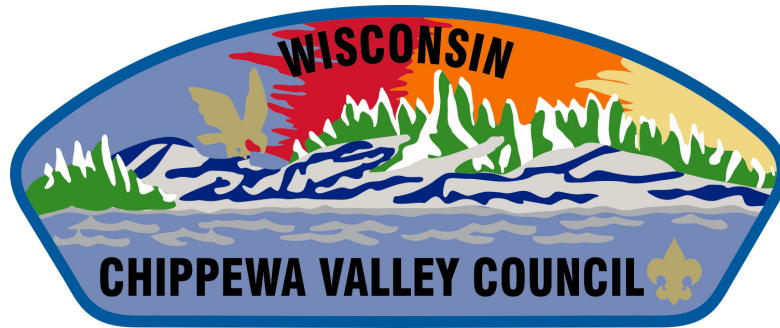


School Night for Scouting



2017 Unit Guide

Welcome to School Night for Scouting! This is the annual process through which new Cub Scouts are recruited in the Chippewa Valley Council. Through this process, “every school gets a school night and every family is personally invited.” Families are invited to join Cub Scouting via Open House Displays, Boy Talks, Flyers distributed through the schools, and community awareness. Your District will be coordinating these efforts and providing information and support resources. Because every family deserves the benefits of Cub Scouting we emphasize our efforts to invite boys and families each September. This guidebook provides some information on your Packs’ role in the process and ways you can help your Pack’s recruitment be successful.

In Scouting,

Kathy Wright

Chippewa Valley Council Vice President of Membership & Marketing

Pack 71 Cub Scout Parent

School Night for Scouting Unit Guide

What is School Night for Scouting?

A School Night is a sign-up night which is specific to your Pack and it's supporting elementary school. The School Night will occur on a Tuesday, Wednesday, or Thursday in September. It should be held at 7pm and be at your school building. Boy's and families are invited to attend via an Open House display, flyers and posters at the school, a Boy Talk, and community awareness.

Your District School Night committee will work with you as a Pack leader to set the best date for a School Night for your school. The School Night will be facilitated by a District Coordinator or your District Executive.

At the School Night, basic information about Cub Scouting will be shared with parents and boys in a 30-minute presentation. Families will sit by grade as they arrive to simulate dens. The Pack should be ready to share information about their calendar and meeting nights that evening. The coordinator is supported by School Night Organizers who will assist parents with paperwork and assist with recruiting a den leader if needed.

What is my role as a Pack leader?

- Have unit leadership in attendance at Fall Membership & Popcorn Kickoff on August 10
- Work with District School Night committee & District Executive to select the best date for a School Night for your Pack.
- Create and staff an "Open House" display showing highlights of Cub Scouting in your Pack.
- Have your Pack calendar for the 2017-2018 school year ready at your School Night.
- Be in attendance with other Pack leadership at School Night to introduce yourselves and share Pack calendar and key information such as meeting dates, times, locations.
- Hold a "Back to the Pack" event in August for returning Cub Scouts and families to sign up at.
- Participate in the "Share your Favorite Scouting Picture / Memory" campaign on Facebook between 8/28 and 9/24. Tag it with #WeAreScouts and tag @ChippewaValleyCouncilBoyScouts each week there will be a drawing for a pizza party for a Den from a participating family.
- Have your Scouts use the peer-to-peer invitation cards to invite a friend to Scouting
- Promote your School Night for Scouting in the community via yard signs, posters, emails, Facebook posts, and personal invitations.
- Encourage Cub Scouts to wear their uniforms to school the day of the School Night for Scouting.

2017 School Night for Scouting Timeline

August 10: **Pack leadership** attends School Night for Scouting / Popcorn Kickoff.

August 1 – August 12: **District Executive** and **Pack** work together to select *School Night* date that will be work best for your elementary school and community.

August 15 – August 26: **District Executive** reserves school building for *School Night*. **Pack** finalizes calendar and builds *Open House* display. **District Executive** orders flyers.

