



BOY SCOUTS OF AMERICA®
Georgia-Carolina Council

2018 Sign-up Night Manual





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2018 District Sign-up Night Chair Position Description

Overview

The goal of the Sign-Up Night Chair is to help all Packs in our District execute fun, flawless and effective Sign-up Nights at every elementary school.

Responsibilities

- Complete adult application, registering as a District Committee Member.
- With Membership Chair and District Executive, establish and achieve goals for June 30 membership: _____, and December 31 membership: _____
- Attend the District Sign-up Night Kickoff on July 24, 7:00 p.m. at Hephzibah United Methodist Church – 4431 Brothersville Rd, Hephzibah, GA.
- Attend and assist at the District Sign-up Night Kickoff on _____, ____ p.m. at _____.
- Working alongside the District Membership Chair, attend District Membership Committee meetings and Roundtables.
- Working with your District Executive, ensure that youth are recruited at every elementary school in our District.
- Encourage Packs to identify within their unit – a Unit Membership Chair. And encourage units to set recruitment goals.
- Help promote the Sign-Up Night Kickoff and assist and support our Packs on executing great Sign-up Nights.
- Ensure that every elementary school sign-up night is connected to a quality, neighborhood Cub Scout Pack.
- Make sure applications are filled out correctly and turned in quickly.
- Explore: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

Above all else, while using the Scout Oath and Law as a foundation, the goal of the Sign-Up Night Chair is to keep Scouting alive and well in the _____ District.



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2018 Unit Membership Chair Position Description

Overview

The Boy Scouts of America is a membership program and every family in your neighborhood should have the opportunity to benefit from Scouting.

Responsibilities

- Complete adult application, registering as Unit Membership Chair.
- Foster a culture of year-round recruiting in your unit.
- At your monthly unit committee meeting, discuss membership goals and retention.
- Ensure your unit does summer activities to keep Scouts connected.
- Attend the District Sign-up Night Kickoff on July 24, 7:00 p.m. at Hephzibah United Methodist Church – 4431 Brothersville Rd, Hephzibah, GA.
- Host a back to the unit event in late summer with school about to start.
- Confirm attendance from your unit sign-up team for the District Sign-up Night Kickoff on _____, ____ p.m. at _____.
- Twice annually, conduct recruitment events to ensure unit growth. This could be a spring and fall sign-up night. Work with the District Membership Chairman and your District Executive to execute.
- Promote peer-to-peer recruitment.
- Provide Community Service to the schools and Chartering Organization you recruit from.
- Ensure prompt delivery of applications and fees to the Scout Service Center.
- Update and manage your unit's pin at www.BeAScout.org
- Explore: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/>

Fall Responsibilities

- Prep a marketing plan for your unit's sign-up night.
- Make sure your unit has an impressive presence at your school's open house/meet the teacher.
- Promote your sign-up nights on social media and your charter organization.
- Ensure that your sign-up nights have the appropriate number of people from your unit in attendance to cover all required positions.
- Within a week of your sign-up night, host a fun, informative parent orientation to further welcome families and recruit leaders.



