



Pack Resource Guide

2020 Fall Round-up



BOY SCOUTS OF AMERICA®
CHESTER COUNTY COUNCIL

A message from **Brad Roberson, Council Membership Chairman:**

Welcome Pack Leaders to what is certainly the most interesting recruiting season in recent history. As our state opens up and we continue to manage around the pandemic, we must keep safety first, not only in our Join Scouting Nights but in our program design and execution.

Families that are interested in what Scouting offers their children (as well as their entire family) want to join a Pack near their school, church, or neighborhood. They are looking to great Packs like yours to provide the fun learning opportunities that make up the Cub Scout experience.

This Pack Resource Guide is the result of the combined efforts of the Membership Committee. We believe that your Pack will be best positioned to meet this year's recruiting challenges by following the plan laid out and making use of these resources. If you need anything to maximize your Pack's recruiting efforts, please reach out to your District Executive or me and we will do our best to help you succeed.

In Scouting,
Brad Roberson
Membership Chair



2020 Key Dates

- Membership Drive: August 1-September 16
- Council-sponsored Join Scouting Events: September 8, 9, 10



How your pack can help to recruit new youth members

1. Update your BeAScout pin.

Pack leadership visits www.beascout.org and under organization security manager, checks fields for accuracy.

2. Promote the three council-wide Join Scouting Nights in September

- The Chester County Council membership team will host three virtual Join Scouting Nights in the fall - **September 8, 9, 10, 2020**.
- Families can attend any one of these nights and receive general program information and details about Scouting.
- Help promote these three joining opportunities to local families.
- Help distribute flyers to your school in paper and/or digital form.
- All interested families will be directed to www.cccbsa.org/join to apply to join a pack.
- The recruitment flyer is located in back of this guide.

3. Scouts and parents recruit their friends to join

- Advertise these joining dates in parent and child friend groups.
- Peer to peer and Parent to parent recruiting is the most effective.

4. Get the word out in your community

- Peer to peer invitations
- Church bulletins
- Yard signs
- Door hangers
- Social media
- Electronic message signs – Firehouses, schools, libraries, etc.
- Customized flyers

5. Host your own pack Join Scouting Night the following week.

- Have a stand-alone joining night ready to promote. This event takes place **after the three joining days the first week of September**. Try and host your night the week of September 14.
- Be clear about the fees for joining.
- Publish a calendar of activities the pack has planned.
- Use the family guide to best orient families.

Resources

Visit the [BSA Brand Center](https://scouting.webdamdb.com/) for customizable:
<https://scouting.webdamdb.com/>

- Social Media Images,
- Posters,
- Peer to Peer cards,
- Brochures,
- Email templates,
- Fliers



Pack Join Scouting Night Expectations

Applications are completed. Get an application from everyone, even if they don't pay. It will be one less thing they must complete later and allow the Pack to have the family's information to invite them back. You can use BeAScout.org to collect registrations and payments. These require nothing to turn in to the council and will update to your records in 24 hours.

Payment is collected. If someone doesn't pay that night, ask the Pack treasurer to pay their registration and get reimbursed later. This prevents the youth from never getting registered if they try to pay at a Pack meeting where the leaders are busy and there are lots of distractions. If you are collecting money at the event and not using BeAScout.org, have a way for parents to pay with credit or debit.

Sign in sheets are used. They should have email and phone numbers for new Scouts/parents. This allows the leaders to contact everyone and invite them back. Sign in sheets are effective ways to have back up data. BeAScout.org also has a built-in sign in sheet for you to collect this information and easily send pack-specific applications to families instantly.

Pack Join Scouting Night Sign in Sheet

Sign in Sheet: _____				
School Name: _____			Date: _____	
Parent Name	Scout Name	Grade	Parent E-Mail	Parent Cell Phone

Agenda – Pack Join Scouting Night

Hold your Join Scouting Night as a come-and-go event, which are strictly sign-up events. These are faster for today's busy parents. The key to making them successful is preplanning. The following is an outline of how to execute this type of event.

This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.

Sign-Up Night Stations *(see next page for an outline of each station)*

- **Station 1:** Welcome/Sign In
- **Station 2:** What We Do
- **Station 3:** Registration Form
- **Station 4:** Check Out (complete applications)
- **Station 5:** Den Leader Q&A

After the Sign-Up Event Is Over

Turn in the applications and money. Unit leaders should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive shortly after the event.

Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.




Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home or invite them to the first meeting or your council's recruiting event so they can see Cub Scouting for themselves.

Additional Resources:



- [Sign up night unit playbook](#)
- [BSA brand center graphics](#)
- [Family information guide](#)



Below is an outline of what happens at each station. Note: *Make sure that each station sign is clearly visible to help make sure things go smoothly!*

<p>Information Station 1: Welcome/Sign In</p> 	<p>This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.</p> <ul style="list-style-type: none"> • Greet every family that comes to your station and ask them to sign in. Provide them with the “Welcome to Cub Scouts” brochure • Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes <p>Materials:</p> <ul style="list-style-type: none"> • Station 1 sign and “Welcome” sign • “Welcome to Cub Scouts” brochure
<p>Information Station 2: What Cub Scouts Do</p> 	<p>This is where you will share the excitement of Cub Scouting and your pack activities. Introduce the leaders and talk about what makes your pack special. Leave plenty of time and be prepared to answer any questions.</p> <p>Materials</p> <ul style="list-style-type: none"> • Station 2 sign • Pack calendar and event fliers • Handout with meeting times and locations • Listing of pack and den leaders with contact email and phone numbers. • Scout Shop Guide to the Uniform
<p>Information Station 3: Registration</p> 	<p>This is the sign-up station where the station chief helps parents complete the actual application.</p> <ul style="list-style-type: none"> • Have BSA Youth Application forms ready to be completed and have pens available. • Have copies of “What Other Costs Are There?” and give these out. • Be prepared to answer questions about pack fee payment plans and/or financial assistance. <p>Materials:</p>



	<ul style="list-style-type: none"> • Station 3 sign • BSA Youth Applications and pen • Pack leadership handout
<p>Information Station 4: Check Out</p> 	<p>Leaders at this station are responsible for final “check out,” including payment.</p> <ul style="list-style-type: none"> • Make sure the applications are properly completed. • Collect the proper fee amount for BSA membership fee and <i>Boys’ Life</i> (if added). • Forms and payments should be collected, signed by the Cubmaster, and put in the envelope. <p>Materials:</p> <ul style="list-style-type: none"> • Station 4 sign • Calculator • Envelope for applications and fees
<p>Information Station 5: Den Leaders / Questions & Answers</p> 	<p>Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.</p> <ul style="list-style-type: none"> • Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them. • Answer questions about the type of activities their child will be doing. <p>Materials:</p> <ul style="list-style-type: none"> • Station 5 sign

Physical Distancing

- Adhere to current CDC and PA Department of Health Guidelines as it pertains to mask use, group sizes, indoor and outdoor gathers and other sanitation procedures. “A Scout is Clean.”

[CDC Reopening Guidance](#)

[PA Reopening Guidance](#)



2020 Membership Fees

Youth Fees

Total annual 2021 youth fee due at recharter – **\$132.00 per youth member.**

Note: Total annual youth fee includes \$66.00 for the National BSA membership fee, \$66.00 for the local Chester County Council program fee, and all insurance fees.

Total prorated amount – **\$11.00 per month** effective August 1, 2020.

[Boys' Life](#) Magazine – Additional **\$12.00 per year.** Prorated fee – **\$1.00 per month.**

One-time fee for any new youth member who joins and has never been registered in Scouting – **\$25.00.**

Multi-Scout Family Discount – \$20.00 discount for each additional Scout. For example, a Scout family with three Scouts would pay \$132.00 for the first Scout and \$112.00 for the second Scout and \$112.00 for the third Scout. These discounts are recognized during the recharter period.

Assistance Funds – Funds will be available to help offset annual youth fees for families in need of financial assistance. An application process will be established and communicated out to unit leaders in the coming months.

September	\$44	
October	\$33	
November	\$22	
December	\$11	
If brand new Scout?		+\$25 one-time fee

Adult Fees

Total annual 2021 adult leader fee due at recharter – **\$78.00 per adult.**

Note: Total adult leader fee is for all registered adult leaders, including adults not associated with a local unit such as some volunteers who serve as district committee members, commissioners, and/or merit badge counselors. The total adult leader fee includes \$42.00 for the National BSA membership fee, \$36.00 for the local Chester County Council program fee, and all insurance fees.

The total prorated amount – **\$6.50 per month** effective August 1, 2020.