

Leader Guide



READY, SET ○ ○ ○
ADVENTURE!

Scouting  America™
Quivira Council

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

Link URL - <https://qrco.de/bdB3le>



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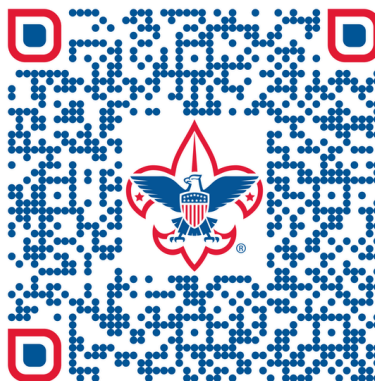
Youth of Today, Leaders of Tomorrow

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!

Scouts learn and do. They are not afraid to put in the work to create something of value.

80% of Scouts see the correlation between hard work and success, 20% more than Non-Scouts.



Scouts are 10% more likely to 'make the right choice' when faced with an opportunity to do wrong.

View the results of the Tuft University study here!

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.

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

Recruitment: At a Glance

For the 2026 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, taking on leadership roles, 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
- Yard/Playground Signage

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 Quivira.org/Membership-Resources	ASSIGN TO
Before Joining Night		
40 days out	Unit recruits their fall membership team	
30 days out	Send your Growth Executive (GE) 1) preferred Sign-Up Day of the Week 2) 3 fun Pack activities you have planned immediately following recruitment night.	
30 days out	Unit prepares pack calendar for upcoming year - engage the Troop(s)	
30 days out	Unit finds out date for school's Open House and have volunteers ready for it	
25 days out	Pack and Troop leadership meet to plan joint efforts	
25 days out	Unit leadership meets to assess leadership needs	
25 days out	Recruitment Resources and training available at District Roundtable	
21-14 days out	GE will 1) Confirm unit have open house coverage 2) confirm Scout Talk dates with available schools 3) print out flyers	
14 days out	Unit confirms all volunteers for Sign-Up Night Unit submits Geofencing ad to Council. (See page 10 for more info)	
10 days out	UNIT PROMOTES, PROMOTES, PROMOTES!	
7 days out	Unit posts flyers, posters, yard signs, Scout Talks, and social media	
0 days out	Joining night! Current Scouts can wear uniforms to help promote. Utilize online registration.	
After Joining Night		
1-2 days	Unit turns in all applications, registrations, and Scout Life fees to Council	
1-2 days	Unit leaders contact families who attended but did not register	
1-2 days	Compare number joined to pack goal and plan another event/method	
3-4 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 SYT and submit certificate and adult app	
7 days	Work with new Scouts to obtain Bobcat Rank	
14-21 days	All new leaders attend or virtually complete leader specific training	
20-30 days	All new Scouts recognized with Bobcat	
30-40 Days	Conduct outdoor activity and invite to Cub Scout Day of Awesomeness (Lion, Tiger, Wolf, or Bear only)	

Sign-Up Night: Procedure

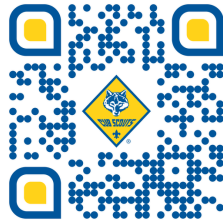
Instead of having a Sign-Up event with stations that ends up taking an hour for families, the goal is to have families get in and out (around 20-30 minutes total). Families don't come for a lecture, they come to sign-up! Here are some steps that can help make that happen.

1

ACTIVITIES FOR EARLY VISITORS

(10-15 minutes)

Just like a pack meeting, some families will arrive early. Examples of activities can be found here - <https://www.signupgenius.com/groups/icebreaker-activities-questions-scouts.cfm> or scan:



2

FUN ACTIVITY FOR THE WHOLE GROUP

(5-10 minutes)

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/yrr5wjha. Here's a video of the song - <https://www.youtube.com/watch?feature=shared&v=0gyl6ykDwds> or scan:



"Bear Hunt" Video



"Bear Hunt" Lyrics

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)

Inspirational Videos

Top 5 questions that a parent has when joining Cub Scouts



Hear What Parents Have To Say About Scouting



Why Scouting



Sign-Up Night: Procedure - Continued



FAMILIES SIGN UP

(10-15 minutes)

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.



