

***LEADERS MANUAL***  
**2010 BOY SCOUT RALLY**  
**NIGHT**  
**CAMPAIGN GUIDE**

BOY SCOUTS OF AMERICA  
100 YEARS OF SCOUTING



CELEBRATING THE ADVENTURE  
CONTINUING THE JOURNEY

**BeAScout.org**  
**[www.narragansettbsa.org](http://www.narragansettbsa.org)**  
**NARRAGANSETT COUNCIL**  
**BOY SCOUTS OF AMERICA**

Dear Fellow Scouter:

Every year over 2,200 local boys join the Scouting Program to do one thing, HAVE FUN! They find out about your Troop from a friend, through the media, or at school. They do not stop to evaluate all the various issues or weigh their choices; they simply go home to say... "I want to be a Scout!"

A successful Boy Scout Rally Night starts with a sound plan. It continues when the plan is developed through our key volunteers and staff and most importantly, it can only be successful if our leaders commit to giving every family a chance to become a part of Scouting.

With that in mind, we are pleased to provide you with your personal "Leader's Manual" of our 2010 Boy Scout Rally Night Campaign Guide.

We are here to support your efforts and provide powerful support materials to market your Pack to your local community. The key will be to stick to the plan and make sure that you follow up on all of the details.

*Do Your Best* to conduct this campaign to the best of your unit's ability. Encourage your families to help out as leaders in whatever capacity they are comfortable and most importantly HAVE FUN!

Best wishes,

*Dave*

Dave Anderson Scout Executive

# **SCOUT RALLY NIGHT TIMELINE**

## **RESPONSIBILITIES**

### **NARRAGANSETT COUNCIL**

- Coordinate Scout Rally Night plan for Boy Scout Troops
- Provide Join Scouting support materials
- Print custom flyers for school presentations
- Provide updates, incentives, and recognition throughout the “Campaign”

### **YOUR SERVICE AREA**

- Provide a Service Area Scout Rally Coordinator to assist all Troops
- Provide Commissioner support at Scout Rally Nights
- Schedule and visit local schools to encourage boys to join a local Troop
- Provide a special lawn sign blitz day to help market Troops in the Service Area

### **YOUR TROOP**

- Plan a dynamic program year
- Market your Troop in your local community
- Set Troop Rally Night date
- Utilize a 2nd Chance Opportunity and Peer-to-Peer recruiting
- Provide a welcoming environment for new families
- Follow up with all families interested in joining Scouting
- Coordinate training for New Leaders
- Boy Scout Fast Start [available online]
- Youth Protection Training [available online and Required]

# PROMOTING YOUR SCOUT RALLY NIGHT

The following is a list of promotion ideas that can help you be more effective in getting your message to the boys and families in your community. Be sure to include in all your promotional materials an invitation to your Scout Rally Night, including date, time, place and a brief but exciting description of Troop activities. Also include the telephone number of a Troop leader who can be contacted for more information. Contact your District Executive for complete details and assistance in selecting the marketing tools that will have the most effective impact in your community. Also be sure to network with other local Troops to see what has worked for them.

- Post flyers, bookmarks, and postcards on bulletin boards throughout your area in key locations (schools, religious institutions, community recreation centers, day care centers, grocery stores, malls, public libraries, pediatrician centers, etc.).
- Utilize Peer-to-Peer tools to spark sign-up. There are two types of Peer-to-Peer tool:

## Parent to Parent

**Informal invitation.** Parents are looking for effective ways to include their sons in social settings that will help them learn and grow. When our adult members and parents of our youth members attend functions such as school open house, “back to school nights” and parent-teacher meetings, they can invite other families to become part of Scouting. Facebook is a great tool for this.

**Direct invitation.** Adult-to-adult invitation may also include direct methods such as personal letters or phone calls. The basis of these conversations should be the benefits of Cub Scouting in achieving the parents’ goals. Check out the “Evite” link on the Narragansett web site.

## Scout to Scout

Scout-age boys want to be included in the activities of their friends. Current Scouts can invite their friends to attend meetings with them either by written invitation or verbally.

**Scout Business Cards.** Your Troop could make inexpensive “business cards” available to scouts. These business cards, with information about the troop’s upcoming Scout Rally Night have proved to be something that Scouts are eager to pass out during the school day.

