

2009

Cub Scout Round-up Campaign  
Mecklenburg County Council  
Boy Scouts of America



Roundup Sponsored By



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OBEDIENT   CHEERFUL   THRIFTY   BRAVE   CLEAN   REVERENT

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**Scout Roundup 2009**  
**Overview of Cub Scout Recruitment Plan**

**Theme:**                   **Words to Live By**

**Chairman:**               **Bill Rose**

**Honorary Chairman:** **Dr. Peter Gorman**

**Sponsor:**               **NBA Charlotte Bobcats**

**Incentives:**

- Each boy who joins Scouting will receive a special recognition including a free ticket to see an NBA Charlotte Bobcats' home game.
- Every Cub Scout that recruits a new member will receive a recruiter patch and a special recognition.
- Trailblazer Adventure Day
- Charlotte Bobcats Sports & Entertainment Special Event Discounts (TBA)
- All Scouts get free admission to the Dollar General 300 Nationwide Series Race at Lowe's Motor Speedway

**Promotional/Marketing Materials:**

- 2009 Official Tool Kit for Packs (includes key elements of a successful fall Roundup, job descriptions and resources)
- Bulletin inserts, posters and postcards provided for packs to use at schools, community and church events
- Recruiting promotional video
- Mailer promoting August pack recruitment event to Cub Scout-age youth
- Promotional flyer for each (proposed) recruitment date of August and coordinated school nights in September
- Campaign yard signs and banners reading, "Join Scouting!"

### **Key Events Time Table:**

- Thursday, August 13<sup>th</sup> Roundup kickoff and training for volunteer leaders
- School Open Houses/Meet Your Teacher Events - week of August 17<sup>th</sup>
- Mid-August mailing goes out to CMS Students
- August 25<sup>th</sup> - First Day of School
- August 27<sup>th</sup> – One coordinated Pack Recruitment Night -7:00 pm; Application Turn In site(s) open at each district
- September 10/14/17/24 – School Nights For Scouting-7:00 pm; Application Turn In site(s) open at each district
- September 19<sup>th</sup> – Cub Scout Trailblazer Day at Belk Scout Camp
- September 26<sup>th</sup> - Cub Scout Leader & Committee Training at Scouters' Success Seminar

## 2009 Coordinated...

“Words to Live By” is this year’s theme established by the national membership campaign. This campaign will be supported to provide an emphasis on recruitment of new youth and adults and the organization of new units. This guidebook includes directions for recruiting and training manpower, marketing the plan, completing the joining event, and follow-up guidelines to exceed the objectives.

### District-Council Role

- Utilize 2009 round-up plan materials and generate excitement for the campaign.
- Recruit council and district round-up leadership.
- Provide adequate training and orientation.
- Maintain discipline for the campaign.
- Provide reports and recognition during and after the campaign.

### Regional Role

- Provide the direct operational leadership and motivation of this campaign for the councils in their region.
- Meet with related Scout executives in December and January to determine local council strategies.
- Feature the 2009 Cub Scout round-up campaign at area meetings of volunteers and during meetings of Scout executives.

### National Role

- Develop a coordinated marketing and public relations campaign to support the 2009 Scout recruitment campaign.
- Provide the support needed for each region and council to successfully carry out this plan.
- Coordinate the production of all necessary support materials, sample agendas, sample position descriptions, campaign guidebook, etc.

## **Cub Scout Membership Taskforce**

In January 2009 the council identified and recruited a very-capable and knowledgeable Cub Scout Membership Taskforce to evaluate our membership fall Roundup strategy, in particular our plans, literature and execution. The follow is a summary of their findings:

Final Report  
April 23, 2009

Committee Members: Val Hardesty, April Johnsen, Carole Stojetz, Bill Farber, Bill Rose, Mark Turner, Mike Rusho, Gary Moore

This committee met for several hours, over the past-two months, seeking the opinions of others as well as their own. Their mission was to:

- Offer up techniques that have worked well at the pack level and brainstorm new ideas to sign up more boys into Cub Scouting
- Prioritize those techniques/best methods for success and...
- Identify prospective district and council manpower to help achieve our objectives

