

# 2024



## Scout Recruitment Program Playbook

Central Minnesota Council, BSA

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# YOUTH PROTECTION TRAINING (YPT)

## BSA REQUIRED TRAINING

**\*NEW\* All registered adults have to have current YPT training, if your training has lapsed, your membership will be suspended and you will not be allowed to participate in any scouting events.**

Two registered adult leaders 21 years of age or over are required at all Scouting activities, including meetings. There must be a registered female adult leader 21 years of age or over in every unit serving females. A registered female adult leader 21 years of age or over must be present for any activity involving female youth. Notwithstanding the minimum leader requirements, age- and program-appropriate supervision must always be provided.

## New YPT Policy effective September 1, 2023

This update enhances the minimum “two deep leadership” requirements by additionally requiring every adult present on overnight activities to be a registered member of the Boy Scouts of America. These adults must submit an adult application and registration fee, undergo a criminal background check, a volunteer screening database check and must complete mandatory Youth Protection training.

For more details on this new policy go to:

<https://www.scouting.org/health-and-safety/gss/gss01/>

## How to Complete Your Youth Protection Training

1. Go to My.Scouting.org and create an account.
2. Log-in and click on the Youth Protection Training logo on the right side of the screen.
3. Or, select "My Training" from the "Menu" navigation in the upper left corner.
4. You should see options to take Youth Protection training (**make sure to take the Mandatory option**).
5. Upon completion, you will be emailed a copy of your certificate for you to print.
6. All new adult membership applications must be submitted with a copy the applicants YPT certificate.
7. If you would like to learn more go to: <http://www.scouting.org/Training/YouthProtection.aspx>

# UNIT PIN SET UP AND UNIT SETTINGS

Your Committee Chair or Cubmaster will need to go in to [My.Scouting.org](https://My.Scouting.org) and set up your unit PIN, this is how people can find your unit on BeAScout.org.

- Under “menu” click on your unit and then choose “Roster.”
- On left hand side click “unit PIN.”
- Update the unit’s information, include any additional info you would like new scouts to know about your unit.
- It will take 24 hours to update and show up in BeAScout.org.

If you would like assistance setting up your PIN please Contact: [Anna.Wilson@scouting.org](mailto:Anna.Wilson@scouting.org)

**Settings**

Please be aware that as of July 1, 2020, online applications may only be paid by debit or credit card.

Membership Application Approval

Select who has the ability to accept (approve) applications for your unit. Note: this applies only to adult applications

Chartered Org Representative Approval Required

Committee Chair Recommendation and Chartered Org Representative Approval Required

Youth Applications

Automatically Accept Youth Applications to this Unit.

Adult Applications

Allow Adult Applications

Renewal Payment

Unit will pay for renewal applications

Types of Youth Applicants This Pack Accepts

Girl Only  Boys Only  Both Boys and Girls

**Email Settings**

Fee Emails

Include Fees/Fee Explanations

Online Registration Emails

Welcome Emails

# PROGRAM PLANNING

## Planning and Budget

The first step is to develop an annual program plan, a budget to go along with that plan, and a fundraising plan to reach your program goals.

The result is a well-managed, well-financed Scouting unit that spends time scouting and not raising money.

## Developing your Program:

- **Brainstorm:** Hold a brainstorming session with youth/parents and make a list of activities. Include a wide range of activities like field trips and service projects.
- **Evaluate:** The unit committee evaluates each suggestion and goes back to the unit with an “approved” list.
- **Vote:** From that “approved” list, have youth vote on their first, second, and third choices. The activities receiving the most votes should be put into your program plan.
- **Finalize:** Put the program plan to paper into your unit calendar. Be sure to be transparent and share your plan with all families in the pack.

## FUNDING YOUR PROGRAM:

So you’ve got a great program plan in place...but now how are you going to pay for it? To get started download the **Pack Budget Planner at: [bsacmc.org](http://bsacmc.org)**

## 4 STEPS FOR A FUNDRAISING CAMPAIGN

1. Establish an annual plan and budget using the Pack Budget Planner. (online versions available)
2. Determine the expenses from all activities, advancements, camping and training your unit wants to do, then decide how much popcorn your unit must sell to cover those expenses.
3. Set a pack fundraising sales goal and break down to a per-Scout-goal based on your budget.
4. Put together exciting popcorn kickoffs for your unit. Communicate sales goals and share prize program details. Offer additional incentives for Scouts to sell.



# Central Minnesota Council

## 2024 Annual Membership Fees

EFFECTIVE



FOR ALL NEW AND EXISTING MEMBERS

NATIONAL \$85/YR COUNCIL \$25/YR	Participants in kindergarten through age 20. 
NATIONAL \$50/YR COUNCIL \$25/YR	For all Exploring youth and adults.
NATIONAL \$65/YR COUNCIL \$25/YR	All registered adult volunteers in unit and non-unit positions. (Volunteers with multiple registrations will continue to pay for only one position). 
NATIONAL \$30/YR COUNCIL \$0/YR	Scoutreach participants in kindergarten through age 20. 
NATIONAL \$25/YR COUNCIL \$0/YR	This fee is for Merit Badge Counselors <b>who are not already registered volunteers.</b>  <small>Merit badge counselors who are not also registered in a unit position are not allowed to attend overnight Scouting activities/events.</small>

### UNIT RENEWAL FEE

**\$100**/YR

For all new and existing units.

