

# School Night Guide

Prepare for and deliver an effective  
school recruiting function



TRUSTWORTHY LOYAL HELPFUL FRIENDLY COURTEOUS KIND

words to live by™

OBEDIENT CHEERFUL THRIFTY BRAVE CLEAN REVERENT



# Sample Letter to the Unit Leader

\_\_\_\_\_ Council, Boy Scouts of America

August

Dear Unit Leader,

We are quickly approaching the most important date on the Scouting calendar, September \_\_\_\_\_, "School Night For Scouting." Cub Scout Packs throughout the \_\_\_\_\_ Council are focusing their efforts on this evening. To sum it up, this one recruitment session will set the tone for the entire Scouting year!

We need the help of every leader on School Night—assisting their own unit or another one nearby. It's a complete team effort! The question is: Will your unit grow significantly (steady growth is the best indicator of a healthy unit), and will positive, helpful, and new parents be recruited to fill every volunteer role?

The council plan to assure an effective School Night is enclosed. Experienced volunteer and staff leaders have been working for months—laying the foundation of support—to guide you toward success. Now, it is up to you, so follow the plan. Give your kids and their friends—all boys who are interested—the opportunity to join a great program.

Sincerely,

\_\_\_\_\_ Council VP, Membership

\_\_\_\_\_ Council President

\_\_\_\_\_ Scout Executive

... and your district's School Night for Scouting team

# School Night for Scouting

## Purpose

To enroll prospective Tiger Cubs, Cub Scouts, and their families into existing Cub Scout packs, and to enlist parent participation in the program; to fill the need for new units for boys who want to join, but have no existing pack available.

## Preparation

All involved leaders should attend School Night training—if not to help your unit, to help another!

## Promotion

- Attractive posters will be provided for school bulletin boards.
- “Save the date” printed invitations (fliers) will be provided to be passed out to all prospects in each school.
- Councilwide publicity for newspaper, radio, and television outlets will be properly coordinated.
- Cubs will be asked to wear their uniforms to school throughout the week of School Night.
- Rallies (in-school, classroom-to-classroom) will be held to personally invite boys to join.
- Billboards, road signs, and school marquees will keep our “join Scouting” date (September \_\_\_\_\_) constantly on their minds.
- Our School Night will be advertised at intersections, on billboards, on posters in drive-through windows, as well as in grocery and convenience stores. We will cover all the bases.

## Basic Program

The school coordinator will be in charge in each school. (Coordinators are assigned by the district School Night coordinator—it may not be the Cubmaster.)

## What to do

- Welcome joining families as they arrive. Have demonstrations and exhibits showing what Scouting does. Make sure everyone signs the attendance sheet.
- Scouting information—including what Scouting is—parent responsibility, and how to enroll will be given to those in attendance.
- Parents and boys should be organized into dens by grade level, using the “circle up” method; leaders will enroll boys and parents, and give additional information about their units.
- **School Night commissioners can assist inexperienced units, or organize new units where none exist. In schools where packs are saturated (have enough youth members), additional packs will be started—so every boy has the opportunity to join.**
- **Training courses are available for new volunteers**, and training information could be given to new volunteers that night. Fast Start training will be held for all needed immediately following School Night. All districts will offer one within three weeks of School Night.

## Follow-up

Unit leaders will submit all of the boys' applications to the school coordinator that night, with a copy of each adult application as well. **Important: All applications must be turned in to the district School Night headquarters on School Night. This is a requirement for being a school coordinator, and is not an option.**

Den Registration sign-in sheets will be turned in by the School Night coordinator as part of his/her report on September \_\_\_\_\_.

# Individual School Team Members

## *Responsibilities and Timetable*

(Dates are based on the School Night the first week in September)

### **School Coordinator**

School coordinators are selected by the district School Night team. They are not automatically the Cubmaster of the nearest pack.

#### **Third week in August**

Attend district School Night for Scouting training. Confirm your School Night team (three to four helpers—bigger schools require additional helpers).

#### **1½ to 2 weeks before School Night**

Contact your school's principal (or secretary) to confirm details. Ask him or her to:

- a. Make sure the school will be open, and check the facilities to be used.
- b. Check arrangements with the custodian.
- c. Distribute fliers, and allow you to put up posters and deliver a short video.
- d. Put your "Join Scouting, \_\_\_\_\_ \_\_\_\_\_" message on the marquee.  
Date Time

#### **One week before (must be on or before August 31)**

Take (presorted) fliers to school (and thank your principal). Put up posters. Bring a candy-filled Scouting mug or popcorn to the secretary. Confirm the classroom rally date and time. Take the video to the media specialist, and ask her to play it every day next week!

#### **Week of School Night**

Do CLASSROOM RALLIES (your district executive will often do this for you, or go with you). Make sure the video is playing each morning.