### **PREPARATION/PROMOTION:**

1. Take advantage of spring, summer and early fall events to promote joining Cub Scouts and advertise join up opportunities in summer camp guides such as Creative Loafing.
2. Utilize PTA meetings, meet your teacher, open house events and heavily promote Cub Scout recruitment, “in-house,” on church lawns, Sunday school classes, etc.
3. Redistribute funds used in promotion with a high priority for banners, printed materials to support pack promotional efforts, i.e. bulletin inserts, banners, etc. (The Observer insert, for example, is viewed as having little value when compared to an \$8K expenditure.
4. Start recruiting efforts earlier by getting first flier out sooner.
5. All recruiting brochures should have an actual meeting start time. The “open house” free-style concept doesn’t work well for sharing information with a group.
6. Build and train more unit-level manpower so that responsibilities don’t fall on just a few people. Provide manuals and training to support the roles of these needed volunteers.
7. Expand our outreach to private schools and use community and board influence to improve their reception/accessibility to recruiting.
8. Spring recruiting can be enhanced with a special event for new members; a spring Cub-o-ree, an adjunct to Cub Day Camp, etc.

### **MATERIALS:**

1. The Resource Guide for Roundup, information on how to join and local unit contacts should be placed on the council website. In addition they can be burned on CD's and distributed to unit-level leadership.
2. Incentives work best when the recognition has immediate usage, i.e. fishing lures, matchbox cars, etc. as opposed to "abstract" items like Pinewood Derby kits, rockets, etc.
3. Pack-generated Parent Guides can provide a more-informed/involved parent and support good retention. Most successful packs are not utilizing the national printed orientation guide for parents.
4. Sign in sheets should be provided for all recruit nights. Complete contact information is needed, name, email address, phone number and a timely follow up made to all unregistered youth.
5. Every pack should be encouraged to have a recruiting committee or core group of parents to help. Provide a guide for site-based and school night recruiting. Identify the key unit-level recruiting positions needed and offer breakout training at district roundtables. Key positions include Master of Ceremonies, School Rally-master, Open House Coordinator, Greeter, Activities Coordinator and Materials Coordinator
6. Make sure we distribute a phone number and other known information on how to join the Girl Scouts.

#### **EXECUTION:**

1. Consider expansion of the actual number of designated school nights in order to be more effective and thorough with rallies ("buzz ups").
2. Packs should be encouraged to engage in better "self-promotion" at school nights. Self-promotion is a key and, where multiple packs share schools, there's a tendency to hold back and is viewed as counterproductive to making a good "first impression."
3. Packs are successfully using a target Belt Loop that can be earned at the next meeting. This is an immediate advancement/recognition program right from the start.

## **Council/District/Unit Manpower**

### **Council Round-Up Chair**

Recruit, train, and lead the council round-up team

Create a year-round council round-up plan. Recruit enough people in each district to make it happen.

Help districts and packs design a marketing plan for their area

Supply districts and packs with resources needed to welcome, orient, and involve new members in their units

### **District Round-Up Committee Chair(s)**

Recruit district round-up coordinators

Get commitment of all unit leaders to take part in fall round-up

Hold district round-up briefing/training for all Pack Round-Up Teams

Ensure that every school principal, chartered organization head, unit leader, and potential prospects are contacted about a recruitment presentation

Attend all council round-up meetings

### **District Round-Up Coordinators**

Get commitment of all unit leaders to take part in fall round-up

Ensure every round-up location has a trained unit leader participating

Ensure that every school principal, chartered organization head, unit leader, and potential prospects is contacted about a recruitment presentation

Attend all district round-up meetings

## **Pack Round-Up Teams:**

### **Pack Round-Up Coordinator**

Principal coordinator for pack recruitment nights

Works with recruitment site logistics (room set up, physical arrangements, etc.)

Coordinates marketing efforts for the Pack (neighborhood signs, Sunday school classes, schools, etc)

Assists with in-school presentations

Help recruit Pack round-Up Team

Follow the round-up coordinator's checklist

### **Master of Ceremonies** (Cubmaster or energetic public speaker)

Does Cub Scout presentation at unit open night or school night

Follows the recruiting script

Help families form into dens and select their own leadership

### **School Rally-Master**

Conduct Cub Scout recruiting presentations

Small Group/classroom presentations – 3-5 minute high energy talk about Cub Scouts to the boys

Closed Circuit TV presentations – same as classroom

All-boy school assemblies – Keep between 12-15 minutes and be sure you can be heard.

