

2020



Guide to Recruitment

**Black Swamp Area
Council, BSA**



SCOUT ME IN™

**Beascout.org may be
the best ticket to new
youth this fall!**

**Make sure your Unit
information and
contacts are updated.**

**Click or copy and paste
this link for instructions**

https://filestore.scouting.org/filestore/pdf/BeAScout_UnitPin_Management.pdf



Dear Scout Leaders,

You have the best opportunity to provide a fun program for youth that builds character, improves physical fitness, teaches practical skills, and develops a spirit of community service. Because of the time and effort you and other parents put forth, youth in your pack will have advantages in life they may not otherwise have had. Every child deserves the chance to experience the Scouting program and **it all starts with giving every child the opportunity to join.**

This guide provides the tools needed to develop and implement a successful plan to invite all kids in your area to join your pack or troop.

If you need assistance or have other questions about recruitment, please contact your district executive. Additional tools and resources to help you with recruitment can be found at www.blackswampbsa.org.



BOY SCOUTS OF AMERICA®
BLACK SWAMP AREA COUNCIL

Have Questions? Need Help?

Guidance and coaching are just one step away! Contact your field staff professional with any questions.

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Timeline for Success

Begin planning early with input and help from all leaders to ensure a successful recruitment. See page 7 for a specific timeline for promotion.

July

- Hold a unit/parent committee meeting to discuss all aspects of a successful recruitment and assign responsibilities to parents and leaders.
- Contact the school(s) your unit serves to reserve a room for the Scout join night.
- Arrange to have an information booth at your school's open house night, student supply drop off, or other parent information meeting to promote your pack.
- Coordinate additional promotion efforts to ensure every youth receives at least seven invitations to join Scouting. See list of methods on page 5.

August

- Attend program kickoff in your district and receive your pack's 2019 Scout recruitment kit and flyers.
- Follow your unit's promotion plan to ensure youth receive at least seven invitations to join.
- Conduct Open house attendance and early join nights.

September

- Confirm the school will be unlocked and ready for your join night.
- Conduct school talks and the Join Scouting Night! See instructions on pages 9-11.
- Submit join night rosters, applications, and fees to your district turn-in site.
- Within 24-48 hours of join night email or call each new family to thank them for joining your unit and answer any questions.
- Hold an orientation for new families within one week of join night. A sample agenda can be found on page 10.
- Be sure each new adult leader completes youth protection training and basic training for their position (available online at my.scouting.org) and submit new leader applications.
- Family Fun Day at Camp Berry

October

- Ensure all dens are meeting regularly, if you are a Cub Scout pack.
- Distribute flyers at school and community events to reach youth who may have missed your Join Scouting Night. Flyers should read "It's not too late to join Scouting!" and invite them to your October Join Night or other activity. Be sure flyers are distributed one week before the meeting.
- Be prepared at the October meeting to enroll new youth into your unit, and assign to the appropriate dens if applicable.
- Family Fun Day and Cub Overnight at Camp Lakota

Promoting Your Unit: The Rule of Seven

Research has shown that people need to be invited to do something an average of seven times before they are likely to take action. How does that apply to Scout recruitment? It's important that families are invited to your Join Scouting Night ***at least seven times***. The Council offers a variety of prepared materials to assist in this effort, and the methods below have a proven record of yielding great results.

Best Methods (At A Minimum, Your Unit Should Do These)

1. Open House Display

Set up a booth at your school's open house, supply drop off, or other parent informational meeting to promote your unit. See page 6 for examples of eye-catching displays. Be sure to have an interest form to collect parent contact information.

2. Posters

One way of reaching parents is to hang posters up in places they visit often, especially their school. Customize posters by filling in the date, time, and location of your Join Scouting Night, as well as the name and phone number of a leader that parents can call if they have questions.

3. Yard Signs

Get the word out in the community by placing yard signs in high-traffic areas and in front of school. In large block letters, clearly write the date, time, and location of your JSN on the yard sign. Tip: place yard signs at busy traffic intersections so each car that stops will be able to see it.