#### **Day before School Night**

Call the school principal to:

- a. Make sure promotional materials have been distributed to boys.
- b. Make sure the school will be open (and custodian is reminded to open the cafeteria).

#### **On School Night**

Preside at School Night to cover the Scouting program. An agenda is provided. Collect all applications following the meeting. Then, immediately take report envelopes and sign-in sheets to the district reporting location. People there will help you sort through it all. It doesn't have to be perfect—just bring it in.

#### **The week following School Night**

Get your copy of adult applications signed by the head of the institution. **Make sure all adult applications have a Social Security number.**

Remind all new leaders to take Fast Start training and This Is Scouting.

# School Night Helpers Timetable

*(Pack and Troop Unit Leaders)*

- |                              |  |
|------------------------------|--|
| <b>Third week in August</b>  | Attend district School Night for Scouting training.  |
| <b>On School Night</b>       | Attend School Night for Scouting. Arrive early. <ol style="list-style-type: none"><li>Set up the display and sign-in sheets; organize a “gathering period” activity or song.</li><li>Assist with the opening ceremony; make sure everyone signs in.</li><li>Present a brief description on a pack’s or troop’s program. (Why troop? Many Cub Scouts have older brothers ready to join, or have already turned 11.)</li><li>Assist the School Night coordinator with “circle up” and registration. They need your help—School Night is not a one-person responsibility!</li></ol> |
| <b>After organizing dens</b> | Arrange a parent orientation and Fast Start training; usually, holding it at the same place (school cafeteria) one week later works best. Promote This Is Scouting training for all new unit leaders and parents. Follow up with unregistered Scouts by calling them (those who signed in but did not join, for whatever reason).  |

# Flier Delivery

**Your role is vitally important! Thank you very much for making sure that each Scout-age boy gets the opportunity to join Scouting!** Here are some suggestions for working with your school. Please keep in mind that a good rapport with principals, their secretaries, and school custodial staff is vital to the success of School Night.

## **Do's**

1. Make sure "save the date" fliers go out with the first information folder that goes home during the first week of school.
2. BE PLEASANT. **You** are Scouting's representative for that school!
3. Make sure that fliers (presorted, 15-18 boys per classroom—unless you know the classroom size) are delivered to the school at the proper time. Surprise the principal's secretary with a Scouting mug filled with candy, a recruiter patch, or other council-friendly thank-you. Ask for space on the marquee in the front of the school and provide the exact wording you want.
4. Be sure that the principal understands that the fliers are to be distributed only to boys in the first, second, third, fourth, and fifth grades. (That includes ESE and ESOL programs.)
5. **FOLLOW UP!** Call the secretary on the day before School Night to be sure that fliers have been distributed.
6. Be sure to remind the principal that the School Night is NEXT WEEK—September \_\_\_\_\_—that's why these fliers must go home with the boys the week of August 31 or earlier.

## **Don'ts**

1. Don't just leave fliers on the secretary's desk. (Presorted fliers should go in teachers' boxes.)
2. Don't demand anything. Ask for permission.
3. Don't forget to **FOLLOW UP**, to be sure the fliers were passed out—even teachers forget sometimes!

# How to Conduct a Classroom Rally

## ***Class-to-Class Promotion***

- When:** The week before and week of School Night.
- Who:** Only trained rally experts.
- Purpose:** To create excitement and inform boys of School Night for Scouting.
- Preparation:** Ask the principal for two minutes to talk to the boys in each classroom. The school's staff should announce (over the PA system) that you will be coming by.
- Note:** If only an assembly-type rally is allowed, it is best to meet separately with Tiger Cubs (first grade), Cub Scouts (second and third grades), and Webelos (fourth and fifth grades)—not all grades at once.

## ***Rally Agenda***

- I. Acknowledge girls' interest in Scouting, and give them a phone number of a Girl Scout council.
  - A. Ask boys to tell you what kind of activities they see on the flier.
  - B. Show boys creative ways to get the flier home to their parents (Multifold, place their in socks; put in their school bag or in the refrigerator under the milk, etc.).
  - C. Show a unique Scouting item or other Scouting prop.
- II. Distribute fliers. Students can help you pass them out (to boys only).
- III. Describe and give examples of what Scouts do.
  - A. Day camp (fishing, climbing, sports, and crafts)
  - B. Pinewood derby races
  - C. Cub Scout and Webelos Olympics
  - D. Camping, hiking, cookouts, Scout show, swimming, fishing, seeing wild animals, and making s'mores.
  - E. BBs and archery
- IV. School Night for Scouting information
  - A. Emphasize to them: "It's this (day) at this (time), here at your school cafeteria."
- V. What to bring to School Night for Scouting
  - A. Registration fee
  - B. Parents
- VI. Incentive
  - A. Show the boys what they get when they join on the planned date. (Every boy who joins will receive his OWN Scouting item you showed.)
- VII. Don't take any questions. Explain that more information will be available on School Night.