Lunchtime – Talk to boys going to or from lunch

### **Open House Coordinator**

Find out when open houses will be

Check with school to get ok and location at open house

Get pack coverage for each open house

### **Greeter (Registrar)** (this could be the committee chair, pack treasurer, or pack secretary)

Welcome new family prospects

Have them sign in with name, phone numbers, and email

Distribute name tags (if being used)

Hand/distribute out Cub Scout materials

Assist the pack leaders as needed

### **Materials Coordinator** (for each recruiting opportunity)

Set up tables and chairs as needed

Set up Cub Scout project exhibits

Make sure all materials and equipment are on hand:

Name tags, registration sheets, pens, parent talent surveys

Pre-opening game materials

Youth and adult registration applications

Ceremony and games equipment

Current handbooks for each level, Cub Scout Program Helps, uniform display, pack calendar and pack information sheet

### **Activities Coordinator**

Decide on pre-opening activity

Decide on meeting activity such as earning the marbles belt loop

Recruit activities team for recruit nights to entertain the kids

Ensure the boys receive their awards (belt loop) earned at recruit night

### **Round-Up Commissioner (District Representative)**

Assists pack with round-up effort.

Help the activities coordinator entertain the kids.

Help pack leaders collect applications and \$.

Insure applications/\$\$ get to the turn-in site.

**ETOWAH DISTRICT  
BOY SCOUTS OF AMERICA**

Cub Scout Roundup Agenda  
August 14, 2008

Welcome

Frank Williams  
District Membership Chair

District Comments

Chris Corbitt  
District Chairman

Fall Roundup

- Theme/Overview
- Pack Orientation Guide

Frank Williams  
District Membership Chair

Marketing

Mike Rusho  
District Director

Open House/Meet Your Teacher Visits  
(Meet and Greet events)

Dave Hutchinson  
District Membership Committee  
DL, Pack 214

“The Rally” (Closed Circuit/Room to Room)

April Johnsen  
District Membership Committee  
CC Pack 159

How To - “What’s In Our Pack For You”

Bill Rose  
District Camping Committee

CM Pack 214

### Turn In Sites

Mike Rusho

- Paperwork/money collection (Fee updates)
- Turn-in locations
- August 28<sup>th</sup> at Cokesbury
- September 11 at Roundtable/Cokesbury
- September 18 at Cokesbury

### Set Goals/Finalize Sign-ups

Frank/Mike

- Verify your Packs information and Schools
- Commitments for Open Houses/Rallies
- Remember – results are based on effort!

### **Tips For Recruiting Tons of Boys**

- High Energy and Lots of Excitement
- Be Proactive
- Very Organized Unit/School Night with Fun, Information Session and then Sign Up
- Send a Team to the Open House
- Put up Posters at your School and Churches
- Arrange for daily announcements and Lunch Time show and tells
- Have a uniform day on your school night. Every boy from your pack wears his uniform to school
- Send Postcards or Flyers to your local Churches
- Flyers to private schools
- Set a Pack Recruiting Goal – Boys and Adults!!!!!!!!!!!!!!

## *The District Round-Up*

This briefing is given by the district round-up coordinator for all pack round-up committee chairs, pack round-up coordinators, pack round-up commissioners.

### *Agenda*

#### **I. Pre-opening**

- A. Sign in.
- B. Distribute name tags.
- C. Show Scouters to "team tables."
- D. Distribute materials.

#### **II. Opening**

- A. Invocation/Pledge of Allegiance
- B. Welcome and introductions (Express appreciation to those present.)

#### **III. Purpose, plan, promotion, and program follow-up for a round-up**

#### **IV. Outreach strategies**

- A. Review individual pack plans to overcome access barriers.
- B. Determine how to implement each outreach strategy.

#### **V. Round-up positions** (review of job descriptions)

- A. Round-up coordinator
- B. Round-up commissioner
- C. Pack leaders

#### **VI. Schedule**

- A. Review key dates remaining.
- B. Review what needs to be done between now and the Cub Scout round-up.
- C. Discuss materials.
  - 1. Distribute packets, including registration forms, envelopes, attendance rosters, and reporting procedures.
  - 2. Preview promotional plans for the council and its units and districts.
- D. Role-play a mock round-up.

