DEAR FRIENDS OF SCOUTING

My heartfelt thank you to each of you for all of your efforts to help deliver the Scouting program to the youth of the Greater Los Angeles Area Council. There is no greater youth-based organization that teaches the principles of citizenship, leadership and Scouting skills than the Boy Scouts of America.

Scouting is currently in the midst of great change and opportunities. For the first time in our history we welcome girls and hope to share the Scouting program and lessons with these young women. I encourage each of you to welcome girls and young women into our program with open arms and offer them the same opportunities that boys and young men have enjoyed for more than 100 years.

As you enjoy this handout, please help us launch new Scouts, boys and girls, as they Rocket into Scouting. Should any of you have any questions about our program or what Scouting has to offer in the Greater Los Angeles Area Council, please never hesitate to contact me or your local District Executive.

Yours in Scouting,

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BOY SCOUTS OF AMERICA
Greater Los Angeles Area Council
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Los Angeles, California 90026
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Deliver an outstanding Scouting experience, to a growing membership, sustainably.

Prepared. For Life.
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It Starts with Cub Scouts and then on to Boy Scouts and then on to Tomorrow’s Leaders
To start the conversation, we should remember that our mission as an organization is important. The mission of the Boy Scouts of America (BSA) is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

The mission of the BSA is accomplished through the delivery of the Scouting program by dedicated volunteers who understand the impact Scouting can have on a youth, a family, and on a community. Parents want to feel confident in the organization they plan to join. When parents see a well-organized Unit with welcoming leaders and youth, as well as a calendar of fun activities, they are more likely to not only join, but also volunteer as leaders.

A recent study conducted by Dr. Richard Lerner and Tufts University has confirmed what the BSA has believed and thought to be true for many years, Scouting causes positive changes in the character of youth. The study compared Scouting youth to non-Scouting youth over a period of several years and found an increase in positive character development when compared to non-Scouts.

You can read more about the Tufts study at:

http://scoutingwire.org/resources-to-help-you-prove-the-value-of-scouting/
| Due Date                          | Action Plan                                                                 | Responsible Party                  |
|----------------------------------|//-----------------------------------------------------------------------------|------------------------------------|
| August - Round Table Meetings    | Fall 2019 *Scout Me In!* Council Kickoff Training for Unit New Member Coordinators | GLAAC Membership Team               |
| August 31                        | Fall Back to Sign-up Nights Calendared                                      | GLAAC Field Staff                  |
| August - Round Table Meetings    | Fliers for Key District/Council Events prepared                              | GLAAC Field/Program Staff          |
| August 17                        | Deadline for Sign-up Night Scheduling                                       | GLAAC Field Staff                  |
| Sept / Oct                       | Units host booths at Back to School Nights                                  | Unit Leadership                    |
| Aug 20 – Oct 2                   | District Executives conduct Classroom Talks/Assemblies where possible        | District Executives                |
| Aug 20 – Oct 1                   | Units conduct *Scout Me In!* Sign-up Nights                                 | Unit Leadership                    |
| September - Round Table Meetings | Units submit all NEW youth applications                                      | Unit Leadership                    |
| Oct – Nov                        | Units begin Charter Renewal* process for 2020 Scouting year                  | All                                |
|                                  | (*All newly recruited scouts and adults must be turned into Council headquarters prior to beginning this process) |                                    |
OVERVIEW
The Boy Scouts of America is a membership program and every family in your neighborhood should have the opportunity to benefit from Scouting. Below are steps that will help you achieve the vision of allowing each eligible youth to participate in your local Unit.

FALL RESPONSIBILITIES
- Coordinate with your District Executive/Membership Chair to see which schools your Unit has been assigned to.
- Review your District’s Fall Scout Me In! Plan
- Prep a marketing plan for your unit’s Sign-up Night
- Make sure your unit has an impressive presence at your school’s Back to School Night
- Promote your Sign-up Nights on social media and within your chartering organization
- Follow the plan laid out in the Scout Me In! campaign. Within a week of your Sign-up Night, host a fun, informative “Parent Orientation” to further welcome families and recruit leaders
- By September 27th submit all NEW Scout registrations and fees to your District Executive or council service center.

