



*Be **A** Scout*

EXPERIENCE

— LAUNCH YOUR FALL RECRUITMENT —

Agenda

- Welcome!
- Safety Moment
- Marketing/Communications
- Get to Know Your Audience
- Designing your Recruitment Event
- Mock Recruitment Event
- Feedback
- Wrap up



Objectives

By the end of this experience, you will be able to:

-  Identify your audience
-  Use marketing tools
-  Plan a recruitment event
-  Engage new families
-  Streamline registration
-  Retain members

Safety Moment

Prohibited Activities in Scouting America

- Ask These Questions Before Any Activity:
 1. Is it in official Scouting America literature?
 2. Does it support Scouting values?
 3. Is it age appropriate?
 4. Is it on the prohibited list in the Guide to Safe Scouting?



[Prohibited Activities FAQs](#)

Guest Speaker



Kate Benson

National Director of Cub Scout Programs

2026 • New Programs and Cub Scouting

Retention Best Practices



#ADVENTUREON!

SECTION 01

What was the study?

0

1

What's Working

Nationally, Cub Scout retention is down. But there are packs that are doing a great job of welcoming and retaining new families. We surveyed them and followed up with focus groups to find out what's working.

Consistently doing the fundamentals well, quickly, and intentionally:

- Make it Personal
- Make it Fun!
- Make it Easy

THANK YOU!

Packs from the Atlanta Area, Greater St. Louis Area, Green Mountain, and Coastal Georgia councils participated in the study.

SECTION 02

What Packs Can Do

0

2

What Packs Can Do

1 Make It Personal

Create immediate personal connections.

2 Make it Fun

Deliver early fun and outdoor experiences.

Run simple, fun, activity-based meetings.

3 Make it Easy

Provide strong early leader support.

Set clear expectations and structure.

Engage parents early with small roles.

Make it Personal

Create immediate personal connections.

- Contact every new family quickly (within 48 hours).
- Assign a single point of contact. We call this person the New Member Coordinator.
- Make families feel known and included right away.
- Provide a pack T-shirt as soon as they join; a neckerchief, hat, handbook, or swag bag can also work.

COMMUNICATION

Whatever channel you use to communicate, keep it simple and keep it consistent. Many packs have found success with group texts.

“Hello (name), we are so glad you are part of our pack. We look forward to seeing you at our next activity (date/time/location).”

“Make it Personal” Resources



[Welcome New
Families Brochure](#)



[Welcome New
Families Video](#)



[Welcome New
Families Ceremony](#)



[Team Building Pack
Meeting](#)

Make it Fun

Deliver Early Fun and Outdoor Experiences

Run Simple, Fun, Activity-Based Meetings

- Host one or more fall campouts or major outdoor events.
- Make sure every new family is personally contacted, and supported with borrowing gear if needed.
- Less talk, more activity. Avoid feeling like another class by embedding advancement into games and hands-on activities.
- Meet outdoors when possible! Hikes, outdoor games, cookouts, s'mores, and more.

PLANS, SONGS, AND GAMES

Use the pack meeting and den meeting plans available online to streamline preparation time.

Always have a song or game in your back pocket to fill unexpected gaps.

“Make it Fun” Resources



[Outdoor Pack
and Den Planners](#)



[Cub Scout
Camping Video](#)



[Fun & Games](#)



[Tips & Tricks
Videos](#)



[Den Leader
Resources](#)



[Pack
Resources](#)



[Presentations &
Ceremonies Archive](#)

Make it Easy

Provide Strong Early Leader Support
Set Clear Expectations and Structure
Engage Parents Early with Small Roles

- Mentors lead the first meeting(s), with new leaders observing.
- Use simple, ready-to-go plans.
- Publish a full-year calendar early with a consistent schedule.
- Communicate clearly using a main channel.
- Use shared leadership, especially in Lion and Tiger dens.
- Use small, specific volunteer roles to engage parents.

MICROVOLUNTEERING

A term used to describe smaller or time-bound roles, which might include:

- Blue and Gold coordinator
- Pinewood Derby chair
- Fundraising chair
- Running a station activity at a den or pack meeting
- Running a game
- ... and more!