### SCOUT LIFE MAGAZINE FEE



**\$15**/YR



Scouts With council fee	Scout Life Magazine	Adult With council fee	Merit Badge Counselor Not registered in unit	Unit annual recharter fee
\$110.00/year	\$15.00/year	\$90.00/year	\$25.00/year	\$100.00/year

### New Annual Membership Fee Process Announced – BSA Will No Longer Prorate Fees for New Members beginning August 1, 2023

Beginning August 1, 2023, all new youth and adult members who join Scouting will be enrolled in a 12-month membership cycle and BSA will cease prorating fees. Both youth and adults will pay the full annual membership fee and will renew their membership on the anniversary date of joining Scouting. All proration of membership fees will be eliminated. Each registered member of the BSA will receive an email notice with a registration renewal link beginning 60 days before the anniversary date they joined Scouting. Unit leaders will receive a copy of the email and should stay engaged in the membership renewal process just like rechartering.

It is important to note, existing members will renew their membership on their anniversary date.

Existing members' Anniversary date will be their unit recharter month.

New members' Anniversary date will be the month they joined.



# PACK BUDGET PLANNING

Electronic Version available on the bsacmc.org website.

Pack \_\_\_\_\_  
Charter Org \_\_\_\_\_

Treasurer: \_\_\_\_\_  
District: \_\_\_\_\_

Year \_\_\_\_\_

BUDGETED				ACTUAL			
Youth		_____		Youth		_____	
Adults		_____		Adults		_____	
BUDGETED EXPENSES:	#	each	Total Estimated	ACTUAL EXPENSES:	#	each	Total Actual
Youth Registrations	0	\$ 85.00	\$ -	Youth Registrations	0	\$ 85.00	\$ -
Council Fee	0	\$ 25.00	\$ -	Youth Council Fee	0	\$ 25.00	\$ -
Boys' Life	0	\$ 15.00	\$ -	Boys' Life	0	\$ 15.00	\$ -
Adult Registrations	0	\$ 65.00	\$ -	Adult Registrations	0	\$ 65.00	\$ -
Adult Council Fee	0	\$ 25.00	\$ -	Adult Council Fee	0	\$ 25.00	\$ -
Charter Fee			\$ 100.00	Charter Fee			\$ 100.00
Pro-rated BSA membership fees	_____	_____	\$ -	Pro-rated BSA membership fees	_____	_____	\$ -
Advancements			\$ -	Advancements			\$ -
Recognition			\$ -	Recognition			\$ -
Leader Training			\$ -	Leader Training			\$ -
Leader Books			\$ -	Leader Books			\$ -
Pack Meetings			\$ -	Pack Meetings			\$ -
Blue & Gold Banquet			\$ -	Blue & Gold Banquet			\$ -
Pinewood Derby			\$ -	Pinewood Derby			\$ -
Day Camp			\$ -	Day Camp			\$ -
Resident Camp			\$ -	Resident Camp			\$ -
Day Trips / Field Trips			\$ -	Day Trips / Field Trips			\$ -
Family Events			\$ -	Family Events			\$ -
Pack Equipment			\$ -	Pack Equipment			\$ -
Office Supplies			\$ -	Office Supplies			\$ -
Other Program Supplies			\$ -	Other Program Supplies			\$ -
Other Expense Category 1			\$ -	Other Expense Category 1			\$ -
Other Expense Category 2			\$ -	Other Expense Category 2			\$ -
Other Expense Category 3			\$ -	Other Expense Category 3			\$ -
Other Expense Category 4			\$ -	Other Expense Category 4			\$ -
Misc. Expenses			\$ -	Misc. Expenses			\$ -
<b>TOTAL BUDGETED EXPENSES</b>			<b>\$ 100.00</b>	<b>TOTAL ACTUAL EXPENSES</b>			<b>\$ 100.00</b>
BUDGETED INCOME	#	each	Estimated Amount	ACTUAL INCOME	#	each	Actual Amount
Surplus from prior year				Surplus from prior year			\$ -
Pro-rated BSA membership fees	_____	_____	\$ -	Pro-rated BSA membership fees	_____	_____	\$ -
Pack Dues	_____	_____	\$ -	Pack Dues	_____	_____	\$ -
Fundraising Project 1	(total unit commission from planner page)		\$ -	Fundraising Project 1			\$ -
Fundraising Project 2	(total unit commission from planner page)		\$ -	Fundraising Project 2			\$ -
Other Income			\$ -	Other Income			\$ -
<b>TOTAL PLANNED INCOME</b>			<b>\$ -</b>	<b>TOTAL ACTUAL INCOME</b>			<b>\$ -</b>
Surplus/Deficit (to carry over to next year)			<b>(\$100.00)</b>	Surplus/Deficit (to carry over to next year)			<b>(\$100.00)</b>

Electronic Version available on the Council website: bsacmc.org

**2024 Popcorn Sale**  
**Central Minnesota Council,**  
**Boy Scouts of America**

The Central Minnesota Council popcorn sale provides Scouts and Scouting units with a safe, coordinated money earning opportunity.....**with no upfront costs to the unit!**

This is a very effective and important funding source for local Scouting activities. A well-planned popcorn sale could fund your entire year of activities, camps, and events. Many units have that kind of success!

The Central Minnesota Council offers four ways your unit can sell popcorn:

**Take Order:** Simply have your families use the sales form and take orders by phone, door to door, at church, extended family, etc. Turn the forms into the Popcorn Kernel by the unit due date and pick up popcorn product as assigned for delivery.