#### **VII. Round-up team members' meeting and follow-up**

- A. Round-up coordinator, round-up commissioner, and pack leaders meet together at this time.
- B. Team members review all materials and delegate assignments.

#### **VIII. Questions**

#### **IX. Closing remarks**

- A. Final school and chartered organization contacts
- B. Personal preparation for the round-up
- X. Adjourn**

## **The Pack Round-Up Committee Chair Briefing**

### **I. Before the meeting** Assigned to \_\_\_\_\_

- A. Set up tables and chairs as needed.
- B. Set up Cub Scout project exhibits.
- C. Make sure all materials and equipment are on hand:
  - 1. Name tags, registration sheets, pens, Parent Talent Survey
  - 2. Pre-opening game materials
  - 3. Youth and adult registration applications
  - 4. Ceremony and games equipment
  - 5. Current handbooks for each level, *Cub Scout Program Helps*, uniform display, pack calendar, and pack information sheet

### **II. Pre-opening** Assigned to \_\_\_\_\_

- A. The welcoming committee greets families as they arrive.
- B. Register attendance.
- C. Provide name tags for all youth and adults.
- D. Start a pre-opening get-acquainted game.
- E. Invite visitors to review Cub Scout projects and then be seated.

### **III. First half of main meeting**

- A. Opening Assigned to \_\_\_\_\_
  - 1. Lead the Pledge of Allegiance.
  - 2. Teach the Cub Scout salute.
  - 3. Lead Cub Scout action song.
- B. Welcome and introductions Assigned to \_\_\_\_\_
  - 1. Have the Cubmaster or Join Scouting Night chair introduce pack leaders and guests.
  - 2. Have an assistant Cubmaster or other adult take boys to another room or outdoors for games and activities during the main part of the meeting.
- C. Explain the Cub Scout program Assigned to \_\_\_\_\_
  - 1. Include Scouting's aims and the purpose of Cub Scouting.
- D. Explain Cub Scouting benefits for families. Assigned to \_\_\_\_\_
- E. Explain how Cub Scouting is organized Assigned to \_\_\_\_\_
- F. Review joining requirements listed in chapter 10 of the *Cub Scout Leader Book*.  
Assigned to \_\_\_\_\_

- G. Explain the advancement program. Refer to chapter 18, "Advancement," in the *Cub Scout Leader Book*.  
Assigned to \_\_\_\_\_  
Discuss the advancement program, beginning with Bobcat requirements and ending with graduation into a troop. Explain that this will be reviewed in more detail at the pack parents' meeting.

## Scouting: Catch the Fire

Set up tents on the lawn of the chartered org. provided it has a visible location and do a small fire to attract attention (following all the fire precautions). Not sure if you'd need a permit for this or not; probably not. You need one or more activities for people to do when they stop by. The rain gutter regatta is manageable over the pinewood derby, but could also just be stringing beads on leather and making some sort of nametag that the prospective boys can keep. It's good to have some Boy Scouts there dressed in uniform (there will naturally be some cubs too with parents). All need to be in uniform.

We did hotdogs for the boys that showed up and had chips and soft drinks and coffee for parents. We had apps there and people in the know to talk to parents. We took money then and there, and we had them sign with name and number in case they were undecided or said they'd come back on unit night.

The Boy Scouts just did a model campsite and cooked a couple of cobbles.

One year, we organized a fun day for the cubs with simple games like Frisbee, dodge ball, tug-o-war, etc. The boys that came to check us out could join in and it made it more fun. We had a display table or two with Pinewood cars, some awards, pictures, handouts, whatever.

It's important to get the tents close to the road and put up a sign saying Scouting Open House -- Ages 6-17 -- Sat. 9-12 -- something like that. Flyers in the church help. We also put up flyers at some area parks, neighborhood swimming pools, Ben and Jerry's and a few places that parents/kids frequent. I'd recommend doing more of that. Packs that get the most boys put up simple flyers about unit nights all over a couple weeks ahead of time. Put a number on there for needed information and tell them where the party is -- welcome parents and boys -- you want the boys too, not just the parents.