**"See you there ... when?"**

**Have all the kids say \_\_\_\_\_ night at \_\_\_\_\_!"**  
Date Time

# School Night Team Roster

This form is to be filled out as you secure your team. Confirm the team members at least one week before School Night. On School Night, turn in this list at the district report center.

School Night team members for \_\_\_\_\_ Elementary School

Principal/secretary is Phone No.: \_\_\_\_\_

Total number of boys in the school: \_\_\_\_\_

Last year's number of youth recruited: \_\_\_\_\_ This year's goal: \_\_\_\_\_

Rally expert (who is going class to class?): \_\_\_\_\_

**School coordinator**

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

Phone: \_\_\_\_\_

**School Night helper—Setup, props, and program**

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

Phone: \_\_\_\_\_

**School Night helper—registration**

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

Phone: \_\_\_\_\_

**Cub Scout den coordinator/helper**

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

Phone: \_\_\_\_\_

# School Night Coordinator's Checklist

## **Key Items to Have on School Night**

- Plenty of helpers
- Your School Night agenda and script
- Sign-in attendance sheets
- Unit organization chart/flip chart
- Plenty of applications (youth and adult)
- Enough parent guide books for all families who attend
- Pens, pencils and change
- Mini *Boys' Life* magazines with council or district contact info on the labels
- Grade-level table markers with position description
- Program Helps and handbooks
- Training fliers
- Fast Start video/CD
- Any local pack displays

## **Before You Leave Home**

- Rehearse your pre-opening activity.
- Prepare your pack organization chart/flip chart.
- Wear your complete uniform (must be full Class A).
- Review your agenda and practice your presentation.
- Take a pocket calculator.
- Take 20 to 30 pens and/or pencils.
- Take some change (bills and coins).
- Take masking tape.
- Take School Night for Scouting materials.
- Take your agenda and script.

## **When You Arrive at the School (45 minutes before School Night)**

- Empty your packet and organize your materials.
- Set up tables, by grade.
- Check with other School Night team members on their part of the program.
- Display your pack organizational chart.
- Helpers/unit leaders set up displays 20 minutes before School Night.
- Pre-opening activity is ready to begin as the first families arrive.
- Station someone at the door to welcome and sign in families; leave out pens.

- Keep boys and parents in the room—they should stay together for “circle up.”
- Do not allow uncontrolled running, shouting, and horseplay.
- Have a helper ready to assist dens at tables.

### **General Presentation**

- Begin promptly at the School Night scheduled time.
- Be confident—you are prepared and have support.
- Be enthusiastic. You set the tone!
- Follow the School Night for Scouting agenda.
- Provide training info and a parent guide for all new joiners

### **After the Meeting**

- Meet with new adult leadership, promoting and arranging Fast Start and This Is Scouting training.
- Collect all applications and money—write on the applications: “Paid, amount, cash/check No.”
- Review youth applications:
  - Parent signature
  - Cubmaster signature
  - *Boys’ Life* magazine box (Is it marked?)
  - E-mail address
- Review adult application:
  - Charter organization representative’s signature
  - Committee chairman’s signature
  - Social Security number
- Report to district headquarters immediately. District representatives will wait for your arrival.
  - Turn in all applications (even those unsigned or from those who have not paid).
  - Money: Please bring one (1) pack check if possible; there will be plenty of time for the individual checks to clear your pack account!
  - Provide a sign-in sheet (copy).
  - Identify potential new members that are not completely enrolled, missing signatures, short on money, or still need den leadership. (Keep a copy of their applications for follow-up.)
  - Turn in your School Night team roster.

# New Leader Information for Cub Scout Pack Organization

<b>Leadership Positions</b>	<b>Pack Number:</b> _____	
POSITION	CODE ON ADULT APPLICATION	NUMBER NEEDED
* Committee Members Chairperson	CC	1
* Committee Members	MC	2 [mini]
* Cubmaster	CM	1
Assistant Cubmaster	CA	1
* Den Leader	DL	1 per 6-8 boys
* Assistant Den Leader	DA	1 per 6-8 boys
* Charter Organization Representative	CR	

(**Note:** \* required position)

## UNIT LEADERS CONTINUING FROM LAST YEAR

(Record addresses and phone numbers for newly recruited leaders.)

Charter Organization Representative \_\_\_\_\_  
Committee Chair \_\_\_\_\_  
Committee Members \_\_\_\_\_  
Cubmaster \_\_\_\_\_  
Assistant Cubmaster \_\_\_\_\_  
Tiger Cub Den Leader \_\_\_\_\_  
Wolf Den Leader \_\_\_\_\_  
Bear Den Leader \_\_\_\_\_  
Webelos I Leader \_\_\_\_\_  
Webelos II Leader \_\_\_\_\_

**Note:** Each den should include six to eight boys, a den leader, and an assistant den leader.

Den leaders for Den 1 are: \_\_\_\_\_

There are \_\_\_\_\_ boys active in Den 1.

