

School Night Guide

Prepare for and deliver an effective
school recruiting function



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School Night for Scouting

Purpose

To enroll prospective Tiger Cubs, Cub Scouts, and their families into existing Cub Scout packs, and to enlist parent participation in the program; to fill the need for new units for boys who want to join, but have no existing pack available.

Preparation

All involved leaders should attend School Night training—if not to help your unit, to help another!

Promotion

- Attractive posters will be provided for school bulletin boards.
- “Save the date” printed invitations (fliers) will be provided to be passed out to all prospects in each school.
- Councilwide publicity for newspaper, radio, and television outlets will be properly coordinated.
- Cubs will be asked to wear their uniforms to school throughout the week of School Night.
- Rallies (in-school, classroom-to-classroom) will be held to personally invite boys to join.
- Billboards, road signs, and school marquees will keep our “Join Scouting” date (September _____) constantly on their minds.
- Our School Night will be advertised at intersections, on billboards, on posters in drive-through windows, as well as in grocery and convenience stores. We will cover all the bases.

Basic Program

The school coordinator will be in charge in each school. (Coordinators are assigned by the district School Night coordinator—it may not be the Cubmaster.)

What to do

- Welcome joining families as they arrive. Have demonstrations and exhibits showing what Scouting does. Make sure everyone signs the attendance sheet.
- Scouting information—including what Scouting is—parent responsibility, and how to enroll will be given to those in attendance.
- Parents and boys should be organized into dens by grade level, using the “circle up” method; leaders will enroll boys and parents, and give additional information about their units.
- **School Night commissioners can assist inexperienced units, or organize new units where none exist. In schools where packs are saturated (have enough youth members), additional packs will be started—so every boy has the opportunity to join.**
- **Training courses are available for new volunteers**, and training information could be given to new volunteers that night. Fast Start training will be held for all needed immediately following School Night. All districts will offer one within three weeks of School Night.

Follow-up

Unit leaders will submit all of the boys' applications to the school coordinator that night, with a copy of each adult application as well. **Important: All applications must be turned in to the district School Night headquarters on School Night. This is a requirement for being a school coordinator, and is not an option.**

Den Registration sign-in sheets will be turned in by the School Night coordinator as part of his/her report on September _____.

School Night Helpers Timetable

(Pack and Troop Unit Leaders)

Third week in August

Attend district School Night for Scouting training.

On School Night

Attend School Night for Scouting. Arrive early.

- a. Set up the display and sign-in sheets; organize a "gathering period" activity or song.
- b. Assist with the opening ceremony; make sure everyone signs in.
- c. Present a brief description on a pack's or troop's program. (Why troop? Many Cub Scouts have older brothers ready to join, or have already turned 11.)
- d. Assist the School Night coordinator with "circle up" and registration. They need your help—School Night is not a one-person responsibility!

After organizing dens

Arrange a parent orientation and Fast Start training; usually, holding it at the same place (school cafeteria) one week later works best. Promote This Is Scouting training for all new unit leaders and parents. Follow up with unregistered Scouts by calling them (those who signed in but did not join, for whatever reason).

How to Conduct a Classroom Rally

Class-to-Class Promotion

- When:** The week before and week of School Night.
- Who:** Only trained rally experts.
- Purpose:** To create excitement and inform boys of School Night for Scouting.
- Preparation:** Ask the principal for two minutes to talk to the boys in each classroom. The school's staff should announce (over the PA system) that you will be coming by.
- Note:** If only an assembly-type rally is allowed, it is best to meet separately with Tiger Cubs (first grade), Cub Scouts (second and third grades), and Webelos (fourth and fifth grades)—not all grades at once.

Rally Agenda

- I. Acknowledge girls' interest in Scouting, and give them a phone number of a Girl Scout council.
 - A. Ask boys to tell you what kind of activities they see on the flier.
 - B. Show boys creative ways to get the flier home to their parents (Multifold, place their in socks; put in their school bag or in the refrigerator under the milk, etc.).
 - C. Show a unique Scouting item or other Scouting prop.
- II. Distribute fliers. Students can help you pass them out (to boys only).
- III. Describe and give examples of what Scouts do.
 - A. Day camp (fishing, climbing, sports, and crafts)
 - B. Pinewood derby races
 - C. Cub Scout and Webelos Olympics
 - D. Camping, hiking, cookouts, Scout show, swimming, fishing, seeing wild animals, and making s'mores.
 - E. BBs and archery
- IV. School Night for Scouting information
 - A. Emphasize to them: "It's this (day) at this (time), here at your school cafeteria."
- V. What to bring to School Night for Scouting
 - A. Registration fee
 - B. Parents
- VI. Incentive
 - A. Show the boys what they get when they join on the planned date. (Every boy who joins will receive his OWN Scouting item you showed.)
- VII. Don't take any questions. Explain that more information will be available on School Night.

"See you there ... when?"

Have all the kids say _____ night at _____!"
Date Time

School Night Coordinator's Checklist

Key Items to Have on School Night

- Plenty of helpers
- Your School Night agenda and script
- Sign-in attendance sheets
- Unit organization chart/flip chart
- Plenty of applications (youth and adult)
- Enough parent guide books for all families who attend
- Pens, pencils and change
- Mini Boys' Life magazines with council or district contact info on the labels
- Grade-level table markers with position description
- Program Helps and handbooks
- Training fliers
- Fast Start video/CD
- Any local pack displays

Before You Leave Home

- Rehearse your pre-opening activity.
- Prepare your pack organization chart/flip chart.
- Wear your complete uniform (must be full Class A).
- Review your agenda and practice your presentation.
- Take a pocket calculator.
- Take 20 to 30 pens and/or pencils.
- Take some change (bills and coins).
- Take masking tape.
- Take School Night for Scouting materials.
- Take your agenda and script.

