

# 2019 Spring Recruitment Plan

With the changes in the Cub Scout Advancement requirements, many Cub Scout leaders and the hectic fall schedule, the membership team announces a plan to recruit new Cub Scouts and leaders in the spring. Please join us in growing the Scouting program in Vermont.

## Why Spring Recruitment?

1. Provides more time for new Cub Scouts to complete the outdoor camping requirements for all ranks
2. Allows an immediate opportunity for new Cub Scouts to participate in the Cub Scout camping programs at Camp Sunrise, a district day camp, Cub Adventure Weekend, parades, etc.
3. Allows more time for parents to get acclimated to Cub Scouting; what it is, how it works and what role they might play in the pack as a whole
4. Allows current leaders to spend time evaluating new families to determine future leadership.
5. Creates a less hectic schedule for everyone; only three "scheduled" events over the summer months with time in-between to have additional conversations about Scouting and the fall schedule.

## ***Here is how it works:***

### Each Cub Scout Pack Committee:

- agrees to participate in the spring recruitment campaign
- sets a specific recruitment date between April 17 and May 15, 2019
- Determines time and place for sign up and contact person's name and email
- Collectively with local district membership teams, get the word out to promote
- Determines leadership needs moving forward (den leaders, assistants, Cubmaster, Committee Chair, etc.)
- Have a calendar that shows pack meeting dates, times and locations and any other unit/district or Council dates that parents can see and schedule.
- **\*\*Plans three pack outings over the summer months (Cub Adventure Weekend at Camp Sunrise or Mt Norris, pack cookout with games in a community park, baseball game, etc).**

### The Green Mountain Council membership team will:

- Provide promotional support with yard signs, fliers, posters, and Boys Life mini mags for each participating pack
- Help with flyer distribution in schools where possible
- Be available at the pack recruitment night to help leaders coordinate the meeting agenda and get new Cub Scouts registered.
- Provide registration forms for participation in district and council planned Cub Scout summer programs.
- Provide any additional support materials requested or needed for recruitment night

\*\*The three pack events are critical to ensure the new Cub Scouts and families stay engaged in the pack programs. These events also qualify the pack to earn the Summertime Pack Award.