



INDIAN WATERS COUNCIL



2026 MEMBERSHIP GUIDE



**READY.
SET.
SCOUT!**



CUB SCOUTS * SCOUTS BSA * VENTURING * SEA SCOUTING * EXPLORING

Unit Membership Guide Objectives

The **2026 Membership Recruitment Leader Guide** is designed to support your unit's recruitment efforts. Regardless of your unit type—Pack, Troop, Crew, Ship, Club, or Post—this guide outlines the tools, materials, and innovative ideas offered by the **Indian Waters Council** to help you successfully recruit new youth and adults.

Inside, you will find suggestions that work as standalone strategies or in tandem with BSA National resources and your own proven traditions. These materials support the Indian Waters Council Membership Plan and our core mission: to recruit new families, retain current members, and deliver the life-changing promise of Scouting through strong, well-coached, and well-trained units.

The Aims of Scouting: to develop **Character**, foster responsible **Citizenship**, promote physical, mental, and emotional **Fitness**, and build **Leadership skills**, preparing young people to be ethical, participating members of their families, communities, and nation by instilling the values of the Scout Oath and Law.

The Methods of Scouting: The methods by which the aims are achieved are: living the ideals, belonging to a den/patrol method (small groups), advancement, family involvement, activities, serving the community and the uniform.

Please reach out to your [District Membership team](#), [District Staff Professional](#) or your [Unit Commissioner](#) if you have any questions or need assistance.