**Show & Sell:** Pre-order popcorn product and set up table display sales at local retailers, grocery stores, churches, or even door to door. This point-of-sale method is very effective and efficient, but you must take care not to damage tins or allow popcorn to “overheat” in car trunks, etc.

**Combination Take Order and Show & Sell:** Many of our units have great success with the flexibility of this combination. This will certainly meet the sale needs of all families.

**Online:** This is perfect for long distance sales as product will be mailed to the customer from the manufacturer.

**2024 Popcorn Briefing for Kernels**

**Sunday July 28, 2024**

**1:00pm Central Minnesota Council, BSA – 1191 Scout Drive, Sartell**

**or**

**5:30pm Parker Scout Camp, Craft Lodge – 21930 Paradise Dr, Nisswa**

The Popcorn Kernel needs to attend one of the two briefings to find out how the unit can earn more commission and other incentives. **Units will receive a base commission of 25%.** We are asking that only the Popcorn Kernel attend one of the briefings.

**Timeline**

Sunday, July 28 <sup>th</sup>	Attend one of the kickoffs to earn more money for your unit
Monday, August 5 <sup>th</sup>	1 <sup>st</sup> Show & Sell Orders Due Online
Tuesday, August 20 <sup>th</sup>	1 <sup>st</sup> Show & Sell Order Pick Up
Friday, August 30 <sup>th</sup>	Unit & Kernel Form due to the Boy Scout Office
Monday, September 9 <sup>th</sup>	2 <sup>nd</sup> Show & Sell Orders Due Online
Tuesday, September 24 <sup>th</sup>	2 <sup>nd</sup> Show & Sell Order Pick Up
Wednesday, October 30 <sup>th</sup>	Show & Sell Returns due to the Boy Scout Office
Monday, November 4 <sup>th</sup>	Popcorn Order placed online
Monday, November 4 <sup>th</sup>	Prizes placed online
Monday, November 4 <sup>th</sup>	2024 Popcorn Sales Roster Due to Boy Scout Office
Thursday, November 21 <sup>st</sup>	Popcorn Pick Up and Payment due at pick up locations
Tuesday, November 26 <sup>th</sup>	Popcorn checks cashed by the Boy Scout Office



# CHECK LIST

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

## The Unit:

- \_\_\_\_\_ Develop annual Unit Calendar including meeting dates, activities, events and fundraisers.
- \_\_\_\_\_ Attend a Sign-up Night for Scouting Training session at August Roundtable
- \_\_\_\_\_ Conduct a local Unit marketing campaign—paper flyers, local Facebook sites.
- \_\_\_\_\_ Engage unit members & families in social media promotions to friends and contacts
- \_\_\_\_\_ Submit newspaper articles with unit rally information.
- \_\_\_\_\_ Post rally information on community and business marquees.
- \_\_\_\_\_ Distribute posters and flyers in neighborhoods and apartment complexes.
- \_\_\_\_\_ Put up posters and bulletins in places of worship.
- \_\_\_\_\_ Give your classmates/friends invitations from current Scouts and Scout Parents
- \_\_\_\_\_ Contact School to have table and register youth at your Open House/Meet the Teacher Night.
- \_\_\_\_\_ Place yard signs (1 week prior to recruitment event)
- \_\_\_\_\_ Conduct a Sign-up Night for Scouting Rally in September.
- \_\_\_\_\_ Follow-Up with all potential families.
- \_\_\_\_\_ Conduct a New Parent Meeting approximately one week later.

## • Meet with school principals (May/June/July)

- PTO/PTA Open House Date & Time: \_\_\_\_\_
- First School Night Date & Time: \_\_\_\_\_
- Second School Night Date & Time: \_\_\_\_\_
- 1<sup>st</sup> Flyer Date: \_\_\_\_\_
- 2<sup>nd</sup> Flyer Date: \_\_\_\_\_

## • Determine School Access for:

## Confirm # Classrooms/Students

- |                        |       |                             |
|------------------------|-------|-----------------------------|
| • Electronic Flyers    | [Y/N] | K: # _____ x 20 = _____     |
| • Student School Talks | [Y/N] | 1: # _____ x 20 = _____     |
| • School e-mail list   | [Y/N] | 2: # _____ x 20 = _____     |
| • Community Education  | [Y/N] | 3: # _____ x 20 = _____     |
| • A.M. Announcements   | [Y/N] | 4: # _____ x 20 = _____     |
| • Video Announcements  | [Y/N] | 5: # _____ x 20 = _____     |
| • School Marque Sign   | [Y/N] | Total: # _____ x 20 = _____ |
| • Yard Signs           | [Y/N] |                             |
| • Posters              | [Y/N] |                             |

- Submit request to Council for fall recruitment flyers
- Confirm district turn-in plan for all units to turn-in applications and fees

# GENERAL TIMELINE

## MAY - AUGUST

- District Executive will meet with every Pack/Troop & principal/community ed. director to prepare for signup night.
- Any additional training for sign-up night held by the district at Roundtable (Monthly Informational Meeting)
- Units set their membership and recruitment goals with their District Executive
- Create an annual **Pack/Troop calendar** including meetings, activities, events, and fundraisers.