Promote the Scout Rally Night with all chartered organizations in your community (religious institutions, schools, service clubs, youth organizations, etc.). At your Scout Rally Night, set up a sample campsite in a high-traffic area for boys and parents to show them that Scouts go camping and have great activities. Utilize local newspapers with press releases and messages explaining how to join. Get local advertisers to include your message in their “drop-in flyers.”

# The Rally

People come to the Rally to sign up. They're already recruited, so they don't need a sales pitch. Keep the meeting as brief as possible (under 1 hour) and focus on why you're there. If people want to stay afterwards and ask questions, that's good; but end the formal meeting as quickly as possible.

- Have a sign-in sheet at the door and get everyone's name and phone number. After the Scout Rally Night, you can contact people who don't sign up for whatever reason.
- Have a packet for each family that includes your Troop's year's calendar, key leader phone numbers, a page or two of general Scout info, etc. That way they have the key information in writing, in case they have to leave early or miss something during the presentation.
- Displays are great because they tell the Scouting story without taking time out from your meeting. Pictures paint an exciting picture.
- Inform people what they should do next (e.g., buy a handbook, come to the troop meeting next week, etc.).
- Recruiting parents at the Scout Rally Night is a delicate process. Remember, these people don't understand (yet) that Scouting is a family activity. To them, signing up for Scouting is no different than signing up for baseball. They assume you already have leaders in place and all they need to do is pay. Gently dissolve them of this notion.
- Have lots of leaders around in uniform to answer questions and direct traffic.
- Remain positive no matter how crazy things get – HAVE FUN!

# SAMPLE TROOP OPEN HOUSE AGENDA

Assign To:

- 1 Preopening \_\_\_\_\_
  - Conduct a simple action game for early arrivals.
- 2 Opening \_\_\_\_\_
  - Hold the flag ceremony.
  - Welcome the guests.
- 3 Activity Time \_\_\_\_\_
  - A. Skill time for youth \_\_\_\_\_
    - Hot spark
    - Knot relay
    - Tent pitching
  - B. Parent orientation \_\_\_\_\_
    - Explain the ideals and values of Scouting.
    - Introduce the troop leadership and its organization.
    - Distribute the troop calendar.
    - Explain the summer camp opportunity.
    - Thoroughly explain the costs of troop membership.
- 4 Joining Process \_\_\_\_\_
  - Youth and parents complete applications to join Scouting.
  - Announce information about the next troop meeting.
- 5 Closing \_\_\_\_\_
  - Scoutmaster's Minute
  - Closing ceremony
- 6 Refreshments (optional) \_\_\_\_\_

# **SCOUT RALLY NIGHT CHECKLIST**

## **Before you leave home**

- Prepare your pre-opening activity.
- Wear your complete uniform.
- Review the agenda and practice your presentation.
- Take 20 to 30 pens and a calculator.

## **When you arrive at the round-up location**

- Organize your materials and set up the room.
- Check with Team Members (including Troop leaders) about their parts of the program.
- Post your Troop's organizational chart and pass out nametags to everyone.
- Station Unit Commissioner and another Team member at the door welcoming families to your Scout Rally Night.
- Boys and parents should sit together by grade and or neighborhood.

## **When you give the presentation**

- Begin promptly and take no longer than 1 hour.
- Have an opening ceremony presented by the Troop.
- Welcome everyone by introducing Troop Team Members and Unit Commissioner.
- Follow your agenda closely.

## **After the presentation**

- Organize all BSA Youth and Adult Applications
- Check for parent's signature on each BSA Youth Application
- Arrange to have the other two Troop Level approving signatures to be affixed
- Compare Scout Rally Night sign-in roster to each BSA Youth Application
- Complete Incentive Program roster

**Verify the total fees (\$\$) to accompany your Troop's Adult and Youth Applications to a Scout Shop, District Executive, or Council Office no later than November 1st, 2010.**

# **POST SCOUT RALLY NIGHT COVERAGE**

Please, forward the following no later than November 1st:

- The Council copy of Scout and Adult Applications *with all required signatures and Youth Protection Training Certificate*
- Pack check for pro-rated Youth and Adult Membership and Boys' Life fees payable to Narragansett Council, BSA
- A copy of the Rally Night sign-in and Incentive Program rosters

Please forward the Scout Rally Night Report Envelope following your Rally Night as soon as possible to one of the Scout Shops or directly to your District Executive or to the Council Office.

