unit (Coming Soon!)
 - Request More Information – Parent (Coming Soon!)
- Parents Guide

Resources for Leaders

- Leader Guide
- Unit Membership Plan
- 2022 Recruitment Strategies Recording, March 10
 - Event Summary Notes
- 2022 Annual Membership Growth Training Recording, June 2
 - Power Point Slides (Coming Soon!)
 - Event Summary Notes (Coming Soon!)
- Pack Recruitment Flyer template
 - Request printed flyers, unit specific information (Coming Soon!)
- MyScouting.org
 - Unit Pin – for Unit Key Three
 - Invitation Manager – Request More Information requests (Coming Soon!)
 - Application Manager – Apply Now submissions (Coming Soon!)
 - Organization Manager (Coming Soon!)
- myscouting Position Manager Job Aid
 - How to change leadership positions in myscouting organization manager for Chartered Organization Representatives (CORs)
- myscouting Training
 - How to log in if you already have a BSA ID number, and how to merge multiple BSA ID numbers. This PowerPoint goes with the video.



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Quivira.org, Membership Resources has links to files to help with Fall recruitment. Updates will be coming for the documents under Resources for Fall Recruitment so check back as you make final plans for your fall recruitment night.



Troop Involvement/Recruitment



Be Prepared

- It starts with the pack
 - The success of the pack feeds the success of the troop
 - Promote to all grades Kindergarten through 5th grade
- Have Troop scouts help with the Pack
 - Utilize Den Chiefs
 - Help with Blue and Gold Banquet
 - Combined committee meeting
 - Help with activities at recruitment events



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Many Scouts BSA were involved in Cub scouts and crossed over to the troop. Use this connection to keep both packs and troops healthy! Scoutmasters and Cubmasters should both have recruitment night on the calendar and engage the Scouts BSA to help at the Pack recruitment night. But don't let the relationship cool off from there. Connect throughout the school year! Den Chiefs help den leaders by engaging with the cub scouts with fun activities. Scouts can help the Cubs at their Blue and Gold Banquet. A combined committee meeting is a great way to have familiar faces between both units. After all, those cubbies will be scouts soon enough!



Troop Involvement/Recruitment



Be Prepared

- Troops can recruit too!
 - Recruit for your troop and feeder packs
 - “Bring a Buddy” day activity of fun for Scouts
 - Share an activity with the Chartered Organization youth group and encourage participation
 - Class B hoodie at middle school
 - Late fall is a good time to have middle school talks!
- Facebook page
 - Posting troop activities
 - Post on other Facebook pages
- Programming Drives Recruiting!



Recruiting at the Troop level is tough - no lie! But it can be done! Be creative in recruitment efforts. Maybe schedule a “Bring a Buddy” activity and encourage all scouts to bring a friend. Build the relationship with the Chartered Organization and invite their youth group to participate in an activity. Keep communication going and post activities and photos on social media. Programming can drive recruiting! Encourage the scouts to think of recruiting opportunities as they are planning their activities.



Council Program Fee (CPF)



Be Prepared

Effective July 1, 2023

- New Scouts = \$105
 - Joining fee = \$25
 - National registration = \$80
 - 12-month subscription
- At Recharter or Renewal in 2024 = \$160
 - National registration = \$80
 - Council Program Fee = \$80
- No Proration
- Options for Fundraising
 - Unit organized fundraisers
 - Chartered organization help
 - Passive fundraising
 - Dillons Community Rewards, Target Circle
 - District organized fundraising
- Financial Aid
 - KanCare
 - Quivira Council Financial Aid request



In April, the Quivira Council Board agreed to assess each Scout \$120 per year for a Council Program Fee. This fee will offset the loss experienced by the council in 2022. In June 2023, National BSA increased the Scout registration fee from \$75 to \$80, removed proration of fees, and enforced prohibiting council fees from exceeding national fees. As a result of these changes, the Board approved a Council Program Fee of \$80 per youth. This will be applied to all registered members in 2024.

