

**RACE INTO SCOUTING**

Indian Waters Council, Scouting America

**CUB SCOUTS**

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## **Indian Waters Council**

### **UNIT RECRUITING MANUAL 2025**

**Scouting America**  
**Indian Waters Council**  
**Columbia, 715 Betsy Drive**  
**Florence, 701 S. Coit Street**  
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# 2025 Unit Recruiting Manual

**Key Message:** Scouting is fun for the whole family. In Scouting, boys and girls start with their best right now selves and grow into their very best future selves. It's fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today – and for life.

**Vision Statement:** The Scouting America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

**The Aims of Scouting:** citizenship, character, personal fitness, and leadership.

**The Methods of Scouting:** living the ideals, belonging to a den, advancement, family involvement, activities, serving the community, and the uniform.

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## Recruiting Options

- Participate in multi-unit / multi-school recruiting events March-April & August-December
- Conduct single-unit recruiting events and peer-to-peer recruiting using Normal Friend Activities (NFA)
- School Open Houses
- School Meet the Teacher or Orientation Night
- Unit Open House

## Why Recruit

Recruiting is needed to maintain a healthy unit. Why this goal is so important?

- Healthy Scouting units have 20 or more Scouts
- 20 Scouts allow for multiple dens and patrols
- More dens keep activities age-appropriate
- More patrols permit additional leadership opportunities
- Larger units have a bigger recruiting pool for leaders
- Units with at least 20 Scouts are stronger and don't drop

Every unit is encouraged to establish the goal of achieving and maintaining 20 Scouts.

## Where to get help

- VP Membership IWC
  - Council Jack Norris [vp.mbr.iwc@gmail.com](mailto:vp.mbr.iwc@gmail.com)
- District Commissioners
  - Atakwa Kevin Fox [kevinfox.scouting@gmail.com](mailto:kevinfox.scouting@gmail.com)
  - Capital Rivers Kirby Shealy (Chair) [kirby.shealy@arlaw.com](mailto:kirby.shealy@arlaw.com)
  - Chicora Michelle Malcolm [michellemscouts@gmail.com](mailto:michellemscouts@gmail.com)
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  - Edisto Ronald Mosley [aautomaxxsales@sc.rr.com](mailto:aautomaxxsales@sc.rr.com)
  - Etowah Troy McNall [bigspur1@hotmail.com](mailto:bigspur1@hotmail.com)
  - District A Jonnathan Smith [jonn.smith7@outlook.com](mailto:jonn.smith7@outlook.com)

- Council Office Staff Listed on the Last Page of this manual

## 2025 Recruiting Calendar

- ☐ Select unit New Member Coordinator February 28
- ☐ Multi-unit / Multi-School recruiting events – Min 1 per County March 1 – May 31
- ☐ Multi-unit / Multi-School recruiting events – Min 1 per County August 1 – October 15

## Highlights for Successful Recruiting

- ☐ Ensure beascout.org pin information is current.
- ☐ Have multiple leaders at district recruiting events
- ☐ Within 2 weeks of recruiting night, host a fun, informative New Family Orientation to further welcome families and recruit leaders.
- ☐ Make sure **EVERY NEW FAMILY** receives a welcoming phone call from their Scoutmaster, Cubmaster, Committee Chair, or the recruiting coordinator. Re-invite them to your New Family Orientation.

### New Member Coordinators (NMC)

Every unit needs a NMC to:

- Unit ambassador for new parents
- Encourage families to stay & feel like they belong
- Foster adult enthusiasm

## Common Mistakes on Signup Events

- ☐ The #1 overall issue – Not enough people to cover each station
- ☐ Adults in uniform – Wearing business casual or a scout activity shirt helps ensure a better dialogue. It also avoids differentiating between registered leaders and parents who are staffing the recruiting night.
- ☐ Fundraising topics – Don't pitch popcorn or other fundraisers on sign-up night
- ☐ Recruiting new leadership at signup–Save that effort for New Family Orientation.

## Template for a Single-Unit Recruiting Event

The station-to-station model shown has been demonstrated to increase flexibility of attending families and encourage relationship building in a more intimate setting via parent engagement. It reduces the time parents must be present; many will just want to get through the sign-up process. To help the process consider hosting an activity for the prospective new Scouts to participate in while the parents visit each station. Engaging troops to help in such an effort is a great approach!

