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words to live by

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT

2009 Fall Roundup Manual

PURPOSE:

To register prospective Tiger Cubs, Cub Scouts, and Webelos into existing packs; to recruit parent participation in the program; and to organize new units to take care of boys in areas we are not currently serving.

PLAN:

- Designate one night in each elementary school within the Greater Pittsburgh Council to invite prospective members and their parents to attend a special informational meeting at their school.
- Districts will assist packs by conducting Fall Roundup to Join Scouting programs, upon request.
- Packs will appoint a School Coordinator to be responsible for their School Night to Join Scouting Program which is designed to register youth and to recruit their parents. This person will also serve as our point of contact.
- All leaders of the Cub Scout packs assigned to a school will be asked to be present to participate in the program.

PROMOTION:

- Packs are encouraged to conduct a “7 Points of Contact” marketing plan to publicize their recruitment campaigns:
 - Posters will be provided for school bulletin boards
 - Yard signs will be provided
 - Attend Registration Day (during the summer) and have a table set up displaying information and pictures of the pack
 - Ask Principal to make a reminder announcement during morning announcements
 - Ask Principal to put a reminder announcement on school’s marquee sign in front of school
 - Utilize other opportunities to help generate awareness that we are recruiting kids to have fun!
 - Ask parents and leaders of boys to eat lunch with their child one day during the week of Fall Roundup wearing their uniform
- Personalized Fall Roundup to Join Scouting flyers will be provided to packs and distributed to all prospective youth in each school.
- Council-wide publicity will occur to increase awareness of the campaign and focus on targeted demographics.
- Classroom visits (Boy Talks) will be held in every school to personally invite new boys to join. Boy Fact survey cards will be completed for prospective members.

FOLLOW-UP:

Unit leaders and their school coordinator must review and complete applications on the night of the Fall Roundup to Join Scouting event. Applications, registration fees and one copy of the attendance roster are to be turned in by the Unit School Coordinator to the District Executive at the report meeting the night of the Fall Roundup or within 24 hours following the event.

SETTING THE DATE FOR YOUR FALL ROUNDUP TO JOIN SCOUTING:

In order to provide all units with the support necessary for a successful School Night to Join Scouting program, all dates must be coordinated through the district's Fall Roundup Chair or the District Executive. Units should select their recruitment date and contact their Fall Roundup to join Scouting Chair or District Executive for finalization and inclusion on the district's recruitment schedule.

***Helpful Hint:** The best days to schedule your effort are Tuesday, Wednesday or Thursday. Fridays and weekends are often busy times for families and Mondays allow too much time to pass since the Boy Talks were conducted.*

Establish your Fall Roundup "Sign up" date by contacting your school's principal and request to reserve space in the building for the recruitment night. Recruitments should start between 6:00 – 7:00 p.m., depending upon the availability of the school. Also, request a time to come into the school 1-2 days prior to the event to conduct a Boy Talk.

“Boy Talks make all the difference when recruiting new Scouts!”

In schools that provide access to conducting recruitments, successful Boy Talks are the way to go. A Boy Talk is simply visiting each classroom and getting the boys excited about Scouting. **The Boy Talk is where the youth are recruited!** The District Fall Roundup training will help provide you with the skills to put on an effective Boy Talk. Boy Talks work best by going class-to-class and giving a 5 minute promotion on the fun that Scouting has to offer. If this scenario is not feasible then a school assembly will work; however, classroom talks are best. When speaking with the school, thank them for partnering with us in the development of youth. Upon scheduling your Boy Talk and the School Night to Join Scouting, share this information with the district coordinators, as mentioned previously.

***Helpful Hint:** Your District Executive is happy to help conduct Boy Talks. These energetic classroom presentations will dramatically increase the success of your recruitment, so utilize this resource.*

PUT A UNIT MARKETING PLAN INTO ACTION:

A great way to get new participants in your pack is by letting the public know about the fun, exciting things that the pack is doing. During the months of August and September you should aim to blanket your community with Join Scouting promotions. The Greater Pittsburgh Council will also be helping to get the word out, but the majority of your success will come from grassroots marketing. Consider assigning someone from your unit to head your marketing effort and consider some of the following techniques: yard signs, flyers at Pediatrician offices and other places where youth congregate, posters in schools, posters in stores and restaurants, posters at work. Posters where ever you can get them, signs in front of businesses, announcements in neighborhood newspapers, school newspapers, door hangers, promotion flyers, church bulletins, posters at private schools, etc.