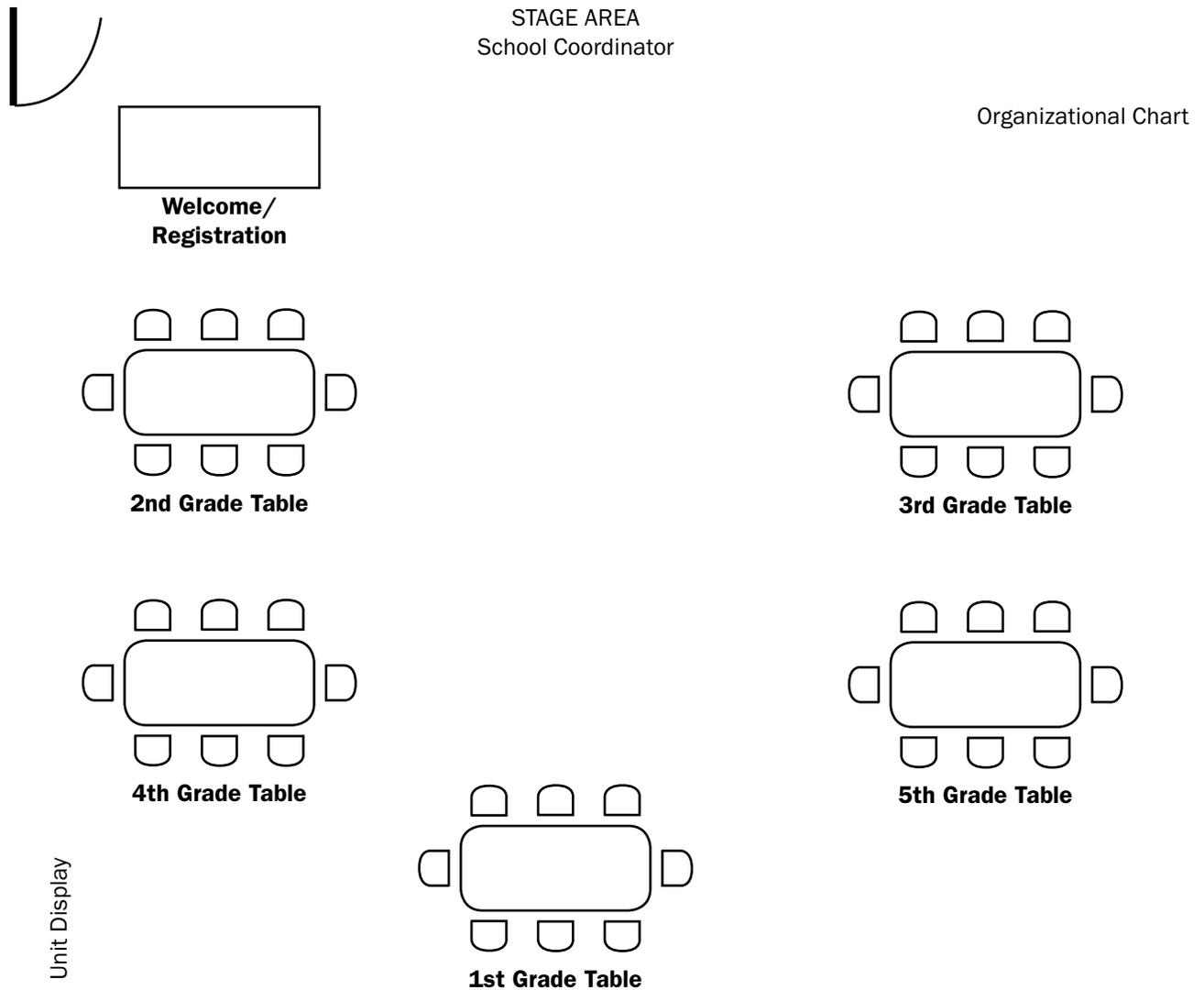
Den leaders for Den 2 are: \_\_\_\_\_

There are \_\_\_\_\_ boys active in Den 2.

Den leaders for Den 3 are: \_\_\_\_\_

There are \_\_\_\_\_ boys active in Den 3.

# How to Organize and Register (Sample Layout of Room for Cub Scouts)



The above is a sample layout of a typical School Night setting for elementary schools. Be sure all tables are clearly marked by grade. As parents and boys enter the room, have them sign in. Assign them to the appropriate table at this time. Ask them what grade their son is in, and point out the corresponding table and marker.

Doing this simple task at the beginning will save a tremendous amount of time and organization later. Parents are already “circled up,” and the School Night registration process can begin.

