

# Connecticut Yankee Council

Combined Cub Scout &  
Scouts BSA Presentations

## Membership Kickoff August 3, 2020

**Jay Lubin**  
Vice President, Membership



# Connecticut Yankee Council

**Welcome  
&  
Thank You**



# Membership – Now What?

## Today –

- **Engagement, Engagement, Engagement**
- Meet Outdoors (Where **SAFE**)
- Go Camping

## August –

- **Recruit, Recruit, Recruit**
- Bring a Friend to Every Activity
- Bring a Stranger to Every Activity (Make a Friend)
- WHY???

**\*\* Give every youth an opportunity to join \*\***

# Membership Calendar

## Council Membership Kickoff (Tonight)

- Recruiting Ideas & Tools
- Geofencing - Facebook **(FREE)**
- **National Open House – August 8 (11 AM)**
  - Cub Scout Family Fun Fest
  - Details TBA
  - Invite Friends and Neighbors
- **Another Family Fun Fest September 12**

**BOY SCOUTS OF AMERICA**

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**FAMILY  
FUN FEST**

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**BUILD YOUR ADVENTURE**

**Saturday, August 8 @ 11 AM**

# Membership – Then What?

## August

- Hold One or Two Recruiting Events (PLEASE)
  - \*\*\* Can be REGULAR Unit Meeting/Event \*\*\*
  - Get a Head Start on Fall Recruiting
  - In Person and/or Virtual
  - Get Outside (Where SAFE)
    - Why Not Community Service Projects????
  - Social Media Advertising

## Bring a Friend, Make a Friend

# School Recruiting & Meetings???

## August & September

- **CHECK WITH YOUR SCHOOL(S) . . . . ASAP**
- Open House? - In School or Virtual or Parking Lot
- Flyers in the School?
- Show BSA Videos in Classrooms?
- School & PTO/A Social Media Pages?
- **Plan A & B & C for Meeting Locations**
  - Ask for Help from Unit Commissioner, District Executive, Town Membership Coordinator

## Bring a Friend, Make a Friend

# Membership – More Than What?

## September & October

- Unit Open Houses - In Person & Virtual
  - TWO in September & ONE or TWO in October
  - Social Media Advertising **(FREE)**
  - Can be a REGULAR Unit Meeting/Activity
- Get Outdoors; Go Camping (Where **SAFE**)
  - **Bring a Friend; Bring a Stranger (Make a Friend)**

## Bring a Friend, Make a Friend



# Membership – Earn Recruiting Patch (Turn in an Application)



# Tonight's Agenda

- Why Recruit? – Jay Lubin
- Nuts & Bolts of Open Houses –
  - Cub Scouts – Sabina Vance
  - Scouts BSA – Lawrence Ratner & Sue Ransden
- Geofencing (Facebook) – Jonathan Glassman
  - Flyers – Printed and Electronic
  - Tried & True – Lawn Signs
- BSA Brand Center – Gabe Zayas
  - Recruiting Videos – For In-person & Zoom
  - PowerPoint & Flyer Templates
- Questions & Answers – Jeff Jorgenson

# Connecticut Yankee Council

## Membership Kickoff August 3, 2020

### Sabina Vance Cubmaster Pack 8

Running a Cub Scout Pack Open House



# In Person Recruitment Event/Open House-prior to the event

- **Identify Location**

- Outdoors at school or church where you meet
- At a local park
- On the town green

- **Set Time and Invite leaders and scouts**

- Could be your planned or typical pack meeting for August and September
- Could be an event for select leaders and scouts to talk about why they enjoy Cub Scouts and talk about fun activities your pack has done.

- **Select activity or entertainment**

- Make sure the activity appeals to 5-10 year old kids
- Assign leaders/parents to supervise the activity and others to talk with the new parents
- Follow any current guidelines for COVID precautions

- **Advertise**

- Flyers-virtual may be easiest through school system email distribution
- Social Media-FB event and ask all to share
- Prepare an invitation that scouts can print and fill in with names to invite a friend or neighbor



# In Person Recruitment Event



- **Review/rehearse**
  - Meet with leaders and/or scouts who are attending so everyone knows their role
  - If you are having scouts speak ask them to write out what they want to say and preview it
- **Prepare materials and handouts**
  - Pack structure and information
  - Applications and fees
  - Schedule for the year, review past activities