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

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

3 Inches (6 Years)

Your kindergarten aged child is excited about school



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).



Sign-Up Night: 1 Sheet

Cub Leaders! It's Recruitment time!

Your Pack "1 Sheet" will be printed on the back of your recruitment flyers! Please help us save time by sending your Pack 1 Sheet to your District GE at the links below!

Your Pack 1 Sheet should include:

- Pack #
- Meeting Day/Time/Location
- Unit leader names, phone and email (at least 2 – Usually Cubmaster and Committee Chair)
- Upcoming events w/ dates or a calendar
- Highlight the fun and interesting stuff! (pictures?) This is advertising as much as it is informative!

Your District Growth Executive is here to help!

- Jamie Cruz – Pawnee Growth Executive – Jamie.Cruz@scouting.org
- Jancie Harader – South Winds Growth Executive – Jancie.Harader@scouting.org
- John Newsome – White Buffalo Growth Executive – Johnathan.Newsome@scouting.org
- Pam Hampton – Santa Fe Trail Growth Executive – Pamela.Hampton@scouting.org



Scan here to go to our webpage and click the links to the 1 Sheet Templates!

Pack 450
Chartered Organization:
Northwest Wichita Lions Club
Hosted by:
Northwest Free Methodist
3224 N Tyler Rd.
Meetings: Thursdays, 6:30pm

SCOUT ME IN

Scouting promotes positive life skills and instills the importance of character teamwork and leadership traits they will need to succeed in whatever career path they choose while participating in fun activities

Scouting has activities for everyone to enjoy: Campouts, Rockets, Great Food, Canoeing, Fishing, Campfire Songs, BB Guns, Slingshots, Skits, Swimming, Pinewood Derby, Hiking, STEM, Family and Friends.

Unit Leadership:
Committee Chairperson:
Stacie White
stacied.white@gmail.com
(316) 518-3694

Cubmaster:
Robert Wiegiers
rwiegiers@gmail.com
(316) 251-3289

Fall Calendar:

August:

- 7th: Harvest Park Pool Party
- 18th: Sign up for Scouting
- 25th: Back to Pack Meeting

September:

- 2-5th: Kloudbusters Airfest
- 22nd: Popcorn Pack Meeting

October:

- 1-2nd: Fall Family Camp
- 8th: Day of Awesomeness
- 14-16th: Webelo Woods
- 20th: Pack Meeting


November:

- 6th: Scouting for Food
- 13th: Scouting for Food
- 17th: Pack Meeting

And More!

Information about the Pack

- Currently have 50 scouts.
- Dens available for both boys and girls.
- Monthly pack meetings focused on STEM, outdoor skills, animal visitors, and upcoming holidays.
- Pack provides 3+ camping opportunities a year for families.
- Annual pinewood derby is held in January with normal, outlaw, and extreme racing divisions available.
- Robust summer program that has earned Summertime Activity Award for the 6yr in a row.



SCOUT ME IN JOIN CUB SCOUTS TODAY AT BEASCOUT.ORG

Pack 450 Sample

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.

Registration Fees

Effective August 1, 2025, the cost to join Scouting is an annual fee of \$85. 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).

- \$85 for Cub Scouts, Scouts BSA, Venturing, and Sea Scouts participants
- \$65 for all adult volunteers (includes cost of background check)
- \$15 for Scout Life magazine

ALL members will renew on their joining anniversary month or their unit re-registration month.



We **REFUSE** to let a child miss out for financial reasons! Scan the QR code to find the best fit for you!

Scouting Registration

The cost to join Scouting is an annual fee of \$85. For only \$15 for the year, all Scouters may subscribe to Scout Life magazine.

→ Kancare

The following KanCare Health Providers are excited to support Programs for Youth!

Eligible members age 5 to 18 can get;

- \$50 credit per year with Sunflower
- \$100 credit per year United Health Care
- \$75 per year with Healthy Blue (parent request to Healthy Blue required)

→ Military

Scouting America will waive the \$85 national registration fee for all new or renewing Scouts of active-duty, guard, and reserve military families effective June 1, 2026. This is done through a simple verification process during online registration.