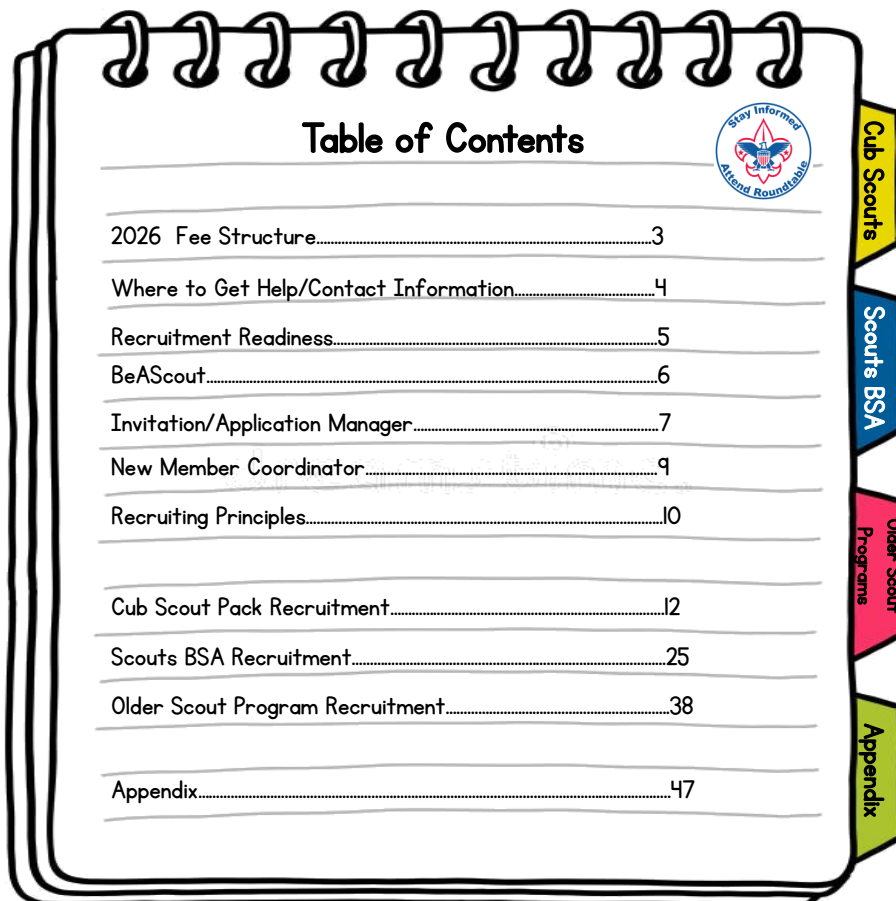


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2026 Fee Structure

Scouting America

Indian Waters Council

2026 Annual Membership Fees

<p>NATIONAL - \$85</p> <hr style="border-top: 1px dotted black;"/> <p>COUNCIL - \$65</p> <hr style="border-top: 1px dotted black;"/> <p>TOTAL—\$150</p>	<p style="text-align: center;">Scouts in Kindergarten through age 20</p> <div style="text-align: center;">     </div>
<p>NATIONAL - \$50</p> <hr style="border-top: 1px dotted black;"/> <p>COUNCIL - \$20</p> <hr style="border-top: 1px dotted black;"/> <p>TOTAL—\$70</p>	<p style="text-align: center;">For all Exploring youth and adults</p> <div style="text-align: center;">  </div>
<p>NATIONAL - \$65</p> <hr style="border-top: 1px dotted black;"/> <p>COUNCIL - \$35</p> <hr style="border-top: 1px dotted black;"/> <p>TOTAL—\$100</p>	<div style="display: flex; align-items: center;">  <div> <p style="text-align: center;">All registered adult leaders in unit and non-unit positions.</p> <p style="text-align: center;">(Leaders with multiple registrations will continue to pay for only one position).</p> </div> </div>
<p>NATIONAL - \$25</p> <hr style="border-top: 1px dotted black;"/> <p>COUNCIL - \$0</p> <hr style="border-top: 1px dotted black;"/> <p>TOTAL—\$25</p>	<p style="text-align: center;">This fee is for Merit Badge Counselors who <u>are not already registered leaders</u>.</p> <p style="text-align: center; font-size: small;">MBC who are not also registered in a unit position are not allowed to attend overnight Scouting activities/events.</p> <div style="text-align: right;">  </div>
<p style="text-align: center; border-top: 1px solid red; border-bottom: 1px solid red;">SCOUT LIFE MAGAZINE FEE</p> <div style="display: flex; align-items: center;">  <div> <p>\$15/yr</p>  </div> </div> <p style="text-align: center; color: red; font-weight: bold; margin-top: 5px;">OPTIONAL</p>	<p style="text-align: center; color: red; font-weight: bold; font-size: 1.2em;">UNIT RENEWAL FEE</p> <p style="text-align: center; color: blue; font-weight: bold; font-size: 1.2em; margin-top: 10px;">\$100 per year</p> <p style="text-align: center; font-size: small; margin-top: 10px;">For all NEW and RECHARTERING units.</p>

Contact Information

VP Membership for IWC

Michelle Malcolm

michellemscouts@gmail.com



Professional Staff Advisor

Adam Riedel

adam.riedel@scouting.org

Your District Membership Chair and Unit Commissioner are your primary resources for membership and recruitment support but don't hesitate to attend your District's Roundtable, or reach out to your District Commissioner for additional assistance.

Should you require further assistance, please contact your District Chair. If that position is currently vacant in your district, your District Staff Professionals are always happy and willing to assist you.

<u>District</u>	<u>Membership Chair</u>	<u>District Commissioner</u>	<u>District Chair</u>	<u>Staff Professional</u>
Atakwa		Kevin Fox kevinfox.scouting@gmail.com		Mike Shook michaelshook@scouting.org
Capital Rivers	Roy Laney rlaney@rplfirm.com	Dan Meyer meyerdan77@gmail.com	Kirby Shealy kirby.shealy@arlaw.com	April Mayfield april.mayfield@scouting.org
Chicora	Bill Trinemeyer traxmax2455@gmail.com	Michelle Malcolm michellemscouts@gmail.com	Chris Tyrrell christyrrell32@outlook.com	Adam Riedel adam.riedel@scouting.org
Chinquapin		Brooks Prevetie dbprevette82@gmail.com	Chip Payne payne.chip@gmail.com	Scott Hagler scott.hagler@scouting.org
Edisto		Ronald Mosely aautomaxsales@sc.rr.com	Skyler Hutto skyler.hutto@gmail.com	April Mayfield april.mayfield@scouting.org
Etowah	Gloria Stansell gstansell79@gmail.com	Troy McNall bigspurl@hotmail.com		Scott Hagler scott.hagler@scouting.org
Sandhills		Jonnathan Smith jonn.smith7@outlook.com	Greg Simonson cngn4kids@gmail.com	Mike Shook michaelshook@scouting.org

Introduction to Recruiting

Our membership objective is to provide every youth within the Indian Waters Council the opportunity to join the adventure of Scouting; a seat at the campfire. We believe every unit should strive to deliver a life-changing program that truly reflects and serves its community and delivers the promise of Scouting.

Because every community is unique, we encourage units to develop a recruitment vision tailored to their specific demographics and needs. This guide is designed to help you build that custom plan by connecting you with the best tools, resources, and support available whether you are a Pack, Troop, Crew, Ship, Club or Post. Use these pages to discover what works best for your unit and start your next great recruitment season!

Scan this QR code to go to the Indian Waters Council Membership page.



Recruitment Readiness: Online & Unit

Recruitment Readiness is essential for a successful campaign, regardless of what time of year you recruit. To ensure your unit is prepared to welcome new families, follow these foundational steps:

- Update Your Digital Front Door** - Ensure your unit's BeAScout pin is ACTIVE and CURRENT.
- Does your unit have a social media presence?** Make sure you have posted recently and that your unit families are sharing important posts to their personal feeds. Coordinate with your District and Council Social Media Pages to make sure
- Choose Your Tools & Build a Timeline** - Select the recruitment materials and tools that best fit your unit's goals. The most effective approach is to "backdate" your planning: start with your recruitment event date and work backward to determine when each task must begin.
- Account for Lead Times** - Professional support takes time! Please remember that flyers and geo-fencing requests require a 3-week turnaround for our District Volunteers and professionals to provide proper support.
- Conduct a unit inventory** - Is your unit capable of growing in membership? Do you have enough adult leaders to support more youth? Does your unit need to grow in both adult and youth members?

BeAScout

Your unit's BeAScout pin is the primary way families locate units in their neighborhood. Verify that all contact information is accurate and reflects any changes made during your latest unit renewal.