# In Person Recruitment Event-Follow Up

- Follow up with another in-person and virtual recruiting event
- Invite new families to your September and October Pack meetings! When they see scouts having fun they will want to join.
- Have a follow up recruitment event in September or October



**REMEMBER...**

**PEOPLE WON'T JOIN UNLESS YOU ASK!**

# Virtual Recruitment Event-prior to the event



- **Get date and format set with your pack committee**
- **Assign roles for leaders and decide if scouts will participate**
- **Rehearse so everyone knows what their role is**
- **Videos are available from BSA that you can show as an introduction**
- **PowerPoint template available from CT Yankee Council**
- **Think about collecting photos from the pack to highlight the fun things scouts have done in the last year and make a slide show.**

# Virtual Recruitment Event

- **Welcome all families**
- **Have slides prepared to review the following:**
  - Who we are
  - What is Cub Scouting?
  - Highlights from the past year for the pack
  - Pack structure
  - Meeting location and format
  - Fundraising
  - How to join
- **If you have a paid Zoom account you can make “rooms” where scouts can go to do an activity and parents can stay for information.**
- **Provide contact information for follow up and collect their information in the chat or via a Google form link.**







If opportunity doesn't  
knock, build a door.

Milton Berle

quotefancy

# Planning an Open House



Sue Ransden Asst Scoutmaster  
Lawrence Ratner Scoutmaster  
Troop 88

Boy Scouts of America

# Plan Ahead...Do Your Homework



# Meet with your Youth

- Review last year recruiting ( Stop, Start ,Continue)
- What do they want to do?
- Who is your target Audience
- What do you want to display
- Who will be responsible



# Planning

- **When**
  - During a Meeting
  - Special Event
  - Activity
- **How will we communicate the event**
  - Email
  - School
  - Newspaper
  - Social media
  - Geofencing
  - Buddy cards
  - WORD OF MOUTH
- **Who are we targeting**
  - Packs
  - Friends of new scouts
  - Parents
  - School

Plan A

Plan B

Plan C

# Virtual VS In-Person

- Opportunity to cast a wider net
- Rehearse
- Consider prerecorded youth content
- Practice with the technology
- Have a technical admin
- Break out rooms?
- Youth or adult specific sessions
- Scouting appropriate backgrounds
- Security



# Meet With Committee

- Determine the date
- Book space
- Set the milestone dates
- Assign adult responsibilities
  - Communications
  - Setup
  - Breakdown
  - Zoom host
  - Day of monitoring of break outs
- Assign youth responsibilities
  - Make sure they plan and you review



# Open House Agenda

- **About Scouting**
- **Your troop**
  - Your charter Org
  - Your leadership
  - Your youth
- **Your program**
  - Activities
  - Advancement
  - Service Projects
  - Skills
  - Games
- **What to expect**
  - Youth participation
  - Adult participation
  - Cost





# Execute

- Keep track of the time
- Give a fair representation of your program
- Encourage people to look at other units if you are not a fit.
- Keep track of attendance and collect contact info
- Follow up with each potential member/Family
- Invite them back to a regular meeting
- Ask for the sale



# Commercial Pause

POPCORN

# Connecticut Yankee Council

**Membership Kickoff  
August 3, 2020**

**Jonathan Glassman  
Quinnipiac District Director**

# Social Media – Facebook Events

## GEOFENCING FACEBOOK RECRUITING EVENTS – TWO WEEKS IN ADVANCE

### IN-PERSON OR VIRTUAL EVENT?

#### IF VIRTUAL –

- Web Conference URL
- Password and Log-On Instructions
- Fence Address – Street, City, State & Zip Code

#### IF IN-PERSON –

- Event Location Name
- Event Address – Street, City, State & Zip Code
- Event Date and Start & End Times

#### BOTH VIRTUAL & IN-PERSON –

- Contact Person - Main contact name (only one) with email and/or phone
- Additional Fence Addresses?

