

Tips to effectively promote Cub Scout Roundup

1. Pack Information Sheet—Each pack should develop and distribute a pack information sheet that includes items regarding your pack. Details should include meeting times and locations, a pack calendar, list of leaders and other exciting information about your program.



7. Picture Board—Boys are visual learners, pictures of your Cub Scouts in action at camp, pinewood derby and other activities speak louder than words. Have the board at all Cub Scout events.

2. Organizational Visits—Before school starts you should schedule a face to face meeting with the Principal at your school. This important meeting gives you the chance to thank the school for their support and outline your ideas and requests for your recruitment process.

8. Back to School Night—during your visit with the principle, ask for a booth at back to school night with your picture board and pack information sheets on display. Have a sign in sheet for interested parents and follow up promptly after the back to school night to invite them to your Roundup.

3. Flyers—Flyers are provided by the council office. Work with your Membership Executive to order them well in advance of your Roundup. Information to include on the flyer is date, time and location as well as contact information.

9. Information Business Cards—Create your own pack business cards including a contact for the pack, general meeting time and location. Make sure each leader has a few at their disposal to promote the pack in the local neighborhood .



4 Wear your Uniform—Ask all scouts to wear their uniform on the day of your Roundup, Pack meetings and even den meetings. Leaders visiting the school for promotions should also be in uniform.

10. Buddy Cards—this a great way for your scouts to help recruit their friends into their pack. Have your scouts pass out 3-4 buddy cards each to their friends and classmates inviting them to their next den or pack activity.

5. Boy Talks—Boy Talks can happen in a lunch room or classroom setting to excite the boys about joining cub scouts. Be sure to bring visual aids (pinewood derby cars) and display boards to create excitement. Contact your District Executive for additional assistance.

11. Invitation Letter—An alternative for schools that do not allow flyers or boy talks. The invitation letter should be sent out approximately 2 weeks before your Roundup. Increase the effectiveness of the letter with a personal phone call the week before the join night

6. Lawn Signs—if the school allows, put a lawn sign in front of the school in a highly visible area with time, date and location. You should put them out a week prior to your Roundup if possible.



12. Personal Phone Calls—Find 1 or 2 parents in each grade to call their son's classmates. Calls should be made 2 or 3 days before your Roundup. Be sure the parent has a copy of the pack information sheet to answer simple questions over the phone.

13. Second Roundup Night—There are numerous reasons why a boy may not be able to attend the first Roundup. 2 to 4 weeks after your initial Roundup, you should hold a second join night as another opportunity share the Cub Scouts with more boys. This is a great time to use the buddy cards to help smaller dens to recruit a few more boys for the year. The end of fall sports seasons is another great opportunity to reach out to more boys who maybe interested in joining your pack.

Marketing shows that 7 points of contact before someone will feel welcomed to Join Cub Scouts. For best results, pair the Tips above for your Roundup