CONDUCT A “BACK TO THE PACK” PROGRAM:

As a part of your pack's summer program, an analysis of returning adult leadership should be conducted to identify recruitment needs. Also, returning youth membership should be assigned to dens and den vacancies identified. Gathering this information will help identify needs for the fall recruitment.

“Boy Talks recruit Scouts, but the Fall Roundup recruits their parents as leaders.”

AS YOUR FALL ROUNDUP TO JOIN SCOUTING APPROACHES:

- July 15** - Council conducts Fall Roundup to Join Scouting training for District Fall Roundup leaders.
- July**
- Follow-up Fall Roundup to Join Scouting training for untrained recruitment teams and unit leaders.
 - Units develop their “7 Points of Contact” marketing approach.
- August**
- District-wide Fall Roundup to Join Scouting trainings conducted for unit leaders.
 - “Back to the Pack” programs conducted.
- 3-4 weeks prior**
- Have the unit’s printed calendar of events ready to be distributed to new parents.
 - Boy Talks and Fall Roundup dates scheduled with schools.
 - Get involved with school’s Open House by setting up an information table (this is not the recruitment).
 - Confirm recruitment details with school administration and ask to place a Scouting promotional article in the school newsletter.
 - Coordinate recruitment with your partnering Boy Scout troop.
 - Coordinate recruitment with your district’s Fall Roundup to Join Scouting Chair or District Executive.
- 1 week prior**
- Promotional flyers distributed at school designed to go home in weekly folders.
 - Boy Fact Survey Cards distributed at school (primarily for Boy Scout Troops).
 - Have all necessary recruitment tools ready, including; youth & adult applications, New Parent Orientation Guides, pens, cash box with change, room decorations, Fast Start DVD & New Den Leader Kits, Boys’ Life magazines, sign in roster and program helps.
- 1-2 days prior**
- Finalize details for recruitment confirmed with school and recruitment team.
 - Boy Talks conducted and a second round of flyers are distributed to boys to take home.
 - Boy Fact Survey Cards collected at Boy Talks.
 - Call boys that completed the Boy Fact Survey Card and personally invite them to the recruitment.
- Day of event**
- Currently registered Cub Scouts wear uniforms to school.
 - Special reminder announcements made at school over public address system.
 - Have room set and ready to go 30 minutes prior to scheduled start time.
 - Follow the enclosed event outline and submit new applications and fees to the district representative in attendance.
- Week after event**
- Follow up calls to new leaders and members coordinating future meetings.
 - “Fast Start” training conducted for new leaders.
 - Schedule new leaders to attend New Leader Essentials & Cub Leader Basic Trainings.
 - Schedule program planning session with all leaders.
 - Follow up on unpaid Fall Roundup attendees and Boy Fact Survey youth that have not joined.
 - Follow up on recruitments that fail to meet the expectations of the pack.

“Fall Roundup” Presentation Outline

I. Pre-Opening – 30 minutes before the opening

Have the pack set up displays (picture boards, Pinewood Derby track, awards, crafts, etc). Put Fall Roundup posters on entrance doors with directions to the meeting room location.

- A. Be prepared with pre-opening activities to keep boys and parents involved.
 - Meeting can be killed quickly with uncontrolled running, shouting and horse play.
 - Use the following suggestions to keep the crowd under control.
 - a. Have parents and boys stay seated together.
 - b. Sing songs.
 - c. Have games (word searches).
- B. Have table tents and den flags to tell people where to sit (by grade). Make sure to have plenty of pens at each table so parents can fill out information.
- C. Utilize current adult leadership to keep boys and parents in assigned room and out of the halls and other areas.
- D. Have parents fill out the attendance roster as they arrive.
- E. Distribute *Parent Orientation Guides*, Pack Annual Calendar, Parent Talent Surveys, Boys' Life Mini Mags, and any other pack information as people sign in (do **NOT** give out the adult or youth applications yet).

II. Opening & Welcome – 10 minutes

- A. Start on time!!!
- B. Opening Ceremony by current Cubs Scouts of the pack.
- C. Teach Cub Scout Sign (Ice Breaker Activity). Simply show the Cub Scout Sign and explain that these are the ears of Akela the wolf who is trying to hear what is going on. Have them make as much noise a possible and see how quickly they quiet when the sign is shown. Do this 3 times to work off some of their energy.
- D. An important ingredient in any pack meeting is having some fun, so lead with a song.

III. General Meeting – 10 minutes

- A. Briefly state purpose of meeting, tell about Scouting's opportunities in the neighborhood and inform how attendees may participate.
- B. Explain how Scouting "does business".
 - 1. The BSA creates a partnership with an institution such as school, church, civic group or

group of citizens, who provide a meeting location, help in selecting leadership and often assist with financial support.