**NO COST  
to the Unit**

# Lawn Signs

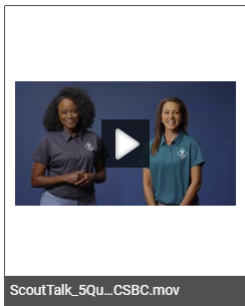


# Connecticut Yankee Council

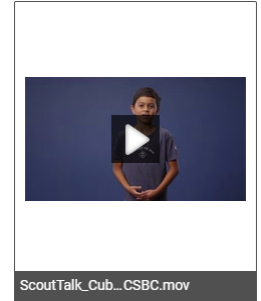
**Membership Kickoff  
August 3, 2020**

**Gabe Zayas  
Pomperaug District  
Membership Chair**

# BSA Brand Center



# BSA BRAND CENTER



# BSA Brand Center

Go to [www.Scoutingwire.org](http://www.Scoutingwire.org)

The screenshot shows a web browser window with the URL [scoutingwire.org](http://scoutingwire.org). The page header includes the ScoutingWire logo and a navigation menu with the following items: EMPLOYEES, VOLUNTEERS, PARENTS, MARKETING & MEMBERSHIP, **BSA BRAND CENTER** (circled in red), SCOUTING NEWSROOM, CEO'S CORNER, and CONNECT WITH US. Below the navigation is a banner with the text "SCOUTING WIRE - The Official Blog of the Scouting Movement". The main content area features a "Latest News" sidebar with several articles, a large featured article titled "Mark Saxon Selected as Scout Executive of Green Mountain Council", and sections for "Chief's Corner" and "Scouting Newsroom".

**Latest News**

- Mark Kraus Selected as Scout Executive of Connecticut... Congratulations to Mark Kraus, who will serve as...
- Understanding the Churchill Plan and What It Means... In 2019, the National Executive Committee (NEC) of...
- Karen Meier Selected as Scout Executive of Pacific... Please join us in congratulating Karen Meier, who...
- Mark Saxon Selected as Scout Executive of Green... Please join us as we congratulate Mark Saxon...
- John Fenoglio Selected as Scout Executive of Golden... Congratulations to John C. Fenoglio, who will serve...
- What to Expect During Fall Roundup - One... Article submitted by Paul Verwers, District Executive, Longhorn...
- Fall Membership Plans and

**Mark Saxon Selected as Scout Executive of Green Mountain Council**  
Please join us as we congratulate Mark Saxon, who will serve as Scout executive of the Green

**Chief's Corner**

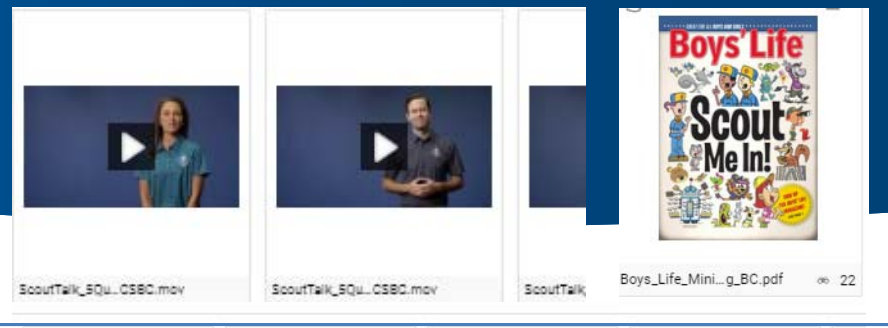
**Scouting Newsroom**



# BSA Brand Center



**VIDEOS  
AND  
BOYS' LIFE  
MAGAZINES**



**PHOTOS  
VIDEOS  
FLYERS  
BANNERS**



**SOCIAL  
IMAGES  
AND  
MUCH  
MORE**



Custom Videos



Scouts BSA - New Photos and Videos



**NEW  
PHOTOS  
AND  
VIDEOS**



# BSA Brand Center



How do you find Stuff?



## Search

The search bar is located in the top right-hand corner of the Brand Center home page and the Asset Library home page.



Typing search terms here allows you to search through the entire Asset Library. **Search by:**

### Activities and Actions:

Bicycling, Rockets, Kayaking, etc.

### Settings:

Indoors / Outdoors  
Lakes, Woods, Rivers, etc.