(This discount does not cover; Program Fee, Unit Specific dues, or Scout Life Magazine)



SCOUTING SCHOLARSHIPS

Every Child Deserves a Chance

*Scouting Can Cost as Little as \$85 for the whole year
No child is turned away because of cost!*

Scholarships Available

- *KanCare Insured Families: 60-100% off registration*
- *Scholarships available for everyone!*
- *Summer Camp Scholarships Available*

*Scan to learn more
& get started!*



*No experience needed.
Open to all youth.*

Resources: BeAScout Pin



HOW IT WORKS

Today's parents can do it all online. They want and expect to learn more about Scouting America through a simple-to-use, nicely designed website. BeAScout.org is that website. It is the first thing many prospective Scouting families see about Scouting. 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 your Pack is or what makes your Troop 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.

PDF URL - <https://quivira.org/wp-content/uploads/sites/25/2022/08/BeAScoutPin-HowTo.pdf>
Video URL - <https://vimeo.com/423690368>

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 over night, for the updated information to show up.



BeAScout Pin PDF



BeAScout Pin Video

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

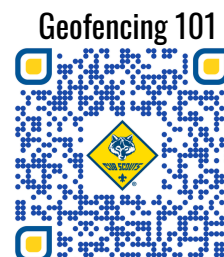
1. **Unit Facebook Page** - set up a Unit Facebook page that highlights all of the fun activities and events that your Scouts participate in. Include how to join and whom to contact for additional information. Encourage your Scouts and their families to "Like" your Unit's Facebook page and to "Share" it with their friends. Add your unit activities as Facebook Events. Be sure to tag Quivira Council on your posts so we can share the fun too!
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, just to name a few apps available.
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!
5. **Geofencing Ad on Facebook** - Boost Your Cub Scout Recruitment with Quivira Council's Matching Ad Offer! Quivira Council is excited to help your unit grow! We're offering to post a geofenced online ad to support your Cub Scout recruitment efforts in 2026. Whatever amount you're willing to invest in the ad, the Council will match it dollar for dollar. Doubling your reach and impact! Follow the QR code below to fill out a form!

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 promote 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.

Resources: Scout Leaders

1. **My.Scouting.org** - As a Leader in a Scout unit, you will have additional links in my.Scouting.org to facilitate running the unit
2. **Scoutbook Plus** – This QR Code opens Scoutbook Plus, providing access to Roster, Calendar, Profile, Reports, Activity Logs, Forums, Internet Advancement, and other Scouting tools and resources. (Find more information at Online help for all these resources: <https://help.scoutbook.scouting.org>)





CATHOLIC FAMILY
Federal Credit Union

Scouting America
Quivira Council

STRONG VALUES. STRONGER FUTURES. 8

Partnering for the Good of Our Community

Catholic Family Federal Credit Union is proud to partner alongside Scouting America, Quivira Council to bring unmatched financial services to underserved low-income areas in the Wichita region.

As a not-for-profit financial cooperative, CFFCU members have access to competitive loan rates and incentives to save, invest, and use credit wisely.



WIN \$500!

Bring this ad to our office by Dec. 1st, open a Checking & Savings Account, and be entered to win \$500!



**FAITH-BASED. COMMUNITY FOCUSED.
ALWAYS GIVING BACK.**

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& SAVINGS
ACCOUNTS**



**AUTO LOANS
& HOME
MORTGAGES**



**RETIREMENT
& EDUCATION
ACCOUNTS**



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Show Your Parish Spirit! We Give Back.

Choose a parish or school-branded debit card, and when you use it, we donate back to that parish or school!

- St. Elizabeth Ann Seton
- St. Francis of Assisi
- St. Jude
- Holy Savior
- St. Cecilia
- Blessed Sacrament
- Kapaun & Bishop Carroll High Schools



The More Swipes, The More We Donate!

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Membership is open to everyone - you do NOT have to be Catholic to qualify.