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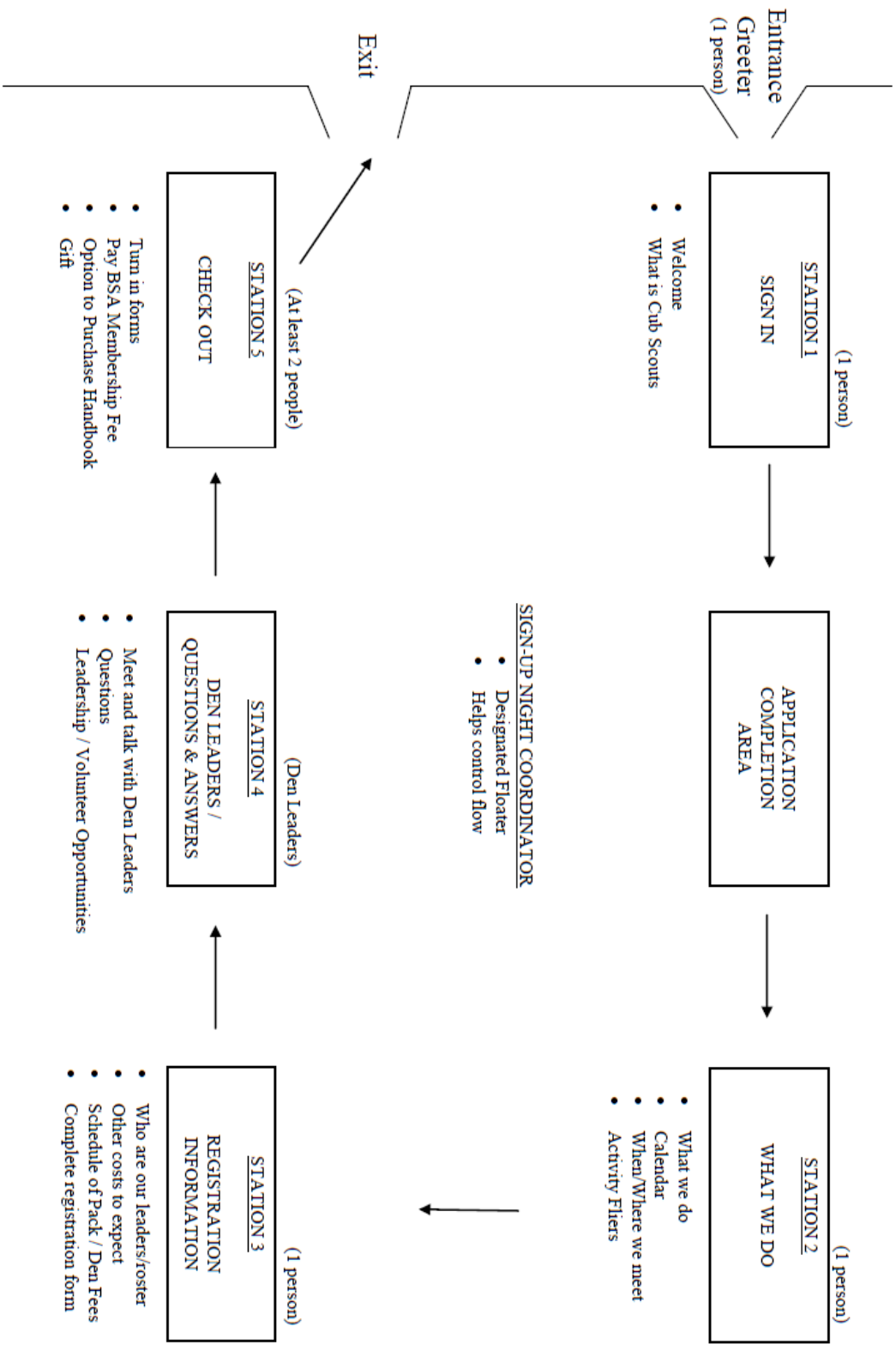
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2018 Cub Scout Sign-up Night Plan

Open House Style

- Station-to-station model to increase flexibility of attending families and to encourage relationship building in a more intimate setting via parent engagement.
- Packs will be asked to provide the necessary manpower and information to ensure an informative and successful event.
- Packs provide the following resources by the July District Sign-up Night Training:
 - Leader contact list (with all leaders in place)
 - Calendar of events with locations/times
 - Budget – with planned fundraisers and dues structure
- If possible, Packs plan a fun activity to engage new Scouts right away. Engaging Troops to help is a great idea!

Setup for Sign-Up Night





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Sign-Up Night Responsibilities for Packs

Any parent in the Pack can help spearhead this effort. Ideally, it's your Unit Membership Chair. (That's an actual registered position on the Pack Committee.) If you don't have one, now is a great time recruit that parent who is organized and friendly!

- By the July District Sign-up Night Training, have your Pack calendar, budget and leader list prepared. That information can be turned in to your Unit Commissioner, District Sign-up Night Chair or District Executive.
- Also, schedule a Parent Orientation for your new families within one week of your Sign-up to review all the particulars about your Pack. Make it fun!
- Parent/leader engagement is critical. Prior to Sign-up:
 - Engage Station Chiefs to handle each table – review responsibilities
 - Coordinate an activity for your new Scouts to participate in while the parents visit each station. Engaging Troops to help is a great idea!
 - Review “Station Chief Briefing” with each Station Chief
 - Coordinate with District Sign-Up Night Chair and District Executive to receive Sign-Up Night Crate
- Sign-Up Night:
 - Arrive one hour before start time to set up room and stations
 - Review roles with each Station Chief. Make sure each knows who's covering what, so there's a comprehensive, but basic message.
 - Remind Station 5 – every parent must sign youth application
 - Make sure every family who walks in the door, signs in at Station 1
 - Act as Greeter and Floater during the Sign-up
 - Be available to answer questions and move traffic along. Don't get stuck with one family.
 - Coach Station Chiefs to keep the flow moving throughout the sign-up.
 - Be prepared to jump in on Station 5 if it gets backed up.
 - Keep an eye out for a family who came in, but walks out without signing up. Find out what their objection is and see if it can be overcome.
- For Applications:
 - Ensure Cubmaster signs all new youth applications collected.
 - Write amount and form of payment on each application
- At end of Sign-up Night
 - Gather up all materials.
 - Leave No Trace – leave it cleaner than you found it
 - Contact District Executive to report success and arrange delivery of apps, fees and left-over materials
- Following Sign-Up Night
 - Make sure **EVERY NEW FAMILY** receives a welcoming phone call from their Den Leader, Cubmaster, Committee Chair or you. Re-invite them to your Parent Orientation.
 - Make sure as many new Scouts as possible participate in one of the Shooting Sports Activities.