For newly registered Scouts, they will pay the national joining fee and registration fee for one year amounting to \$105 to join scouting. This amount is NOT prorated, as it has been in previous years. Their membership will be good for the next twelve months. At month ten (some time in 2024), BSA will notify the parent and leaders that the Scout's membership renewal is due on the anniversary month of their joining. This renewal will consist of the National registration fee plus the Council Program fee, or \$160.

For currently registered Scouts, they will pay the national registration fee and the council program fee totaling \$160, at 2024 recharter time for their unit. Going forward, this will be their anniversary month of joining. The following year, BSA will notify the parent and leaders that the Scout's membership

renewal is due on the anniversary month of their joining.

Existing members have the option of making monthly payments now until recharter time to help cover the additional cost of the Council Program Fee. Or they can plan to pay the whole amount at recharter time. Fundraising continues to be a great way to have youth help to pay their way in scouting. Units can organize their own fundraising activities, following BSA and council guidelines. Chartered organizations may also be able to help. Passive fundraising using Dillons Community Reward or Target Circle is also a possibility. The individual districts may also choose to coordinate a district wide fundraising event. Also be sure to share the financial aid available through KanCare and the council.



Council Program Fee



Be Prepared

- “The Value of Scouting”
 - Cubs - (A) new exciting opportunities, (B) making YOUR family time a priority, (C) making new friends they will have for life!
 - Scouts - (A) Building legitimate, real world applicable leadership skills, (B) Work Readiness - Personal Softskills, (C) Adventures they won't experience anywhere else!
 - Life Lessons - Scouts build work ethic, develop grit, learn to open their eyes to the world around them and take ownership of themselves and their decisions.
- The Council Program Fee Slide Deck
 - Will be ready at August RT on Website/QNews
 - A tool for presenting to new families at recruitment events
 - A multiple slide presentation on the value of the Scouting program
 - Talking points and notes will be provided for Unit Leaders



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It is important for pack and troop leaders to share with families the value of scouting. All too often, this is not something talked about, even though it is realized.

Cub scouts are exposed to new and exciting opportunities and adventure. Parents are actively involved their youth's den and pack, siblings are encouraged to participate, so this makes the family time together a priority. The Cubbies make friends for life!

Scouts in the troops build legitimate, real world applicable leadership skills as they operate in patrols, and take charge of planning troop activities. Interacting with other scouts in both the meeting location and on campouts, develops personal soft skills. These will be used again and again in their future work endeavors. And what about Adventures? Being involved in a troop offers many, many adventures! Whether is it helping the pack with Pinewood Derby, having a locking at the charter organization with pizza and Nerf guns, spending a weekend canoeing at QSR, climbing 300 foot elevation at Cap Rock, or taking on a trek at Philmont, Scouts have adventures!

The council will have a program fee slide deck available for each district's

August Roundtable . It will be saved on the Quivira website and shared via QNews. This multiple slide presentation will be a tool for leaders to use when presenting the council fee to new families at recruiting events. It will focus on the value of scouting and include talking point and notes that unit leaders can use when sharing with the parents.



Contact Information



Be Prepared

- District Membership Chairs
 - Kanza – John Austin, Luke Zimmerman DE
 - jcaustin.scouts@gmail.com, luke.zimmerman@scouting.org
 - Osage Nation – David Morrow
 - davidmorrow96@hotmail.com
 - Pawnee – Christina LoBurgio
 - christina@lyonspack164.com
 - Southwinds – Chloe Pospisil
 - pospisilchloe@gmail.com
 - White Buffalo – Tina Tomas
 - membership.whitebuffalo@gmail.com



This final slide lists the emails for each District's Membership Chairs. Please reach out to these volunteers to answer questions you may have. It is our sincere hope that you found this information helpful as you go through the summer and plan for fall recruitment.



We Produce the Future

