



Del-Mi Spring Recruitment



Based on feedback from parents and volunteers, we have developed the following steps to help Packs offer a successful spring recruitment campaign that provides information to parents and assists them in making an informed decision about joining Cub Scouts. We ask that Packs that decide to offer a Spring Recruitment campaign notify the district no later than April 9 using the sign up info on the next page.

- 1. Informational Meeting:** Packs should hold an “Informational Meeting” half an hour before your April or May Pack Meeting. This is not a traditional school night where we try to find leaders and form dens. It is an opportunity to share Scouting with interested families. Unlike a fall recruitment night, we will not send a District team to lead this event. The intent is to have the Pack take ownership and really show these families what Scouting is about in your Pack. The district will provide each unit with a meeting outline so you don’t have to create this meeting from scratch. Based on district volunteers’ availability, we will also “do our best” to have one volunteer present to provide assistance. After the informational meeting, you can give interested families an opportunity to stay and visit your pack meeting to see all of the fun things that you do.
- 2. Parent Packets:** In order to provide new parents with information to help them make an informed decision, we ask every unit create an informational packet to give to parents. The following pieces of information should be included in this packet:
 - Contact information for Pack Leadership
 - Summer activities schedule
 - 2009-2010 Pack Calendar
 - 2009-2010 Pack Budget

The district will provide Packs with a template of the materials to make this as easy as possible. Additionally, program planning materials are available online to assist you in the process of creating a budget and calendar. Just visit www.del-mi.org/cubscouts/schoolnight/ and click on program planning.

If your unit will not develop its 2009-2010 calendar and budget, please contact Matt Sinsko or Nat Baker so we may work with you to develop appropriate materials that will meet the needs of the interested families.

To help us answer questions from interested parents, we ask that every unit that participates in this campaign to e-mail a copy of this information packet by April 16 or at least one week in advance of your informational night to schoolnight@del-mi.org.

- 3. Spring Recruitment Coordinator:** This person will be the individual that new parents will be directed to contact for more information about joining. A special meeting for this person will be held at the April roundtable on April 16 beginning at 7:00 PM. It will be held at Noblesville First United Methodist Church (2051 Monument Street, Noblesville). This meeting will provide more information on how to plan the informational meeting and work with parents during the summer.

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Please indicate if this person will be attending the meeting when you let the district know if your pack will be participating.

4. **District Joining Events:** For those families that decide to join this spring, the District will be holding two or three Fishing Derbies on separate evenings at locations throughout the district. We will also be offering an evening at summer camp held in June and July. Due to lack of space and supplies, these events are only open for boys (and their families) who join Cub Scouts as a result of this campaign. Adult assistance is needed at these events. If there are leaders in your Pack willing to help, please have them contact Matt Sinsko at msinsko@crossroadsbsa.org.
5. **Joining Fees:** To ease the confusion of payment, each pack should ask families for their typical joining fee amounts. Please keep in mind that the prorated registration and Boys' Life fees for spring recruitment are \$8.50 and \$10.00, respectively. Registration and payment for the fishing derbies and evening at summer camp will be conducted online by the family. We will provide the pack with coupons that can be given to families that sign up and complete an application at the informational night. This separation will ease the burden on the Pack trying to factor in these events into their joining fees. Regardless, we strongly encourage Packs to keep joining fees as low as possible—remember the joining fee is not designed to pay for a year's worth of programs.
6. **Boy Talks:** Like the traditional fall recruitment, the district will send representatives from the Boy Scouts to talk with the boys during lunch. Time and again, we have seen this as the best way of getting boys excited about joining Scouting. Nat Baker and Matt Sinsko will schedule this with your school principal once we receive the date of your informational night. It is helpful if you mention to the principal that we will be contacting them about this opportunity.
7. **Training Opportunities:** The district will be offering Cub Scout specific trainings for those parents who want to become leaders over the course of the summer. This training should translate into trained den leaders before the Fall School Night! These dates will be provided via e-mail to the Spring Recruitment Coordinators in the coming months.
8. **District Resources:** Over the course of the summer we will be sending newsletter templates to the Spring Recruitment Coordinator to send to parents of new scouts. These templates will include topics such as adult leadership, cost of Scouting, advancement, and uniforms. These materials as well as example parent packets and templates will be available online at www.del-mi.org/cubscouts/schoolnight/.

How do I sign my pack up?

If your Pack would like to hold a Spring Recruitment, please contact the district by e-mail at schoolnight@del-mi.org no later than April 9. Please include the date of your spring Informational Meeting, contact information for your Spring Recruitment Coordinator (name, phone number, and e-mail address), and RSVP for the April 16 meeting for Spring Recruitment Coordinators.