

## Cub Membership Recruitment

The following resources are for pack leaders to use for Cub Scout Recruitment. If you are interested in joining Scouting, please visit [BeAScout.org](http://BeAScout.org) to view units in your area.

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"Scout Me In" says "Count Me In!" It's a call to action. "Scout Me In" is the new marketing campaign for 2018/2019, replacing "Build Your Adventure." Our marketing materials (flyers, yard signs, etc) have been updated to reflect this new campaign. Logos, flyers, etc. are available at the Marketing and Membership Hub, linked below.

National Marketing and Membership Hub: Pack and Den Recruiting

The Marketing and Membership Hub is a resource to help you serve more youth in your area. From recruiting ideas to social media best practices, the Hub provides a one-stop resource to discover, activate, and improve your marketing and recruiting strategy.

PowerPoint presentation for packs: Welcome to Cub Scouting

This template provides the basic information for starting a new Pack or providing information to new parents interested in joining an existing pack. Note: Slide 5 requires a change to put in the Pack number; you may also want to modify the focus for your pack. Slide 18 has costs for joining that your unit will need to modify.

Scouting Fall Kickoff Presentation: Let's Build an Adventure: 2017 Cub Scout Recruitment & Lion Updates

Build an Adventure Marketing

The Build an Adventure campaign, with its inviting, aspirational, and

fun imagery helps parents understand that Scouting makes the most of the little time they have to impact the lives of their children, while appealing to youth using fun, family, and friends. Use either of the following links for campaign resources.

- BSA Brand Center: Scout Me In

#### Build an Adventure Videos

The following videos are available for download from the BSA Brand Center.

- All Brand Videos
- Lion Promotional Video
- All Scouting Testimonial Videos

#### Unit Packets

The resources and information handed out to pack leaders during the Scouting Fall Kickoff.

- Lion Pilot Unit Contract - Current Lion Information
- Pack Fall Recruitment Survey
- Unit Membership Chairman Checklist - Running a Successful Recruitment Night
- Fall Recruiting Flyer Order Form
- Sample Flyer
- BeAScout.org Pin Updates - Enable potential scouts to find you
- Press Release Strategies
- Recruitment Night Sign-In Sheets