

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



**BeAScout.org**  
**[www.narragansettbsa.org/cubrally](http://www.narragansettbsa.org/cubrally)**

**NARRAGANSETT COUNCIL**  
**BOY SCOUTS OF AMERICA**

Dear Fellow Scouter:

Every year over 2,200 local boys join the Cub Scouts to do one thing, HAVE FUN! They find out about your Pack 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 Cub 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 Cub 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.

Our Council has a passion for membership growth and has been very successful at supporting our Packs. Please take some time to review this manual as well as our council web-site [www.narragansettbsa.org/cubrally](http://www.narragansettbsa.org/cubrally).

*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

# **CUB RALLY NIGHT TIMELINE**

## **RESPONSIBILITIES**

### **NARRAGANSETT COUNCIL**

- Coordinate Cub Rally Night plan for Cub Packs
- Provide Join Scouting support materials
- Host Cub Rally Roundtable trainings
- Print custom flyers for school presentations
- Provide updates, incentives, and recognition throughout the “Campaign”

### **YOUR DISTRICT**

- Provide a District Cub Rally Coordinator to assist all Packs
- Provide Commissioner support at Cub Rally Nights
- Schedule and visit local schools to encourage boys to join a local Pack
- Provide a special lawn sign blitz day to help market Packs in the District
- Provide additional Cub Rally Night training for Pack leaders

### **YOUR PACK**

- Plan a dynamic program year
- Market your Pack in your local community
- Set a “stand alone” Cub 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
- Cub Scout Fast Start [available online]
- Youth Protection Training [available online]
- Cub Scout Leader Position Specific [In-Person Classroom Based Training]
- This is Scouting [available online]

# PROMOTING YOUR CUB 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 Cub Rally Night, including date, time, place and a brief but exciting description of pack activities. Also include the telephone number of a pack 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 Cub Scout Packs to see what has worked for them.

- Place yard signs in strategic locations such as high traffic areas and lawns of current members. (Be sure you don't violate city ordinances.)
- Post flyers, bookmarks, postcards and posters 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.

**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.

## Cub Scout to Cub Scout-Age Boys

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

**Cub Scout Business Cards.** Your pack could make inexpensive "business cards" available to scouts. These business cards, with information about the pack's upcoming Cub Scout Rally Night have proved to be something that Cub Scouts are eager to pass out during the school day. Also utilizing the "My Best Friend is a Cub Scout" plan is an excellent way to attract new members.

Promote the Cub Rally Night with all chartered organizations in your community (religious institutions, schools, service clubs, youth organizations, etc.). At your Cub Rally Night, set up a sample campsite and/or Pinewood Derby track in a high-traffic area for boys and parents to show them that Cub Scouts go family 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." Public Service Announcements newspapers, radio, television are also ways to communicate your invitation to join

# The Rally

People come to the Cub Rally to sign up. They've already decided to join, 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 Cub Rally Night, you can contact people who don't sign up for whatever reason.
- Have a packet for each family that includes your Pack's year's calendar, key leader phone numbers, a page or two of general Cub 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 and pinewood derby cars paint an exciting picture.
- Inform people what they should do next (e.g., buy a Wolf book, come to the pack meeting next Thursday, etc.).
- Leave the complicated details for a later time. These people are joining a den and a pack – so just focus on pack-level terms.
- Recruiting den leaders at the Cub Rally Night is a delicate process. Remember, these people don't understand (yet) that Scouting is a family activity. To them, signing up for Cub 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 CUB RALLY NIGHT AGENDA