4. Flyers

Send an invitation home with every youth at school to be sure parents are aware of your JSN. Have your unit's annual calendar printed on the back of these flyers to show all the fun activities planned for the upcoming year! If your schools do not allow flyers, perhaps a postcard can be mailed directly to students. Contact your district executive to coordinate this.

5. School Talk with Flyers/Giveouts

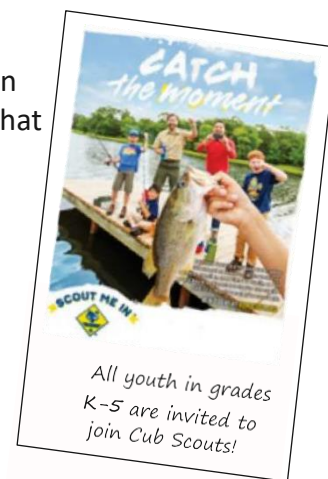
A great way to ask students to join Scouting is by visiting their school and generating excitement about all the fun activities and events your unit participates in. School talk day is a great day for all current Scouts to wear their uniform to school. Contact your district executive to coordinate flyers and school talks. See page 8 for more information about school talks.

6. Facebook Events and Geofencing

Geofencing is a method of geographically targeting a specific audience using Facebook. This year we will set up an event in Facebook to feature a "Join Scouting" night for ***each unit***. We will put a "geofence" around the neighborhood area to reach prospective families, serving as a social media ad. Talk to your District Executive for more details.

7. Press Release/Church Bulletins

If you have a small-town newspaper or local church bulletin accessible to your unit, write a small article to be published in advance of your JSN. Your District Executive can help if needed.

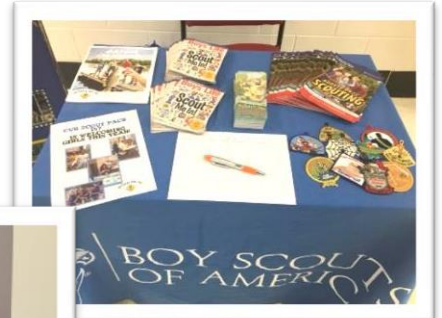


Unit Promotion Effort

Ensure that every child is invited to join Scouting at least seven times by selecting at least two methods from the list below to accompany the five best methods listed on page 5.

Great Promotion Ideas

- Telephone calls to perspective families; especially Lions and Tigers, and new Scouts BSA youth
- Social media blitz, and Facebook Geofencing
- Article in local newspaper or church bulletin
- Announcement on local radio station
- Current Scouts wear their uniform on the day of the School Talk and/or Join Night
- Bookmarks delivered to local libraries
- Display cases and bulletin boards at schools, libraries, etc.
- Community newsletters, community bulletin board posts, and website posts
- Classroom, lunchroom, and Sunday school visits
- Displays at local supportive businesses; Text on business marquees advertising the information to join
- Pack special events in the community (fishing derby, picnic, parade, fair, etc.)
- Flyers in grocery store bags
- Hold a pinewood derby at a visible location in your area
- Parent-to-parent recruiting; parents tell the good Scouts has done for their families and encourage to join
- Peer-to-peer recruiting: Current Scouts give personal invitation to friends



Promotion Timeline

The key to a great promotion campaign is preparation. The calendar below shows the ideal dates to execute the best methods on page 5.