You might be able to get some press for something like this. Whether it brings in big numbers day of, it's a publicity/visibility help.

I also suggest packs do a Frequently Asked Questions page to give to parents about meeting nights, ages, cost of membership, boys life, parent involvement, aims/methods of Scouting, do you have to be a member of this church to be in this scout pack?, etc. The parent must leave with feeling very comfortable about the leadership and the site. Being organized is the key to impressing parents and allaying their fears of "Is this the right group for us?"

I think I did this event for a cost of maybe \$50 for food, drink, craft supplies, and so forth.

Troops need to buy into this because getting boys in the pack is their lifeblood. We now make it sort of mandatory for the leadership patrol to be there -- that's patrol leaders, SPL and ASPL. We don't want the whole troop there cause it creates a lot of confusion, too many boys with nothing to do, and makes it look like an older program. A good number of cubs present is helpful, because of a lot of the kids from the area who stop by will know one of the boys from school or the neighborhood.

We also put up tents outside the right doors to the church for join up night. It makes parents comfortable knowing they know where to go when they pull into the parking lot.

Submitted by: Stern Dixon, Pack & Troop 118

## Pack Recruit Night

### Agenda

- H. Explain how parents help the Cub Scout. Assigned to \_\_\_\_\_
  1. Review the family guide in the Cub Scout program books. This will be covered in more detail at the den parents' meeting.
  2. Discuss family responsibilities. See chapter 5, "Family Involvement," in the *Cub Scout Leader Book*.
  3. Review the family's financial commitment upon joining the pack. Discuss registration fees, den dues, and money-earning projects of the pack.
  4. Emphasize the importance of the complete uniform.
  5. Have parents complete the Application for Youth Membership, going over it with them step by step. Emphasize the parent agreement on the application.
  6. Ask all parents or adult family members to fill out family talent surveys. See the appendix in the *Cub Scout Leader Book*.
  7. Discuss *Boys' Life* magazine, its value, and cost.
- I. Program groups Assigned to \_\_\_\_\_

At this point in the meeting, the boys can rejoin the group. Have families participate in a song or a game. Then divide families into three groups—one each for Tiger Cub–age boys, Wolf and Bear Cub Scout–age boys, and Webelos Scout–age boys.

Previously selected den leaders are furnished with program-appropriate materials and literature. During this period, den leaders collect the boys' applications and fees from each family and make a list of boys in the den. At this time, the den leader and families should decide on a suitable den meeting day and set a date for the first den adults' meeting. See chapter 19, "Tiger Cub Program;" chapter 20, "Wolf and Bear Program;" chapter 21, "Webelos Scout Program," in the *Cub Scout Leader Book*.

  1. Tiger Cub group Assigned to \_\_\_\_\_

The Tiger Cub den leader meets with boys and their adult partners to explain den organization and the adult partner's role in the Tiger Cub program.
  2. Cub Scout group Assigned to \_\_\_\_\_

Families sit together by grade level. The Wolf Cub Scout den leader meets with the second grade boys and their families to explain the Wolf badge, den organization, and the family's role in the Cub Scout program. The Bear Cub Scout den leader does the same for families of

third-grade boys.

3. Webelos Scout group Assigned to \_\_\_\_\_

The Webelos den leadership meets with fourth- and fifth-grade boys and their families to review the Webelos badge and Arrow of Light Award requirements, den organization, and how families fit into the program.

**Note:** Create a Boy Scout group in case any boys in the sixth grade or above attend. Troop organizers will take over this group, and they will meet with the troop and unit leaders present.

These group meetings are short and do not take the place of the den adults' meetings or parents' meetings, which will be held at another time with the den leaders.

#### IV. Second half of main meeting

The groups are brought back together to discuss the following topics:

A. Leadership Assigned to \_\_\_\_\_

1. Announce the date and place of each den meeting, if they have been determined.
2. Discuss adult registration fees and uniforms.
3. Have the pack trainer talk briefly about helping new den leaders get started—monthly pack leaders' meetings, Fast Start training, Basic Leader Training, roundtables, and powwow or University of Scouting.
4. Invite the pack committee chair to talk briefly about the pack's plans for the future, mentioning some of the more exciting activities.
5. Discuss other pack leadership vacancies. Pack leadership should determine the best candidates to serve in these positions, and submit names of potential candidates to the pack committee and chartered organization for approval.
6. Provide printed contact information for leaders of new packs and all dens. Be sure everyone goes home with a name and phone number or e-mail address.

