



PROMOTING THE PACK

There are three ways to promote your Pack and recruit new families:

- Hosting a **Stand Alone Rally** where you utilize all marketing materials combined with a flyer drop or school visit where permissible by your District Executive. A stand alone rally is a critical first step that usually provides the most new families.
- Developing a **2nd Chance Opportunity** which can be an open house or combined with a Pack meeting. Marketing materials as well as flyer drops by your District Executive are available for promotion. This step will ideally round out your dens and pick up families that could not make your stand alone rally.
- Utilizing the **Peer to Peer** recruiting plan including the “My Best Friend is a Cub Scout materials. This step will pick up friends which will help keep current members active as well as a way to round out your dens. Two types of peer to peer recruitment include:

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 Scouting “rally”, 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.