When families enter their information to search BeAScout, they are brought to a landing page of the results of their query. The information that is presented for each unit is called their “pin”.

The information that a “pin” provides includes:

- Unit Number and Specialty
- Unit Meeting Address
- Best Contact Name/Phone/Email
- Additional Unit Information
- Unit Website

Unit Key 3 Members have access through their myscouting account to update this information to ensure its accuracy. Have a Key 3 member login to your unit's Organization Manager on myscouting. Then, they will select UNIT PIN. This is where information can be updated and edited.

PLEASE NOTE

*If the “Only Allow the Council to Update Pin Information” bubble is darkened, please let your Unit Commissioner and/or District Commissioner know. This can be changed to allow individual units to update their information.

*It takes 24 hours for your Unit Pin changes to be reflected on beascout.org. Be proactive, change it early!

Additional information about these tools can be found within the Training Section on our Council Membership page.

Invitation/Application Manager

Scouting America's online application process allows youth and adults to join your unit from start to finish without a single piece of paper changing hands. Prospective families can easily request more information or complete their registration and payment at their convenience—making the transition into Scouting smoother than ever!

This online system creates a more efficient and user-friendly registration experience for units, districts and councils. This online presence is linked through your BeAScout pin and is known as **Invitation Manager** and **Application Manager**.

The following bullet points provide a brief explanation and expectations about each of these tools. [Additional information about these tools can be found within the Training Section on our Council Membership page.](#)

Invitation Manager

These "Leads" are from parents requesting additional information about your unit.

- A response should be sent to parent within 72 hours
- Scouting America now sends emails 3 days a week alerting units of new or opened (already viewed) leads
 - Responses should be sent to families within 48 hours of submission
 - A short note should be entered in the "Lead notes" box stating what action was completed
 - i.e. Email sent or left a message with parents or will be joining us at our next meeting.

Below is an example of an email that you can send to prospective Scout families to invite them to a meeting/recruitment event:

SUBJECT LINE: Scouting is FUN for the whole family!!

Hi there,

We're so glad that you're interested in Scouting!

Scouting is designed to be a fun experience for the whole family.

Your (future) Scout will learn about themselves and the great outdoors – and the best part? Your entire family will get to share in the excitement. We want to tell you more about this journey. Join us (<date>) at <time/place> to see how much fun the Cub Scout program is!

Bring the family and check it out!

<LINK TO FB EVENT TO "RSVP"> or <in-person event>

See you soon,

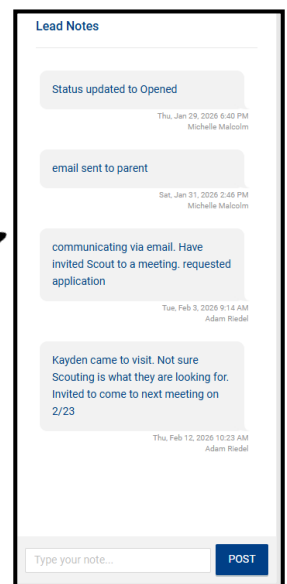
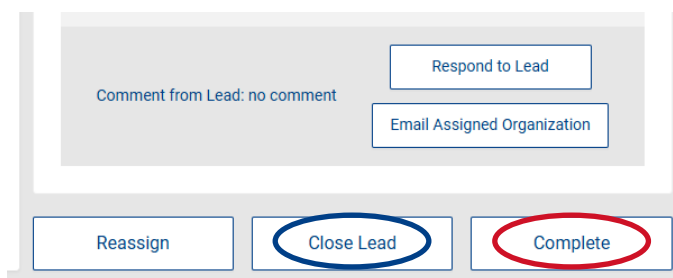
<INSERT NAME>

Leads within 60 days of inactivity are automatically closed out by the system, which means we have lost that opportunity to have that child experience Scouting.



It is important that we are marking our “leads” appropriately after we have responded to the initial information request. Please follow the guidelines below:

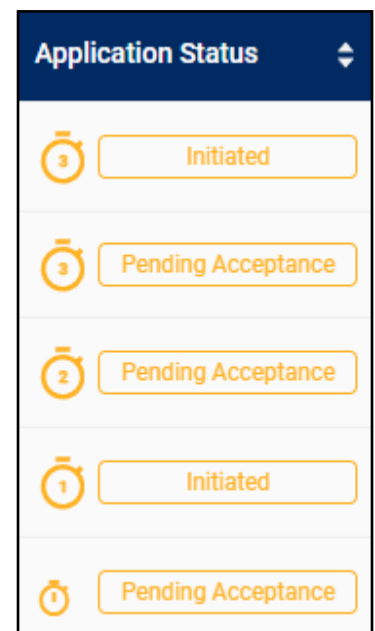
- If the youth joins your unit after you have responded to the family, you should then go back and mark this lead as **COMPLETED**.
- If the youth does not join your unit, or you have not received any response after at least 3 attempts, this lead should be marked as **CLOSED**.



- If you are still in the process of contacting the lead, please add **NOTES** into the note section of what activities you have done, when you do them.