- I. Before the Meeting - 30 minutes** Assigned to \_\_\_\_\_
- Set up tables and chairs as needed
  - Set up Cub Scout project exhibits
  - Make sure all materials and equipment are on hand
  - Name tags, registration sheet, and pens
  - Pre-Opening game material
  - BSA Youth and Adult application forms
  - Equipment for opening and closing ceremony
- II. Pre-Opening - 10 Minutes** Assigned to \_\_\_\_\_
- Welcoming Committee greets families as they arrive
  - Sign-Roster {Youth's first & last name, D.O.B., address, parent's name, phone number, & email address}
  - Provide name tags for parents and youth
  - Start a pre-opening "Get Acquainted" game
  - Direct visitors to exhibit area and seats
- III. Rally Night - 25 minutes** Assigned to \_\_\_\_\_
- A. Welcome and Introductions - 5 minute
    - Cubmaster or Cub Rally Chair introduces leaders and guests
  - B. Opening - 2 minutes
    - Teach the Cub Scout Salute
    - Pledge of Allegiance
    - Lead a Cub Scout Action Song
    - Have Assistant Cubmaster or other adult take boys to another room or outdoors for games and activities during the main part of the meeting.
  - C. Explain the benefits of Cub Scouting to families - 3 minutes
  - D. Present the Cub Scout Parent Information Guide and review: - 10 minutes
    - Why join Scouts?
    - How does Cub Scouting work?
    - Pack Meetings
    - How Can You Help?
    - Emphasize the importance of a complete uniform
    - Inform parents of Scout Shops
  - E. Have parent complete BSA application(s) to join your Pack - 5 minutes
  - F. Form the Dens - 15 minutes Assigned to \_\_\_\_\_
    - Boys rejoin the group
    - Divide the families into 5 groups - One for each of the program areas
    - Den Leaders collect applications, fees from each family and make a list of boys in each den
    - Answer any questions the families may have
    - Discuss a suitable den meeting time and set the next den meeting

**V. Closing - 10 minutes** **Assigned to** \_\_\_\_\_

The groups are brought back together to discuss the following topics:

Pack's plans for the future, mentioning some of the more exciting features  
Unit Commissioner and/or District Executive and ask him/her to speak for a  
minute about the Narragansett Council {"You Are Not Alone!"}

Discuss the next meeting date

Thank everyone for coming

Close with an inspirational thought, emphasizing the importance of family involvement

**VI. After the Meeting**

Enjoy the fellowship and refreshments

Verify the applications and registration fees

Remind everyone that Youth Protection Training is required to register as a volunteer

Keep the Pack copy of the applications; turn in other copies and fees to the Scout Shop or  
to your District Executive as soon as possible and no later than November 1st

Check to make sure the room is clean and returned to its original order

# **CUB 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 assisted by your Cub Rally Team.
- Check with Team Members (including pack leaders) about their parts of the program.
- Post your Pack's organizational chart and pass out nametags to everyone.
- Station Unit Commissioner and another Team member at the door welcoming families to your Pack's Cub 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 Pack.
- Welcome everyone by introducing Pack 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 Pack-level approving signatures to be affixed
- Compare Cub Scout Rally Night sign-in roster to each BSA Youth Application
- Complete Incentive Program roster

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



# **POST CUB SCOUT RALLY NIGHT**

## **COVERAGE**

Following the Cub Rally Night, the Pack and Den Leaders place the new families and boys in Dens according to their age and current Grade in school. All the new information is exchanged among the leaders.

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

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

Please forward the Cub Rally Night Report Envelope following your Cub 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 Pack's Cub 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 Cub Rally Night, but failed to do so. Use your next Pack meeting following the Cub Rally Night as a follow-up sign-up night.

### **Before your next Pack Meeting**

- Use the phone numbers on the Pack's copy of the Cub 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 Pack meeting or at an upcoming activity (2nd Chance Opportunity).
- Utilize the "My Best Friend is a Scout" Program.
- Set aside some time at the Pack 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, 2010 ~ Applies to the Netop and 1910 Districts**