## JUNE - SEPTEMBER

- **Promotion of Sign-up night** in every community by the units: yard signs, newspapers, community billboards, marquees, community centers, apartment complexes, bulletins and posters in religious institutions, ads in community education publications, Facebook posts etc. **Focus on Charter Partners!**
- **Grassroots promotions** are encouraged, recommended, and yield the best results. (Community Events, Parades, County Fairs etc..)

## AUGUST

- **Attend District Roundtable** and secure additional information and materials.
- Have a presence at your school Open House/Meet the Teacher **to promote and register new Scouts. Maybe use an incentive from the unit as a drawing** to gather interested contacts (must be in attendance to win) **see sample sign-up sheets.**
- Place yard signs and posters in “high traffic” areas throughout the community.
- Contact the school/organization and make sure you have space for Sign-up Night.
- Secure all district-level volunteers to assist Packs/Troops at **every school/location.**

## SEPTEMBER

- **Confirm with your additional leaders** that they will help at Sign-up Night.
- **Conduct fall recruiting events at/in every local school/community.**
- Units conducts New Parent Orientation meeting and distributes unit calendars.

## OCTOBER

- **Recognize Pack/Troop new members** with welcome & introductions ceremonies.
- Assess recruiting efforts, re-flyer schools, schedule and redo recruitment rallies as needed.
- **Follow-up with unregistered youth** and those interested but not in attendance at Sign Up Night.
- Verify **all new leaders are trained** (youth protection and position specific) and **registered**. Turn in new adult applications and training certificate **within 10 days of filling out to CMC/district** and keep a copy for unit records
- Encourage new Cub Scout members & families to attend **Cub Scout Event** at Parker Scout Camp on Saturday, October 26.

## NOVEMBER

Continue “Follow-up Recruiting” campaign to fill dens.

# COUNCIL RECRUITMENT MATERIALS

## FLYERS

- Full sheet flyers will be delivered to elementary schools by District Executives (DE) to be distributed at the start of the school year. Fill out a flyer order form and give to your DE at August Roundtable. Or, coordinate with your DE on when you will need flyers delivered. **Please allow up to 5 days to make sure that you receive the flyers in time for your event.**

## POSTERS

- Council/DE will provide posters for you to add your event & contact information and place on school bulletin boards and hallways, as well as key businesses in your community where parents and kids are likely to see them.

## WRISTBANDS

- Wristbands will be handed out and placed on students that would like to attend **School Student Talks by the District Executives.**

## YARD SIGNS

- In addition to every registered Scout family placing a sign in their yard, units should place yard signs at the school and in heavy traffic areas around the community.

## PARENT GUIDE BOOKLETS

- Booklets covering basic breakdowns, structure, events, and promotions for new Scout families.

## INVITATIONS FOR FRIENDS AND CLASSMATES

- Available by request through your District Executive. Primarily in schools that do not allow Student Talks or Open Houses, or for Packs/Troops having low turnouts at Sign-up Night for Scouting.

## COMMUNITY EDUCATION CATALOG PARTNERSHIPS & COORDINATIONS

- Units can request an ad through your DE. Please allow up to 2 weeks before school deadline.
- Units coordination with District Executive & Community Education to hold a Cub Scout class/ event in August-October to give a sample of Scouting and an opportunity to receive sign-up information.

## SOCIAL MEDIA

- Council Facebook page ([www.facebook.com/BoyScoutsOfCentralMinnesota](http://www.facebook.com/BoyScoutsOfCentralMinnesota)), council website ([bsacmc.org](http://bsacmc.org)), e-mail blasts sign up (<https://www.bsacmc.org/subscribe>), etc..

# UNIT PROMOTIONS

## LOCAL NEWSPAPER

- Packs/Troops work with local newspapers for pictures, stories, and Sign-up information printed.

## SCHOOL NEWSLETTERS/COMMUNITY EDUCATION CATALOG ADS

- Send a press release to your local school to be included in the school's newsletter and **video/audio announcements**. Highlight local youth and recognize adult leaders.

## SCHOOL OPEN HOUSES AND MEET THE TEACHER EVENTS

- Packs/Troops should have a table at these events. Best success is achieved with large, hands-on displays (water bottle rockets, pinewood derby track, games, etc.). Parents should be able to register their youth at these events. Ask them if they would like to register early, they can do it right there. Include annual Pack calendar with meeting dates, activities, events, and fundraisers. Using a "register for drawing, must be present to win on September 19th is a great addition. Find a nice prize that is appealing to all youth and parents and have it on display.

## UNIFORM DAY

- Scouts should be encouraged to wear their uniform or Pack/Troop t-shirt to school every Thursday in September, especially on September 19.

## PEER-TO-PEER RECRUITING

- Scouts create an invitation postcard at a special den meeting prior to the Sign Up Night and hand deliver to their friends/classmates the week before and the day of the recruiting event. Packs and Parents can print from council website.

## PARENT-TO-PARENT RECRUITING

- Parents promote Scouting to their Scouts social circle by talking to their friend's parents and handing out flyers in their neighborhood, religious education class, sporting teams, etc. Materials can be readily accessed on the Central Minnesota Facebook page and our website (bsacmc.org) to use on social media and networks (videos, etc.).