**School Night helpers should:** Make parents feel welcome by introducing them to a “host Scout” who can show them the unit display, where to sit, and any other pre-opening activities.

# General Presentation

## **School Night Coordinator Agenda and Script**

Arrival and setup (one hour before). Everyone signs in

- I. Opening Ceremony—time listed on flier
  - A. Briefly state the purpose of the meeting, tell about Scouting’s opportunities in the neighborhood, and inform how everyone may participate.
  - B. Explain how Scouting “does business.”
    1. Creates a working relationship with an institution such as the PTA, church, civic group, or group of citizens.
    2. Provides program, literature and other materials, training for leadership (volunteers and professionals), and a major activity schedule including a provision of camping facilities.
      - a. Supported by \_\_\_\_\_ Council, which serves over \_\_\_\_\_ youth.
  - C. Introduce unit leaders. The unit leader takes two minutes to tell about his or her unit, including chartered organization, size of unit, day, time, and place of pack meeting and handout flier. (The school coordinator walks around the room, identifying potential den leaders, assistant den leaders, or committee members from the den. Shows flier, council parent guide, Program Helps, and handbooks.)
- II. General Presentation
  - A. Parent Participation—“Every adult plays a role in the success of our pack.”
    1. Great emphasis should be placed on giving each parent the opportunity to join Scouting with his or her son.
    2. Families with sons of Scouting age are the major resource of Scouting’s leadership.
      - a. Program leadership is totally volunteer.
      - b. More than \_\_\_\_\_ individuals volunteer here in the \_\_\_\_\_ Council!
    3. Full support and cooperation of every family is essential to a successful Scouting program for boys.
    4. Scouting is a family program. BSA does not stand for “Baby Sitters of America.”
  - B. Review Parent Concerns
    1. “There are two questions I would like to ask you, parents ...  
“Do you realize that your son has spent almost half of his life at home already?” (Expand.)  
“Next, do you know what influences our youth today in how they think, and what they do?”
    2. “Well, when you and I were growing up, the biggest influence on our lives were: family, school, our religious institution, peers, and/or TV.”
    3. “But for today’s youth, these influences have changed, and not necessarily for the better. They are: peers, family, TV, school, or religious institution.”
    4. “Since ‘peers’ have such a big influence on our kids, a program like Scouting is more important than ever. We must expose our sons to peer groups with the proper ideals and positive objectives.” (Expand.)
    5. “Yes, we all want our sons to grow into good citizens with good character and a respect for themselves and others. Scouting will certainly help.”

6. "Now, for your son to join Cub Scouting, he must join a pack."
  - a. Demonstrate how a Pack is organized.
  - b. Show the prepared organizational chart. (Explain.)
7. "Now where do these leaders we've talked about come from?"
  - a. Get the audience to tell you that (yes, the parents).
  - b. **Parents** run the pack.
8. "Yes, for your son to be involved in Cub Scouts you, the parents, must be involved. By your presence here, you have already shown that you want to be involved in his life."
9. "Now, I know all of you are sitting there thinking of all the reasons why you cannot be a Cub Scout leader. There are really only three objections you may have."
  - a. "FIRST, YOU WORK. Well, there aren't many people here who don't work. Seventy-five percent of the den leaders work, but they still find time to hold a den meeting on:
    1. their day off;
    2. early evening after work; or
    3. on Saturday morning or Sunday afternoon. So, this is not a good objection."
  - b. "SECOND, YOU ARE TOO BUSY IN OTHER ACTIVITIES AND ORGANIZATIONS. It's great that you're busy—busy people get things done."
    1. "We realize that there are many worthwhile things you may be involved in, but are they all a benefit to our sons? Cub Scouting is a great benefit, so maybe you have to reset your priorities—as most of us have had to do—and get involved with your son in Cub Scouts."
  - c. "THIRD, YOU DON'T KNOW ANYTHING ABOUT CUB SCOUTS, SO HOW COULD YOU GET INVOLVED."
    1. "The local council volunteer and staff will see to it that you will have all the training and information you need to be a successful leader."
      - a. "For whatever position you hold, there is a handbook explaining your responsibilities in detail." (Show.)
      - b. "**Program Helps** spells out exactly what to do at each of your meetings." (Show and explain.)
      - c. "A **Cub Scout roundtable** is held once a month. Most leaders attend this meeting where the following month's theme is thoroughly discussed and seen in action. New pack leaders especially learn a lot from other leaders."
      - d. "Most important—WE WILL TRAIN YOU either at a **formal course**, through **personal coaching and video instruction**, or **online** during your scheduled availability. We have a training team made up of former Cub Scout personnel ready, willing, and able to help you be successful. **So, not knowing anything about Cub Scouts is not an objection.**"

\* If you have pack-level/den-level leadership already, recruit assistants because you will have to rely on them one day; the new assistants could be in training.

