

**SCOUTS-L**

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**RECRUITING**

From mfbowman@CapAccess.org Sun Oct 8 09:01:57 1995  
To: SCOUTS-L Youth Groups Discussion List <SCOUTS-L@TCUBVM.IS.TCU.EDU>  
Subject: When A Den Is Too Small, Then What?

Mike Grier and many other Cub Scout leaders face this question each year. Here are some ideas:

- \* Have the existing Cubs go to school in uniform. At this age many boys really want to get a uniform and will be drawn into the game.
- \* Try to get permission to do a presentation to the grade(s) of youth in the age group where you need members - sort of a mini-rally. It helps sometimes to do this during lunch or recess times.
- \* Put up a display in the school, the community library, neighborhood churches and the area grocery stores showing the uniform, patches, pictures, and critical who to contact information.
- \* Announce a backyard cook-out and invite target age boys and parents.
- \* Have a fun activity after school on a Friday night and invite other boys to join. Get really creative. And make sure it really is fun, visibly fun so that other boys want to join in. Have a balloon fair with a dozen balloon popping and other type games. Lots of bang & laughing. Heck, maybe you could get a teacher or the like to sit in a dunk tank and have the Cubs sell tickets - raise money and attract interest. Well maybe that isn't a good idea, but you get the picture. KISMIF activities!!!
- \* Try this one out! Display a uniform at the School or chartered organization. Put up a sign - WIN A UNIFORM! First new Cub Scout to complete the Bobcat requirements (list 'em) and recruit at least one other Boy gets a free uniform with all badges sewn on and a special recruiter patch! Now if a boy comes from a financially hard hit family, here's his chance to earn the uniform without it being a handout. You can almost always find enough used parts to have a good quality uniform or two or three anyway.
- \* Use the recruiter patch!! Boys this age love badges and patches. I showed the recruiter patch to the boys in one den and by the next Pack

Meeting one Cub did such a good job (he wanted to earn the patch real bad) that he recruited enough new boys for an entire den! and a Den Leader too! We rigged up a special recruiter neckerchief for him by sewing a patch on the Cub neckerchief. (Yea it wasn't in accord with the insignia guide, but you can bet the DE and UC were only too happy to give a good wink when they saw the new smiling faces getting the benefit of the program. One of the few times when a little rule bending was for the best.)

- \* Do some parent visible activities - flag ceremony at PTA, service project at School, etc.
- \* Follow-up each with the parents of each boy that showed interest.
- \* If you don't get new recruits, then consider sharing a den with another Pack. It is real important to have a group of at least four and preferably six to eight boys in a den to allow enough for contests, team efforts with other dens, etc. And you need to have the numbers to start developing group dynamics that lead to learning on the part of the Cubs.
- \* Ask for help - anyone in sight is a target! Use your resources - people, their talents, places, etc.

Speaking only for myself in the Scouting Spirit, Michael F. Bowman  
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Date: Sat, 30 Mar 1996 01:12:19 -0500 (EST)  
From: "Michael F. Bowman" <mfbowman@CapAccess.org>  
To: SCOUTS-L - Youth Groups Discussion List <SCOUTS-L@TCUBVM.IS.TCU.EDU>  
Subject: Re: Recruiting in Schools

Chris,

The best time for recruiting Cubs is in the fall when school starts up. Even if your Council has put all of its marbles on a Spring Roundup, there is nothing to prevent Packs from staging their own fall membership drive. National has been encouraging Councils to have a Back-to-School or Join Scouting Night in the first few weeks of the School year for several years. This targets new Tigers and Cubs, who are most likely to join at the beginning of the School year.