### Highlights for Successful Recruiting Event

- ☐ Select a fall recruiting coordinator (parent or registered leader) – This allows the Unit Leader to be a floater and interact with parents on recruiting night.
- ☐ Ensure recruiting coordinator attends a recruiting night training
- ☐ Promote your sign-up nights on social media and at your charter organization.
- ☐ Make sure your unit has an impressive presence on recruiting night (at least 6 leaders or parents are needed to cover all positions).

### Planning Timeline:

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Select sign-up night location and date        | 3 weeks before recruiting night    |
| <input type="checkbox"/> Verify beascout.com pin is current            | 2 weeks before recruiting night    |
| <input type="checkbox"/> Print recruiting night invitations            | 2 weeks before recruiting night    |
| <input type="checkbox"/> Gather supplies (Forms, Petty cash, Pens)     | 2 weeks before recruiting night    |
| <input type="checkbox"/> Announce sign-up night & send out invitations | 1 weeks before recruiting night    |
| <input type="checkbox"/> Print handouts for recruiting night           | week before recruiting night       |
| <input type="checkbox"/> Host recruiting night                         | recruiting night                   |
| <input type="checkbox"/> Unit Leader approves applications             | within 2 days of recruiting night  |
| <input type="checkbox"/> New Family Orientation event                  | within 2 weeks of recruiting night |

### Prechecks:

- ☐ Coordinator should arrive about 1 hour before start to ensure time for set-up and to review station duties
- ☐ Review station duties with the leader and parent volunteer representatives
- ☐ Ensure welcome sign and station signs are visible
- ☐ Ensure pens are available
- ☐ Coordinator should serve as greeter and floater during event