2. The Boy Scouts of America provides program, literature and other materials, training for leadership, and major activities including provision of camping facilities.
3. All this is accomplished through the Greater Pittsburgh Councils' resources which presently serve more than 50,000 members each year in 800 various programs.

C. General Presentation (Discussion Bullet Points)

- Great emphasis should be placed on giving each parent the opportunity to join Scouting with his/her son.
- Families with sons of Scouting age are the major resource of Scouting's leadership.
- Program leadership is volunteer driven by over 6,000 adults in Greater Pittsburgh.
- Full support and cooperation of every family is essential to a successful Scouting program for boys.
- Families can help do their share by serving as: pack leaders, assistant leaders, den leaders and committee members.
- Providing resources such as transportation help for Tiger Cub or Cub Scout outings or Boy Scout camping trips.
- Scouting believes it has the finest program available for boys, but it is not in the babysitting business, so parents...we need your help.
- Active parental support is needed and each of us has talent to share with others.
- Please take time to be an informed parent and encourage your son in the Scouting advancement program.
- Many hands make light work, volunteer and help with time, talent and funds to ensure better Scouting for your son and others boys in the neighborhood.

IV. Pack Leadership – 5 minutes – Cubmaster

Cubmaster Script – I always like to ask the question of parents, how many of you were involved in Scouting as a kid (either Boy Scouts or Girl Scouts)? It is always amazing to see our alumni, and I am sure that each of you has your own Scouting stories, which would be amusing to listen to. But I am also certain that each of you could identify those ways in which Scouting had a positive influence on developing your character. Personally, I have witnessed kids having great times in Scouting and not even realizing that their participation is teaching them life-long skills.

Quickly introduce current leaders and review highlights of packs activity schedule.

V. Den Development – 10 minutes

- Now divide the room by grade-level and have families move to tables by grade, if they are not

already segmented in such a fashion.

- Starting with the Tiger Cubs, explain that this program is really cool, because it is the first opportunity that these boys have had to join Scouting. The program is designed to be an introduction to Scouting and a chance to explore the community. Tigers meet weekly as a Tiger Den and work on activities and advancements out of their Tiger Cub Handbook and have a lot of fun. Each Scout will need at least a Cub Scout shirt and prices for the shirt and handbook can be found in the *New Parent Orientation Guide* provided tonight. Tigers are unique because each boy must have an adult partner that attends meetings and outings, so finding leadership is easy. Have the Tigers give their best roar on the count of three.
- Move onto the 2nd and 3rd graders explaining the Wolf and Bear programs, each a little more challenging than its predecessor and also that much more fun. Each group meets weekly as a den. All will need the appropriate book and shirt. Have them howl or growl and then proceed.
- 4th and 5th graders are super cool and known in Scouting as Webelos, which stands for “We’ll Be Loyal Scouts”. Webelos is designed to be a transition program from Cub Scouts into Boy Scouts. This is where the adventure really begins, as boys do more outdoor activities like camping, hiking, etc.
- Each den comes together once a month for what is called a pack meeting. This is basically a party to celebrate all of the advancements being earned at the den level and we play better games, sing crazier songs and eat yummiier snacks.
- Discuss joining fees of \$10/year, plus \$12 for Boys’ Life. Explain prorating of fees if applicable. Many of the additional costs of Scouting are funded through our annual fundraising efforts and cost families very little in out-of-pocket expenses.
- Each den requires a den leader and an assistant den leader, as we always have at least two leaders present at any Scouting event. We will talk more about these opportunities in just a moment, but you new Scouts have sat around long enough...

VI. Recruit Adults – 15 minutes

(Remember, the Boy Talk recruits the boy, it is now time to recruit his parents.)

Have several of the current leaders take the boys to play a game (either in a completely separate room or outside). They can even work on some of the requirements for the Bobcat badge. This is a great chance for your partnering Boy Scout troop to help.

- A. **Set the stage** (the object is to get them excited about the fun and the opportunities of being a leader, and set their mind at ease concerning the time involvement and difficulty). Suggested phrases are:
- Many of you tonight will have the opportunity to assist in our Pack.
 - Many people don’t volunteer because they are:
 - Not interested – Don’t have time – Don’t know how
 - Counter these reasons with:
 - We know you are interested or you wouldn’t be here.
 - Out of 168 hours in the week, you can surely find a few hours to spend with your son and his friends.
 - In general, people find time for what’s important to them.

- We will show you what to do through proper training, Scouting would not have lasted 100 years if we allowed our leaders to not be successful.