When You Arrive at the School (45 minutes before School Night)

- Empty your packet and organize your materials.
- Set up tables, by grade.
- Check with other School Night team members on their part of the program.
- Display your pack organizational chart.
- Helpers/unit leaders set up displays 20 minutes before School Night.
- Pre-opening activity is ready to begin as the first families arrive.
- Station someone at the door to welcome and sign in families; leave out pens.

General Presentation

School Night Coordinator Agenda and Script

Arrival and setup (one hour before). Everyone signs in

- I. Opening Ceremony—time listed on flier
 - A. Briefly state the purpose of the meeting, tell about Scouting's opportunities in the neighborhood, and inform how everyone may participate.
 - B. Explain how Scouting "does business."
 1. Creates a working relationship with an institution such as the PTA, church, civic group, or group of citizens.
 2. Provides program, literature and other materials, training for leadership (volunteers and professionals), and a major activity schedule including a provision of camping facilities.
 - a. Supported by _____ Council, which serves over _____ youth.
 - C. Introduce unit leaders. The unit leader takes two minutes to tell about his or her unit, including chartered organization, size of unit, day, time, and place of pack meeting and handout flier. (The school coordinator walks around the room, identifying potential den leaders, assistant den leaders, or committee members from the den. Shows flier, council parent guide, Program Helps, and handbooks.)
- II. General Presentation
 - A. Parent Participation—"Every adult plays a role in the success of our pack."
 1. Great emphasis should be placed on giving each parent the opportunity to join Scouting with his or her son.
 2. Families with sons of Scouting age are the major resource of Scouting's leadership.
 - a. Program leadership is totally volunteer.
 - b. More than _____ individuals volunteer here in the _____ Council!
 3. Full support and cooperation of every family is essential to a successful Scouting program for boys.
 4. Scouting is a family program. BSA does not stand for "Baby Sitters of America."
 - B. Review Parent Concerns
 1. "There are two questions I would like to ask you, parents ...
"Do you realize that your son has spent almost half of his life at home already?" (Expand.)
"Next, do you know what influences our youth today in how they think, and what they do?"
 2. "Well, when you and I were growing up, the biggest influence on our lives were: family, school, our religious institution, peers, and/or TV."
 3. "But for today's youth, these influences have changed, and not necessarily for the better. They are: peers, family, TV, school, or religious institution."
 4. "Since 'peers' have such a big influence on our kids, a program like Scouting is more important than ever. We must expose our sons to peer groups with the proper ideals and positive objectives." (Expand.)
 5. "Yes, we all want our sons to grow into good citizens with good character and a respect for themselves and others. Scouting will certainly help."

- D. Now start recruiting pack-level leadership, then start with Tiger leaders. After each leader or assistant leader is recruited, call out their name, lead the applause, give an adult application to be filled out, then move on to the next table.
 - E. Youth applications should be given to each den only after the den leader and assistant have been recruited.
 - F. Remember to recruit a popcorn chair, if it's a new pack.
- IV. Supply registration application forms **only as the den's leadership is organized.** (Ideally, a current leader would assist each new Den.)
- A. Explain the registration and *Boys' Life* fees.
 - B. Have parents help fill out boys' applications.
 - C. Collect applications and fees with assistance from a current leader. Write notes on the applications: "Paid, amount, cash or check number."
 - D. Front cover of application goes to the parents and boy.
 - E. As new leaders complete adult applications, **they should immediately get training information, Program Helps, calendars, and Fast Start video.** (Or set up a date and time for Fast Start training.) They can also go online for training at www.Scouting.org, then clicking on the Volunteer and Training tabs.
 - F. School Night helpers turn in all applications and fees to the unit School Night coordinator.
 - G. Ask new leaders to remain for a brief orientation meeting about training and getting started. Provide a new-leader handout with the date and place of the pack leaders' meeting, the next pack meeting and key contacts, and suggested den meeting locations with key contacts.
 - H. Dismiss other parents and boys.
- V. Hold a quick new leader orientation meeting.

'A Boy's Eyes'

"I'd like to be a Cub Scout"...
(His eyes were clear and true)
"I'd like to learn, and play, and build,
Like Jim and Freddy do."

"I know how to use a hammer;
I can drive a nail if I try ...
I'm eight years old, I'm big and strong
And I hardly ever cry."

I gave him the application
And parent-participation sheet
(His eyes were filled with sunshine
As he left on dancing feet.)

Next day my friend was back again,
A dejected little lad. He said,
"I guess I'll skip the Cub Scouts."
(His eyes were dark and sad.)

"See my Mom is awfully busy,
She has lots of friends, you see,
She'd never have time for a den,
She hardly has time for me."

"And Dad is always working...
He's hardly ever there;
To give them anymore to do
Just wouldn't be quite fair."

He handed me back the papers
With the dignity of eight years,
And smiling bravely, he left me.
(His eyes were filled with tears.)

Do you see your own boy's eyes
As other people may?
How he looks when you're "too busy"
Or "just haven't had time today"?

A boy is such a special gift,
Why won't you realize ...
It only takes a little time
to put sunshine in his eyes.

You say, "I'll start tomorrow"
But tomorrow is far away.
He's a boy for such a short time—
So won't you start today?