### III. Recruiting pack-level leadership and den-level leadership

- A. Use the adult position cards.
- B. Bring volunteers up front as examples (with a brief description of each); also use one boy as a Cub Scout.
- C. Pass down a book as program and pull out volunteers with excuses of why they can't or won't volunteer until the book (program) can't reach the Cub Scout any more. (If time permits, read "Boy's Eyes.")

- D. Now start recruiting pack-level leadership, then start with Tiger leaders. After each leader or assistant leader is recruited, call out their name, lead the applause, give an adult application to be filled out, then move on to the next table.
  - E. Youth applications should be given to each den only after the den leader and assistant have been recruited.
  - F. Remember to recruit a popcorn chair, if it's a new pack.
- IV. Supply registration application forms **only as the den's leadership is organized**. (Ideally, a current leader would assist each new Den.)
- A. Explain the registration and *Boys' Life* fees.
  - B. Have parents help fill out boys' applications.
  - C. Collect applications and fees with assistance from a current leader. Write notes on the applications: "Paid, amount, cash or check number."
  - D. Front cover of application goes to the parents and boy.
  - E. As new leaders complete adult applications, **they should immediately get training information, Program Helps, calendars, and Fast Start video**. (Or set up a date and time for Fast Start training.) They can also go online for training at [www.Scouting.org](http://www.Scouting.org), then clicking on the Volunteer and Training tabs.
  - F. School Night helpers turn in all applications and fees to the unit School Night coordinator.
  - G. Ask new leaders to remain for a brief orientation meeting about training and getting started. Provide a new-leader handout with the date and place of the pack leaders' meeting, the next pack meeting and key contacts, and suggested den meeting locations with key contacts.
  - H. Dismiss other parents and boys.
- V. Hold a quick new leader orientation meeting.

# Leaders' Responsibilities

## **Committee Chair**

Conducts the monthly pack leaders' meeting to help plan program. Ensures that adequate support to run program is given to Cubmasters and den leaders by committee members. Helps recruit additional leaders as needed. Attends training.

## **Committee Members**

Provides support by taking care of records, finances, advancement, activities, membership, etc. (ideally, one committee member for each function—see the bottom of this page). Attends the monthly pack leaders' meeting to help plan program. Attends training.

## **Cubmaster**

Conducts the monthly pack meeting. Aids den leaders by coordinating monthly program for all leaders. Attends the monthly pack leaders' meeting. Attends training.

## **Den Leaders and Assistants (first to third grades)**

Meets weekly for one hour with a den of six to eight boys. The den meeting can be held in the den leader's home, a park, a school, or other suitable place. The den leader and assistant determine the time, day, and location of the den meeting that is most convenient for them. Attends training.

## **Webelos Den Leader and Assistant (fourth and fifth grades)**

Same description as the den leader, and also encourages periodic father/son overnight campouts. Attends training.

## **Other Pack Positions**

Secretary/Treasurer

Advancement Chair

Activity Chair

New-Member Recruitment Chair

Popcorn Chair

# 'A Boy's Eyes'

"I'd like to be a Cub Scout"...  
(His eyes were clear and true)  
"I'd like to learn, and play, and build,  
Like Jim and Freddy do."

"I know how to use a hammer;  
I can drive a nail if I try ...  
I'm eight years old, I'm big and strong  
And I hardly ever cry."

I gave him the application  
And parent-participation sheet  
(His eyes were filled with sunshine  
As he left on dancing feet.)

Next day my friend was back again,  
A dejected little lad. He said,  
"I guess I'll skip the Cub Scouts."  
(His eyes were dark and sad.)

"See my Mom is awfully busy,  
She has lots of friends, you see,  
She'd never have time for a den,  
She hardly has time for me."

"And Dad is always working...  
He's hardly ever there;  
To give them anymore to do  
Just wouldn't be quite fair."

He handed me back the papers  
With the dignity of eight years,  
And smiling bravely, he left me.  
(His eyes were filled with tears.)

Do you see your own boy's eyes  
As other people may?  
How he looks when you're "too busy"  
Or "just haven't had time today"?

A boy is such a special gift,  
Why won't you realize ...  
It only takes a little time  
to put sunshine in his eyes.

You say, "I'll start tomorrow"  
But tomorrow is far away.  
He's a boy for such a short time—  
So won't you start today?

# Sample Incentives and Recognitions

## **Youth Recruiters**

For the Cub Scouts and Boy Scouts who personally recruit a new boy into their pack or troop, the recruiter will receive a council recognition item or a recruiter patch.

## **For School Night Coordinator and the Unit**

Any unit achieving its goal will be recognized on the Web site, in the council newsletter, or by council donated items.

## **For Youth Joining at School Night For Scouting**

All youth who sign up at School Night for Scouting will receive their VERY OWN cool and unique Scouting item!