“Make it Easy” Resources



[Den Host Sign-up Sheets](#)



[4-Month Plan](#)



[Adult Leader Training](#)



[CubChat Live](#)



[Family Talent Survey](#)



[Scoutbook+ Calendar Guide](#)



[Printable Calendar Templates](#)



[Getting Parents Involved](#)



[Pack Committee Resources](#)



[Video: From Parents to Leaders](#)

Training

Safeguarding Youth
Position-Specific Training
BALOO / Outdoor Training



Program Delivery

[Den Meeting Activities](#)
[Pack Meeting Resources](#)
[Four-Month Plan](#)



Welcoming New Families

Welcome to CS Packet
[How to Welcome Video](#)
[Welcome New Families Ceremony](#)



Leader Role Resources

[Den Leader Resources](#)
[Cubmaster Resources](#)
[Committee Resources](#)



Meeting Elements

[Presentations & Ceremonies](#), Leader Minutes, Skits
[Fun and Games](#)



Leader Support & Ideas

[Virtual Roundtables](#)
[Tips & Tricks Videos](#)
[Cub Chat Live!](#)





WELCOME → CONNECT → BELONG



A Leader's Guide for Welcoming Families

✿ A positive first impression builds participation, retention, and a vibrant Pack community. ✿



FIRST 24-48 HOURS

- Call, then text/email.
- Deliver Welcome New Cub Scout Family Guide & pack information.
- Share calendar; highlight next three meetings.
- Assign a mentor family & Cub Scout buddy.
- Invite parents to orientation.
- Share uniform guide & welcome item.



FIRST 1-2 WEEKS

- Hold parent orientation.
- Welcome every Cub Scout & family by name.
- Introduce Den Leader and Den Chief.
- Connect new parents/adults to the pack.
- Set the expectation: Every family helps.

"Most jobs take less than 30 minutes. No Scouting experience required."



DAY 30

- Ask: Is the Cub Scout enjoying the pack?
- Confirm clear communication.
- Host at least two meetings + one pack event.
- Recognize advancement quickly.
- Invite all adults to parent & leader meetings.
- Follow up when participation slips.



DAY 60 - 90

- Check in again.
- Offer small, defined volunteer tasks.
- Invite consistent helpers to lead.
- Build community—and keep it fun!



EVERY FAMILY WELCOMED. EVERY CUB SCOUT CONNECTED. EVERYONE BELONGS.



SECTION 03

What Our Council is Doing

03

Council Best Practices

1

Supplemental Training

Leaderpalozza
Saturday, Oct 3, 7:30-12:30
[Ncscouts.org/leaderpalozza](https://ncscouts.org/leaderpalozza)

B.A.S.E (you're here!)

Thrive: January

BOOM! In June

2

Program Planning Packets

Distributed each June at
BOOM!

Also available online at
ncscouts.org

3

Outdoor events

Trailblazer Days – September
12th and October 3rd

Holiday Fun Day December 5th

SECTION 04

What National is Doing

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4

What National is Doing

1

Meeting Planning Resources

From activities for individual requirements up to pack planners covering multiple ranks at once, there are a wide variety of online resources available now.

2

Volunteer Best Practices

Check out #CubChatLive for a weekly dive into best practices and late-breaking news.

3

Program Team Support

National Program Team staff are heading out into the field to provide supplemental training for front line staff and volunteers.

What National is Doing

4

Reduce Cost at Entry

Piloting a prorated fee of \$45 for selected councils this fall for registration September-February.

5

Improve BeAScout

Improved options for unit pins, including more unit information and more transparency on cost.

What National is Developing

1

Printed Program Guide

The 4-month plan for small and new packs, is in development as a printed program guide.

4

Improve Scoutbook Usability

Next Scoutbook+ update coming Q1, 2027

2

Updated Leader Training

The Cub Scout Committee and Scouting U are working together to update Cub leader training. They are also updating the Tips & Tricks videos and roundtable modules for on-demand information.

3

ScoutConnect Updates

The latest major update rolled out in August. Working to improve the functionality of online registration tools remains a key priority for the national council.