B. Registration Assigned to \_\_\_\_\_

1. Review the purpose of registration and answer any questions.
2. Collect all applications and fees and issue receipts for all cash received. Den leaders may have already collected the boys' applications and fees during the group programs.

C. Closing Assigned to \_\_\_\_\_

1. Announce the following training and meetings:
  - Fast Start Training
  - Basic Leader Training
  - Next pack leaders' meeting
  - Next pack meeting
  - District roundtables

2. Thank everyone for coming.
  3. Close with an inspirational thought, emphasizing the importance of family involvement.
- V. After the meeting**
- A. Enjoy fellowship and refreshments.
  - B. Verify money and registration applications.
  - C. Calculate and prorate fees if necessary.
  - D. Keep the pack copy of each Application for Youth Membership; turn in other copies and fees to the local council as soon as possible.
  - E. 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.
  - F. Check to make sure the room is clean and returned to its original order.  
Refer to chapter 10, "Den and Pack Management," in the *Cub Scout Leader Book* for detailed information on the Join Cub Scouting effort. Check with your local council for additional information and available resources on recruiting new boys and leaders.

#### **Before you leave home**

- Prepare your pre-opening activity.
- Wear your complete uniform.
- Review the agenda and practice your presentation.
- Take a pocket calculator.
- Take 20 to 30 pens.
- Take some money; both bills and coins.
- Take masking tape.
- Take items new families will want to see immediately: Current handbooks for each level for reference during program group session  
*Cub Scout Program Helps* to show the fun that boys can have at den meetings, pack information and calendar to assure parents that boys can have fun at den meetings, samples of current uniforms to display, displays of den and pack activities

#### **When you arrive at the round-up location**

- Organize your materials and set up the room properly.
- Check with team members (including pack leaders) about their parts of the program.
- Post your pack organizational chart.

- Assist pack leaders with their displays.
- Organize your pre-opening activity.
- Station either yourself or another team member at the door to welcome families to the round-up event.
- Boys and parents should sit together in their assigned rooms by grade and/or neighborhood.

### **When you give the presentation**

- Begin promptly.
- Have an opening ceremony presented by the pack or a troop (optional).
- Introduce yourself and welcome everyone on behalf of your council and the Boy Scouts of America.
- Introduce other round-up team members and pack leaders.
- Follow your round-up agenda closely.
- Be sure to turn in all applications, monies, attendance rosters, and report envelopes at your district report meeting.

### **Round-Up Coordinator's Checklist**

- Make lists or cards with the first names and phone numbers of boys in the area. Have pack leaders call the night before the rally to ask parents if they got the invitations and remind them of the meeting.
- Place yard signs in strategically good locations: at high traffic areas, bus stops, and lawns of current members. (Be sure you don't violate ordinances about signs.)
- Post flyers and posters on bulletin boards throughout your area in key locations (schools, religious institutions, community recreation centers, day care centers, grocery stores, malls, public libraries, pediatrician centers, etc.).
- Half-sheet bulletin inserts are great tools for delivering recruiting information through chartered organization mailings, church bulletins, community recreation centers, and as sporting event announcements.
- Door hangers and postcards aid in direct home delivery of a specific invitation to join.
- Promote the round-up night with all chartered organizations in your community (religious institutions, schools, service clubs, youth organizations, etc.).
- Setup a sample campsite outside in view of a high-traffic area for boys and parents to show them that Cub Scouts go camping. (Good locations include malls, superstores, schools, religious institutions, child-development/day care centers, parks and recreation centers, and community centers.) Setup a pinewood derby track at a high-traffic area for boys and parents.

## **“Boy Talk” School Rally**

First, stop at the office and introduce yourself to the secretary and contact person about 15 to 30 minutes before the time you have scheduled to begin. Introduce yourself to the adult leader and say that you are here to talk to the boys about Cub Scouts.