ABOVE ALL ELSE, WHILE USING THE SCOUT OATH AND LAW AS A FOUNDATION, THE GOAL OF THE UNIT MEMBERSHIP CHAIR IS TO KEEP SCOUTING ALIVE AND WELL IN YOUR UNIT.
UNIT RECRUITMENT IDEAS

To have a successful recruiting drive, you cannot do this alone. Having two to three parents dedicated to your recruitment efforts will help your Unit have a successful sign-up night. Pick two or three of your parents to accomplish the following items. Have them check each key “action item” as they get it accomplished.

ACTION ITEMS FOR SUCCESS:

☐ Attend Scout Me In! Orientation for Unit Recruitment Teams. (late July – early August)
☐ Order and utilize the materials provided by the campaign including fliers, lawn signs, etc.
☐ Set a New Scout Recruitment Goal for your Unit that matches your Journey to Excellence goal.
☐ Ask your Cub Scout parents and boys to invite friends – communicate your Unit’s Scout Me In! Sign-up Night to family and friends.
☐ Social Networking – Get your parents to use their social networking sites (Facebook, Twitter, etc.), to inform their friends about your unit. (Have them give a personal testimony of how Scouting is a benefit to their family.) Get information to your DE to use on Facebook.
☐ Make sure you put up posters of Scouts in action in your school, church, and other places that will attract parents and provide them with info on when they can sign up. A poster board with pictures of your scout families having fun is very effective.
☐ Develop an incentive for Peer-to-Peer recruiting (offer an incentive for getting a friend to join).
☐ Have an impressive presence at Back to School Night. (Tents, Flag ceremony, Cub Scout greeters, interactive booth, etc.)
☐ The day before and the day after your Back to School Night, see if the school will allow Scouts in uniform to welcome parents and students in the drop off line.
☐ Request permission from your School for District Executives to conduct Youth Talks to promote Scouting.

AS YOUR UNIT IS CONDUCTING THE ABOVE ACTION ITEMS, THERE WILL BE COUNCIL-WIDE EFFORTS AS WELL:

- District Executives and volunteers will confirm the Back to School Night dates with the schools and will produce fliers to be distributed to every youth during classroom presentations (if allowed).
- Well-trained volunteer recruiters will help District Executives with classroom visits.
- The Council website will post a list of all school night dates, times and locations as well as using Facebook.
First impressions are important. Do not underestimate the impact that a well-organized and welcoming sign-up night can have on a new family. The following checklist will help ensure families not only join, but also get engaged. As a reminder, we will continue to collect the prorated membership and insurance fee, covering the remainder of 2019.

**SETUP FOR SIGN-UP**

(1-person)  
**STATION 1**  
SIGN IN HERE  
* Welcome  
* What is Scouting?

(1-person)  
**STATION 2**  
WHAT WE DO  
* Calendar  
* When/Where we meet

(1-person)  
**STATION 3**  
WHAT ABOUT STUFF  
* Scout Magazines  
* Fees for Membership  
* Product Sales

(At least 2-people)  
**STATION 4**  
CHECK OUT  
* Turn in Youth Application  
* Pay BSA Membership and Insurance Fee  
* Confirm date, time and location of the next meeting

(1-person)  
**STATION 5**  
PAUSE AND SIT DOWN  
FILL OUT APPLICATIONS

* Meet and talk with the Leaders  
* Volunteer Opportunities  
* Applications – Youth & Adult  
* Questions?

**UNIT SIGN-UP NIGHT COORDINATOR**  
- Designated Floater  
- Help Direct Families

Welcome to Scouting!
UNIT RECRUITMENT TEAM

STATION 1 “SIGN IN HERE”:
- Make sure the Station one sign is visible.
- Greet every family that comes in and ask them to sign in.
- Have sign-in sheets and pens ready. Ask each family for the grade of their son or daughter. They sign in on either the first, second, third, fourth or fifth grade sign-in sheet. (The sheets are carbon copy, so at the end of the Sign-up Night, the District Rep. and the Unit each get a copy.)
- Have copies of “Welcome to Scouting” available at your station.
- Provide each family with a folder to collect all the information they are about to receive.
- Tell each family that there are five (5) stations that they will visit to complete the sign-up process and that it will take 20-30 minutes.
- Direct them to Station 2.