July

30 – Chinquapin Kickoff – Pick up Kits, Flyers

August

11 – Old Sycamore Kickoff – Pick up Kits, Flyers

13 – Arrowood & Great Oaks Kickoffs – Pick up Kits, Flyers

13 – 30 School Starts, Open House presence, School Talks Begin, early Join Nights

September

1-15 – School talks continue

6 – Labor Day

10 – Suggested Join Night

11 – 30 – Second Round flyers, school talks, hold Unit Orientation meetings

19 – Family Fun Day at Camp Berry

October

1-31 – Follow up school talks

1-31 – 3rd or 4th Join Night opportunities

1-31 – Attend / advertise at community events

1-31 – Orientations for additional new families

17 – Family Fun Day and Cub Overnight at Camp Lakota

November

1-15 – Paperwork / Defective Applications

1-15 – New Units posted

1-30 – Working on recharter

School Talks

A school talk is a three-to-five-minute presentation to kids during the school day to generate excitement about Scouting and tell them how they can join. School talks improve attendance at join nights dramatically. *Do not miss this important step in the fall recruitment plan!* A school talk can be conducted by any enthusiastic pack leader or volunteer. Contact your district executive to coordinate printing of flyers and scheduling the school talk.

School Talks: Step By Step

Ideally, flyers will have been sent home with kids already and your visit will serve as a reminder of join night. You can also bring a second batch of flyers to be sent out on the day of the School Talk/JSN.

Supplies: Customized flyers with details about joining Scouts, Pinewood Derby car or other cool prop, Scout uniform (full of badges), etc.

1. Call the principal at least two weeks prior to the day you want to conduct the school talk. Ask if you can go from classroom to classroom because it will be a more personal talk with each grade level. If classroom visits are not permitted, you may be able to have students gather for a brief assembly or speak to them over their lunch period. Be sure a teacher or the principal is present to assist if this is the case.
2. Stop at the school office to introduce yourself to the secretary and principal about 10 minutes prior to the time you have scheduled.
3. Introduce yourself to each classroom teacher and say you are there to talk to the students about joining Scouts.
4. The actual presentation to the students should include:
 - A brief description of the fun activities the youth can do in Scouts.
 - Repeat the date, time, and location of Join Scouting Night multiple times, and remind them that a parent needs to attend as well.
 - Each child receives a flyer and/or wristband. Help each child put the wristband on securely (teachers can help with this). Ask them to show the wristbands to a parent as soon as they get home.
5. Stop at the office after all classes have been visited to express thanks and leave extra flyers/giveouts with the school secretary.

School Talk Sample Script

Hi, I'm (name), and I'm here to invite you to join Scouting! Scouts is a fun club for kids like you, and now is the perfect time to join!

I want to play a quick game with you to tell you about all the fun things you can do if you join Scouts. I am going to list an activity, and if you think it is fun, or think it would be cool to try, I want you to raise your hand as fast as you can. I want to see who the fastest hand raiser is in the whole class! Who thinks it would be fun to go hiking? Camping? (List activities that are special to your unit).

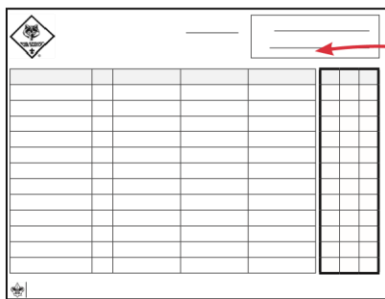
Our unit does all these things and if you join you can too! You can join by bringing your parents to our join night on (date, at time, at location). I am going to give you a wristband/flyer to remind you to tell your parents you want to join Scouts! Okay, just a reminder: what day is the sign-up night? What time? Where? Thank you for being good listeners! I hope to see you at our join night!

Join Night Checklist

Below are key items to plan for to ensure a successful Join Scouting Night.