# What's In a School Night Packet?

(One per school)

- 1 School Night manual (review thoroughly)
- 1 sample flier (for the district—all locations listed on the back)
- 20\* parent guidebooks
- 15-20\* mini magazines (*Boys' Life*)
- 35 youth/15 adult\* applications
- 5\* table tents (grades 1-5 on card stock; leader positions on back)
- 1 report envelope (to turn in at district headquarters that night)
- 1 set of position cards to be used with the roundup script
- 5\* new den leader folders and CDs
- 20\* local training information fliers (Fast Start/Cub basic/This Is Scouting—showing dates, times, cost, and locations)
- 20\* first Cub event invitations (councilwide activity for new Scouts)
- 1 Words to Live By **DVD** to deliver to media specialist
- 3 **posters** (one to post at the school's entrance, and two for the cafeteria)

\* The numbers shown above are for average-sized schools. More of the marked items (\*) should be added for schools with larger potential.

**Bold** items must be delivered to schools; underlined items are to be provided by a professional.

**Note:** *Professionals* should bring plenty of pens, paper clips, thousands of fliers (these are rubber-banded by the number of boys in each school), and principal and teacher notes to attach as the fliers are sorted (15 or so per classroom).

# School Night Timetable

## Schedule in September

### Done By

<b>October (previous year)</b>	<p>Make sure School Night is in the superintendent's districtwide calendar.</p> <p>Secure help (board members) to assure school and classroom access.</p>
<b>March and April</b>	<p>Briefing meeting for staff School Night adviser.</p> <p>Backdate roundup; recruit council School Night chair/sponsor.</p> <p>Place flier and poster order.</p> <p>Send superintendent letters for School Night approval and lease.</p>
<b>May</b>	<p><b>Confirm superintendent's support and school/classroom access.</b></p> <p>Reserve the location for a School Night training meeting.</p> <p>Staff planning conference rollout; present redone book and plan.</p> <p>Plan School Night training meeting; order support materials.</p> <p><b>Recruit district School Night teams;</b> provide addresses for all (invitation letter to be sent by June 2 for meeting on _____).</p>
<b>June</b>	<p>Set agenda and recruit presenters for the School Night training meeting.</p> <p>Brief presenters for the School Night training meeting.</p> <p>Update the parents guide.</p> <p>Order roundup cups or items for the kickoff.</p> <p>Order roundup items for principals and school volunteers.</p> <p>Order yard signs.</p> <p>Order roundup streamers for leaders achieving goals (Scout shop).</p> <p>Order billboards (BSA national).</p> <p>Secure roundup sponsors.</p> <p><b>Get on the principals' summer meeting agenda (August).</b></p> <p><b>Bring your whole team to School Night training.</b></p>
<b>July</b>	<p><b>Gather all "back of flier" info (school coordinator's name and phone number) for all schools and other locations (churches) to be open on School Night. Recruit School Night teams for uncovered schools—advertise that 30 days prior to School Night (absolute deadline)—then we assign commissioner (or organizer) teams.</b></p> <p>Place newspaper ads, other video PSAs (:30) for schools—use national format.</p> <p>Copy Words to Live By TV PSA (DVD/Beta).</p> <p>Order all in-house materials for School Night (unit) kits (include training and family fun day/family campout fliers).</p> <p>Order national bin items (Y&amp;A applications, mini <i>Boys' Life</i> magazines, etc.).</p>

**August  
staff meeting**

First staff meeting together (what's been done/what needs to be done).

- Update each district's "schools open" list.
- Update school coordinators list.
- Check rallies scheduled/who's doing them.
- List organizers/commissioner/unattached School Night coordinators.
- Do headquarters listing/phone numbers for School Night turn-in.
- Distribute to the staff the news ad, and TV and radio PSAs.

Take press releases to radio, TV (beta copy), newspaper outlets.

At program kickoffs, invite all to School Night training next week.

Update open School Night locations/contact book for the support staff.

**Third week**

School Night training/New-unit organization training.

**Fourth week/first  
week of September**

Classroom rallies—deliver all materials the week prior and week of School Night. (Check with schools to ensure a BSA representative showed up and that materials went out.)

**September**

School Night: Host a "telethon-type" party. Get the number of calls on the school coordinator's machine; arrange to pick up at the September pack meeting.

**Next day**

12 P.M. lunch: School Night report meeting—FINAL RESULTS.

Follow up to get "trickle-in" applications; get all in by September 25.

Announce to units the number needed to make their roundup goals.

Set second-chance rallies and School Nights for underperforming schools.

Complete a school-by-school analysis of the results (who did what).

Hold a Cub family camping event. (Keep the promises we made to them!)

Make sure new leaders get trained and attend September Cub events.

Write thank-you notes to principals (include actual results for each school).

