

2022 Cub Scout Fall Recruitment Timeline

February-August: Superintendent & Principals visits by professional staff.

May 1: Council Fall Recruitment Chair recruited.

May 6: Field Staff Fall Recruitment Conference.

May 31: District Fall Recruitment Chairs recruited.

May 31: Incentive determined and ordered.

June 27: Council Fall Recruitment Kick-off.

June-August: Cub Scout Camp opportunities for current Cub Scouts.

June 30: All external materials (flyers, posters, yard signs, buddy cards, onboarding envelopes, popcorn sales guides, applications, etc.) rendered and/or ordered.

June 30: All internal materials (rosters, report envelopes, Parent Orientation Guides, Scout Shop info, etc.) revised and sent to printing for internal production.

July: Districts conduct Fall Recruitment District Planning Meetings.

July 1: Council sends "Back to the Pack" Letter & Pack Leadership Survey.

July 1: Council sends Principal letter.

July 31: All external materials delivered to Council Service Center.

July 31: All internal materials for printing completed and available in Council Service Center.

July-August: District professional staff contacts school principals to solicit their cooperation for Fall Recruitment, confirm Fall Recruitment date, and schedule Scout Talks for the day prior to Fall Recruitment.

July-August: Unit Commissioners and district professional staff contact ALL packs to determine status of leader needs in each pack, especially Den Leaders and Cubmasters.

August: Each pack conducts a "Back to the Pack" program for current members.

August 1: Council digital marketing campaign begins.

August 8: All allotted Fall Recruitment contents sorted by district and distributed to district professional staff.

One Week prior to District School Night Kick-off: District sends District Kick-off Invitation Letter & Pack Leadership Survey.

During first two weeks of August: District Fall Recruitment Kick-off held for Fall Recruitment Presenters and Organizers, and unit representatives. Afterwards, a thank you letter goes out to all District Kick-off attendees thanking them for their attendance and providing them with a reminder on follow-up items that units need to accomplish.

August: Commissioners and district professional staff meet with each pack to review Fall Recruitment preparations and plans for the 2022-23 program year. Coach unit leaders on presenting that plan to

new families, best practices for calendaring, fundraising, programming, etc.

August/September: Each pack participates in the school's Back to School / Sign-up Night / Ice Cream Social / Curriculum Night program. Participating in this event is a marketing tool to invite families to your School Night for Scouting event in September, not the recruitment event itself.

By August 17: All schools are scheduled and confirmed to host Fall Recruitment presentations.

August/September: Scout Talks scheduled by the district professional staff to happen the day before Fall Recruitment events and arranged no less than seven days prior to the scheduled presentation.

September 1: Most school districts open (or already open).

September ??: Cub Scout Fall Recruitment Report Meeting #1. (early September)

September: Fall Recruitment presentations held in every school on a Tuesday, Wednesday, or Thursday evening. The 2nd & 3rd full weeks of school are optimal weeks for Fall Recruitment presentations. Ideal Fall Recruitment dates are September 20, 21, 22, 27, 28, and 29, 2022. Fall Recruitment presentations are separate, stand-alone events; they should NOT be conducted in conjunction with a pack meeting/outing/etc. involving all current pack members and families.

Key dates to avoid scheduling against: Packers games, large community events/festivals, Parent-Teacher Conferences & other school meetings, etc.

September: 2nd Chance recruitment materials distributed immediately after Fall Recruitment presentations in each school.

Late September / Early October: District Incentive Events

September-October: 2nd Chance recruitment should be held within 4 weeks of the original Fall Recruitment presentation. 2nd Chance recruitment can be successfully done in conjunction with an already scheduled pack event.

October ??: Cub Scout Fall Recruitment Report Meeting #2. (early October)

October 15: New Scout Fun Day.

October: Cub Scout Leader Trainings scheduled in each district to provide at least one face-to-face opportunity for new leaders to get Cub Scout Leader Training.

October: All thank you notes sent to volunteers, principals, chartered organizations. Follow-up letters to principals and chartered organizations should share success and growth of Cub Scouts in their schools and organizations, respectively.

November ??: Cub Scout Fall Recruitment Report Meeting #3. (early November)

By November 15: Pack leadership provides a copy of the full unit roster to the district professional staff after all new youth are registered and participating in the pack to ensure that the council records reflect each youth member on the pack roster is registered in the BSA.