## NIGHT TO UNITE (formally National Night Out)

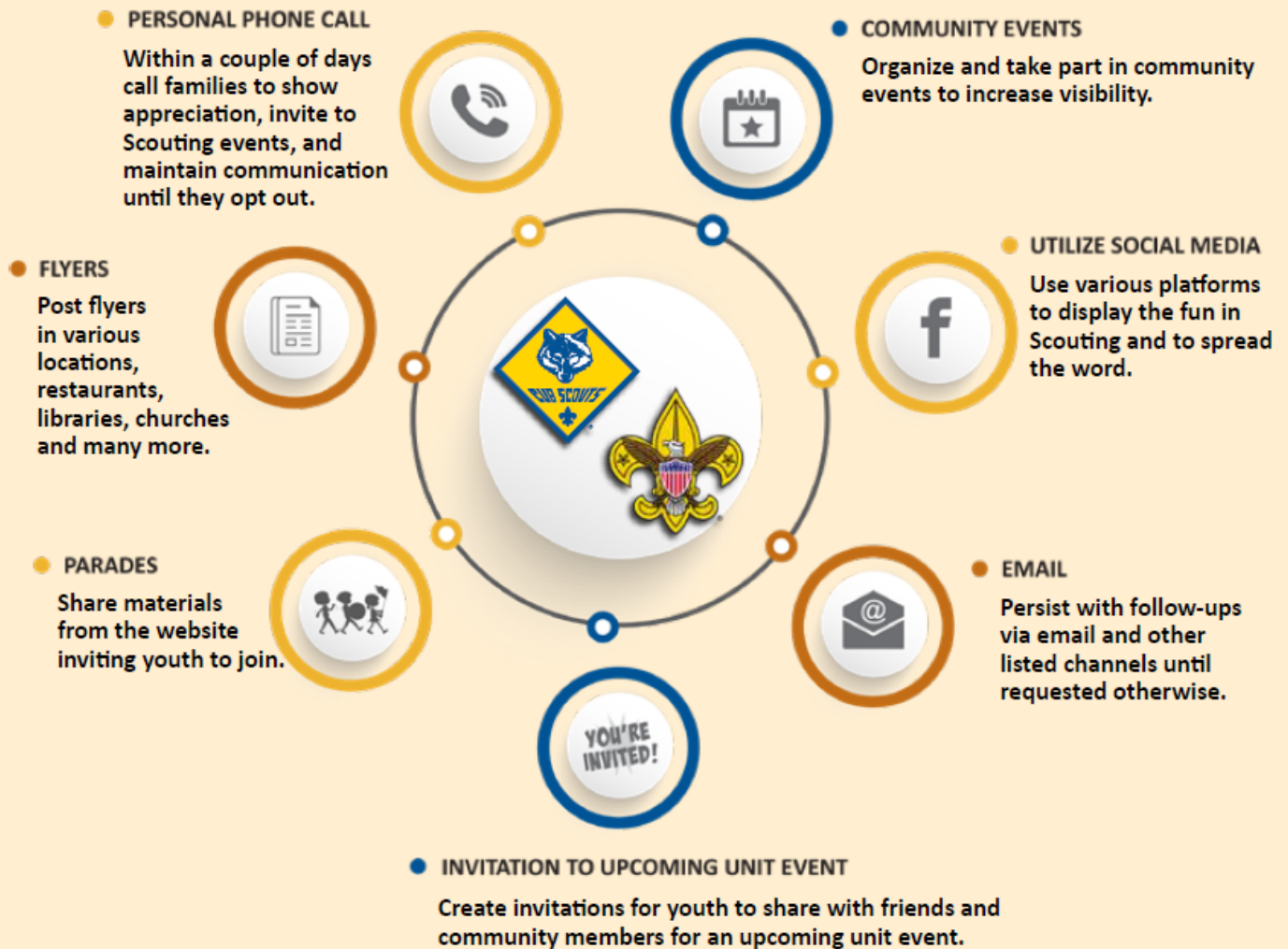
- Have a presence and plan a fun activity in your neighborhood.
- Enroll in "Nextdoor" app and invite/post Scouting event/joining information to your neighborhood.

## SOCIAL MEDIA

- Have all members of your unit share their Scouting story on social networks like Facebook to provide messages on why they are in Scouting. Make sure that "**How to Join**" information is included.

# 7 Key Recruitment Points

Even though schools are crucial for reaching new families for recruitment, some units are facing a decrease in school accessibility. Fortunately, this method does not rely on school access to be effective. By following the steps outlined in this book, you can achieve success irrespective of your unit's connection to schools and school families.



# Recruitment

## RECRUITMENT GOAL

- Achieve the goal of \_\_\_\_\_ new Scouts & families (January 1, 2024– December 31, 2024)
  - Pack that meet their goal receive Free Pinewood Derby Cars for all registered youth
  - Troops receive \$100 in their Scout Shop account at Central Minnesota Council.



## BEST PRACTICES IN RECRUITING

- Pack Membership Coordinator ensures the Pack/Troop attends the fall Open House/Meet the Teacher Night to promote Scouting and to register new recruits.
- The Pack/Troop Membership Coordinator ensures that the unit conducts a “Scout Sign-up Night” rally to recruit new members.
- The Pack/Troop continues to invite new Scouts to every event throughout the year.
- Pack/Troop Membership Coordinator conducts at least one summertime activity/event to promote and recruit new members (this could be at the town festival, parade, corn maze, etc.).
- Leverage personal relationships to improve school access and secure “School Talks.”
- Pack/Troop helps the school with a school carnival, parent night, etc.
- Pack/Troop commits to the Adopt-A-School program and partners with their local school.
- Secure a school directory to use to personally invite families to join Scouting.
- Conduct a “Bring a Friend” campaign with your Pack/Troop
- Work with your school to post your Pack/Troop calendar and recruitment opportunities on the school website, Facebook page, and other social media.
- Other local best practice: \_\_\_\_\_
- Ask all Pack/Troop families to promote Scouting, share activities, and invite others to join using social media (Facebook, etc.) and the Nextdoor app.