There are usually a number of parents who were unable to attend your Scout Rally Night due to a scheduling conflict. There may also be parents who attended but were indecisive about joining. You may also have had phone calls from parents who said they will attend you Rally Night, but failed to do so. Use your next Troop meeting following the Rally Night as a follow-up sign-up night.

## **Before your next Troop Meeting**

- Use the phone numbers on the Troop's copy of the Rally Night sign-in to invite parents who attended the Rally but did not complete the joining process, or for parents that called after the Rally.
- Produce a second flyer to go home with the boys from school letting parents know they can still sign up at the next Troop meeting or at an upcoming activity (2nd Chance Opportunity).
- Set aside some time at the Troop meeting to sign-up families and provide a brief orientation for the new families.



# **Membership and Boys' Life Pro-Rated Fees**

**If Pack's Re-Charter is due December 31, 2009 ~ Applies to the Netop and 1910 Districts**

<b>YOUTH/ADULT REGISTERS IN:</b>	<b>YOUTH/ADULT</b>	<b>BOYS' LIFE</b>
<b>SEPTEMBER 2009</b>	<b>\$3.40</b>	<b>\$4.00</b>
<b>OCTOBER 2009</b>	<b>\$2.55</b>	<b>\$3.00</b>

**If Pack's Re-Charter is due February 28, 2010 ~ Applies to the Pokanoket and Thunder Valley Districts**

<b>YOUTH/ADULT REGISTERS IN:</b>	<b>YOUTH/ADULT</b>	<b>BOYS' LIFE</b>
<b>SEPTEMBER 2009</b>	<b>\$5.10</b>	<b>\$6.00</b>
<b>OCTOBER 2009</b>	<b>\$4.25</b>	<b>\$5.00</b>

**If Pack's Re-Charter is due March 31, 2010 ~ Applies to the Cachalot, Massasoit, Quequatuck, and Shawomet Districts**

<b>YOUTH/ADULT REGISTERS IN:</b>	<b>YOUTH/ADULT</b>	<b>BOYS' LIFE</b>
<b>SEPTEMBER 2009</b>	<b>\$5.95</b>	<b>\$7.00</b>
<b>OCTOBER 2009</b>	<b>\$5.10</b>	<b>\$6.00</b>

## **2010-2011 Boy Scout Recruiting Incentive Program**

The Narragansett Council is offering a Boy Scout recruiting incentive program to our Troops. There are two specific programs that we are proud to offer.

### **One New Boy Scout**

As a result of a Troop Open-House, each Scout that recruits a friend into their Troop by March 31st, 2011 will receive two tickets to the Pawtucket Red Sox "Bring a Buddy" game (April 2011 date TBD) at McCoy Stadium. The new Boy Scout will also receive two tickets to this game.

### **Three New Boy Scouts**

As a result of a successful Fall Recruiting Campaign, if your Troop registers 3, or more new Scouts by November 1st, 2010, your Troop will be entered in a lottery to receive one complimentary 20 capacity cabin rental during the short-term, off-season camping of April 2011 through March 2012.

### **Webelos Becoming Scouts**

As a result of a successful Webelos to Scout Transition, if your Troop registers 6, or more, 2nd year Webelos by April 1st, 2011, your Troop will be entered in a lottery to receive one complimentary 20 capacity cabin rental during the short-term, off-season camping of April 2011 through March 2012. Do not register as part of your annual rechartering.

### **For your Troop to qualify:**

Keep the Troop's copy of the completed BSA Youth Application with the required three signatures.

Turn-in the other two completed copies, pro-rated BSA fees for each Boy Scout and 2010-2011 Incentive Program Roster to:

- a. One of our two the Scout Shops,
- b. Your District Executive,
- c. Our Council's Administrative Office, 10 Risho Drive, E. Providence,

***OR***

d. Mail to Narragansett Council, ATTN: BSA Applications, PO Box 04777, E. Providence, RI.  
02914-0777