First Week of School: **Pack** leaders staff *Open House* display at school. Flyers should be distributed at this *Open House* display.

One Week Before *School Night*: **District Executive** delivers flyers to school. **School Night Coordinator** contacts Pack leadership to touch base.

Day Before *School Night*: **District Executive** visits with boys at school and delivers second set of flyers.

School Night Takes Place: **School Night Coordinator** facilitates *School Night*. **Pack** supports by sharing their calendar with new families and assisting with leadership selection.

September 23rd: New Cub Scout families attend Fall Cub Camp. The Pack may want to send a “Pack Guide” with new families as a way to get know new parents.

Week of September 25th – September 29th: Packs hold their Popcorn Kickoff.

September 15th – October 29th: New parents and untrained leaders attend *Den Leader* or *Pack Committee Member Training*.

September 15th — November 1st: All Cub Scouts should earn their Bobcat Award.

WeAreScouts.org

All School Night for Scouting dates are listed at www.wearescouts.org

This website is promoted throughout the Chippewa Valley. Pass the word on to prospective families that this is their place to go for all Cub Scout sign up information.

Online registration will be available for families this year. For a Pack to participate their Charter Rep. and Committee Chair must log in to my.scouting.org to “turn on” their unit in the Organization Manager tab.

Building Your Pack's Open House Display

Each Pack will be asked at their District *School Night for Scouting* kickoff to commit to creating and staff an "Open House Display" at their elementary schools open house. This is a great way to promote Scouting to boys and parents at your school.

Open House Displays

In 2016 Pack's who fully staffed their displays had 33% more families join their



Each Pack will have a great opportunity to tell their story using an Open House display board at their School. The best time to display this information is at the Schools' first day, Welcome Back night, or similar event. The goal is for parents and boys at the school who are not Cub Scouts to be able to see all of the fun that existing Scouts have by observing the display. Talk to your school to arrange to be present at your school's Open House / Registration Day.

Each Pack will be provided with:

- One three-panel display board with a spot to write in your School Night date, time, location (**customize for your Pack with pictures of active Scouts**).
- A *Things Your Family Must Know About Cub Scouting* resource developed by a parent committee. Please post this 11x14 sheet on your Open House board.
- Flyers promoting your School Night for Scouting.
- Sign up form that new families can add their names to that day if interested in joining. This will allow for an email reminder to be sent to them by your Pack. If you return the sheet to your D.E. within 36 hours a postcard will also go to these families.
- Support to plan and have your best Open House display. Talk to your District Executive if you need pictures, someone to staff your display, or a conversation with your school about the importance of having a display board.

Things your Pack can do to have a great Open House Display:

- Staff the display with an adult volunteer or parent in uniform (**this gives new families a person to answer their questions**). If possible, ensure that the display is staffed throughout the day.
- Show all the fun of the last year. In addition to pictures on the display board think about including interactive items such as projects completed by Scouts, Pinewood Derby cars, or a slideshow of pictures from Cub World.
- Have a game or activity of some sort to engage boys.
- Collect names, phone numbers, and email addresses of those interested in Cub Scouting.
- Make it fun! Add posters, yard signs, Cub Scout items, etc to your display if able.

Lion Program: Kindergarten Scouting

New in 2017 there is an option for Kindergarten families to participate in Lion Scouting! For Packs to use this program they must agree to follow the National program standards; appoint a Lion Guide; and attend a training in August.

All Packs are welcome to participate in Lions as long as they enroll a Lion Guide and have that person trained.

Trainings offered:

August 14, 6pm, Bethany Lutheran Church, Rice Lake

August 16, 7pm, Scout Service Center, Eau Claire

August 17, 7pm, Scout Service Center, Eau Claire

Or by request

Kindergarten youth may be in attendance at your Pack's School Night for Scouting. If your Pack is not offering Lions in 2017 these families will be given an option to enroll at a different location which is offering the program.