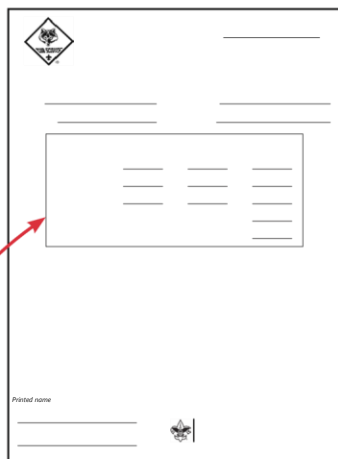
Before Join Night

- **Choose A Location**
Your unit's join night should be held at your elementary/middle school(s). People want to feel comfortable and new families are usually unfamiliar with Scouting - give them the advantage of a familiar location. They are more apt to know where the library at school is than the Scout House or VFW Hall.
- **Select A Format**
Decide how your join night will be structured. It is recommended that units utilize the five-station format (see page 10 for more details). Regardless of your structure, the evening needs to be organized and flow nicely for families, without too much information to overwhelm them.
- **Coordinate Uniforms**
To make parents feel more comfortable, it is recommended that leaders wear a unit t-shirt with a name tag that identifies you as a "parent volunteer." The BSA field uniform is always appropriate, but it can sometimes be intimidating to a new parent.



During Join Night

- Take Attendance**
Make sure every family signs in on the attendance sheet when they arrive. At the end of the night, mark the appropriate columns to indicate paperwork and fees submitted. Return the top copy in your join night report envelope, and the other copies are for the pack and den to keep.
- Share Information**
Every family should receive a pack calendar that includes leader contact information. Your recruitment kit also contains helpful handouts and materials that should be distributed to each new family.
- Help With Paperwork**
Help families complete and submit their application to join that night. Most applications that go home with parents usually end up getting lost.
- Collect Fees**
Checks should be made out to your pack. At the end of the night your pack treasurer will write "BLACK SWAMP AREA COUNCIL" to cover fees.



After Join Night

- **Submit Paperwork** Place all paperwork and a check made out to "BLACK SWAMP AREA COUNCIL" in your join night report envelope and submit at your district turn-in location.
- **Conduct a New Family Orientation Meeting One Week After Join Night**
See page 12 for a sample agenda.

Join Night Format

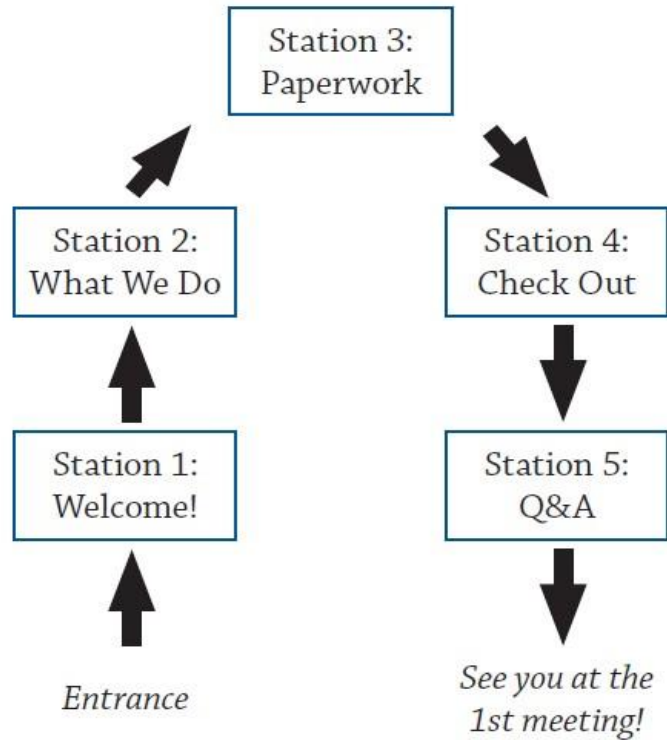
It is recommended that units structure their join night as an open registration meeting. This type of sign-up night allows parents to arrive throughout a scheduled block of time (6:00 to 8:00 PM, for example) and flow through stations to get important information, register their child, and leave.

Five Station Format

An open registration meeting that utilizes stations is designed to be:

- Faster for parents. Families should complete the process in 15-20 minutes
- Less stressful for pack leaders (no group presentation!)
- Informative and organized: important information is given in an efficient manner

An important aspect of this format is follow-up with new families. Contact new families within 24 hours of the sign-up night by phone and/or email to remind them about the upcoming new family orientation meeting, as well as den and pack meetings. Each station has a dedicated function, and depending upon anticipated turnout and available volunteers, packs may combine stations as needed. Make an effort to have as many den leaders and assistant den leaders on hand to give families a chance to get to know them.