Application Manager

- This is an online application that has been submitted by the parents to have their child join your unit or by an adult interested in joining your unit.
 - If you are unsure if your unit accepts online applications, view your unit’s Organization Dashboard -> Settings.
- These applications should be accepted within 48 hours of submission
 - Scouting America sends emails out 3 days a week alerting units of pending applications
- It is important that you also review the “Initiated” applications listed
 - We do not want to miss the opportunity to have a child experience Scouting..



New Member Coordinator

Strong membership is built on two pillars: consistently inviting new families to join your unit, and then engaging those families so they feel welcome, valued, and excited to stay. Even though getting started in Scouting is fun and exciting, it can be overwhelming. New member coordinators help bridge that gap and get new families involved in the unit much more quickly.



The **New Member Coordinator (NMC)** role is designed to ensure that these keys to success take place in your unit. The main responsibilities of the NMC are to:

- 1) Share the benefits of Scouting
- 2) Welcome, connect and form relationships with Scouting families
- 3) Engage and guide new families as they begin their Scouting journey
- 4) Identify leaders
- 5) Assist in registration
- 6) Help at Join Scouting nights
- 7) Recognize less engaged families and help bring them into the fold



Your unit can appoint one person or an entire team to the New Member Coordinator role. This flexibility allows you to divide the workload across the key areas of focus. By working in tandem with the District and Council support teams, the NMC ensures the unit is prepared, supported, and successful during recruitment season.

New Member Coordinators are encouraged attend their District's Roundtable meetings to learn best practices and receive the most up to date information in our Districts and Council.

[More information about the New Member Coordinator position can be found within the Training Section on our Council Membership page.](#)

Recruiting Principles

Principle 1: People want to be asked. Being invited to help makes people feel seen, valued, and included. When you ask a parent of a Scout to help, even if they say no, they will at least engage in the conversation—and often that's the first step toward a yes.

Principle 2: Ask everyone.

This is a HUGE point. We should ask everyone to join the committee. If we limit ourselves only to those who already show up or step up, we severely restrict our pool of volunteers. Having a Scout in Scouting America should come with the expectation that families will contribute time to support the program.



Principle 3: Pre-screen your candidates.

When filling a position, consider each candidate's occupation, Scouting experience, availability, and interests. Ask around. Knowing people's strengths allows you to suggest roles that align with their skills, which significantly increases your chances of success.

Principle 4: Start small.

An initial request that is simple and achievable is far more likely to get a yes. From there, responsibilities can grow over time. This also gives you the opportunity to learn a new volunteer's strengths and challenges.

Principle 5: Be clear about the mission and expectations.

Recruiting is much easier when you can clearly explain:

1. How the role supports the mission of Scouting
2. The time commitment
3. The responsibilities
4. The available resources and processes
5. The training and ongoing support



Honesty is critical. People are far more willing to help when expectations are clear. Joining a team is also less intimidating than being the lone person in charge. Splitting responsibilities among a committee not only increases volunteer participation, but also builds a pipeline for future committee chairs.

Principle 6: Ask individually.

Mass emails and general announcements rarely work. People are busy and overwhelmed with messages. What does work, is a personal ask—by phone, video, or in person. It's much harder to say no when someone is asked directly.

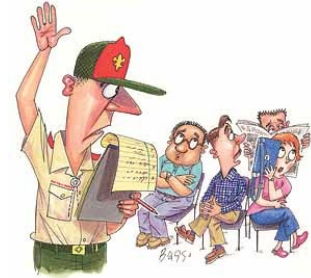
Principle 7: Be excited.

We volunteer because we love this program. Enthusiasm matters. Energy and genuine passion are contagious and make people want to be a part of the team.

Principle 8: Let them know you are in it with them.

The two biggest reasons people say no are:

“I don’t have enough time.” or “I don’t know how to do the job.”



You may not be able to solve the first, but you can address the second. Clearly explain how you will train them and support them. Sharing your own learning journey helps reassure new volunteers that no one is expected to know everything on day one. Suggest that they attend your District’s Roundtable meetings to learn best practices, ask questions or seek advice from other Scouters.

Event Planning Tips



- Complete your dates and location information
- Identify your New Member Coordinator (NMC)
 - If your unit does not have a NMC, identify a parent(s) to help
 - Are they willing to be your unit’s NMC?
 - If yes, let’s get them registered and trained!
- Set your unit goals
- Review your plan for strengths and/or weaknesses
- Identify what support is needed from your District/Council Membership team and Commissioner Corps
- Identify those collateral materials (i.e. geo-fencing, flyers or other customized recruitment materials) you will need to support your recruitment efforts



Unit Health Inventory - Are you ready to GROW?

Den Health

Dens are where Cub Scouting is delivered. Ensuring healthy, well-run dens is the first priority in providing Cub Scouts with a fun, consistent, and high-quality program. Evaluate whether each den provides the following:

- Trained and organized leadership
- Regular den meetings and activities
- Consistent attendance of at least 5-8 Scouts per meeting
- Participation in council, district, and pack campouts and weekend activities
- Annual rank advancement for all Scouts in the den



Den Leadership and Youth Retention

For each den and age group, determine which leaders and Scouts will return for the next school or program year. This process should be completed by **June**.