BIG TAKEAWAY: I FEEL WELCOME AND THIS WILL BE FUN!

STATION 2 “WHAT WE DO”:
- Make sure the Station 2 sign is visible.
- Provide everyone with a Unit Calendar: “When and Where We Meet.”
- Have copies of other event fliers available – Rocket Academy, Boo-Fest, Cub Family Open Weekends, Unit Activities, etc.
- Inform families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting.
- Direct them to Station 3.

BIG TAKEAWAY: THERE ARE LOTS OF OPPORTUNITIES TO SCOUT ME IN!

STATION 3 “WHAT ABOUT STUFF”
- Make sure the Station 3 sign is visible.
- Explain Scouting Magazine. (Hand them a mini-mag if they haven’t already been given one.)
- Explain fees for membership and insurance in the BSA, and Boys’ Life magazine.
- Explain uniforms.
- Share information on Popcorn and Camp Cards, as a way to offset costs – and help teach a scout to earn their own way.
- Answer any questions about dues and/or financial assistance.
- Remind parents – there will be more information at the Parent Orientation (Normally 1 week after Sign-up Night.)
- Direct them to Station 4.

BIG TAKEAWAY: I UNDERSTAND COSTS AND OPTIONS!
UNIT RECRUITMENT TEAM

STATION 4 “DEN LEADERS”:
- Make an effort to have many Unit Leaders and Asst. Unit Leaders on hand to talk about their dens and give families a chance to get to know them.
- Have copies of “Unit Leadership” to give out. Invite all new parents to volunteer as Leaders or Asst. Leaders.
- Answer questions about the type of activities their child will be doing.
- Share cool experiences you have had with your child through the Scouting program.
- Discuss leadership opportunities for interested parents.
- Hand out Youth Applications, ask families to move to the seating area to fill them out and then proceed to check out.
- Remind parents – there will be more information at the Parent Orientation. (Normally 1 week after Sign-up Night.)
- Direct them to Station 5.

BIG TAKEAWAY: I HAVE MET SOME LEADERS AND AM READY TO GET GOING!

STATION 5 “CHECK OUT”:
- Make sure the applications are properly completed, without any missing information, including signature of parent/guardian, date of birth and grade of Scout.
- Collect the proper amount for BSA Membership & Insurance Fee (& Scout Magazine if added) and note the amount and form of payment on each form. (Unit dues are not collected here. They are collected at the Parent Orientation.)
- Explain that attendance at the Unit’s first meeting – the Parent Orientation – will earn the New Scout their handbook. (This is an example: Not all Units provide handbooks as part of registering.)
- Assist Scout Night Coordinator with forms and payments at the end of the Sign-up – these are to be collected, signed by the Unit Leader, the local council copy separated and put into the Envelope along with the BSA Registration Fees collected.

BIG TAKEAWAY: WE ARE SCOUTING!
WHAT IS IN YOUR SIGN-UP KIT?

FALL SIGN-UP PACKET CONTENTS (PROVIDED AT JULY – AUGUST TRAINING / ORIENTATION

UNIT COORDINATOR:

- Unit Coordinator Position Description (1)
- All Station Chief Position Descriptions (1 of each)
- Table Signs (2-Welcome, 1-for each station)
- Sample Flier

STATION 1
- Station 1 Volunteer Position Description (1)
- What is Cub Scouting?