YOUTH/ADULT REGISTERS IN:	YOUTH/ADULT	BOYS' LIFE
SEPTEMBER 2009	\$5.00	\$4.00
OCTOBER 2009	\$37.5	\$3.00

**If Pack's Re-Charter is due February 28, 2011 ~ Applies to the Pokanoket and Thunder Valley Districts**

YOUTH/ADULT REGISTERS IN:	YOUTH/ADULT	BOYS' LIFE
SEPTEMBER 2009	\$7.50	\$6.00
OCTOBER 2009	\$6.25	\$5.00

**If Pack's Re-Charter is due March 31, 2011 ~ applies to the Cachalot, Massasoit, Quequatuck, and Shawomet Districts**

YOUTH/ADULT REGISTERS IN:	YOUTH/ADULT	BOYS' LIFE
SEPTEMBER 2009	\$8.75	\$7.00
OCTOBER 2009	\$7.50	\$6.00

# **CUB RALLY NIGHT WEB SUPPORT**

## **Section 1 – Rally Guide**

Submit flyer request online, Contact list, Rally Team responsibilities, Rally Night Timeline

## **Section 2 – Before the Rally**

Advertise your Rally at Open House Newspaper Contact List Press Release Tips, Print Business Cards and Stickers, Peer-to-Peer Recruiting Promotion Ideas Sample Letters and Press Releases

## **Section 3 – Rally Night**

Rally Night checklist, Rally Night sign-in roster, Sample Rally Night agenda, Cub Scout Parent Information Guide, Pre-Opening gathering time activity, Pack Leaders position responsibilities, Den Roster Form

## **Section 4 – After the Rally**

Applications and Fees submitted, Rally Night sign-in roster, Rally Incentive Program rosters, Post Rally Coverage

## **Section 5 – Rally Incentives**

2010 Incentive Program description, 2010 Incentive Program Roster

## **Section 6 – BeAScout.org**

## **Section 7 – Ask Us a Question**

**[www.narragansettbsa.org/cubrally](http://www.narragansettbsa.org/cubrally)**

**Please take the time to review and utilize these valuable resources.**

# 2010 Cub Scout Rally Night Incentive Program

The Narragansett Council is offering an upgraded incentive program to our Cub Scout Packs and their families. There are two specific programs that we are proud to offer.

## 1. Paw Sox “Bring A Buddy Day”.

Each Scout that recruits a friend into their Cub Scout Pack by October 30th will receive two tickets to the Pawtucket Red Sox “Bring a Buddy” game (April date TBD) at McCoy Stadium. The new Cub Scout will also receive two tickets to this game.

## 2. Cub World Theme Building(s)

### A. Drive for TEN or more Cub Scouts –

If you’re Pack registers 10 or more “new” Cub Scouts by November 1st, 2010, you’re Pack will be entered in a lottery to receive one complimentary Cub World theme building rental for one weekend during the short-term camping season of 2010 – 2011.

### B. Drive for FIFTEEN or more Cub Scouts –

If you’re Pack registers 15 or more “new” Cub Scouts by November 1st, 2010, your Pack will be entered in a lottery to receive two complimentary Cub World theme buildings rental for one weekend during the short-term camping season of 2010 – 2011.

### C. Drive for TWENTY or more Cub Scouts –

If your Pack registers 20 or more “new” Cub Scouts by November 1st, 2010, your Pack will be entered in a lottery to receive three complimentary Cub World theme buildings rental for one weekend during the short-term camping season of 2010 – 2011.

## For your Pack to qualify:

- Keep the Pack’s copy of the completed BSA Youth Applications with the required three signatures
- Turn-in the other two completed copies, pro-rated BSA fees for each Cub Scout and Incentive Program Roster to:
  2. One of our two the Scout Shops,
  3. Your District Executive,
  4. Our Council’s Administrative Office, 10 Risho Drive, E. Providence, OR
  5. Mail to Narragansett Council, ATTN: BSA Applications, PO Box 14777, E. Providence, RI. 02914-0777 {Postal deliveries are NOT made on Sat. or Sun. }
- Accomplish one of the four choices listed above no later than **November 1st, 2010** to qualify.
- The winner of the 2010 Cub World Off-Season lottery will be announced the week of November 9th at your November Roundtable.