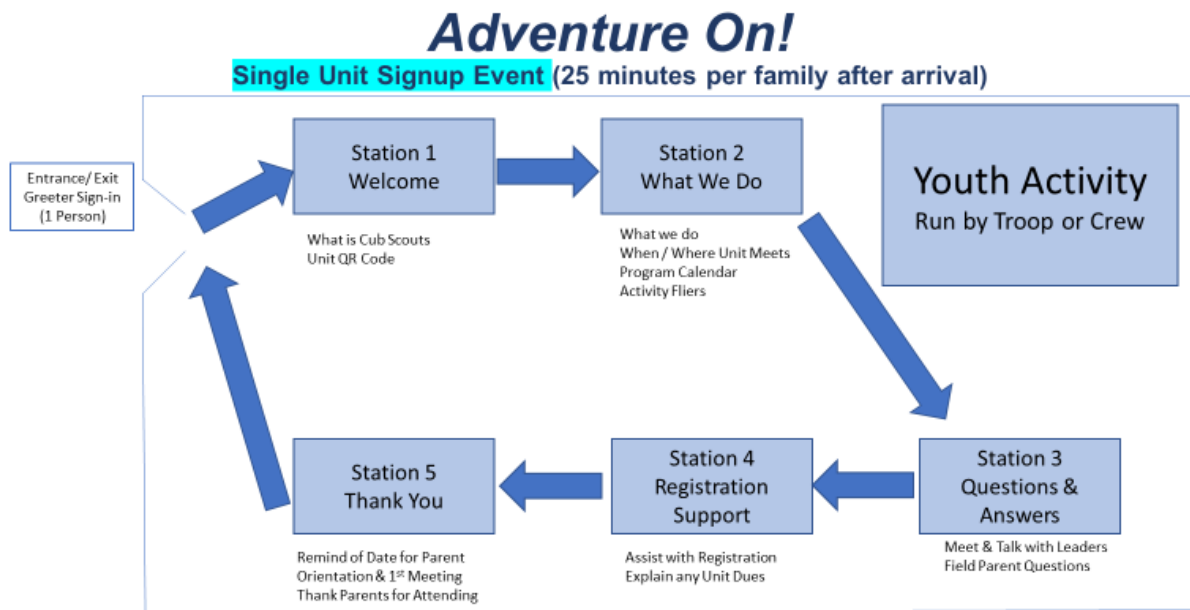


Figure 1, Single Unit Signup Event Arrangement

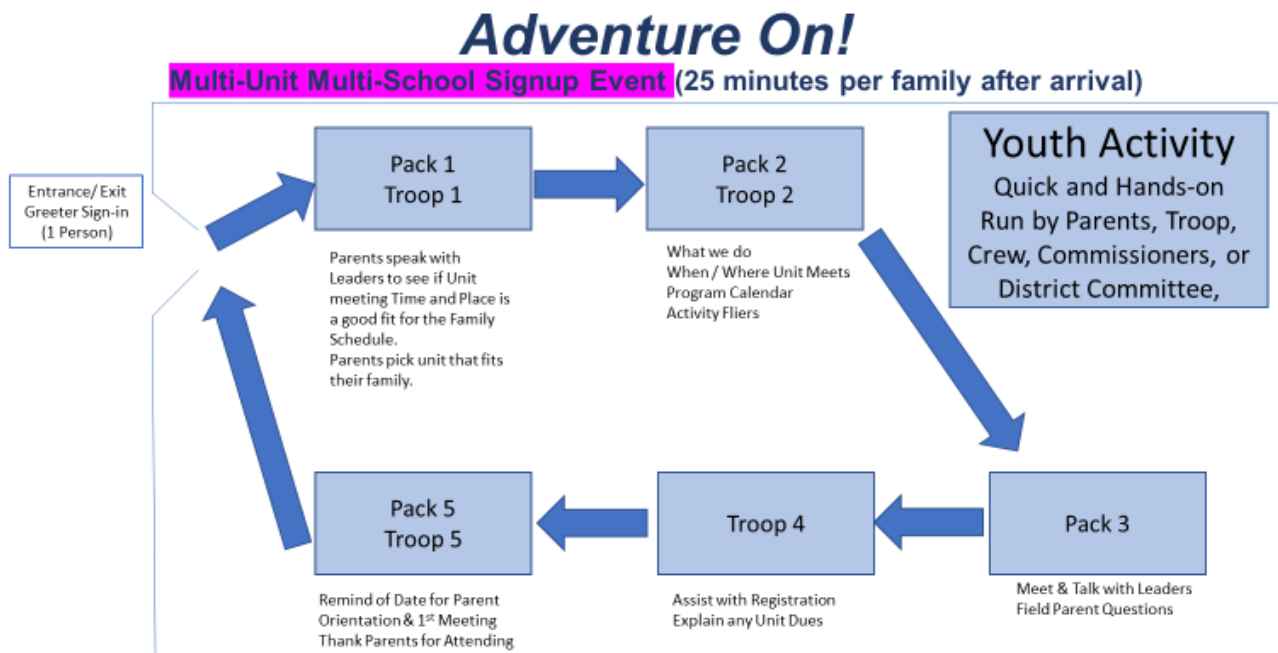


Figure 2, Multi-Unit / Multi-School Signup Event Arrangement



## **Station 1 – Welcome**

**Purpose:** Greet every family and explain the process.

**Messaging:**

- Greet every family that enters
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Give them a Be-A-Scout handout and direct

## **Station 2 – What We Do**

**Purpose:** Provide parents with information on unit activities and provide QR cards that will take parents to [beascout.org](https://beascout.org).

**Messaging:**

- Greet every family and provide them with a unit calendar and upcoming event flyers
- Answer questions
- Explain upcoming events, but assure families they are not required to attend every event
- Invite children to Youth Activity, and direct parents to Station 3

## **Information Station 3 – Unit Leaders / Questions & Answers**

**Purpose:** Answer any questions and provide den information

**Messaging:**

- Review the “Unit Leadership” handout and explain who is best contact
- Answer questions about the type of activities their child will be doing
- Share information from the Leader Notes (page 8)
- Direct family to Station 4

## **Information Station 4 – Registration Support**

**Purpose:** Provide parents with information on Scouting dues and fees

**Messaging:**

- Share cool experiences you have had with your child through the Scouting program
- Answer questions on Scouting costs
- Direct them to Station 5

## **Information Station 5 – Thank You**

**Purpose:** Thank families for attending and ensure they have what they need.

**Messaging**

- Explain the importance of attending the next Unit event – the Parent Orientation.
- Show the Scout Shop flyer and explain that is where they can buy their needed items
- Collect family talent surveys – Don't hold line for completion – Turn in later.
- Discuss leadership opportunities for interested parents – IF ASKED

# Supplies

## UNIT Basic Items

- ☐ Welcome sign (station 1)
- ☐ Five station signs (one for each station)
- ☐ Pens (station 1 & worktable)
- ☐ Calculator (station 5)
- ☐ Money Bag/change box (station 5)
- ☐ Petty Cash (station 5)
- ☐ Receipt book (station 5)

## Handouts & forms

### Station 1 – Welcome

- ☐ Be-a-Scout sign-up cards with QR code (1 for each family)

### Station 2 – What We Do

- ☐ Unit calendar with meeting times & locations (1 for each family)
- ☐ Upcoming event flyers (Council and District) (1 for each family)

### Station 3 – Questions & Answers

- ☐ [Family talent survey](#) (1 for every family)

### Station 4 – Registration Support

- ☐ Scout Shop flier (1 for each family)

### Station 5 – Check Out

## New Family Orientation Event

### (Two Weeks After Sign-up or next Unit Meeting)

The new family orientation event helps parents' transition into your unit and ensures Scouts have a fun start to their Scout experience. When planning this event, plan for two; one for parents and the other for the new Scouts.