**You may also want to suggest to your Council the need for a Tiger training session over the summer to prepare these folks ahead of time.**

**Now is the time to begin planning for fall recruiting for new Tigers and Cubs. For some ideas on long range planning and a step by step process, you may want to take a look at the U.S. Scouting Service Project Web Site at <http://www.hiwaay.net/usscouts/index>. In the index scroll down to training and look for recruiting/JSN. You will find both a planning calendar and a sample JSN program.**

**Speaking Only for Myself in the Scouting Spirit, Michael F. Bowman a/k/a Professor Beaver (WB), ASTA #2566, OA Vigil Honor '71, Eagle Scout '67, Serving as Deputy District Commissioner for Training, G.W.Dist., Nat. Capital Area Council, BSA - [mfbowman@capaccess.org](mailto:mfbowman@capaccess.org)**

**Date: Sat, 13 Apr 1996 17:35:08 -0400 (EDT)  
From: "Michael F. Bowman" <[mfbowman@CapAccess.org](mailto:mfbowman@CapAccess.org)>  
To: SCOUTS-L - Youth Groups Discussion List <[SCOUTS-L@TCUBVM.IS.TCU.EDU](mailto:SCOUTS-L@TCUBVM.IS.TCU.EDU)>  
Subject: Re: Kickstarting Your Pack**

**Deirdra,**

**Looking back at another unit on a military base in the Tacoma area years ago, I ran into a few notes of how how a similar situation with parents was handled.**

**The Cubmaster invited the Commanding Officer to the Pack's first-ever October Chili-Cookout to be held in a picnic area on the installation and attached to it a list of all the parents and their children in the Pack. He then sent a copy of the invitation and list to each Parent urging them to come join in the fun with express instructions on what to bring, etc. Prominently displayed in the shelter was a large easel with every Pack position listed and a blank line. Amazingly the parents jostled to make sure they had their names on the list before the VIP arrived, which he did in good time. After a charter presentation, the Committee Chair presented the VIP with a copy of the Pack Newsletter with boldfaced names of who had helped on recent activities. During the presentation he announced that each succeeding newsletter would be sent to the C.O. to keep him up-to-date on all the activities that the Pack had planned. After the VIP left and the Cubs were out playing a game, he met with the**

Parents and gave them a pep talk on not letting the Pack down and on having the opportunity to sparkle with the boss. Things improved quickly and a few parents suddenly had a little extra time (they also made sure their names were spelled correctly in later newsletters :-))

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Date: Sun, 10 Mar 1996 00:06:10 -0500 (EST)  
From: "Michael F. Bowman" <mfbowman@CapAccess.org>  
To: SCOUTS-L - Youth Groups Discussion List <SCOUTS-L@tcubvm.is.tcu.edu>  
Subject: Recruiting

Ken,

Sell the sparkle! One thing that can help any recruiting effort is to get the program out where youth of Scouting age can see it. Try a Pinewood Derby inside a shopping mall, a camporee in a city park, a Scout Show where the public can visit, etc. You could also put up displays and/or picture posters in libraries and schools. The latter is especially good for Cubs. A display of a uniform, patches, pictures, and other goodies in a School display case really has impact with these younger boys. A second thing is to publicize what Scouting is about and doing whether on a cable channel for public messages, newspapers, PTA newsletters, bulletin boards, or posters at the local grocery store.

The real key is planning:

1. Learn the demographics of the area you serve - where is the largest underserved youth population? This may become your target area.
2. Develop ways to package and show the sparkle; e.g. things that are fun and attract interest for each age group. A Cub Scout bike clinic at a shopping area, a Troop camping demonstration in a park, or an Explorer Post demonstrating a career/high adventure interest could be places to start. Larger events at malls, parks, etc. can help too.
3. Plan an aggressive publicity campaign to let folks know where to see this sparkle and where to sign up in a unit. This could range from posters in store windows to a live TV segment on an event as it is happening.

4. Make sure that at each of these recruiting opportunities real live folks with information are there to sign boys up on the spot for unit activities and for larger ones make sure someone is there that can pass out registration materials and refer them to a unit.
5. Follow-up on registration collection.
6. Evaluate the process for improvements for the next year.
7. Write down what you did and the lessons learn to pass on to the next group of folks to do recruiting so that they don't have to reinvent the wheel.
8. Don't forget to be generous in thank-you letters and recognitions for those that helped in any way.

