

Reach for the Stars Fall Recruitment Plan



BOY SCOUTS OF AMERICA®
GREATER YOSEMITE COUNCIL

2015 Fall Family Enrollment Goals & Procedures

Reach for the Stars Fall Recruitment Plan Fact Sheet

What is The Reach for the Stars Fall Recruitment Plan?

The “Reach for the Stars” fall recruitment initiative is the Greater Yosemite Council’s ambitious plan to recruit 700 new Cub Scouts, 277 new Boy Scouts, and 304 new Venture and Sea Scouts between August 1, 2015 and December 31, 2015, with the end goal of recruiting 1,281 new young people to Scouting!

How will this be Different than Last Year?

We are recommending that participating Packs and Troops partner together to conduct a “Scouting in the Park” recruitment event between August 14, 2015 and October 15, 2015, which will be a “hands on” demonstration of Scouting activities. Potential new members and families will be invited through a variety of means to come experience a small, concentrated dose of Scouting – and encouraged to join. We have found that traditional “school nights” continue to be less and less effective as a recruitment tool. Through the “Reach for the Stars” recruitment initiative, rather than just talking about Scouting as is done at “school nights,” young people will have the opportunity to experience Scouting, first hand, before joining. In addition, a particular emphasis will be placed on peer-to-peer recruitment, experience, and fun.

Why is growth important?

First – Scouting builds important qualities in young people - connection, competence, confidence, character, and caring. We can all agree that these traits are in too short supply today. The benefits of Scouting can only be imparted if young people are participating in the program, so it’s important that we provide Scouting to as many families as possible. Currently, we are only serving just over 2 out of every 100 available scouts. It is our belief that we can, and should do a lot better. Second – every unit will benefit from additional quality adult leadership and youth participation. **The most effective way to add new adult leaders to your unit is by growing your youth membership.** New youth and new adults strengthen units, and ensure that your Pack, Troop, Team, Ship, or Crew will survive in the coming years.

Who should be involved?

All Packs, Troops, Teams, Ships, and Crews are encouraged to participate; and every member of your unit should have a role to play if we are going to be successful.

Scout Incentives

All new members will be given a model rocket to build and launch at a “Community Launch Event” to be held on October 24, 2015. All current Scouts who recruit a new member into the program will also be given a model rocket as well. **Boys who recruit 3 or more new members will be invited to a special VIP event with local shuttle astronaut Jose Hernandez to be scheduled in early 2016.** As always, Units who achieve or exceed Council growth goals by December 31, 2015 will be given their choice of Pinewood Derby cars for their entire Pack in 2016 (Packs) or 1 new merit badge Pamphlet per member (Troops)

Reach for the Stars Fall Recruitment Plan Timeline

August 2015

- **Friday August 14:** Leader Briefing and Kick off at Boomers amusement park in Modesto.
- **Friday, August 28:** Deadline for all units to have secured their location, and scheduled their “Scouting in the Park” event.

September 2015

- Unit requests custom Marketing Collateral from the Council
- Peer to Peer Cards are secured and distributed to participating units
 - To be distributed to Scouts and their families
- Event activities have been planned and staffing has been recruited
 - Council will supply suggestions for recommended activities
- Guest lists have been created and invitations sent
- Follow up phone calls are conducted
- The “Scouting in the Park” event takes place
- New applications are completed.
- Money is collected and turned into the council
- Rockets are distributed to new members

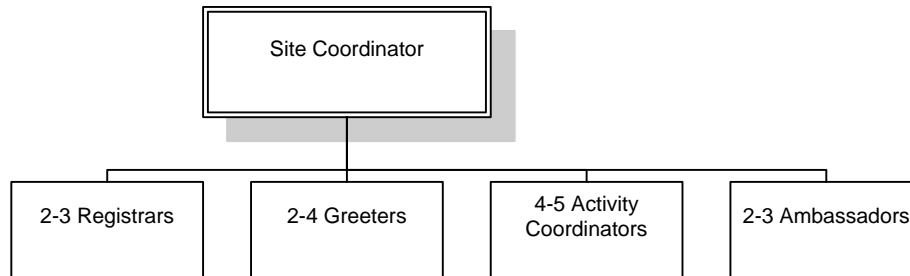
October 2015

- Follow up unit meetings
- Leader Training
- New Dens and Patrols are formed
- Rockets are constructed
- **Saturday, October 24:** Community Launch event. Location TBD.

November 2015

- Unit re- chartering is completed
- Any follow up recruiting to achieve growth goals is completed
 - . All New Membership is due no later than November 30, 2015

Reach for the Stars Fall Recruitment Plan Volunteer Structure & Responsibilities



Position Descriptions

- Site Coordinator:** Secures / Reserves Location. Recruits other volunteers. Manages Event
- Greeters:** Greets Families as they arrive and invites them to participate
- Activity Coordinators:** Sets up and runs various action oriented activities. Each activity requires a different coordinator.
- Registrar:** Distributes and collects applications, Money and follow up information to families new families regarding follow up meetings, uniforms, calendars, etc.
- Ambassador:** Talks individually with new parents and kids about the program. Explains the benefits of joining and answers any questions.