- ☐ The Scout activity should be fun and entertaining. Include siblings in the Cub Scout age range. The effort is to ensure the Scout has a great first experience and allows parents to focus on the orientation.
- ☐ The orientation should introduce the unit leaders, describe how your unit works, and how the unit communicates to parents (e.g., e-mail, Remind, etc.)
- ☐ Collect the family talent surveys

# Unit Signup Event Information (Leader Notes)

Unit: \_\_\_\_\_

Unit Type (Circle One): Family, Boys, Girls

## Unit leadership

Position	Name	Phone	E-mail
Cubmaster/Scoutmaster			
Committee Chair			
Unit Recruiter			

## Unit Meeting

Day/week of month:

Time:

Location:

Address:

Den	Leader (phone)	Meeting day & time
Lions (5K)		
Lions (5K)		
Tiger (1 <sup>st</sup> grade)		
Tiger (1 <sup>st</sup> grade)		
Wolf (2 <sup>nd</sup> grade)		
Wolf (2 <sup>nd</sup> grade)		
Bear (3 <sup>rd</sup> grade)		
Bear (3 <sup>rd</sup> grade)		
Webelos (4 <sup>th</sup> grade)		
Webelos (4 <sup>th</sup> grade)		
Arrow of Light (5 <sup>th</sup> grade boys)		
Arrow of Light ( 5 <sup>th</sup> grade girls)		
Patrol for Troops		



# Be-a-Scout Recruiting Card Instructions

Unit Name: Unit \_\_\_\_

Meeting Address:      Location Name  
                                 First Line  
                                 Second Line (if needed)  
                                 City, State Zip Code

Telephone contact:    Name, Phone

Normal unit meeting night: Second Tuesday of month



QR Code

## Where to get the QR code:

- Step 1: Access you're my.scouting.org account
- Step 2: Click on "Menu" in top-left corner
- Step 3: Click on arrow next to unit
- Step 4: Click on "Invitation Manager"
- Step 5: Look for Invitation QR – Click "Download QR Code"
- Step 6: Select "Show in Folder" option
- Step 7: Copy the file "qrCode", which is a PNG file
- Step 8: Paste the copied qrCode file into a Word document

## Indian Waters Council Contact Information

**Columbia Office**  
**803-750-9868**  
715 Betsy Drive  
Columbia, SC 29210

Monday-Thursday 9:00 AM to 4:00 PM  
Friday 9:00 AM to 1:00 PM  
Friday 8:30 AM to 1:00 PM

**Scout Shop (Columbia)**  
**803-798-0389**  
715 Betsy Drive  
Columbia, SC 29210

Monday-Friday 10:00 AM to 5:30 PM  
Saturday 10:00 AM to 3:00 PM  
Friday 8:30 AM to 1:00 PM

**Florence Office**  
**843-662-6306**  
702 Coit Street  
Florence, SC 29501

Monday-Thursday 8:30 AM to 5:00 PM  
(Closed for lunch 12:30 PM to 1:30 PM)

**Scout Shop (Florence)**  
**843-662-6306**  
702 Coit Street  
Florence, SC 29501

Monday-Thursday 8:30 AM to 5:00 PM  
(Closed for lunch 12:30 PM to 1:30 PM)

## Council Staff

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Office Manager/Registrar	Diane Wheeler	843-286-4981	<a href="mailto:diane.wheeler@scouting.org">diane.wheeler@scouting.org</a>

District Contact Information	
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<b>CAPITAL RIVERS</b> Richland 1&2 Columbia, Forest Acres, Lower Richland & Eastover, Fairfield County April Mayfield Cell – 803-626-6651	<b>ETOWAH CREEK</b> Richland & Lexington District 5 and Richland 1 Scott Hagler Cell – 919-750-1283
<b>CHICORA</b> Horry, Marion and Dillon counties Adam Riedel Cell – 843-954-3124	<b>District A</b> Kershaw, Lee, Sumter, and Clarendon counties Michael Shook Cell – 706-691-7839
<b>CHINQUAPIN</b> Saluda County, Lexington 1, 2, 3, & 4 Matthew Presson Cell – 803-677-5757	