# Virtual Join Scouting Event

## *Overview:*

Join Scouting Event is a recruiting event held by every Pack to give youth the opportunity to join Cub Scouts. It is a cooperative effort between our district membership teams and our pack leadership. Join Scouting Event should be a fun informative event for prospective families. The goal for the evening is to register youth in Cub Scouts.

This year, Join Scout Events may look a little different and we must be open to trying something new. This includes implementing a Virtual Join Scout Event alone or in conjunction with a traditional open house to offer new families to join. Please keep in mind that a Join Scouting Event should not take place on the same event as "Back to School Event" or the monthly pack meeting.

For many parents, this is the first experience they have with Scouting, so their initial impression is crucial. If parents leave with a bad experience, they may never give scouts another chance. For this reason, we all need to work hard to ensure that the new families feel welcomed and informed. Remember, parents trust us with their most precious treasures- their children. We must always do our best to meet their highest expectations.

A national survey of parents who attended a Join Scouting Event was conducted and sheds light on some reasons why parents who come may choose not to enroll their child in Scouting or claim to be dissatisfied. In the majority of instances where parents were unhappy with their Scouting experience, they felt that the Join Scouting Event lacked organization, offered a poor program, the organizers were not prepared, or there was no follow up to ensure the child was placed in a functioning den.

This Virtual Join Scouting Event plan is designed for "Plug and Play" purpose and to limit these common pitfalls by providing easy to follow steps in preparation for, conducting, and follow up for our Virtual Join Scouting Events. This will make it easier for pack, district, and council membership teams to accomplish their mission of ensuring that every youth has an opportunity to enjoy the benefits of Scouting.

Thank you for all you do for the youth of our community!

Don't forget……

·Make sure your BeAScout unit pin is updated

·Go to www.wnyscouting.org/membership for recruiting materials and best practices

·Make sure your new leaders get the training they need www.scouting.org/training

## *Organizing a Virtual Join Scouting Event*

**Picking the Virtual Join Scout Event Date:**

1. Not on a pack meeting event, please choose a "stand-alone" recruitment event.

2. Not on Back to School Event (some packs find it helpful to have it a few days after Back to School Event so they can hand out flyers).

3. Know and consider the timing of the School's E-newsletter. This is a virtual announcement that gets sent to all the parents in the school. Many classes use "Class Dojo", "WhatsApp", and other group chat apps too.

**Marketing Items:**

1. Create an announcement to share with your School E-Newsletter, local newspaper etc. The first one is like a flyer and the second is shorter for ease of implementing in a school newsletter or with the PTO.

2. Create an event on Facebook or have the Council/District do one for you to share/spread the news through geo-fencing.

3. Use neighborhood email lists and platforms such as **NextDoor** to market your Virtual JSN.

4. Make use of Join Scout Event signs, place in local stores. Pizzerias etc.

5. Post signs with QR Codes that can be posted in public places where families can be walking. Free QR codes can be found here: **https://www.the-qrcode-generator.com/**

**Schedule a Virtual Meeting:**

Virtual Pack meetings can be done through platforms such as Zoom, Facebook Rooms and Google Meet. Both are free and have some limitations. Be sure you or the volunteer preparing for the meeting is familiar with virtual meetings before conducting your own.  The Council can help you with this, please contact **Bob.Blatz@scouting.org**.

**Virtual Meeting Presentation:**

The Virtual Meeting is like a "Plug and Play".

1. Download "Virtual Join Scouting Presentation 2020" from www.wnyscouting.org/membership. This is a PowerPoint Presentation with everything families are looking for when considering joining.

2. Once you have downloaded the PowerPoint go through it and PLUG in the details for your Pack such as: Leaders names, planned pack programs (examples are given in the presentation, but you need to replace them), Pack/Den photos. The PowerPoint is very general, and you have the authority and power to edit and change to meet the needs of your unit. It is a template to

3. The Presentation is YOUR JOIN SCOUT EVENT. Running the presentation should only take 30 minutes or LESS.

4. Zoom Tips:

· When sharing your screen be sure to check two important boxes to enable audio and marking your presentation as a video. This will allow participants to hear and see the embedded videos smoothly.

· When scheduling the Zoom be sure to enable the "Waiting Room" feature so that you can start the presentation when the presenter is ready.

When parents come to a Join Scout Event they are looking for a quality program. The pack leadership should develop their calendar, identify any gaps in leadership, and plan an outdoor activity, whether virtually or as a group depending on self-distancing restrictions, for the pack within the first month after Join Scouting Event.

**Hold your Virtual Join Scout Event**

Start the meeting 10-15 minutes early to allow families to connect online. Some people are not well trained in Virtual Meetings so be prepared to mute participants if there is a lot of background noise. Also give yourself an addition 2-5 minutes after the initial start time to allow families to still join in.

PLAY and Review the presentation with your families. Make sure to ask if families have any questions. At the end of the presentation let parents know that you are emailing the youth and adult applications to them. These are available for download at **www.wnyscouting.org/imaleader**. They are fillable PDF applications and can be processed at the Scout Service Center with an email approval from the unit leader with the following statement; I (Cubmasters Name) give permission to register (Youth's Name) in Pack (XYZ).