STATION 2
- Station 2 Volunteer Position Description (1)
- What We Do, When/Where we meet handout (specific to each Unit) *
- Unit Calendar – (specific to each unit) *

STATION 3
- Station 3 Volunteer Position Description (1)
- Unit Leadership Needs – (specific to each unit) *
- Scout Shop Guide to the Uniform (10)
- Popcorn Order (minimum of 10)

STATION 4
- Station 4 Volunteer Position Description (1)
- Upcoming Leader Specific Training Flier (5)

STATION 5
- Station 5 Volunteer Position Description (1)
- Collected Youth Grade Sign-In Sheets

Additional Support Items/Ideas:
- Parent Name Tags (1sheet)
- Yard Signs (2) (available upon request)
- Posters (as needed) (available upon request)

- School Night Attendance Roster – Sign-In Sheets (2)
- Parent Orientation Guides (as needed)
- Flier Order Form

- Activity Fliers – Boo-Fest, etc.
- If available – Unit Fliers (specific to each unit) *

- Youth Applications (15-20)
- Adult Applications (5-10)
- Sample Scouting Magazines or Mini-Mags (3-5)

- Give Scouting Mini-Mag upon signing up (15)
- Parent Talent Survey (15-20)

- Report Envelope (1) Collect Apps & Fees
- Collected Parent Talent Surveys

* Items with an asterisk should be prepared and provided by each specific Unit.
CHECKLIST FOR AN EFFECTIVE PARENT ORIENTATION

Congratulations on conducting a successful Sign-up Night……now the fun starts. A week after the sign-up night your Unit should hold a Parent Orientation. Here is a list of suggestions that will help you plan and execute an effective Parent Orientation:

☐ Make sure each new family gets a personal phone call inviting them to the orientation. Have some parents that do not fill an active adult leader role handle this for your Unit.

☐ Have an activity for the boys, girls and siblings to do so you have time to talk to the parents. A local Scouts BSA Troop may be willing to help with this. If not, make sure you have at least two adults supervising the activity. Have some light refreshments for the parents.

☐ Have your adult leaders introduce themselves and share why they are in Scouting.

☐ Give the new parents a time to introduce themselves and share what they hope to get from the Scouting program. This is important. It will give the Unit ideas on how to better engage the parents and meet their needs as a family.

☐ Help parents understand the importance of “active involvement.” Encourage them to participate in as many Unit events as possible. Review your Unit’s Calendar with them.

☐ Share your Unit’s policy for dues and t-shirts. Remind parents that participation in popcorn and camp cards sales can help pay for the cost of Scouting.

☐ Share your Unit’s plan for re-charter. Families joined at a prorated fee covering the remaining months of 2019; their initial experience in your Unit will determine if they see the value in the $57 ($33 BSA + $24 insurance) re-charter fee.

☐ Make sure you give time for parents to ask questions about the events your Unit participates in.

☐ Share with your new parents the leadership opportunities your Unit has (complete the Unit Leadership page on page 11). This may take some one-on-one time with parents in order to get them committed to fill a needed role in your Pack.

☐ Encourage your newly recruited leaders to attend one of your district’s scheduled trainings as a group. This will make it more fun and help create a “team” feeling for the new leaders.

☐ Find out what the best way to communicate with your parents is (phone, text, email, Facebook, etc.).

☐ Before you let them leave the orientation give them another chance to ask questions and make sure they know the date, time and location for the next month’s Unit meetings.
# Unit Leadership

**Unit Committee:**
- District Chairman
- Advancement Chair
- Camping Chair
- Treasurer/Secretary
- Advancement
- Popcorn Sales
- Camp Card Sales
- Family Campout
- Pinewood Derby
- Blue and Gold Banquet
- Friends of Scouting
- Unit Trainer
- Recharter
- Membership Coordinator

**Unit Leadership:**
- Scout Master
- Asst. Scout Master
- Cub Master
- Asst. Cub/Scout Master
- Tiger Den Leader
- Tiger Asst. Leader
- Wolf Den Leader
- Asst. Wolf Leader
- Bear Den Leader
- Asst. Bear Leader
- Webelos I Den Leader
- Asst. Webelos I Leader
- Arrow of Light Den Leader
- Asst. Arrow of Light Leader

### Additional positions in your Unit:

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