B. Explain Jobs – As parents, we really need you to participate...

- **Den Leader:** (hold up *Program Helps*) This is a real opportunity to work with your son and his friends. If all you do is follow the program outlined in the *Program Helps* you will have a good meeting. As a den leader, you will receive these in your *Scouting Magazine*. They take a 1-hour meeting and break it down into 7 parts and tell you exactly what to do each week. You meet at your convenience (including the time, location, and day of the week – this is one of the benefits of being the den leader).
- **Assistant Den Leader:** Helps at den meetings. Two-deep adult leadership is required at all meetings and outings.
- **Parent Committee Members:** The pack committee is the administrative body of the pack. They determine such things as fundraisers, policy, leadership, transportation, records and outings, as well as helping plan pack meetings.

C. Motivate (can use other motivating stories here as well)

“Picture your son for a moment – if he is 8, 9 or 10; he has already spent ½ of the time he is going to be at home with you – when he is 18, 19 or 20; he will be gone – off to college, getting a job and his own place, or joining the military. Now is the time he needs you. Now, you, his parent are the most important and influential person in his life.

In fact, the Boy Scouts of America commissioned a study to ask youth this age a series of questions. “If you had a problem, who would you turn to?”, “If you needed help or advice, who would you ask?” Results showed you to be the #1 response when youth were asked these questions at this age. Those same youth were followed up with and asked the same questions when they were teenagers. If you can think back to how much your parents knew when you were a teenager, you have probably already figured out that you will lose your #1 ranking in the survey. Friends became #1 and parents fell way down the list. The outcome of this study is that if you want to have an impact on your son’s development, now is the time to invest. Now you are the world to him, I encourage you to make the most of it. Scouting is a great family program that will help you instill the values in your son that will help him develop into a man to be proud of. Tonight, I am offering you a gift, the gift of influencing your son’s life through Scouting, along with other youth in the neighborhood. The impact you will have on them, through Scouting, will make them more successful in life and we all want that for our children.”

**D. The Close**

“Momentarily, I’m going to step out for awhile and ask that you introduce yourselves and get to know each other. Talk about what might be a good night and time for your den to meet and determine the best person to serve as den leader, assistant den leader, and members of the parents committee for your den.”

E. Leave Them.

Walk out of the room. Don’t stand around to answer their questions or you will end up trying to select their leaders. If they have questions, answer them briefly, then take all existing Scouting leaders and leave the area. In about 5-10 minutes check back to see what progress has been made.

Recognize those parents that have stepped up to help and encourage other groups to keep at it until they can resolve their need. Again leave the room.

In the event a den can’t find the leadership, try this – “I realize you are having difficulty, perhaps all of you work, or have small children, or work shifts. I can’t solve your problem for you. For your son’s sake, please try one more time to solve your problem. Perhaps all of you will have to work as assistants – see what you can work out and I’ll check with you in a few minutes.”