Join Night Stations

= Item is included in your recruitment kit

= Item supplied by pack

Station 1: Welcome!

Leaders at this station will:

- Greet every family and ask them to sign in.
- Tell parents they will visit five stations to learn about the pack and complete the sign-up process, and it will take about 15-20 minutes.
- Provide every family with the orientation guide for new Cub Scout families.

Materials:

- Station 1 sign
- New Cub Scout family orientation guides
- Join night attendance roster

Station 2: What We Do

Leaders at this station will:

- Talk about what makes your pack special. Consider speaking to several families at once.
- Give every family your pack calendar and let them know that you would like them to attend as many functions as possible, but they are not required to make every event and meeting.
- Explain which uniform parts are required, provided, and optional. Help families fill out the Cub Scout uniform essentials flyer (or have completed forms ready).

Materials:

- Station 2 sign
- Popcorn sale flyers
- Uniform essentials flyers
- Fall cub camp flyers
- Pack displays, pictures, etc.
- Pack calendar
- Leader information sheet
- Cub Scout uniform example

Station 3: Paperwork

Leaders at this station will:

- Explain the youth registration form and be prepared to answer any questions.
- Help parents complete the form. See page 11 for more information.
- Tell families about Boys' Life magazine (only \$1 per month).

Materials:

- Station 3 sign
- BSA youth applications
- Parent information sheets
- Boys' Life mini magazines

Station 4: Check Out

Leaders at this station will:

- Collect completed youth applications, parent information sheets, and fees.
- Be prepared to answer questions about fees, payment plans, and financial assistance options. In addition to any assistance your pack may provide, the _____ Council offers need-based assistance to cover reastration. uniforms. or other expenses. Your District Executive can help you _____ with this form if needed.

Materials:

- Station 4 sign
- Join night report envelope
- Registration & Boys' Life fee sign
- Calculator
- Money to make change

Station 5: Q&A

Leaders at this station will:

- Make sure parents know when and where the first meeting is and answer any other questions parents may have.
- Explain that the first award any Cub Scout earns is the Bobcat, and hand out the Bobcat trail flyer to help get them started.

Materials:

- Station 5 sign
- Bobcat trail flyers

Orientation for New Families

An orientation meeting for new families should be held no more than one week after the Join Scouting Night. All parents and leaders should attend.

Suggested Meeting Agenda

1. Welcome & Introductions

2. Unit Program

- Explain the difference between unit meetings, den meetings (if applicable), and parent committee meetings
- Review unit calendar and highlight upcoming activities
- Handout & review requirements for Bobcat. Set a goal as a pack to present each new youth their Bobcat badge no later than the October pack meeting.

3. The Pack Committee

- Explain that the Scouting program is an all-volunteer organization. Your unit is successful because each parent volunteers in some way during the year to help out. Some people run the meetings. Some people take a “behind the scenes” role on the committee and help with planning, paperwork or other administrative type duties. Some parents are not available to help every month, so they volunteer for short term projects such as the pinewood derby, court of honors, etc.
- Talk about key unit leadership needs. It may be helpful to have a large poster showing the organization and current positions that are needed.
- Ask parents to complete the parent information sheet if they have not already done so.

4. Leader Training

- Explain that youth protection training is required for all registered leaders and is strongly recommended for all parents. Direct all leaders to the council website for youth protection training or plan to conduct youth protection training together as leaders using the presentation format.
- Direct new leaders to the appropriate basic leader training courses offered online.

5. Den Program *(Separate into Dens if you are a Cub Scout Pack)*

- Dens that already have a den leader:
 - Den leader discusses den-meeting dates, times and locations and recruits parents to assist with den meetings or serve on the pack committee.
- Newly formed dens without a den leader:
 - Another pack leader will need to guide the discussion with parents. Explain that it may take a few meetings to identify a parent to lead the den and ask for their cooperation and patience.
 - Discuss possible meeting dates, times and locations.