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**Date: Fri, 21 Mar 1997 16:32:11 -0600**  
**From: "William B. Ratzler" <wbratzer@INTERACCESS.COM>**  
**Subject: Finding new leaders**

**Sanoa,**

**We have similar challenges in different circumstances. My pack is brand new and we have started the leadership group from scratch. Every month brings a new project or responsibility and I have been fortunate to find the required parent volunteers in each case (we have a great group of scouts and parents). However, I am on a constant search for people willing to take on the official leadership jobs (i.e. committee members). Most of the resistance comes because the parents are just as new to this as are the scouts and they are reluctant to jump in. Also, the committee jobs don't sound like much fun, which is probably true.**

**In your situation, you have a very well established pack and I think you are correct to assume that most parents believe everything is**

covered because it always has been. I imagine that it has been some time since your pack recruited a group of leaders and being out of practice may be your biggest impediment.

I wanted to share my current recruiting strategy because it may be applicable in part to your group with such a large exodus on the horizon. In some regards we are both starting from scratch.

When we started our pack last summer, we had the required minimum leadership but it was very clear that most of the committee members were not going to be actively involved (which subsequently proved to be correct). That was a secondary concern to me because I knew that we needed strong, committed den leaders to make a go of it. After our rally in September we had 42 scouts and I set up a classic den formation night (i.e. parents and scouts required to attend, group the kids by den, take the scouts out of the room to play games with a few of the parents, close the doors and "nicely" tell the parents that we need 2 den leaders for each den, explain the duties of the den leaders, and then let the parents work it out among themselves). This was 100% successful for our group but I do not think that the same strategy can be employed to recruit the other leadership positions.

My next priority was to recruit parent volunteers to put on the various events during the coming year (Blue and Gold, Pinewood Derby, Winter Challenge, Popcorn Sales, et al). I knew that we would not have much of a program without those key events. My technique for that was to put large sign up sheets on the wall at the October pack meeting with a specific number of personnel slots for each project and a degree of difficulty ranking for each project (from 1 to 5 stars). At the end of the meeting I explained the different jobs, pointed out the easy and hard ones, made a big point as to who would be the heroes (i.e. those taking the 5 star jobs), and asked everyone to put their name on at least one sheet. Again, I made the subtle implication that we would not be able to proceed without enough volunteers. This effort was also very effective and we filled in every sheet. However, I do not believe that this would work well for the formal leadership jobs because the commitment is much more daunting on the surface.

Finally, in February (for re-charter) I came to the hard part, filling the pack committee. In my case, I primarily courted the volunteers who had worked on the various activities and shown

enthusiasm for the program (and as important, parents who's son was doing well in scouting). I did it "insurance agent style"- i.e. I showed up at their home with a flimsy excuse, presented a very personalized pitch, and did not leave until they agreed or threw me out. I am batting about ~.666 with this strategy and I think it is the only way to go for filling the tough jobs. I have received a more personalized commitment from the people who have agreed to join the committee and my hope is that they will stay on for a number of years.

My suggestion is that you combine some of these approaches (and then let me know how well you do). Announce the pending leadership turnover at a required parents' meeting, explain each position and put up a sign up sheet for each (with the degree of difficulty clearly marked), ask everyone to pick the job they are most interested in (even if they know they cannot do it for one of the million and one reasons we all hear), and have them put their name on that sheet. I would not put people on the spot to commit to any positions that evening because one of your primary goals is to find the best leaders who will stay for a number of years. Afterwards, with the help of the current leaders, cross reference the sign up sheets to a list of the most active and interested parents (with the happiest scout sons), who have not made the jump into the leadership roles. Then the missionary work begins-2 current leaders visiting the best prospects and settling in at the kitchen table until the deal is done. The sign up sheets will provide you with every potential leader's primary area of interest and you may even be able to craft job sharing deals to draw in more people. Lots of possibilities and lots of work.

Good luck!

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<Date: Thu, 20 Mar 1997 10:00:44 +0000  
<From: Sanoa Hagen <s-hage@MAROON.TC.UMN.EDU>  
<Subject: How do you get volunteers?