Microvolunteering & Delegation Survey



Before Your Event: Marketing and Communications



Know Your Audience: Mom

- In marketing and promotion, it's important to know your audience. For Cub Scouts, the target audience is typically a mom.
- As you develop your campaign, it's critical you keep Mom in sharp focus to make sure your message is heard by the right audience at the right time.

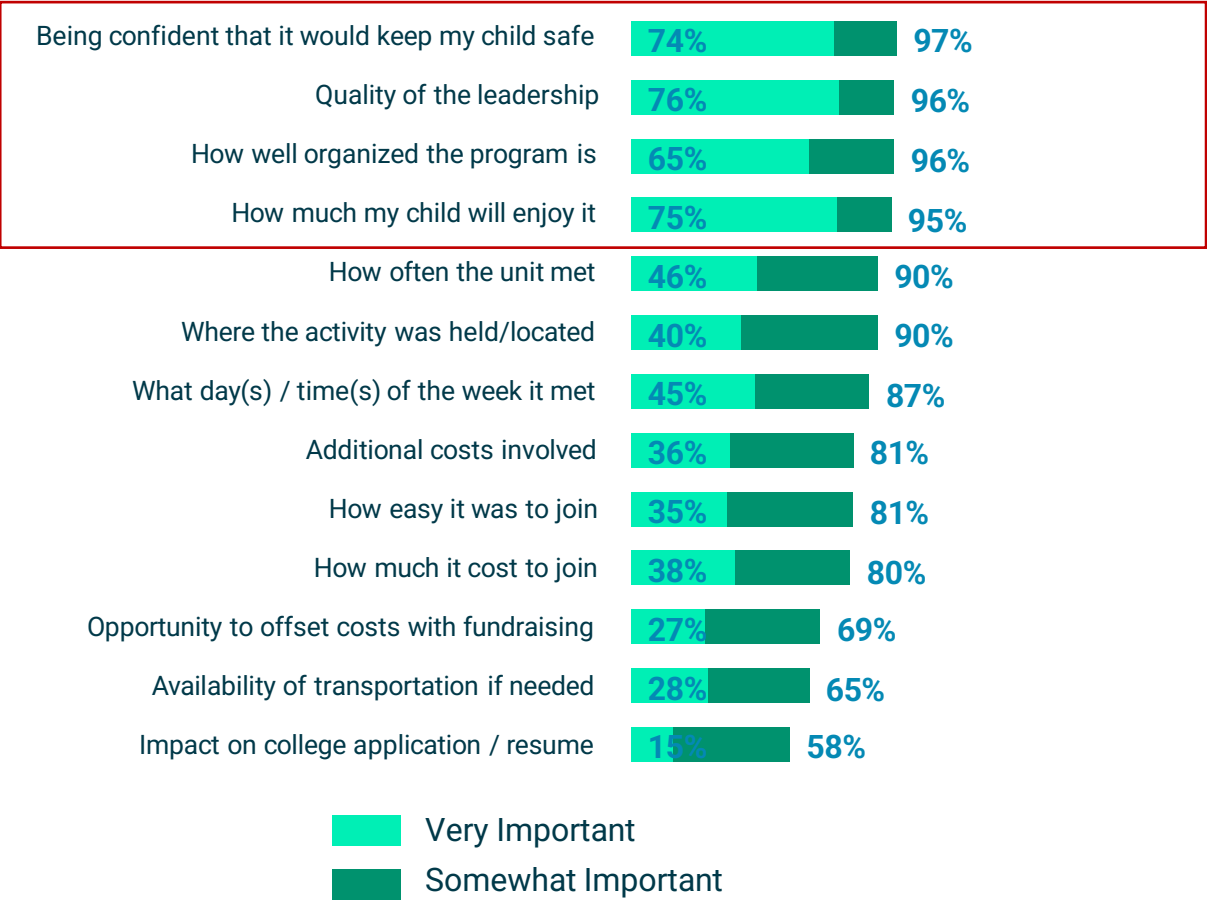


Food for Thought

Decision Factors for *Joining Scouting*

The most important factors for Parents deciding to participate in Scouting are safety, quality of leadership, organization, and kid enjoyment

Most important factors driving decision to join Scouting



Food for Thought

Decision Factors for Joining
Scouting & Extracurricular Comparison

**Quality of leadership,
organization, and safety
are all heightened decision
factors when Parents think
about Scouting**

Separately, while less important in
general as factors, worries about costs
and location seem to carry more
weight with than other Extracurricular
activities.