- Create a checklist with the names of all leaders and Scouts in each den
- Contact each leader and parent to confirm who will be returning
- Compile the leadership status and needs of all dens to identify where new leaders must be recruited
- Count the number of Scouts returning and determine how many additional Scouts are needed to strengthen each den
- Use this information to establish your pack's recruiting goals



Pack Committee and Leadership

- Do we have the appropriate amount of trained leaders in our unit to be able to accept additional youth into our unit?

If you and your unit leadership have completed the Unit Health Inventory and met with your Unit Commissioner, but still have questions or concerns about your unit's growth or future, you are not alone.

Support is available. Michelle Malcolm, Indian Waters Council Vice President of Membership, is ready to listen, offer guidance, and work alongside your leadership team, your unit commissioner and your district staff professional to develop a practical, customized plan to address your specific unit challenges and help your unit move forward with confidence.

For an example of Pack, den and leader inventory forms, please visit the Indian Waters Council Membership page or in the appendix of this Membership guide.

Unit Membership Growth Plan

You have confirmed that your unit is ready to recruit and welcome new youth—now it's time to take action by creating a focused plan that turns preparation into growth.

This guide is designed to support you, in partnership with your District Membership Team, District Executive, and Unit Commissioner, as you develop a Cub Scout recruitment plan and turn that plan into clear, actionable steps that lead to sustainable and consistent unit growth.



Please utilize the Membership Plan document found in the appendix to help guide your unit to submit the appropriate membership plan form (spring or fall) found on our Indian Waters Council Membership page.

A written membership plan helps guide and strengthen your recruitment efforts. By clearly identifying what you want to accomplish—and how you will accomplish it—your unit can recruit more effectively and with greater confidence. Submitting your plan to the Council also allows us to better understand your goals and provide targeted support to help your unit succeed.

Types of Recruitment Events

Coordinated - Brings multiple units together for a shared event (often district-hosted), allowing families to explore several packs in one location and find the best fit for their Scout.

Individual - Organized by an individual unit, inviting families to attend a Pack Join Scouting Night at the unit's regular meeting location.

Regardless of the type of recruitment event, the **GOAL** is to register each new Scout **BEFORE** they leave the event!



The strongest recruitment results come when units take part in both coordinated recruitment efforts and unit-led recruitment activities. The most successful units combine council- or district-led recruitment with their own unit-based efforts.

 **Coordinated Events** 

During a coordinated event, District volunteers and/or professional staff will warmly welcome new families as they arrive at the Join Scouting event.

They will assist families with completing the sign-in form and guide them to the appropriate area to meet the leaders of the participating units.

District Duties	Unit Duties
Bring District recruitment materials - tablecloth, banners, canopy, etc.	Have Pack and/or Den Leaders on hand to answer questions from parents
Bring sign in sheet and/or QR code to sign in sheet	Give examples about the program and den and/or pack activities
Have District visual aids - tri fold posters with photos, give aways, etc.	Be prepared to answer questions about Pack dues
Welcome families to the event and guide them to the units participating	Discuss parent involvement expectations
	Bring visual aids - pictures, posters, things your dens have done, etc.
	Copies of the handbooks for parents to look at
	Pack "one sheeter" with meeting times and locations, etc.

Individual Events

As we mentioned before, an individual event is organized by an individual unit, inviting families to attend a Pack Join Scouting Night at the unit's regular meeting location. Below are steps to help get you started.



- Step 1: Get Help—Many hands make light work. Identify your New Member Coordinator.
- Step 2: Set Goals—Use your Membership Plan to help set recruitment goals for your unit
- Step 3: Get Knowledge—Read this guide! Talk to your Professional Staff, Unit Commissioner or another Pack in your area
- Step 4: Reserve Your Spot—Make a list of all of the places you can promote your event
- Step 5: Choose Your “Play” – There are two ways to conduct an individual recruitment event
 - Table rotation method which allows families more flexible timing and more fast paced
 - Have prospective new Scouts participate in an activity with Dens while Parents meet with Leaders
- Step 6: Organize Volunteers—Your New Member Coordinator should organize the sign-up event team for your unit
- Step 7: Have Fun—Keep the event fun and exciting. This not only makes it better for the parents attending, but also will make it easier for you, the organizer.