## Best Practice for Registrations

- Have new scouts register online using [My.Scouting.org](https://www.myscouting.org) using your QR code
- Units Key 3 can find their QR code by going to My.Scouting.org under Menu. Click on Unit then choose Invitation Manager and download your QR code.



# New Scout Incentives From Council

**VIP  
ADMISSION  
PASS**

*For New Cub Scouts*



**FREE ADMISSION TO TWO  
SPECIAL EVENTS**

SPONSORED BY:  
CENTRAL MINNESOTA COUNCIL  
SCOUTING AMERICA  
1191 SCOUT DRIVE, SARTELL, MN  
320-251-3930  
WWW.BSACMC.ORG

*HomeRun*  
For Scouts

**NEW CUB  
SCOUT DAY**

SATURDAY, SEPTEMBER 28  
AT COUNCIL OFFICE  
10:00 A.M. - 1:00 P.M.



**HAUNTED CUB  
SPOOKTACULAR**

SATURDAY, OCTOBER 26  
AT PARKER SCOUT RESERVATION  
10:00 A.M. - 3:00 P.M.

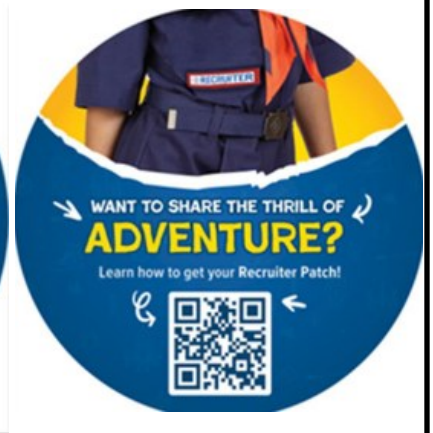



Scouting America  
Central Minnesota Council

New scouts will  
receive a  
baseball

## New Cub Scout Welcome Kit— mailed by National

- Being mailed to All New Cub Scouts who Register 8/1/24—10/31/24
- **Registration MUST be completed ON-LINE!**
- Designed to help with immediate engagement and encourage peer-to-peer recruiting with our new Cub Scout Families.
- Cub Scout Welcome kits includes: 4" Car Magnet, 4" Sticker, 32-page special edition ScoutLife mini mag and a card with QR code to a welcome message and how the new Cub Scout can earn their Recruiter patch.



# FALL RECRUITMENT EVENTS

## BETWEEN SEPTEMBER 1 AND SEPTEMBER 19

- Pick up any additional supplies needed at Roundtable or coordinate to receive them with DE.
- Confirm with your additional leaders that they will help at Sign Up Night.
- Contact the school/location and make sure you have space and equipment (tables, chairs, etc).

## BEFORE YOU LEAVE HOME

- Wear your uniform.
- Prepare to do the work indoors or out, in case school doors are locked.
- **Be sure to bring:** Recruitment Packet for new Scouts (provided by the Council), unit Information Sheets (Leader info and Parent Orientation Night info), and Unit calendars.

## DURING THE REGISTRATION WINDOW

- Collect youth applications and fees, and any additional unit dues/fees.

## IMMEDIATELY FOLLOWING THE REGISTRATION WINDOW

- Follow the district plan by bringing applications, fees, and rosters to turn-in site.

# NEW PARENT ORIENTATION MEETING

- *Note: This meeting should not be conducted at the Sign Up Night or at a regular unit meeting. Plan an activity for youth who attend so you have the full attention of the parents. Ask your local troops to help run activities to keep Cub Scout youth engaged during meeting.*

## KEY ITEMS

- Give a basic overview of programming and events using the Sign Up Night packet as a guide
- Announce key events and summer camp dates
- Share your Unit fundraising plan and budget.
- Hand out Popcorn sales packet and information and encourage all to sell, sell, sell!
- Describe the key activities that involve parents.
- Share expectations of serving on committees, describe committee work, and tell how to sign up.
- Tell parents that **YPT is required of all leaders and strongly encouraged for all parents.** Course is online at MyScouting.org .
- Describe other adult leader training opportunities.
- Collect adult leader applications & YPT training certificates from parents or Scout leaders.
- Adjourn meeting and dismiss parents in one hour but agree to stay for any additional questions.

# BE INVITING TO ADULTS

## RECRUITING MORE ADULTS

Every unit could use more adult leaders. Here are some best practices for achieving this. There are also some things to avoid.