In your presentation to the boys, it is most effective if at first you are somewhat stern, disciplined, and well-mannered. Then gradually become cheerful, enthusiastic, and even silly. Remember that you are talking to little children, not adults—keep it short. Try to get the boys to participate in your presentation.

### **I. Introduce yourself.**

- A. Ask the organization leader not to introduce you, as you will take care of that. Merely have them quiet the group down and introduce you as someone who has something important to say.
- B. Ask if anyone knows what type of uniform you are wearing. You should get a variety of responses: police officer, park ranger, soldier, Boy Scout.
- C. Introduce yourself and tell them you are indeed a Cub Scout leader and that you are there to talk to them about becoming a Cub Scout. If girls are present, briefly state that the Girl Scouts of the U.S.A. has a program for them and that they can get information on how to join from the leader (teacher, pastor, community director, etc.).

### **II. Demonstrate that Cub Scouting is fun.**

- A. Ask if anyone is currently enrolled in Cub Scouting, and have a Cub Scout or Webelos Scout tell the group what he enjoys the most.
- B. Share examples of den and pack activities:  
Ask them if anyone knows the kinds of things that Cub Scouts do, and call for hands. Spend some time describing the things that they identify that are a part of the program, but deny the things that are not. For example:  
"Who can tell me what kinds of things they think Cub Scouts do?" Call on a boy with his hand raised. "They make stuff." "Yes, they do make stuff. Who can tell me the one thing that every Cub Scout gets to do each year? I'll give you a hint: it has wheels." Call on another boy whose hand is raised. "They make racing cars!" "Yes, that's right; they make pinewood derby race cars (Prop: pinewood block of wood). They take an ordinary block of wood like this. And with their imagination, some basic wood tools, paint, decals, and help from their mom or dad, they turn that block of wood into the world's fastest pinewood derby car and race it down a track that's from here to that wall. (Show them.) Who thinks they would like to try and build one of these? (Prop: completed

car.) What other things do you think that Cub Scouts do?" Call on raised hands; if necessary, lead them to these responses:

- Earn badges.
- Go camping, swimming, fishing.
- Shoot BB guns, tell stories around campfires, play baseball and soccer, learn about computers.
- Perform service projects such as collecting food for needy families and picking up litter in the park.
- Do projects—pinewood derby, space derby, rain gutter regatta, holiday gifts, toys.
- Explore nature, take hikes to see wildlife (deer, raccoons, skunks, birds), learn about the plants and trees in our area, go on zoo trips, see eagles and hawks, see reptiles (snakes, lizards, frogs).
- Join in special events such as parades, pack trips, the blue and gold banquet, and district activities.

### **III. Share information on the round-up event:**

A. Ask the boys, "Who thinks they would like to be a Cub Scout?" Hopefully every boy will raise his hand.

B. Tell them how to join: "If you want to be a Cub Scout and do all these fun things, there's going to be a sign-up on \_\_\_\_\_ at \_\_\_\_\_. An adult will need to come with you, so you're going to have to ask them if you can be a Cub Scout. Take this flyer home, and wait for them to come home. When they get home, take your flyer out, hold it proudly in front of you (both arms fully extended) and say 'Mom, dad, may I please be a Cub Scout? A Cub Scout leader who visited our group today told us all about Cub Scouts, and I want to be a Cub Scout.'"

"Your leader will give you the flyers today. Make sure you say "please" to your parents, and don't practice asking until you get home."

### **IV. Tell boys what to bring to the round-up event.**

- A. The adult who takes care of them
- B. Registration fee

### **V. Ask the group leader to distribute information flyers to the boys.**

### **VI. Summarize.**

Finish each presentation with an enthusiastic statement about the fun Cub Scout events scheduled for the next three months. Remind the boys again of the date, time, and place for the round-up, and what they should bring.

### **VII. Answer questions.**

If time is available, briefly answer questions. Explain that more information will be available at the meeting.

**VIII. Thank the leader.**

Thank them and present recognition items. Leave an extra flyer or any other support materials with each teacher, pastor, or community leader.

**IX. Follow up.**

Call the Cub Scout leader(s) listed on the flyer and tell them that the presentation was carried out successfully. Remind them to keep a log of names and phone numbers from everyone who calls about the flyer, paying special attention to those boys who will not be able to attend the event but will be at the next meeting.