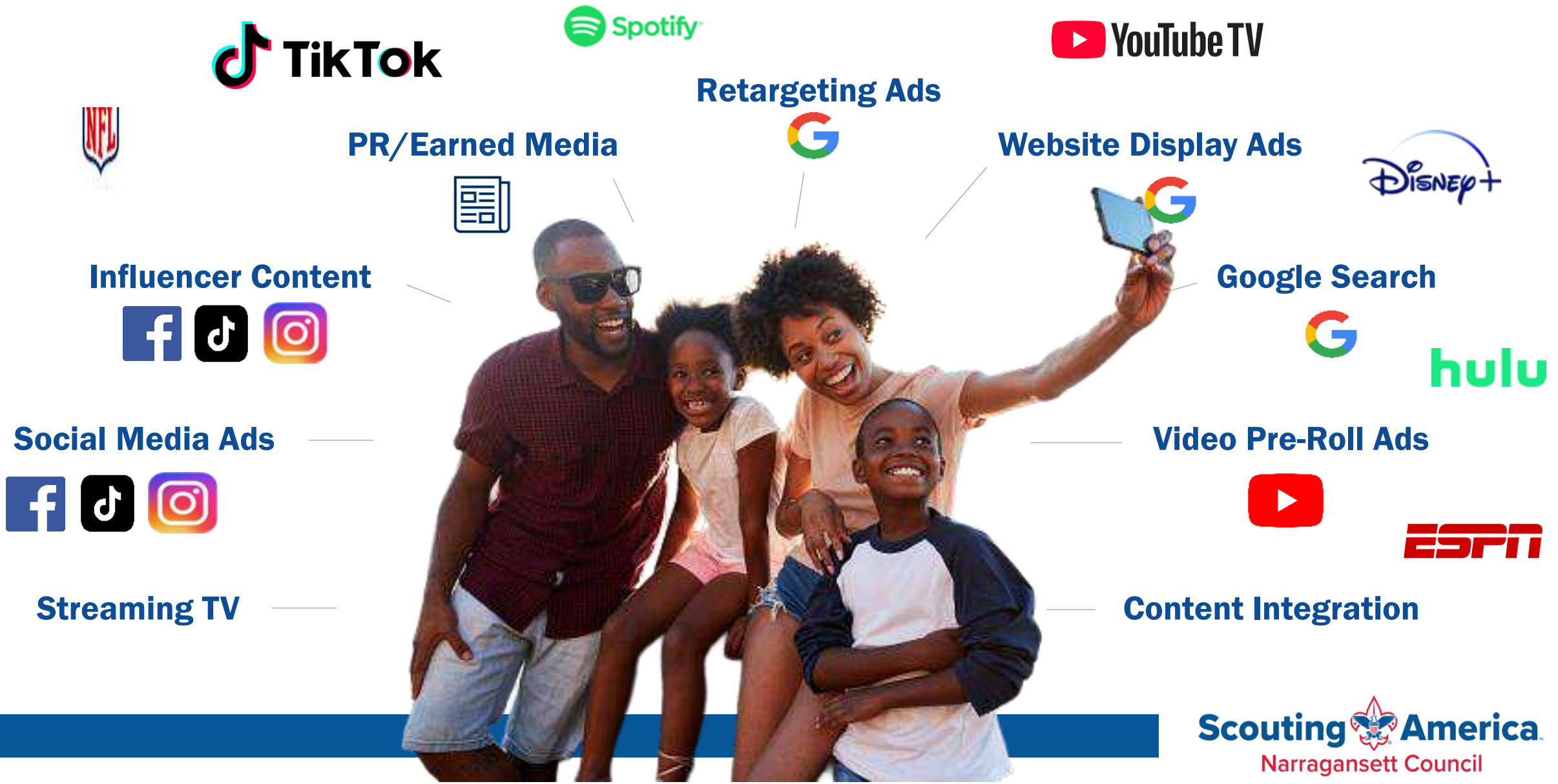
Biggest gaps in importance of factors for deciding to join Scouting vs. other Extracurriculars