## BEST PRACTICES

- Identify areas where you need help: Blue & Gold Banquet, Cross-Over, Court Of Honors, Camp- outs, Pinewood Derby, Community Service projects, etc. Not all helpers need to be registered volunteers.
- Identify areas which need a registered leader - for now or for the future. Do you need members of the committee, Den Leaders, or a Cubmaster/Scoutmaster?
- Identify parents with interest, talents, and experience for these needs. (Use family Survey form)
- Meet with them in person, invite them to be an adult leader, and provide them with an outline of what is expected. Provide them with info for training and support available.
- **ASK!** This may seem like a no-brainer, but if you don't ask someone to step up and help, they aren't usually going to volunteer.
- Make targeted asks. For example, if Juanita is the best candidate for Cubmaster/Scoutmaster, have the current Cubmaster/Scoutmaster and another volunteer go ask her personally. This shows the importance of the role and lets Juanita know that she is the best candidate for this position

## POSITIONS UNIT NEEDS TO FILL?

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## ADULT PROSPECTS

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## AVOID THESE RECRUITING TACTICS

- Don't make a general announcement at a meeting that the Pack/Troop needs help and, if interested, contact the Cubmaster/Scoutmaster. For instance, "So I'm stepping down as Cubmaster and we really need a replacement. If anyone is interested, please come talk to me after the meeting."
- Don't recruit on your website, Facebook, or newsletter. **You want the best candidate possible for the position in your Pack.** Placing an ad opens these positions of importance to anyone, which then diminishes the perceived importance and value.

# RECRUITING VOLUNTEERS – STEP-BY-STEP

## 1. Determine what volunteer positions are needed.

- Assess the effectiveness of existing volunteers.
- Define the responsibilities of the position and write a brief job description
- List the qualities most likely to get the job done (may differ from job to job).

## 2. Determine the best prospects for job.

- Characteristics of the open position to consider.
- For example, for Unit Training Chair:
  - A Good listener, people person, some knowledge of Scouting, good communicator, determination to help leaders/parents succeed and have fun.
  - Team player, believes in ideals of Scouting, motivator, resourceful, has organizational skills, enthusiastic.
- Consider many prospects for each job, and prioritize based on who has the qualities that best fit the job.

## 3. Research the prospects at the top of your list.

- Learn what the prospect's interests, abilities and motivations are.
- Tailor your approach to the prospect's interests. Anticipate questions.
- Determine who is best to approach the prospect.
- Develop specific information on what you want the prospect to do. Outline the job description. Be careful to not information overload, and scare the prospect away.

## 4. Make an appointment.

- Do not recruit over the phone, and do not let the prospect say no over the phone.
- Determine the best time and location. Avoid the workplace or office. Go to the prospect's home and discuss with the spouse at the same time.
- Make sure that someone the prospect respects or who has influence with the prospect goes along. Never recruit alone.

## 5. Make the sale.

- Make introductions. Explain to the prospect what each person does in Scouting.
- “Sell the sizzle.” Deliver an exciting, enthusiastic, and brief pitch on the Scouting program and youth. Don't dwell on details. Talk about the purposes of Scouting that will most interest the prospect.
- Describe the job you want the prospect to do, its importance to youth and the community.
- Ask for questions. Make sure the prospect understands what is expected. Be prepared to overcome objections. Listen for comments from the prospect that may help sell the job.
- Know when to close the sale. Don't oversell the job. Make the job seem important, fun and worthwhile. Don't undersell the job. Make sure the prospect knows exactly what is expected and is willing to do it.
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## 6. Ask for a commitment.

- You need the person - say so. Be patient and wait for an answer.

## 7. Have a fallback position in mind.

- Don't let the prospect off the hook. Get his/her help in recruiting others. Keep the door open for a later decision or position.

## 8. Follow up.

- Give the new recruit materials or training DVD or link to online training appropriate for the position.
- Formally acknowledge the commitment with a letter and additional materials for getting started in the new position.
- Invite and take the person to the next meeting.
- Within a week or two, follow up with specific orientation and an assignment. And get new volunteers signed up for position specific training offered by your District or Council.



## SUCCESSION PLANNING

Succession planning is an ongoing process of systematically identifying, assessing and developing talent to ensure the leadership continuity for all key positions in an organization.

For every Unit position there should be parent participation and future leadership representation.

- Newest members can observe and help.

- Experienced parents/leaders act as Co-Chairs and Co-Leaders.

- Seasoned leadership will help continue to grow and strengthen the Unit by serving as top Leaders and Chairs.

“It’s far better to find ten people that can do the work than it is to find one that can do the work of ten.” Remember, everyone has something to contribute and may be waiting for you to ask for help. Look carefully at the future of your Unit. Is the best leadership in place now and in the future to make dreams and plans come true?

Create a culture of volunteering in your unit! When you sign up new Scouts make sure the parents understand that by signing their son up they will be expected to take a role in the troop of some kind, even if that is helping with badges and outings.

How will succession planning help your unit?

- If your unit has a process of identifying and selecting leaders before there is an immediate need the unit will run smoothly and all the Scouts will benefit from a better program

- You can find the right leaders because you have time to look

- You can train your leaders so they have an idea of what to do before they start

Use the spreadsheet to plan for the future success of your unit. Where needed, use the step-by-step instructions on recruiting volunteers. If a Cubmaster or Scoutmaster is needed, use the BSA publications on recruiting these leaders.

And after you sign them up, be sure to get them trained and remember the six major tasks of volunteer success!