Recognize district roundup personnel.

# Fall District Roundup Position Descriptions

## **Responsibility**

### **Fall Roundup Chair**

- Attends June \_\_\_\_\_ councilwide training.
- Oversees all phases of the youth recruiting campaign.
  - Achieves Cub Scout recruiting goal (School Night).
  - Achieves Boy Scout recruiting goal (open houses).
  - Achieves Venturing recruiting goal (open houses).
- Hosts meetings and directs others as needed.

### **School Coordinator Chair**

- Attends June \_\_\_\_\_ councilwide training.
- Helps the Scouting professional select, and then contact, school coordinators; *this should be completed in July.*
- Confirms all school coordinators, assuring that they will attend the August training and recruit a full team of helpers for School Night.
- Trains school coordinators (for all open School Night locations around August 20) on their responsibilities.

**(Note:** The Scouting professional will schedule the classroom rallies.)

### **School Night Promotion Chair**

- Attends June \_\_\_\_\_ councilwide training.
- Makes sure all forms of media are utilized in the promoting of this event. This includes distribution of PSAs, and informing and following up with the best media contacts. (Needs to develop a media contact list.)

### **Support Chair**

- Attends June \_\_\_\_\_ councilwide training.
- Confirms the participation of many additional helpers (beyond the school coordinator) to assist at schools on September \_\_\_\_\_. (Needs leaders' listing from all units.)

## **Time Commitment**

**July-November**

**July and August**

**Late July-August**

**August**

# Councilwide Membership Campaign Kickoff Meeting Letter

Dear \_\_\_\_\_,

Congratulations! You are on the “ground floor” of one of the most exciting undertakings we’ve ever attempted in the \_\_\_\_\_ Council! On September \_\_\_\_\_, we are planning to have **every public and private elementary school** across our \_\_\_\_\_, and many churches as well, open to accept new Cub Scouts into our Scouting family. Think of it—\_\_\_\_\_ locations—each overflowing with excited boys looking at action-oriented Scouting displays and parents being welcomed in by inspiring, informed, trained Scout volunteers!

The “inner circle”—four or five key volunteers from each district across our council—will come together this \_\_\_\_\_ night to get the ins and outs of this fall’s Words to Live By recruitment campaign. Together, we’ll recruit \_\_\_\_\_ new families into our life-changing program.

The meeting will be June \_\_\_\_\_ at 7 P.M. at \_\_\_\_\_. The address is \_\_\_\_\_. *But don’t drive there yourself—your district executive is providing a carpool for your convenience.* He’ll call you and arrange a time to pick you up. (Yes, it’s **that** important!) We’ll even serve FREE food so you won’t have to stop along the way.

Thank you for all you’re about to do for the youth in your community. And again, congratulations on your selection to the team that will get the ball rolling. The fun is just beginning. We’ll see you on \_\_\_\_\_.

\_\_\_\_\_  
VP, Membership

\_\_\_\_\_  
Scout Executive

# School Night Marketing/ Communications Plan

## Principals (3 “hits”)

1. Scout executive letter to all superintendents requesting allowed access to elementary schools (sent May \_\_\_\_\_).
2. Individual school follow-up by district executives (before June \_\_\_\_\_).
3. District executives attend August principals meeting (confirm in June for August meeting).
  - a. Present a thank-you gift (coffee mug or council recognition item) to each principal, principal secretary, and head custodian.

## Parents (6 “hits” beyond school)

1. “Words to Live By” billboards
2. Yard signs ... *not* at schools! Our focus is every major intersection!
3. Newspaper ads in all small community papers (and pay for large-paper ads)—or sticker on Sunday papers.
4. Radio PSAs (try for TV stations ... and the Internet, too!).
5. Place fliers at supermarket checkouts.
6. Tray liners (printed with our message) at fast-food restaurants.

## Potential Scouts (7 “hits” at school)

1. Three “Join Scouting” fliers targeting specific grades this year: first (Tigers); second to fifth (Cub Scouts); and sixth (Boy Scouts).
  - a. In take-home folder the first week of school.
  - b. Sorted by classroom (delivered \_\_\_\_\_).
2. Classroom rally (boy talk)\*
  - a. Provide stickers and/or one final flier for each boy.
  - b. Show an action poster (3’x3’) and the council-donated item they receive when they join.
3. Media center announcements (each morning, up to School Night).
4. Posters at the front-door entrance and in the cafeteria.
5. Current Cub Scouts wear uniform (on School Night).
6. School marquee message (up to School Night).
7. School’s open house sign-up (only if all leaders are in place).

### \*If no classroom access is allowed:

- a. Set up a camping display outside, “recess rally,” cafeteria talk, or assembly by grade.
- b. Find creative ways to get into classrooms. Schedule yourself as a guest reader, or teach flag etiquette or citizenship. Wear the Tiger suit!