6. Closing

- This meeting should not be conducted at the join night or a regular unit meeting.
- This is a chance for your unit to establish expectations, communicate the program plan, and answer any questions before the first official meeting.
- Arrange to have a few experienced parents run an activity for any youth and siblings who attend so you will have the full attention of the parents without distractions.
- This meeting should last no more than one hour, but plan to stay late to answer additional questions.
 - Think back to your first Cub Scout meeting - what do you wish you had been told?

October Recruitment Plan

The September join night is no doubt the single most productive recruiting event of the year for units. However, even when the promotion plan is executed perfectly some families miss the opportunity to join Scouting.

October unit meetings are the perfect opportunity to invite youth and their families to join your pack or troop that may have missed, or been unaware of, the JSN night. With very little additional effort, units across the council will bring hundreds of youth into Scouting this October that otherwise missed the opportunity to join in September.

There are only a few additional steps each unit needs to take in October to maximize the success of their fall recruitment.

October Recruitment Checklist

- Contact the school principal immediately after the Join Scouting Night to thank them for their support of your unit's successful recruitment event.
- Ask the principal to again allow you to distribute flyers to students at school. Emphasize the importance of reaching out to families that may have missed the join night. Note: The first meeting you have with the principal in August is the best time to ask about distributing flyers in September and October. Explain that you would like to distribute flyers before the JSN and also before your October pack or troop meeting to catch those you missed in September.
- Deliver flyers to the school for distribution at least one week prior to your October meeting. The flyers can be ordered by contacting your District Executive.
- Be ready at your October meeting to welcome new families. Give new parents the information packet you used at your Join Scouting Night. Ask them to stay after the meeting for about 20 minutes so they can complete the paperwork and meet their den leaders (if applicable).
- Follow-up with all new families. Be sure they are aware of the meeting dates, unit activities, the popcorn sale, etc.
- Turn in paperwork and fees collected to register the new youth with your unit within 24-48 hours.



Youth Application Requirements

Ensure that youth applications are completed fully by parents before they leave the Join Scouting Night.

BSA YOUTH MEMBER APPLICATION

YOUTH INFORMATION

First name (No initials or nicknames) Middle name Last name Suffix Preferred nickname

Country Mailing address City State Zip code

Home phone Date of birth (mm/dd/yyyy) Grade Ethnic background: Gender:

School

Boys' Life subscription

PARENT/GUARDIAN INFORMATION

Mark here if address is same as above. Mark here if you are the Lion or Tiger adult partner. Mark here if the Lion or Tiger adult partner is not living at the same address and complete and attach an adult application.

Select relationship: Parent Guardian Grandparent Other (specify)

First name (No initials or nicknames) Middle name Last name Suffix Preferred nickname

Country Mailing address City State Zip code

Home phone Date of birth (mm/dd/yyyy) Occupation Employer Gender:

Cell phone Business phone Ext. Previous Scouting experience

I have read the attached information for parents and approve the application. I affirm that I have or will review "How to Protect Your Children From Child Abuse: A Parent's Guide."

Signature of parent/guardian Date Parent/guardian email address

To be completed by unit

Signature of unit leader (or designee) Date

Unit type: Cub Scout Pack Boy Scout Troop Venturing Crew Sea Scout Ship Lone Cub Scout Lone Boy Scout

Unit No.: For pack registration select one: Lion Tiger Wolf Bear Webelos

If applicant has unexpired membership certificate, registration may be accomplished at no charge by transferring the registration.

Transfer application Enter membership number from unexpired certificate:

Transfer from council number: Unit type: Pack Troop Ship Crew Unit No.:

524-406 **LOCAL COUNCIL COPY** Registration fee \$ Boys' Life fee \$

YELLOW highlighted fields need to be completed by a parent/guardian.

GREEN highlighted fields need to be completed by a unit leader.

Fees for 2020

Join nights in August must charge at least \$58 to cover fees through December 2020 (This includes \$25 onetime joining fee).