<Hi:

<In the past, you folks have all had very helpful insights and we are in need.

<Our committee is leaving...

From owner-scouts-1@TCUBVM.IS.TCU.EDU Fri Mar 21 05:46:00 1997  
Return-Path: owner-scouts-1@TCUBVM.IS.TCU.EDU

Date: Fri, 21 Mar 1997 05:38:56 -0500  
From: PJM <pjm@WORLDRAAMP.NET>  
Subject: Recruiting Volunteers...

Hey all,=20

I noticed from the list a post regarding finding replacement volunteers, and I have a few thoughts on this. I am by no means an expert in this area, in fact it was the resignation of one of the pillars of the pack that made me think this through.

First, I used tonight's pack meeting because it was a Crossover ceremony for our 2nd year Webelos. Dan (the man), my ACM, and I devised an award for the departing Webelos leader we call the golden=20 arrow award. Dan made the arrow per instructions from this list and painted everything but the stone point gold. He got good at this from all of the arrows he made for the arrow of light ceremony.

I made the back ground for the arrow. I covered a 1/4" x 3 1/2" x 36" piece of poplar with a dark blue snake skin I got from Tandy Leather. After I sanded and rounded the edges of the board, I used photo mount to stick the skin to the board and artificial sinew to lace it up tight in the rear. Four Holes were drilled (the size of leather lace) to hold the arrow down. They were in two groups spaced so that the arrow was divided into thirds one hole 3/16" above the other. Round leather lacing was used to hold the arrow down. Then I put 1" beaded rounds on either side of the arrow with two feathers with beads hanging from each of these pieces. I then hung a leather thong from the arrow with beads for the number of boys

that crossed over... He had two thongs of beads, since this was his second time through.

The presentation was awesome, with Dan and I doing a counterpoint style for the award. I had tears in my eyes at the end. At the end of the meeting my "Cub Master's minute" was a reading from the Leader's beattitudes that had been posted here last week. We already have one commitment for treasurer, one for Den Leader Coach, and another two for Den Leaders. We plan to give a "Golden Arrow" to every Webelos Den Leader that makes it all of the way. Andy had no idea he was getting this award either, which made it all the more special. I guess the point is to make an example of the good guys in your pack. You don't have to give awards to just the boys, and you are allowed to use your imagination. Here is our script...

### **Golden Arrow Award**

#### **Intro=85**

The Golden Arrow award is presented to a Webelos Den Leader upon the successful crossover of his den. The Golden Arrow award is conferred only by Mighty Pack 230 and not recognized by the BSA. While this is the first one to be presented we hope to make it a yearly award.

**CM=85** Are there any present who qualify for this award tonight?

**ACM=85** There is one who has been tested and found true to all of the Scoutin=  
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ideals. His Den has successfully crossed over to being Boy Scouts this very night.

**CM=85** How many boys has he helped to cross over.

**ACM=85** Eight tonight, and seven previously.

**CM=85** How many years has he been with them?

**ACM=85 He is eight years a Scouter.**

**CM=85 What has he done for his Den?**

**ACM=85 He has camped many nights in hot and cold weather. He has hiked many miles while watching out for the whole group. He has taught them the meaning of sportsmanship, and how to work with their hands. He, himself has tied countless knots and cooked many meals out of doors. In all this he has excelled and even had some fun himself.=20**

**CM=85 Then call the recipient forward, that we may honor him tonight as well.**

**ACM =85 Would Andy Rosen please come forward and present himself to the Pack.  
(Position Andy in the middle and hold the Golden Arrow over his head)**

**CM=85 Andy Rosen, You have found honor in serving the youth of Mighty Pack 230. You have touched the lives of not only these young men tonight, but of many others here in our Pack. Your cheerfulness and generosity mark your tenure as an outstanding Scouter and we will always welcome you around our campfires. We hope your example of service will inspire other adults to step up and volunteer their time as well. Dan, please present the plaque.  
=20**