**Names of specific Insignia or Logos:**  
call of the wild adventure loop

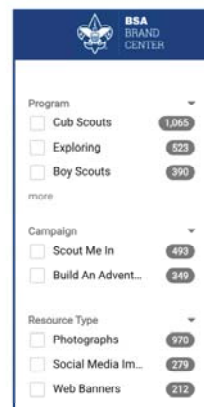
### Basic Search Tips:

- Use plural nouns
- End verbs with "ing"
- Use Boolean operators: and, or, not
- Put quotation marks around whole phrases, such as: "scout me in"

## Filter

The filter rail is on the left-hand side of the Asset Library home page. **Filter by:**

- Program – Cub Scouts, Scouts BSA, etc.
- Resource Type – Logos, Fliers, Videos, etc.
- Campaign: Scout Me In (for example)
- Language: English, Spanish or Bilingual
- Gender / Age Group – Boys, Girls, Men, Women
- Scout Ranks: Eagle, Lion, Quartermaster, etc.
- Types of Insignia: Badges, Activity Pins, etc.
- Keywords: Camping, STEM, Archery, etc.

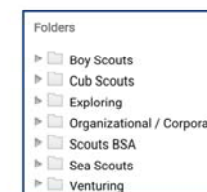


## Browse



Each BSA program has its own collection of assets. To **browse** through program collections, simply double-click a "folder" to find photos, logos, videos, etc. specifically related to each program.

Or, scroll down to browse through a simplified collection structure in the bottom left-hand corner of the screen:



# BSA Brand Center

## Videos

- Folders/ Cub Scouts/ Videos/ Fall 2020 Recruitment Videos
- Folders/ Scouts BSA/ Videos/ Fall 2020 Recruitment Videos

The screenshot displays the BSA Brand Center interface. At the top, there is a navigation bar with links for Marketing Library, Brand Guidelines, Marketing + Membership Hub, Custom Videos, Search Tips, and Terms and Conditions. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main content area is divided into two sections. On the left, there is a video player showing a young boy in a blue t-shirt with the text "SCOUT ME UP" on it, standing against a dark blue background. On the right, there is a details sidebar titled "DETAILS". The sidebar contains a "Keywords" section with various tags such as Rocketry, Rockets, STEM, Science, Fishing, Fish, Water Activities, Physical Fitness, Camping, Campsites, Tents, Scouting Skills, Bicycling, Riding Bicycles, Bikes, Cycling, Roasting Marshmallows, S'mores, Camp Fire Making, Campfires, Fires, Pinewood Derby, Cars, Car Races, Scout Leaders, Moms, Mothers, Dads, Fathers, Family, and Families. Below the keywords, there is an "Asset" section with the following information: Uploaded: Jul 15, 2020 4:14 pm; Capture date: Jul 07, 2020 6:25 pm; File size: 60.58 MB; Dimensions: 1920 x 1080 px; Color space: Bitmap; File type: MOV. The interface also includes a left sidebar with a search bar and a "Show Facets" button, and a bottom footer that reads "Powered by Webdam".

# Powerpoint Templates

- **BSA Brand Center**

- Downloadable Templates:
  - Location: Folders/ Organizational/ Corporate/ Power Point Templates
- Use Brand Guidelines



A screenshot of the BSA Brand Center website. The top navigation bar includes links for Marketing Library, Brand Guidelines, Marketing + Membership Hub, Custom Videos, Search Tips, and Terms and Conditions. A search bar is on the right. The main content area shows a grid of 15 PowerPoint templates, each with a thumbnail and a filename. The templates include various designs, some with the BSA logo and some with placeholder text like "Slide Show Title Goes Here". A left sidebar shows a folder structure with "Organizational / Corporate" selected. The BSA logo is visible in the top left corner of the website interface.

# Powerpoint Templates

- **Presentations**

- Both the Boy Scouts of America corporate signature and Prepared. For Life.® tagline should appear on each screen of the presentation.
- Both elements should be no less than 10 percent of the screen height and may appear either over white or reversed on a black or a dark background.
- The signature and tagline should appear in approved colors and not be screened back or distorted.
- To avoid confusion, other logos or brand elements should not be mixed with the signature or tagline.
- Large-screen, high-definition (16x9) templates, shown at right, are available in addition to standard format.



# Connecticut Yankee Council

## Membership Kickoff Questions & Answers

**Jeffrey Jorgenson**  
**Scatacook District**  
**Membership Chair**



**Thank You for ALL  
That You Do for  
Scouting**

**You Are Making a  
Difference!!!**