# Monthly Informational Meetings/Roundtable

(For Leaders, Parents and Registered Adults)

## Gateway District

### Serving the communities of:

Becker, Big Lake, Braham, Elk River, Foley, Hillman, Isle, Milaca, Mora, Ogilvie, Onamia, Otsego, Princeton, Vineland, Wahkon and Zimmerman

**Informational Meeting:** 7:00-8:30pm  
*First Thursday of each month*

**Location:** Trinity Crossing  
112 6<sup>th</sup> Ave North, Princeton

Contact: Wade Bastian:  
Email: Wade.Bastian@scouting.org

## Pine Tree District

### Serving the communities of:

Aitkin, Backus, Baxter, Brainerd, Crosby, Cushing, Deerwood, Emily, Fifty Lakes, Garrison, Ironton, Little Falls, McGrath, McGregor, Merrifield, Nisswa, Outing, Pequot Lakes, Pierz, Pillager, Pine River, Randall, Royalton and Swanville

**Informational Meeting** 6:30 PM  
*Second Tuesday of Each Month*

**Location:** Salvation Army  
Front and 5th Street, Brainerd

Contact: Barb Gosch: 218-330-0889  
Email: brdbarb@gmail.com  
Or Wade Bastian: 320-266-6881  
Email: Wade.Bastian@scouting.org

## North Star District

### Serving the communities of:

Akeley, Bertha, Bluffton, Bowlus, Browerville, Burtrum, Clarissa, Eagle Bend, Hewitt, Long Prairie, Menahga, Motley, Nevis, Park Rapids, Sebeka, Staples, Swanville, Verndale and Wadena

**Informational Meeting:** 7:00 PM  
*Second Thursday of Each Month*

**Location:** Immanuel Lutheran Church  
403 2nd St SE, Wadena

Contact: Wade Bastian: 320-266-6881  
Email: Wade.Bastian@scouting.org

## Scenic District

### Serving the communities of:

Albany, Avon, Belgrade, Brooten, Clear Lake, Clearwater Cold Spring, Freeport, Greenwald, Holdingford, Luxemburg, Melrose, Paynesville, Rice, Richmond, Rockville, Sartell, Sauk Centre, Sauk Rapids, St. Augusta, St. Cloud, St. Martin, St. Stephen, St. Wendel and Waite Park

**Informational Meeting:** 7:00pm  
*First Tuesday of each month*

**Location:** Council Office  
1191 Scout Dr., Sartell

Contact: Kevin Hanson: 763-370-8379  
Email: Kevin.Hanson@scouting.org



## Scout BSA Events 2024-2025

<b>Event</b>	<b>Location</b>	<b>Date</b>
Family Camp	Parker Scout Camp	Aug 9-11, 2024
National Youth Leadership Training	Parker Scout Camp	Aug 11-16, 2024
OA Fall Conclave	Parker Scout Camp	Aug 23-25, 2024
Kayaking Merit Badge	Parker Scout Camp	September 7, 2024
Fall Camporee	Parker Scout Camp	September 20-22, 2024
Skills and Trades Weekend	Parker Scout Camp	October 4-6, 2024
OA Lodge Leadership Development	Parker Scout Camp	November 15-17, 2024
OA Winter Banquet	Council Office	December 7, 2024
Alpha Lupus	Parker Scout Camp	January 31-February 2, 2025
Scout Sunday		February 9, 2025
March Merit Badge Blast	Parker Scout Camp	March 7-9, 2025
OA Winter Fellowship		March 14-16, 2025
CPR/Wilderness 1st Aid	Council Office	April 10-12, 2025
Ripley Rendezvous	Camp Ripley	April 25-27, 2025
BALOO/IOLS Training	Parker Scout Camp	May 9-10, 2025
OA Spring Conclave	Parker Scout Camp	May 16-18, 2025
Voyageurs Camp	Parker Scout Camp	June 12-15, 2025
Voyageurs Camp	Parker Scout Camp	June 19-22, 2025
Climbing Instructor Course	Quarry Park, Waite Park	TBD
Climbing Merit Badge	Quarry Park, Waite Park	TBD
Volunteer Appreciation Weekend	Parker Scout Camp	July 18-20, 2025
Family Camp	Parker Scout Camp	July 25-27, 2025
Popcorn Kernel Briefing	Council Office or Parker Scout Camp	July 27, 2025
OA Fall Conclave	Parker Scout Camp	August 15-17, 2025
Kayaking Merit Badge	Parker Scout Camp	September 6, 2025
Fall Camporee	Parker Scout Camp	September 19-21, 2025
Skills and Trades Weekend	Parker Scout Camp	October 3-5, 2025
OA Lodge Leadership Development		November 14-16, 2025
OA Winter Banquet	Council Office	December 6, 2025

## Cub Scout Events 2024-2025

<b>Event</b>	<b>Location</b>	<b>Date</b>
Family Camp	Parker Scout Camp	August 9-11, 2024
New Scout Day	Council Office	September 28, 2024
Webelos Adventure Day	Parker scout Camp	October 5, 2024
Cub Spooktacular	Parker Scout Camp	October 26, 2024
Nanuq	Parker Scout Camp	January 11-12, 2025
Nanuq	Parker Scout Camp	January 18-19, 2025
Scout Sunday		February 9, 2025
BALOO/IOLS Training	Parker Scout Camp	May 9-10, 2025
Cub Scout Camp Session 1	Parker Scout Camp	June 13-15, 2025
Cub Scout Camp Session 2	Parker Scout Camp	June 20-22, 2025
Cub Scout Camp Session 3	Parker Scout Camp	June 11-13, 2025
Family Camp	Parker Scout Camp	July 25-27, 2025
Popcorn Kernel Briefing	Council Office or Parker Scout Camp	July 27, 2025
Webelos Adventure Day	Parker Scout Camp	October 4, 2025
Cub Event	Parker Scout Camp	October 25, 2025



**BOY SCOUTS  
OF AMERICA®**

**CENTRAL MINNESOTA COUNCIL**

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