***You need at least 1 coordinator per activity; however, 2 would be better.*

****Greeters and ambassadors could be the same people*

Reach for the Stars Fall Recruitment Plan

Potential Activities

Cub Scout Activities

- Pinewood Derby
- Space Derby
- Rain gutter Regatta
- Rocket Construction
- Pinewood Derby Construction
- Bike Rodeo
- Bike Safety
- Fishing
- Fishing Clinic
- Marbles
- Frisbee Golf
- Ultimate Frisbee
- Air Rockets
- Obstacle Course
- Plank Walk Relay
- Balance Beam
- Atomic Can
- Team Building Games
- Paper Airplane Construction
- Robot Construction
- Radio Car Obstacle Course
- Bead & Bear Claw Necklace
- Model Construction

Boy Scout Activities

- Model Campsite
- Pioneering Project display (Monkey Bridge, Bosun's Chair, Small Tower)
- "Totin" Chit (Knife Axe Sharpening)
- Canoe / Water Sports display
- Cooking Demonstration / Sampling
- Fire Building (matchless)
- First Aid Demonstration
- Robotics Construction
- Model Rocket Construction
- Woodworking / Metal Work demonstration
- Welding demonstration
- Obstacle Course
- \Ultimate Frisbee
- Air Rockets
- Team Building Games
- Fishing
- Fishing Clinic
- Plank Walk Relay
- Team Building Games
- Physical Fitness Test
- BMX Bike Course / Rodeo

Reach for the Stars Fall Recruitment Plan Coordinator Checklist

- Date Selected by August 28
- Park Location Selected by August 28
- Park reserved (If Necessary)
- Coordinators Recruited
- Activities Selected
- Helpers Recruited
- Unit Information Sheet created and duplicated
- Unit Calendars created and duplicated
- Peer to Peer Cards Ordered
- Flyers Ordered
- Flyers delivered to schools
- Door hangers ordered
- Brainstorm **“Potential New Member”** invite list with scouts and parents
- Assign follow up list to families
- Distribute peer to peer invitations

Within 3 days of the Event

- Door Hangers distributed in neighborhood surrounding the Park
- Lunch room visits in targeted schools
- Post Yards signs and posters in strategic locations
- Follow up calls made to invited guests to confirm attendance

Day of the Event

- Set up for the Event
- Host event**

Day After the Event

- Turn in money and applications and receive Rocket Kits and Recruiter Strips

Within One Week

- Host first follow up meeting and distribute Rocket Kits, organize new dens/patrols, orientation for new leaders.

October

- Attend Cub Family Weekend with new families (October 16-18) (Packs)
- Attend community launch event on October 24th

Reach for the Stars Fall Recruitment Plan

New Scout Rocket Order Form

(Turn into Executive Assistant Robin Wilson at the Modesto Service center)

Unit Number: _____

Unit Leader: _____ e Mail: _____

	New Boy Recruited	Recruiter	Registration Complete?
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Use additional Sheets if Necessary

Reach for the Stars Fall Recruitment Plan

Sample Pack Activity Calendar

(Troops would modify with Boy Scout Events)

2015-2016 Pack Activity Calendar

<u>Date</u>	<u>Activity</u>
September 14, 2015	Scouting in the Park Sign up Event
October 16-18, 2015	Cub Family Camp in Patterson
October 24, 2015	Community Launch event
November 15, 2015	Pack Meeting
December 13, 2015	Caroling at a retirement home
January 17, 2016	Pack Meeting & Pinewood Derby
February 7, 2016	Blue & Gold Banquet
March 21, 2016	Pack Meeting
April 18, 2016	Pack Meeting
May 16, 2016	Pack Meeting & Family Picnic

.....

My son's Cubmaster is _____

Address _____

Phone _____

My son's Den Leader is _____

Address _____

Phone _____

Time & Place of Meetings _____

Reach for the Stars Fall Recruitment Plan

Sample Parent Call Sheet

(Do not Read Verbatim)

Hello, is this Mr./Mrs. (Last Name)? My name is (Your Name); I'm a volunteer worker with Pack/Troop _____ and I'm calling you because your son, (first name) is friends with _____., one of our scouts. He thought that your son might want to attend our Scouting in the Park event see some of the things that we do in Scouting. The event has been scheduled at at (Place), at (time), on (Date).

The purpose of the meeting is to provide you and your son with more information about the Scouting program as well as a chance to join if you are interested. If nothing else there will be some great hands on activities that he can try. I think that it will be a lot of fun and very informative.

By the way every new boy that joins this fall is going to receive a free model Rocket Kit that we will build and launch later this fall. Can we count on seeing you and your son?

If yes, then thank the parent and let him/her know that you'll look forward to seeing them at the meeting.

If no, determine if there is an interest. If there is, let the parent know that a member of the Pack will be contacting them after the meeting to let them know the alternate joining process.

Rank the sheet you are calling from. Y = Yes; N= No;? = Questionable

This will help you determine the success you should have at your Troop Open House.

Reach for the Stars Fall Recruitment Plan

Sample School PA announcement

Reach for the Stars and build your own model Rocket when you Join The **Adventure of Cub Scouting**. An information and Sign up meeting will take place this at _____ (list the park) _____ at _____ (Time). Don't miss your opportunity to join in all the fun and adventure. <http://www.yosemitescouting.org> for more information.

Reach for the Stars Fall Recruitment Plan Registration Fee Chart

Sign Up Night	Registration Fee (Everyone)	Boys Life Subscription Price	Combined Registration and Boys Life
August 2015	10.00	5.00	15.00
September 2015	8.00	4.00	12.00
October 2015	6.00	3.00	9.00
November 2015	4.00	2.00	6.00
December 2015	2.00	0	2.00

We recommend that you charge the pro-rated fee as well as the annual registration fee on sign up night so that you do not have to ask for money again in December. **Nor do you have to risk the child and the Pack/Troops exposure to liability by holding onto applications until December.**

Charge enough on the front end. Then re-charter everyone on time.

The annual re-charter fees are as follows:

1. Registration: \$24.00
2. Boys Life: \$12.00

Therefore, if you have a sign up night in August you would charge

1. Registration: \$34.00
2. Boys Life: \$17.00