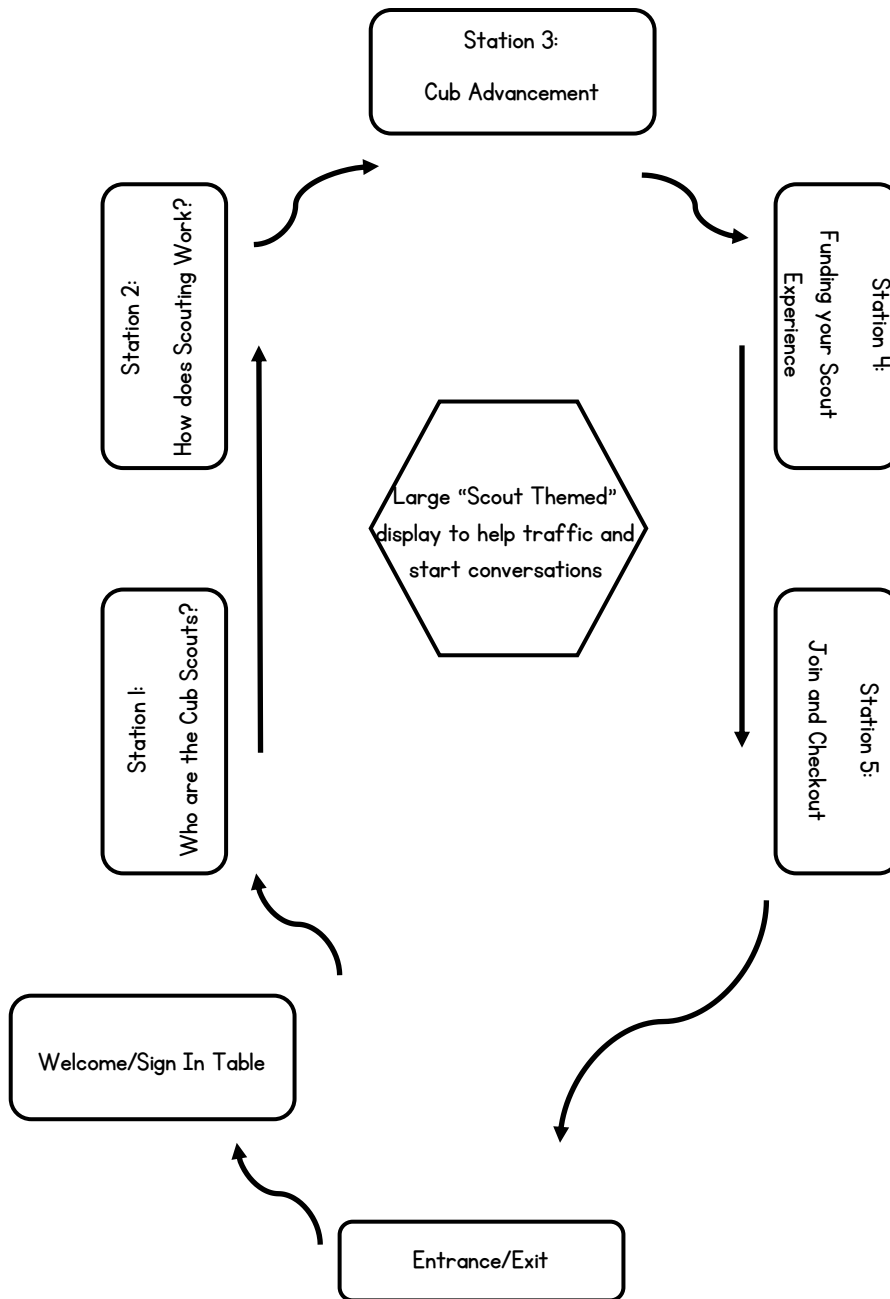


Table rotation method which allows families more flexible timing and more face paced

One effective option for a joining night is the **table-rotation method**, which has been successfully used by packs across the country. This format offers families flexible arrival times while giving pack leaders more opportunities for meaningful, one-on-one conversations as families move from table to table.

Families begin by signing in at the first station, then follow a self-paced journey through five interactive stations designed to introduce how Scouting—and your pack—works.

A sample diagram is provided to illustrate the recommended station layout and room setup. To create an engaging and welcoming atmosphere, place a model campsite in the center of the room—complete with a tent, camp chairs, fishing poles, and other outdoor gear—so families can experience a little Scouting fun as they move through the event.



The key to making any Joining Night successful is advanced planning and preparation. Below are brief explanations of the suggested stations:

Welcome/Sign In: This is the first place interested youth and their parents stop. They sign in, while a greeter provides a brief overview of the process

- Greet each family as they arrive and ask them to sign in
- Provide each family with a Welcome packet—youth and adult applications, Pack information sheet, etc.
- Invite each family to visit the five stations and learn more about Scouting—sign up and check out is at the final station

Station 1: Who are the Cub Scouts?

Share basic information about the Cub Scouts ... FUN! ... Scouting includes character development, citizenship and personal fitness... FUN! ... the timeless values of the Scout Oath and Law ... plus FUN!

Suggested Materials:

- Station 1 tri-panel display
- Basic uniform guide
- Pack pictures



Station 2: How does the program work?

This station touches on dens, pack meetings, outside activities, and the importance of volunteers. Start a friendly discussion about all parents helping out wherever they can...everyone is busy, but everyone does something... and reassure that our Pack helps new parents get started off well!

Suggested Materials:

- Station 2 tri-fold display
- Fun stuff from Pack activities...Pinewood derby cars, keepsakes from outdoor activities, pictures of families having fun, camping gadgets you have made, etc.

Station 3: Advancement

This station touches on the different ranks in Cub Scouts, listing out some of the specific adventures for each rank...mention "age appropriate activities" and all the opportunities for fun. A good opportunity to mention great ways to volunteer... personal hobbies or a specific interest are a great way to help out their child's den!