% of Parents who say the reason is very important for deciding to join the activity

Decision factor	Scouting	Extra- curricular	Gap
Quality of leadership	76%	57%	19%
How well organized the program is	65%	51%	14%
Additional costs involved	36%	26%	10%
Being confident that it would keep my child safe	74%	66%	8%
Where the activity was held/located	46%	38%	8%
How much it cost to join	38%	30%	8%
Opportunity to offset costs with fundraising	27%	20%	7%

A11 and A21: Based on everything you know or have heard about Scouting, how important is each of the following factors in deciding to participate in or join Child’s Favorite Activity / Scouting?

2026 Fall National Membership Channels:



Disney Interactive



How far away can a bear smell food?



Scan Here to Learn More



Scouting America

Scan Here to Learn More



10:00 AM
Catch a fish

How far away can a bear smell food?

1 Mile Away

5 Miles Away

20 Miles Away

100 Feet Away

ANSWER WILL APPEAR IN 0



Scouting America

Scan Here to Learn More



Day in the life:
Scout Camp Counselor

What does a compass needle always point toward?

The Sun

Magnetic North

The Nearest Mountain

The Ocean



2026 AI-Driven Channel Mix

AI is allowing Scouting America to be much more precise in reaching Parents.

Streaming TV – **Disney+, Hulu, ESPN+, YouTube TV, NFL Network**

Streaming Audio – **Spotify (music & podcasts) NEW!**

Social Media Ads – **Facebook, Instagram, TikTok, Reddit**

Influencer Content – **TikTok, LinkedIn**

PR/Earned Media – **Local / National Release**

Retargeting Ads – **Facebook, Instagram, TikTok**

Google Search Ads - **Google**

Video Pre-Roll Ads - **YouTube**

Content Integration – **Disney Interactive, Nat Geo**



Council Marketing Strategy

We're reaching families where they're—online, at home, and in their communities:

- **Print & Direct Outreach**

- Direct Mailers
- Flyers and Yard Signs

- **Digital Marketing Channels**

- Facebook & Instagram Ads
- Targeted Email Campaigns
- Google Display & Banner Ads
- OTT/CTV Streaming Ads (e.g., Hulu, Roku, YouTube TV)

- **Who We're Targeting**

- Adults aged 25–65 with children ages 4–12
- Special emphasis on moms, the primary decision-makers for family activities



Marketing & Membership Hub

You don't need to start from scratch — Scouting America provides **free, professional-quality marketing materials** ready for your use.

