

2024 Fall Recruitment & Sign-Up Night Training



**Scouting
America**TM

Golden Gate Area Council

Marketing Your Sign-Up Night

As long as your pack is promoting the Sign-Up Night, you're able to give your District Executive at least 2 weeks notice before the distribution, and your pack has not designed it's own physical/electronic flyer - then you can request the following:

- Peachjar credits from GGAC
- Facilitron booking & payment by GGAC
(at a school unless there are no openings)
- Physical & Electronic Flyers from the GGAC Marketing Department
- Facebook/Meta ads with geofencing paid for by GGAC
- We can even work with the NextDoor app and other outlets to promote the Pack Sign-Up Night to your neighbors!!

Combine the above with all of your local efforts placing yard signs, handing out peer 2 peer cards, and having join info QRs on hand for the very best results!



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Presentation Method

For it to be successful, it MUST be no longer than 30 minutes

- Preparing QRs codes will free up your leaders from having to find answers & they can talk about the fun activities being planned for the year with MORE Cub Scouts!
- Remember the program is designed to be FUN, SIMPLE & EASY. Do your best to bring that type of enthusiasm.
- Don't use powerpoint slides but do use background images of the fun your pack had last year – or plans for this year with everyone joining.
- The number #1 reason why families haven't joined: is no one has asked them!
- “Have we answered all of your questions?” is a great way to get them one step closer to all of the fun you and your family are having!

Paper vs. Online Applications

At this point, you're ready to answer questions about fees and registering:

Cost to join for a new Cub Scout is \$153 annually without *Scouts' Life* magazine

Cost to join for a new Cub Scout is \$168 annually with *Scouts' Life* magazine

It will charge a 3% convenience fee at the end of their Cub Scout application(s)

You do not have to memorize the cost for adults to join since you are only recruiting youth at the Pack Sign-Up Night. You can imagine that most parents became leaders because their own children were having a blast!! Give them a chance.

Train your leaders to be prepared to discuss how fundraising helps defray future expenses for families. Our council offers the Trails' End Popcorn Fundraiser in order to help our packs succeed in making the program affordable!

Make sure that paper applications are complete. Parent signatures, parent emails and parent dates of birth are all required.



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Parent Orientation

Held no longer than one week after the Pack Sign-Up Night

- Introduce & recognize your current leaders first and make sure they are all prepared with a 2-3 minute “elevator speech” about how much it means for them to be spend this time with their children having fun.
- Treat this as less of a meeting and more of a “showcase” of how your current families help the pack duties. Explain how the program updates have helped make it “fun, simple and easy” to be a Cub Scout leader!
- This is the night you can sign up a potential new leader. The annual cost to join is: \$109.
- Usual large visual displays (wall sized post-it’s, whiteboards, etc) - or clipboards to show which events already have at least one family committed to helping.
- Recognize everyone that signed up for a role or task



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Fall 2024 Recruiting Incentives

- The National Council of Scouting America will be sending welcome materials to each family that enrolls a Scout after August 1, 2024.

Requirements to receive Free Pinewood Derby Cars for all Cub Scouts in the Pack – from our Golden Gate Area Council

- Pack must have at least one leader attend this training at least once (in-person or virtually)
- Pack completes 2 Sign-Up nights and the first was held at the school. If you cannot book your school(s), then please let your District Executive know so that another plan can be strategized in order to help your pack succeed at this goal.
- Pack has 10% youth membership growth over December 31, 2023 according to the data in my.scouting.org ONLY

Requirements to receive the Limited Edition Fall 2024 GGAC Cub Scout Recruiter Patch

- Scout Recipients must be able to name their **new** recruits found on the pack roster in my.scouting.org ONLY (transfers and multiples do not count)
- Scout Recipients can earn the Silver Border patch for 3 new recruits and the Gold Border patch for 5 new recruits in my.scouting.org ONLY
- Youth are eligible to receive more than one patch as long as the recruits can be verified as completely registered in the GGAC

