New Horizons District

Action Items – School Night to Join Scouting 2020

2020 Overview

- This year, we are asking packs to participate in BOTH an in-person AND virtual recruitment event.
- Dates for these events have already been set, but we need to know the start time and location of your pack’s in-person event.
- Your pack’s in-person event must take place outdoors (local park, parking lot, etc.). The location & start time you provide to us will be published on our website (stlbsa.org/newhorizons/join-cub-scouts) and on flyers/videos for new Scout families to find you.
- For the virtual event, please have adult representatives attend to meet our new Scouting families via Zoom. District personnel will kick-off the virtual meeting, then use virtual "breakout rooms" by pack for YOU to interact directly with your new Scout families.

Action Items

1. Arrange your pack’s In-Person recruitment event
   - Identify an outdoor location
   - Obtain permission, reserve park pavilion, etc.
   - Promote, promote, promote! (social media, PTO, Nextdoor App, church bulletin)

2. Complete the recruitment event Google Form – IMPORTANT!
   - Click Here: https://forms.gle/n8Tb9adzV6bHUNYi8

3. Update your pack’s BeAScout.org Unit Pin
   - Instructions can be found here (scroll down to “Step 2: Set Up Your BeAScout Unit Pin”): https://www.scouting.org/resources/online-registration/
   - This action needs to be taken by the Committee Chair, the Chartered Organization Representative, or the Cubmaster.
   - The BeAScout unit pin allows prospective members to find you online and apply to your unit.

4. Pick-up your pack’s Recruitment Supplies
   - Wednesday, August 19
   - Des Peres Park @ 6:00 – 8:30 PM
   - Contact Matt/Ben to arrange an alternative pick-up.

5. Consider a Credit Card Reader
   - Free Square card reader with a new account: squareup.com

6. Need Flyers?
   - Please contact Matt or Ben to request paper flyers.
   - For school districts using Peachjar electronic flyers, we will create those for you.
7. Display your Yard Sign
   - Place near the road so motorists can see!
   - Use BIG letters & keep it simple: Date, Location, Time (see example below)

   SEPTEMBER 10
   LARSON PARK PAVILION
   6:30 PM

8. Print any Handouts for New Families
   - Pack calendar, next meeting announcement, etc.

9. Prepare your PowerPoint for the Virtual Sign-up Night
   - Keep it simple! (5-10 minutes max, then Q&A)
   - PowerPoint template available here: https://stlbsa.org/newhorizons/membership/

10. Identify Manpower for both Recruitment Events
    - Only need a few leaders to help run the in-person event (no youth, please).
    - Identify presenter(s) for virtual event & ensure they know how to share their screen via Zoom.

11. Create a Follow-up Plan
    - How will you contact families that came, but didn't sign-up?
    - How will you welcome new families into your pack?
    - When is the first pack/den meeting? How will this be communicated?
    - Matt & Ben will email your list of virtual event participants.

Immediately, Once Your In-Person Recruitment Event is Finished… Go to Headquarters!

- See “School Night to Join Scouting Dates 2020” document for headquarters locations.
- Headquarters will be open from 6:30 PM until 9:00 PM.
- Turn-in applications & one check from the pack for 2020 registration fees.
  - Checks should be payable to “GSLAC-BSA”
- Youth Fees for Joining in September: $47

Next… Approve All Online Applications!

- Instructions can be found here (scroll down to “Application Manager”): https://www.scouting.org/resources/online-registration/
- This action needs to be taken by the Committee Chair, the Chartered Organization Representative, or the Cubmaster.
- Delaying this process could result in the application being rejected and payment refunded! Check for new applications often.

Questions? Please contact Matt Kasate (matthew.kasate@scouting.org) or Ben Luedloff (benjamin.luedloff@scouting.org)