

Invitation Ideas

The following ideas are things that leaders and Scouts can do in preparation for this fall's school night and all year long in a variety of settings. They may seem obvious, but they are easy to do and are a great conversation piece while creating awareness of Cub Scouting in your community. Additional ideas: www.scouting.org/filestore/membership/pdf/50MethodsofCSInvitation.pdf

1. Cub Scouts and leaders "Sport" your uniform often

Materials Needed: Your uniform!

Timing: Whenever possible... be creative!

Steps: Wearing the uniform is like a walking billboard, and can grab the attention of youth and adults. The uniform also serves as a conversation piece. Scouts and leaders should wear their uniforms to school, church, the grocery store, library, sporting events, any place you can think of! The uniform (or Scout attire) is a great way to show the presence of Cub Scouts in your community and spread the excitement. Be sure that every member of your pack wears his uniform to school on the day of your Join Scouting Night, and to school the days your pack meetings and den meetings. Remember that the uniform is not complete without the person inside. Be knowledgeable about what all the patches mean and share the excitement of Scouting.

2. Encourage Cub Scouts to talk about Scouting with their friends

Materials Needed: Experiences and stories that show how and why they enjoy Scouting.

Timing: As often as possible.

Steps: Word of mouth is one of the most powerful and lasting forms of advertising. Kids talking to others about the fun they have is a great way to spread the excitement among youth. Use the "recruiter patch" or create your own pack incentive program that rewards your Scouts if they bring a friend to join Cub Scouting.

3. Adults should do this too (Word of Mouth)

Materials Needed: Voice, conversation and excitement of Scouting.

Timing: As often as possible.

Steps: Cub Scout families consistently see the value of Scouting in their own lives and by this they are our best sales people. Share Scouting's benefits and excitement with other parents. Most families are looking for programs filled with excitement and opportunities for leadership development and positive values. Most families are involved in lots of activities including sports and church. Use these forums to interact with parents and share Cub Scout stories.

4. "Show and Tell"

Materials Needed: Photographs, awards, uniform, pinewood derby car and other exciting visuals.

Timing: Before the pack's Join Scouting Night and any time during the school year.

Steps: Encourage youth to use Cub Scouting as a part of their “Show and Tell” opportunities in school. Peer-to-peer recruitment is very successful and this is a great forum for Scouts to share their stories and the excitement of Cub Scouting. Be sure that they are prepared with a story or exciting information. If possible, provide stickers or other handouts for the Scouts to distribute at the conclusion of his presentation.

5. Develop a Pack Information Sheet

Materials Needed: Paper, pen or computer, key information on your pack.

Timing: Have sheet prepared to give (e-mail, fax or send) to any interested family at any time throughout the year (in addition to your Join Scouting Night).

Steps: This is your chance to brag about your pack! Include items such as time, date and location of pack meetings, list of upcoming events, den leaders and committee members’ names phone numbers and e-mails, and other exciting details about why you are involved, including pictures. Provide your sponsoring organization a copy of the sheet so that they can answer any questions they might receive regarding your pack. Make sure that your pack committee, parents and the School office have copies on hand.

Pack 123 Information

When does Pack 123 Meet?

We meet on the first Monday of each month at First Church, 123 Main Street at 7:30 PM (Dens meet weekly based upon schedule)

What activities Go On Throughout the Year?

Pumpk’nfest, Pinewood Derby, field trips, advancement, camping, fishing, citizenship skills And so much more!!!

Tell Me About Scouting

Your Cub Scout is a member of a den. Most dens have six to eight boys and meet once a week. Den meetings are a time for learning new things and having fun. Dens are led by a team of adult volunteers - the den leader and assistant den leader(s). Den leaders are usually parents of boys in the den. Your Cub Scout is also a member of a pack. Most packs have several dens and meet once a month. Pack meetings usually follow a suggested theme and are a time for boys to be recognized for their accomplishments during the month, to perform songs and skits they’ve learned in den meetings, and to have fun with the entire family.

Please contact one of the following for more information:

Cubmaster John Smith 314-555-1212

Committee Chair Robert Jones 314-555-2112

6. Personalized Invitation Letter (direct mail approach)

Materials Needed: List of all first through fifth grade boys, envelopes, stamps, and Cub Scouting book stationery or cards. Work with school officials, PTA, church or sports teams to secure list of names and addresses.

Timing: Should be mailed or delivered seven to ten days prior to Join Scouting Night.

Steps: Boys love to receive their own mail! Personalize a letter or card including a description of Cub Scouting, date, time, and location of Join Scouting Night, and contact name and information. If addresses are unavailable, or postage is too costly, seek permission to deliver the personalized invitations to the classrooms. Make sure that cards or letters are individually addressed to each boy.

Tip: If you have e-mail addresses, e-mail the invitation!

You and your family are invited to a meeting next Wednesday, September 12, 2013 at the Community Elementary School to find out about the fun and excitement of Cub Scouting. Many of your classmates are members of Pack 123. If you like going on field trips, hiking, doing crafts and having fun—Cub Scouts is the place for you. Meet us in the cafeteria at 7:00 p.m. with a parent. For more information, call John Smith at 314-555-1212
Sincerely,
Members of Cub Scout Pack 123

7. Telephone Call to Families

Materials: Telephone, list of phone numbers and volunteers.

Timing: Two to three days prior to your Join Scouting Night.

Steps: A telephone call to the parents of a potential Cub Scout is a very effective way to recruit new families. This personal contact works very well. Be prepared to answer questions they might have and share the specific benefits of Cub Scouting. Names and numbers may be obtained by using school, church or other organization directory, telephone book white pages or the internet. Be sure to be courteous and identify yourself and what association you might have with them. For example, “Our sons are in the same class at school.” Due to the high number of phone calls, be sure to split up the list among the leaders in your pack. Below is a sample telephone conversation script.

Sample Telephone Script: “Hello, my name is and I am calling to invite you to our Cub Scout Join Scouting Night. My son is in the same class as your son, .