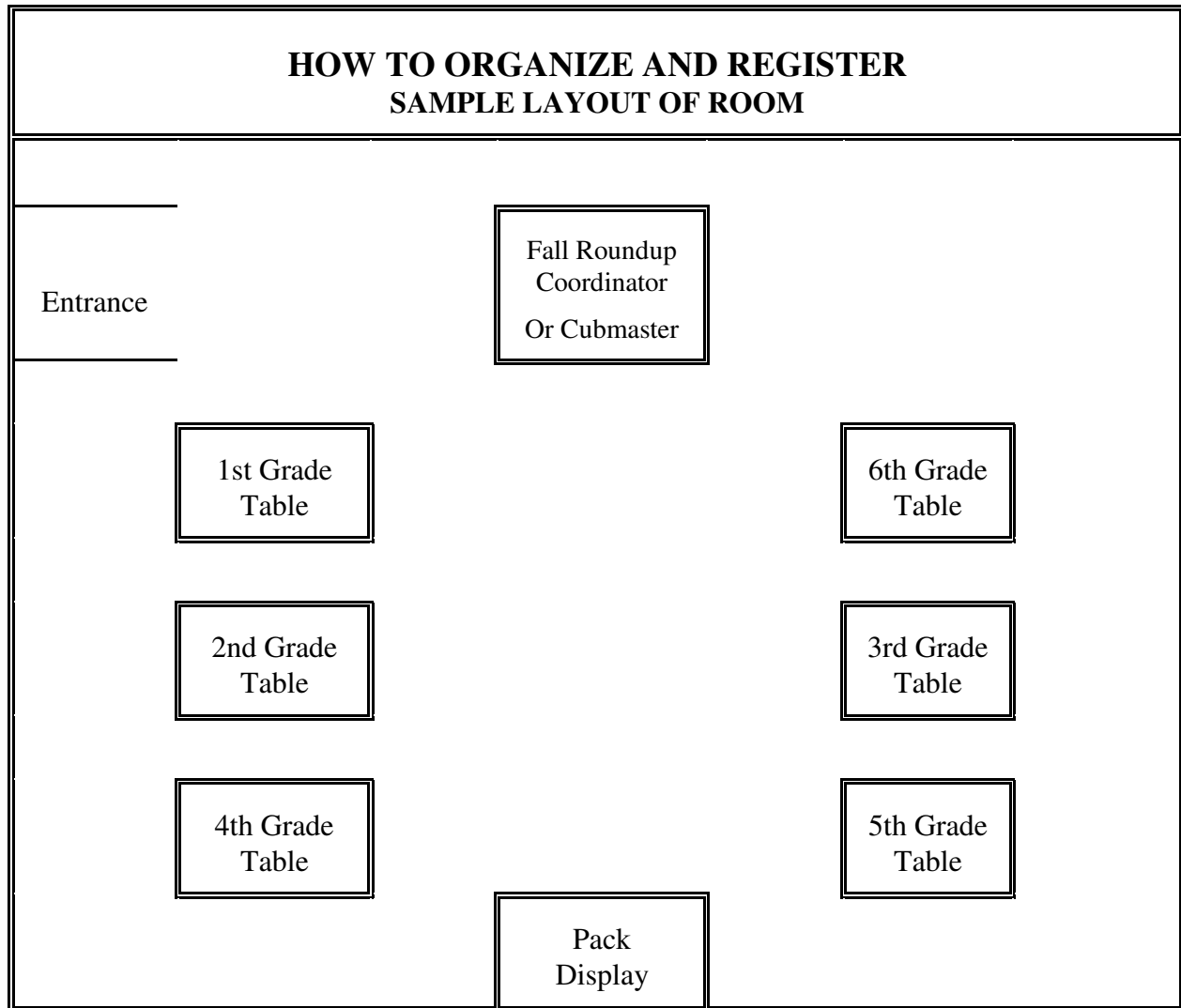
Only as a last resort, try to place these Cubs in other dens. No den should take more than 8 Cubs.

F. Recognize Leaders. As leadership is secured, call for attention and introduce the leaders, assign them their den number and ask everyone to give them a hand.**G. Registration (get help from several current pack leaders!)**

Now it is time to pull out the applications to be completed, think of them as the contract to complete your sale.

- Make sure that all checks are made out to “BSA” so that at the end of the evening the Fall Roundup unit coordinator can leave with enough money in hand to cover registration and *Boys’ Life* for each boy and leader.
- Collect completed adult applications and registration fee. You may need to leave these with the Charter Representative for approval.
- Count money and applications. Give Cub Scout applications to the new den leader (**do not hand out youth applications before a den leader is selected**). Ask the den leader to get all of them completed with the registration fee and *Boys’ Life* fee (if wanted by the family). Ask him/her to put den number in top left-hand corner of application. The Den Leader gives the top sheet of the application to the new Cub Scout to start working on the Bobcat requirements.
- Make sure that all of the parents have the back of their *Parents’ Orientation Guide* filled out with all the important names and numbers.

- The new den leader needs to make sure that the den roster is filled out completely (including names and numbers). He/she keeps the white copy and gives the other two to the cubmaster.
 - Collect the above information from each den.
- H. All den leaders, assistants, and committee members stay; other parents may go home. Training dates, times and places need to be discussed (training will be either a district session or a pack leaders' meeting to be held the following week).
- I. If the Cubmaster and/or committee chairman is needed, call all the adults together. Tell them that they are off to a great start and the pack should be a good one. Tell them that all they need now is a Cubmaster and/or committee chairman and for them to decide who is the best person for the job. Leave them to make the decision.
- J. **Give all completed applications and money to the Fall Roundup unit Coordinator to bring to the Report Meeting. All of this paperwork must be to the Scout Service Center within twenty-four (24) hours.** Make sure that you take the council copy of the youth applications and a copy of the attendance roster. If boys are found that signed the attendance roster and did NOT turn in an application, they must be called and asked why they did not sign up.



Above is a sample layout of a typical fall roundup setting. Be sure all tables are clearly marked by assigned grade. As parents and boys enter the room, give them attendance cards and application forms. Assign them to the appropriate table at this time.

Doing this simple task at the beginning will save a tremendous amount of time and organization later. Parents are already "circled up" and the Fall Roundup registration process can begin.