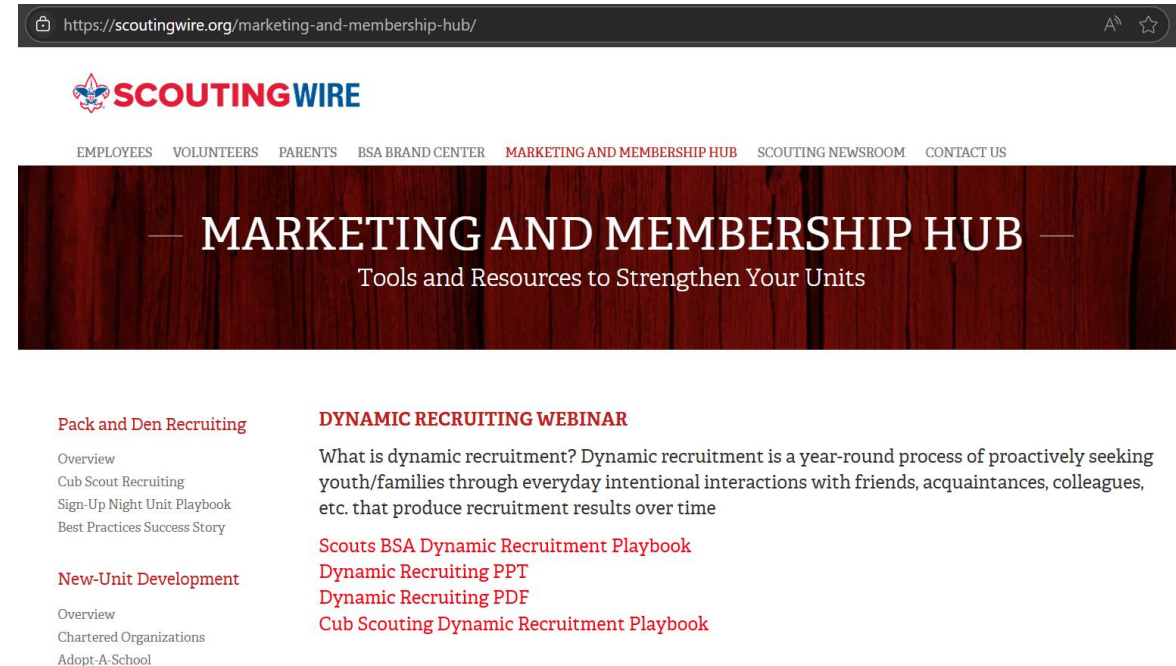
Access flyers, social media graphics, videos, email templates, and more:

scoutingwire.org/marketing-and-membership-hub

Use these assets to:

- Promote events online and offline
- Customize flyers and posts for your unit
- Save time while boosting your visibility

Pro Tip: Add your local contact or event info and you're ready to go!



Set Up Your Facebook Page

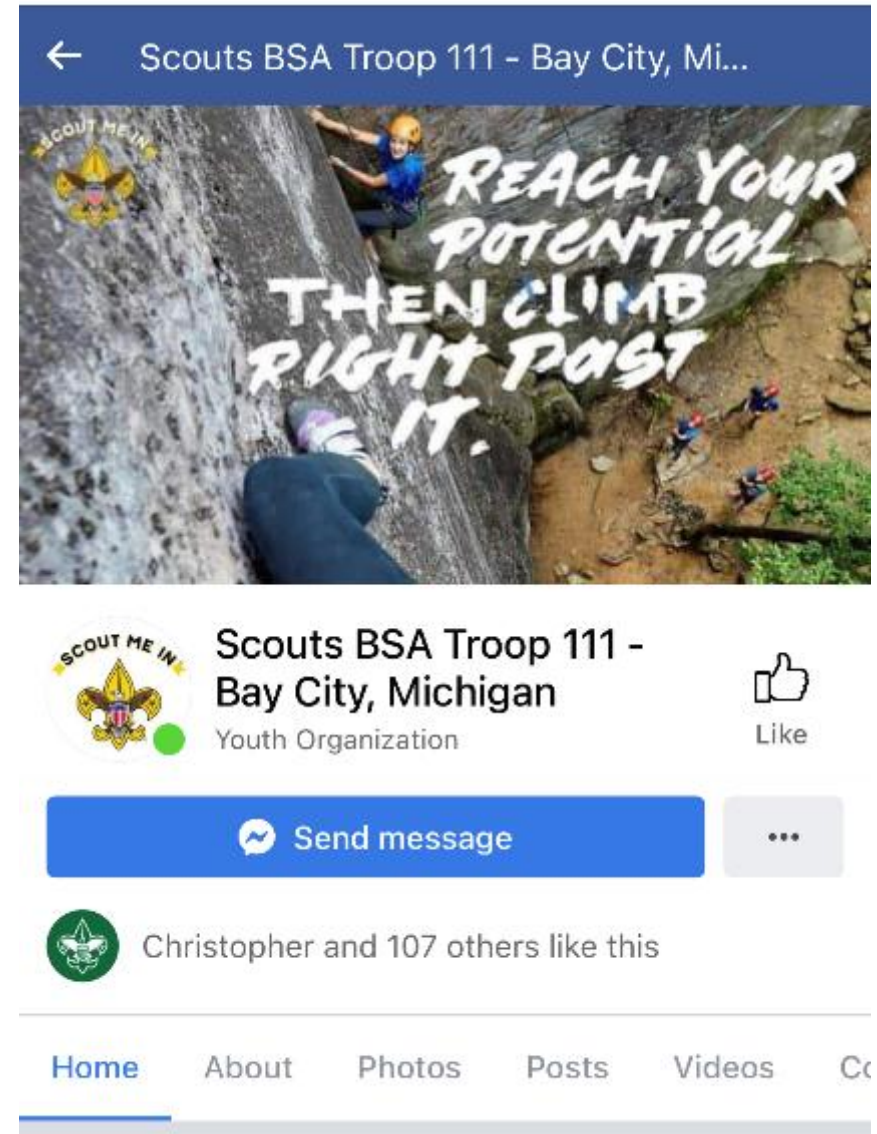
Make sure you have a [Facebook page for your unit](#). Post photos and video so people can see the fun Scouts have in your unit.