Suggested Materials:

- Station 3 tri-fold display
- Rank patches, adventure loops, patch vest, handbooks
- Patches from campouts, pack and district activities

Station 4: Funding the Program

This station covers registration and fundraising, giving an opportunity to briefly touch on pack fees and additional expenses. Remember that more financial details, like fundraising specifics, will be covered during the Parent Orientation, so focus on the big picture.

Suggested Materials:

- Station 4 tri-fold display
- Popcorn brochures, fundraiser trophies or other prizes
- Program/camp pictures—show where the money goes!

Station 5: Join and Check Out

Leaders at this station are responsible for final “check out,” including proper completion of applications, payment, and registration of new leaders. Units with experience using the rotational model recommend multiple tables and extra, experienced leaders at this station to be sure that the flow does not back up here.

Suggested Materials:

- Station 5 tri-fold display
- Electronic gear for online registration, if WiFi available
- Extra youth and adult applications, pens, calculators, clear instructions about payment options
- Make sure all applications are properly completed, including signatures
- Collect the proper fee amount for Scouting America fees and Pack fees (if applicable)
- Secure adult volunteers, especially den leaders for new dens. Encourage adults to register.
- Make sure parents know when and where the first meeting is (parent orientation) and answer any other questions parents may have. **For an example of a Parent Orientation agenda, please see the appendix.**



Have prospective new Scouts participate in an activity with Dens while Parents meet with Leaders

A second effective option is to have new youth participate in an activity with dens while Parents meet with the leaders. Below are examples of suggested items to have on hand and a sample agenda to make your event a success!

Recruitment Essentials Checklist

The Indian Waters Council Membership Team will provide you with:

- QR code to your unit’s BeAScout application page
- QR code for families to view the Scout Life mini mag
- Youth and adult applications (if requested)
- Sample sign in page (available on Indian Waters Council Membership page)
- Welcome to Scouting Brochure

Your unit may consider including the following items during your event:

- Pictures/visual aids
- Fun Scouting memorabilia
- Program calendar
- Pack “one sheeter” (include meeting time & location, pack contacts, social media, etc.)
- Computer with internet (if possible)
- Pens
- Invitation to next event
- Recruitment kit basics: extra flyers, coloring pages, crayons, stickers, trinkets, giveaways, games,



Below is an **example** of an agenda your unit can follow during your Join Scouting Night. Work with your unit's New Member Coordinator to help make this night a success!

Join Scouting Night Agenda

6:30-6:45pm Gathering and greeting

- Greeters meet adults and youth

- Sign in

- Guide families to their tables (each grade at a different table)

6:45-6:50pm Opening Ceremony

- Introduce Pack leadership

- Explain and demonstrate the Scout salute

- Conduct a short flag ceremony

6:50-7:10pm Youth Activity

- All current and prospective Cub Scouts break away to do fun activities

- Leaders teach them the Cub Scout handshake, and conduct fun activities with the youth attendees

6:50-7:10pm Parent Involvement (while youth are doing activity)

- Brief overview of Cub Scouts (den meetings, pack meetings, advancement, etc.)

- Explain parent involvement and why it is important (distribute Parent Talent Survey)

- Emphasize that Cub Scouts is a family activity

- Highlight key activities – Pinewood derby, Pack campouts, etc.

- Discuss cost of membership – registration fees, pack dues, fundraising opportunities, etc.

- Fill out applications (online or paper) and recognize new adult volunteers

7:10-7:15pm Youth return and share new skill

- Cub Scouts return and recite a Bobcat requirement together, then teach their parent the Scout handshake

- Collect applications

7:15-7:30pm After the Meeting

- Answer individual, or specific questions for families

- Visit with new leaders to add important pack dates to their calendar

Registration night is your chance to make a strong first impression and help families feel confident about joining your Pack. Keeping the conversation focused and parent-friendly is key. This is the time to clearly explain what Cub Scouting offers their child and their family, what the immediate next steps are, and how families can get started right away.

At the same time, it's important to avoid topics that may overwhelm confuse, or distract parents from the simple decision to register. The chart below will help you stay centered on the information families need now—and steer clear of details that are better saved for later—so registration night feels welcoming, positive and easy.

<u>Topics to Cover</u>	<u>Topics to AVOID</u>
Welcome and Housekeeping rules	Legal matters involving Scouting America
Pack Activities/Campouts	"1 Hour Per Week"
Affordability and Fundraising Opportunities	Past Conflicts with Leaders
Healthy, Positive Program	Complaints About Costs
Flexibility, Balance, Family/Sport Friendly	Advancement
Opportunities to be involved	"Rules First" Language
Safety is Top Priority - then move on	Politics
Fun, Belonging, & Personal Growth	Negative Comments about another unit
Community Service	Immediate need of new Leaders
Volunteering	Heavy Detail of Safety Policy



Event Backdater

This is a lot of information! Not quite to sure when to start what? We are here to help!



Go to the Indian Waters Council's Membership page to download the event backdater. It is a spreadsheet that allows you, the unit, to enter in the date of the event and it will automatically calculate when certain tasks should be completed to ensure a successful event.


Promote, Promote, Promote!




In order to ensure families get the message that it is time to sign up for the Cub Scout program, use various methods of communication throughout this guide and be sure to have a plan. The more ways you reach parents, the more success you will have.