Pack:

Pack Sign Up Night Information

Pack Leadership Information

| Position | Name | Phone | Email |
|----------------------------|------|-------|-------|
| Cubmaster | | | |
| Committee Chair | | | |
| Kindergarten Den (Lion) | | | |
| 1st Grade Den (Tiger) | | | |
| 2nd Grade Den (Wolf) | | | |
| 3rd Grade Den (Bear) | | | |
| 4th Grade (Webeles) | | | |
| 5th Grade (Arrow of Light) | | | |

Den Meeting Schedule:

| Day of Week | Time | Location/ Address |
|----------------------------|------|-------------------|
| Kindergarten Den (Lion) | | |
| 1st Grade Den (Tiger) | | |
| 2nd Grade Den (Wolf) | | |
| 3rd Grade Den (Bear) | | |
| 4th Grade (Webeles) | | |
| 5th Grade (Arrow of Light) | | |

Schedule of Fees

| | | |
|-----------------|----|------------|
| Den Dues Amount | \$ | Frequency: |
| Pack Fee Amount | \$ | Frequency: |

(For Example: weekly or monthly)

Back to Pack held on

| Date | Time | Location | Address |
|------|------|----------|---------|
| | | | |

Pack Meeting

(For Example: 2nd Tuesday or 4th Thursday)

| | |
|--------------------|--|
| Day/ Week of Month | |
| Time | |
| Location | |
| Address | |

Unit Roster Attached

| | | |
|------------|-----|----|
| Yes or No: | Yes | No |
|------------|-----|----|



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Information Station 1

Sign In

Station Chief Briefing:

- Make sure the Station 1 sign is visible
- Greet every family that comes in and ask them to sign in BY GRADE
- Have sign-in sheets and pens ready. Ask each family for the grade of their son? They sign in on either the first, second, third, fourth or fifth grade sign in sheet.
- Show them a copy of the Parent's Guide to Cub Scouts brochure and tell them it has information about how a Pack is organized and encourage the parents to review it
- Tell each family that there are 5 Stations that they will visit to complete the sign-up process and that it will take 20-30 minutes
- Give them BSA Youth Application Form and direct them to the application completion area to fill it out

Supplies for You:

- Welcome Sign
- Station Sign
- Sign in Sheets (you will need to label per grade)
- Pens (should also be spread out in the application completion area)
- Parent's Guide to Cub Scouts brochure
- Envelopes for parents (if available)
- BSA Youth Applications

What Each Family Receives:

- Envelope (if available)
- Parent's Guide to Cub Scouts Brochure
- Youth app



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Information Station 2

WHAT WE DO

Station Chief Briefing:

- Make sure the Station 2 sign is visible
- Provide everyone with a copy of the “What we do/When and Where We Meet” handout and review it with them
- Provide everyone with a Pack Calendar:
- Have copies of other event fliers available
- Inform Families that we would like them to attend as many functions as possible, but they are not required to make every event and meeting
- Direct them to Station 3

Supplies for You:

- Station Sign
- “What we do/When and Where We Meet” handout with meeting times & locations
- Pack Calendar
- Event Flyers
 - Training flyer
 - Spook-O-Ree
 - Webelos-ree
- When Available – have on hand a list of other packs, their meeting times and contact information to work around scheduling conflicts
- Invitation to the next meeting – the Parent Orientation. Pack provides handout.