Learn how to set up your own Facebook page.



Or use Facebook's handy page creator tool.



Online/Social Media Tips

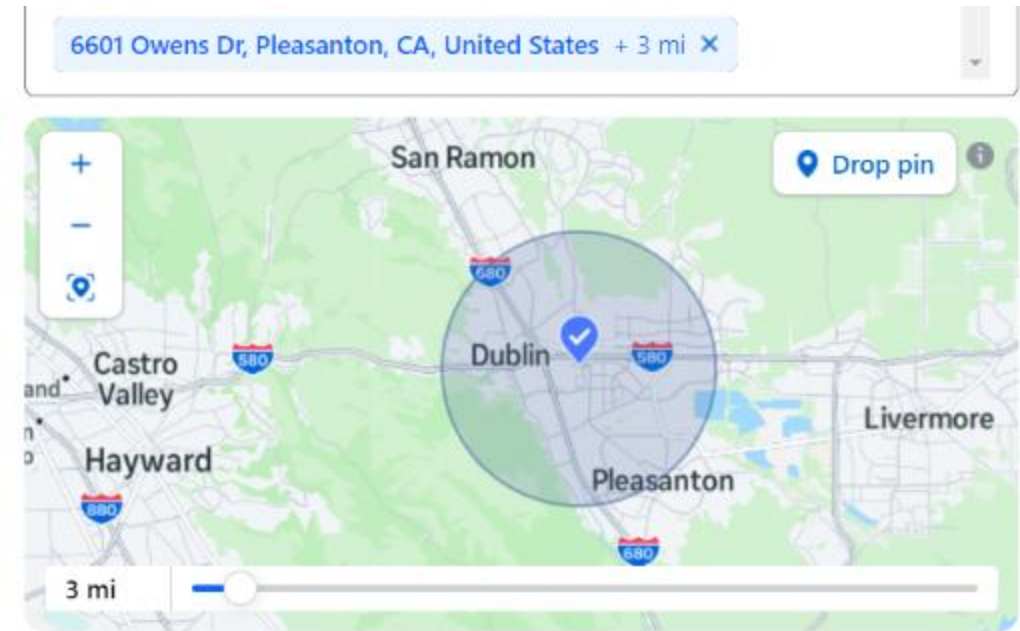


- Keep your unit's Facebook page public and active to boost visibility and engagement.
- Share exciting photos from Summer Camp and recent events on local community pages.
- Invite the Council to be Collaborators on Recruitment Events to boost visibility.
- Post event invites and stories on community Facebook groups — including town, rec departments, charter partners, and first responders.
- Search “Scouting in *[Your Town]*” — does your unit appear?
 - Boost your visibility with these tips: [How to make your Facebook page show up on Google](#)

Geofencing on Facebook (Meta)

What is Geofencing?

Geofencing is a way to make a targeted ad through social media or on the web. Here we will focus on Facebook or what is now known as Meta. This includes Instagram. The idea being you take an event and make an ad to be marketed with geographic borders and age demographics in the social media ad algorithm. (Examples being; addresses, zip codes, age range, parents, interests, etc.)