Below are some examples of ways you can promote your unit and Join Scouting night event.

<u>Tasks</u>	<u>Who will complete?</u>	<u>Date Completed</u>
Post yard signs at school		
Have a table at school open house		
Ask school to post flyer to social media or send home in school newsletter		
Deliver approved full sheet flyers to school (Please work directly with your District Staff Professional to determine print vs digital flyers for Schools.)		
Post to community online groups, Facebook pages		
Deliver extra flyers/posters to places kids and family frequent (libraries, parks, etc.)		
Get your chartered organization involved and post to their social media, website, newsletter or bulletin		
Attend community parades, expos and festivals		
Ask parents who are on social media to share information about your event		
Peer to peer recruitment cards		
Hand out invitations to Pack Join Scouting night		
Find local businesses to display flyers/posters		
Geo-fence your event on social media	Council Membership Team	

To ensure positive relationships with our schools, Cub Scout Packs should work closely with their District staff professional to identify each school's flyer policy—whether digital or paper. When paper flyers are approved, the District professional should handle delivery to the school.



Post Event Follow-up



NOW
WHAT?

Congratulations on taking the most important step—opening your Pack to new families and inviting them into the adventures of Cub Scouting! Hosting a recruitment event is a big win, and what you do NEXT is what turns interest into registered Scouts.

The post-event follow-up phase is where momentum is built, questions are answered, and families feel welcomed and confident in saying “yes”.

The steps that follow will help you stay organized, communicate clearly, and ensure every family who attended knows they matter, understands what comes next, and feels excited to take the next step with your Pack.

Step 1: Welcome your new families *immediately*.

Don't wait. Invite all new families to den and pack meetings starting the very next week. These first meetings are your only opportunity to make a strong first impression—have fun, build excitement, and begin involving parents in the life of the pack. Den leaders should make personal welcome phone calls and send follow-up emails that include meeting dates, locations, the pack calendar, and any other essential information.

Step 2: Follow up with families who did not sign up.

This is where sign-in sheets are invaluable. Compare your applications to the sign-in list and personally contact families who did not join. Address any questions or concerns, offer to drop off an application, and invite them to attend the first meeting so they can experience Cub Scouting firsthand.

Step 3: Hold your next pack meeting within two weeks.

Include a parent orientation during this meeting. Use this time to discuss volunteer opportunities, training options, fundraising to help offset costs, and guidance on purchasing uniforms and handbooks.

Step 4: Follow up with any new Scout who missed the meeting.

Reach out promptly and personally. Let families know how much their Scout is wanted and valued, and ensure they feel welcomed and excited to be part of the pack.

Below are examples of emails to send to parents as a follow up to your event:

I. Thank You and Welcome:

SUBJECT LINE: Thank you for your interest in Scouting!!

Hello, and THANK YOU for joining us yesterday to discover more about the <program name> program!
It was great to meet you!

Keep watching your email and our social media accounts for more <specific unit (Pack XYZ)> fun. If you missed out on yesterday, or if you have another friend who would be interested, send us an email and we'll be in touch.

This will be an exciting year, and we can't wait to share our adventures with you.

See you again soon,

<INSERT NAME>

Optional: Include a picture of something fun from the event

2. New Parent Announcement: Announce any FAQs for new parents

SUBJECT LINE: Get answers to your Scouting questions

Welcome, new parents!

We're so glad that you're now a "Scouting" family. At this point, you probably have questions. Here are some answers to a few of the usual FAQs that we get, and also a few suggestions for how you can prepare to have the best Scouting year.

<Scout Shop uniform info, first meeting info and what to bring to the first meeting, etc>

If you still have questions, send them to <insert contact info>.

Here's to a great season of Scouting!!

<INSERT NAME>

**3. It's not too late to invite to join (2 weeks to a month later send out to new or potential parents)
Keep recruitment efforts going – Keep sharing, keep inviting!**

SUBJECT LINE: Scouting's always more fun with more friends!

Hey there,

Did you know there's still time to invite other friends and families to join Scouting? More friends means more fun, and we are all in for an extra-large helping of fun!

Help us spread the word – invite your friends to check us out, too.

Thanks for spreading the joy of Scouting!

<INSERT NAME>



Your unit has just hosted a successful registration night. Congratulations! You did it! Now what?

As you wrap up your Cub Scout recruiting efforts, remember that the most successful units take time to reflect and refine.

Conduct a simple **Start, Stop, Continue** review with your leadership team—identify what clearly worked well and should be continued, what didn't add value and should stop, and what you didn't do that you should add into the plan for next time.

Take notes on what connected with families and what fell flat, and bring those insights with you to your next **District Roundtable** so you can learn from other units and share what you've discovered.

Celebrate your wins by sharing photos, stories, and successes on social media to help tell your unit's story and inspire others (don't forget to tag Indian Waters Council!), and don't forget to follow up with any potential Scouts that did not register during the event.

Recruiting isn't a one-time event—it's a cycle of action, reflection, and improvement. Capture what you learned this time, apply it next time, and your recruiting efforts will continue to get stronger every year.