What Each Family Receives:

- What we do/When and Where we meet handout
- Copy of Pack Calendar
- Event Flyers
- Invitation to Parent Orientation



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Information Station 3

REGISTRATION INFORMATION

Station Chief Briefing:

- Make sure the Station 3 sign is visible
- Review in detail the Registration Information handout
 - Explain the BSA membership fee and Boys Life magazine
 - Review the What are Other Costs section, starting with Pack fees
 - Discuss the Cub Scout handbook, available tonight for purchase for \$13
 - Review the What to Expect section, covering uniforms and activities
- Show them Scout Shop flyer and explain that is where they can buy their needed items
- Share info on product sales, as a way to offset costs – and they help teach a boy to earn his own way.
- Direct them to Station 4

Supplies for You:

- Station Sign
- Registration Information handout
- Mini Boys Life Magazines
- Scout Shop Flyer

What Each Family Receives:

- Registration Information handout
- Mini Boys Life magazine
- Scout Shop Flyer



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Information Station 4

Den Leaders / Questions & Answers

Station Chief Briefing:

- Make an effort to have as many Den Leaders and Assistant Den Leaders on hand to talk about their dens and give families a chance to get to know them
- Review a copy of the “Pack Leadership” handout and let them know who their main point of contact is
- Share cool experiences you have had with your child through the Scouting program
- Answer questions about the type of activities their child will be doing
- Discuss leadership opportunities for interested parents
- Direct them to Station 5

Supplies for You:

- Station Sign
- Pack Leadership handout
- Program Planning Guides
- Organization Chart of Unit (with positions and names if possible)
- BSA Adult Applications
- Family Talent Survey

What Each Family Receives:

- Pack Leadership handout
- Organization Chart of Unit
- Adult app – only if they want it
- Program Planning Guide – only if they register



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Information Station 5

CHECK OUT

Station Chief Briefing:

- Make sure the applications are properly completed, without any missing information, including signature of parent / guardian, date of birth and grade
- Collect the proper amount for BSA Membership Fee and Boy's Life and note the amount and form of payment on each application. Paper clip check, credit card slip, or cash receipt to app. (Pack dues are not collected here. They are to be collected later)
- Encourage families to purchase their Cub Scout Handbook tonight to get started right away – cost \$14 – \$20
- Explain the importance of attendance at the Pack's first meeting – the Parent Orientation.
- Assist Sign-Up Night Coordinator with forms and payments at the end of the sign-up – these are to be collected, signed by the Cubmaster or Committee Chair, the local council copy separated and put in the Envelope along with the BSA Registration & Boy's Life fees collected.

Supplies for You:

- Station Sign
- Calculator
- Money Bag/Change box
- Petty Cash
- Cub Scout Handbooks
- Receipt Book

What Each Family Receives:

- Receipt of payment
- A reminder about their next meeting – the Parent Orientation!
- Joining gift
- Cub Scout Handbook- if purchased
- A thank you and a smile!



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The Commissioner's Role for Sign-up Night

- Call Pack prior to Sign-up to ask how they can assist
- Confirm that they are using the Fall Cub Scout Recruitment Plan to prepare for their Sign-up
- Confirm they are working on their Pack calendar, budget, and leadership for the following year
 - Remind them that information is due in July (Pack Info Workbook for Sign-up Night) so that the Council office will have adequate time to print the materials needed for your Sign-up
- Attend the Sign-up and support unit
 - Ask leadership how you can assist that evening (Greeter, Run a Station, Floater, etc.)
- Follow up with any Pack leaders within one week to ensure they are successful:
 - Youth Protection Training
 - Fast Start Training
 - Leader Specific Training
 - Program Planning Guide
 - Answer Questions
- Parent Orientation
 - Confirm and assist the unit with preparation
 - Attend and support Unit and new leaders
 - Greet parents

Common Mistakes at Sign-up

- Leaders not recruited prior to sign-up
- Adults in Uniform
- Control of flow- number of people sent around in each group needs to be manageable
- Youth Application not filled out before arriving at Station 5
- The #1 overall issue - NOT ENOUGH PEOPLE TO COVER EACH STATION

Ideas for Success

- Work with your District Executive, Unit Commissioner, Membership and Training committees to ensure that YOUR Cub Scout Pack is prepared to receive new families in the fall.
- Get your unit sign-up team to your District Sign-up Night Kickoff
- Have 5-8 adults at every Sign-up
- Every Pack attends their school's registration day and Open House
- Let's take everyone to their next level of Scouting:
 - Unawareness
 - Awareness
 - Comprehension
 - Connection
 - Action