Join nights in September must charge at least \$52.50 to cover fees through December 2020 (This includes \$25 onetime joining fee).

Adult Leader Registration

There are two pages of the adult application that need to be completed and turned in to the Council, along with verification of youth training, in order for an adult registration to be processed.

1. Applicant must fill out the adult application entirely:

- **YELLOW** highlighted fields are required.
- The authorization form must be signed.
- The **GREEN** highlighted portions require the signature of the unit Committee Chair and Chartered Organization Representative.

2. Applicant must take BSA youth protection training and submit a certificate of completion.

- To take training online:
 - Go to www.my.scouting.org.
 - Click on "Create an Account" and follow the instructions to register as a new member.
 - After registering and logging in, click on "BSA Learn Center" located along the right margin.
 - Take Youth Protection training. After training is completed a certificate will be issued, which will need to be printed and included with the adult application.

3. Submit the three pages (pictured here) to the Council office for processing.

The image shows the BSA Adult Application form. Key features include:

- Yellow highlights:** Fields for Name (First, Middle, Last, Suffix), Country, Home address, City, State, Zip code, Home phone, Business phone, Cell phone, Date of birth, Ethnic background, Social Security No. (required), Gender, Occupation, Employer, Business address, City, State, Zip code, and Email address.
- Green highlights:** The "To be completed by unit" section, which includes checkboxes for "New leader", "Former leader", "Multiple registration", "Transfer application", "Pack", "Troop", "Crew", and "Ship". It also includes fields for "Unit No.", "Council", "Registration fee", and "Appr. (Unit fee)".
- Right margin:** A series of questions (1-8) regarding membership, training, and background checks, each with a "Yes/No" response area.

BACKGROUND CHECK AUTHORIZATION

(Please print)
 Name: First _____ Middle _____ Last _____ Suffix _____
 List any other names used (nickname, maiden/maired last names): _____
 Date of birth: _____

To the extent permitted by applicable law, I hereby consent to and authorize Boy Scouts of America and/or its subsidiaries, affiliates, other related entities, successors, and/or assigns (the "Company"), to procure consumer report(s), which may include criminal background check(s) and/or investigative consumer report(s) (as defined by applicable California law), on my background from a consumer reporting agency ("CRA") or from an investigative consumer reporting agency ("ICRA"), as described in the **Background Check Disclosure**, the **Additional Disclosures**, and the **California State Law Disclosures (Non-Credit)** (all of which I have received separately from the Company). I have reviewed and understand the information, statements, and notices in the **Background Check Disclosure**, the **Additional Disclosures**, and the **California State Law Disclosures (Non-Credit)**, as well as this **Background Check Authorization**. My authorization remains valid throughout my volunteer relationship with the Company, such that, to the extent permitted by applicable law, I agree the Company can procure additional consumer report(s), which may include criminal background check(s), during my volunteer relationship without providing additional disclosures or obtaining additional authorizations. Except as otherwise prohibited by applicable law, I consent to and authorize the Company to share this information with Company's current or prospective clients, customers, others with a need to know, and/or their agents for business reasons (e.g., to place me in certain positions, work sites, etc.).

I understand that, if I am selected for a volunteer position, a consumer report will have been conducted on me.

For California, Minnesota, or Oklahoma individuals only: If you would like to receive from the CRA, the ICRA, or the Company (as applicable) a copy of the report that Company may procure, please check this box.

Signature _____ Date _____



Black Swamp Area Council, BSA

Findlay Service Center and Scout Shop

2100 Broad Ave, Findlay, OH 45840

Phone: (419) 422-4356

www.blackswampbsa.org

Scout Shop: (419) 423-7174

www.FindlayScoutShop@scouting.org

Lima Service Center and Scout Shop

752 W. Robb Ave, Lima, OH 45801

Phone: (419) 227-2107

Camp Berry

Findlay, OH

Camp Lakota / Camp Neil Armstrong

Defiance, OH



Prepared. For Life.®