The Local Influencer

Comment "Scouts" for
the link and more info! 📌



explorestlparks ✓ ...

Steph Hampton | Missouri Hiking, Camping & Travel Mom

1,304 posts 144K followers 1,099 following

📍 St. Louis Mom x 5 💕💕

🏠 Exploring Missouri, Midwest and beyond

🎥 FAA Part 107 Drone | Licensed & Insured

🌳 Free, Weekly... more

🔗 www.facebook.com/share/g/GzHFJwP1jHDwrKxS/?mibextid=K35XfP and ...

📱 @explorestlparks



Followed by **scoutingstl** and **stl.trailguides**

... family out of the house on a weekend. And you don't have to be a Scout to go! Anyone is welcome.

As you know, my husband, Mark, is an Eagle Scout, and our older two daughters are in Scouting. I just love that [@scouting.america](https://www.scouting.org) is open to both girls and boys! Greater St. Louis Area Scouting is one of the largest groups in the nation with more than 23,000 members, and we highly recommend checking it out!

4 Locations: Beaumont Scout Reservation, Quail Ridge Park, O'Fallon IL Sportsman Club and Rhodes France Scout Reservation

Pro Tip : Launch Your Own Social Media Campaign

Launch a three-to-six-week social media campaign on Facebook to build awareness of your pack and invite families to join. We've made it easy!



Week	Post	Topic	Post Language	Hashtags	Suggested Image from Brand Center (or Similar Pack Image)	Sitelink (BeAScout or Pack Website)
1	1	Fun, Family & Friends	From taking your first hike...to roasting your first marshmallow around the campfire...Cub Scouts is about fun, family and friends! It's about finding adventure in the world around you. Don't let adventure pass you by! Check out our Pack today! For info, contact (insert pack contact info).	#AdventureOn #BeAScout #CubScouts		www.beascout.org
1	2	Best Future Self	What does their future hold? Are they destined for greatness? Will they impact the world around them? The best way to find out is through Cub Scouts! Scouting's character and leadership programs help young people become the best future version of themselves. Oh yeah... and...it's fun! Join today! For info, contact (insert pack contact info).	#AdventureOn #BeAScout #CubScouts		www.beascout.org

- In the Brand Center you'll find a sample [6-week schedule of posts](#) to get you started. You can add your own content. The important part is to post regularly to show the fun and adventure youth have in your Cub Scout pack.
- Note: Save time by creating your posts in advance in advance and then use [Facebook's scheduling tool](#) to plan out when they'll post!



How to
Schedule a
Facebook
Post



Did you know you can create and schedule your entire set of Facebook posts at once?

Spending some time planning and [scheduling posts](#) and they'll happen automatically!

BeAScout.org

Sending families to BeAScout.org is the surest way to capture and track those interested in joining.

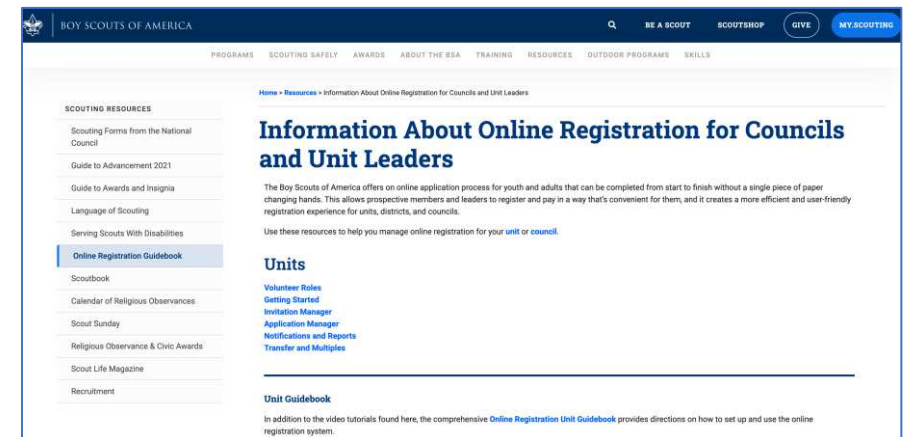
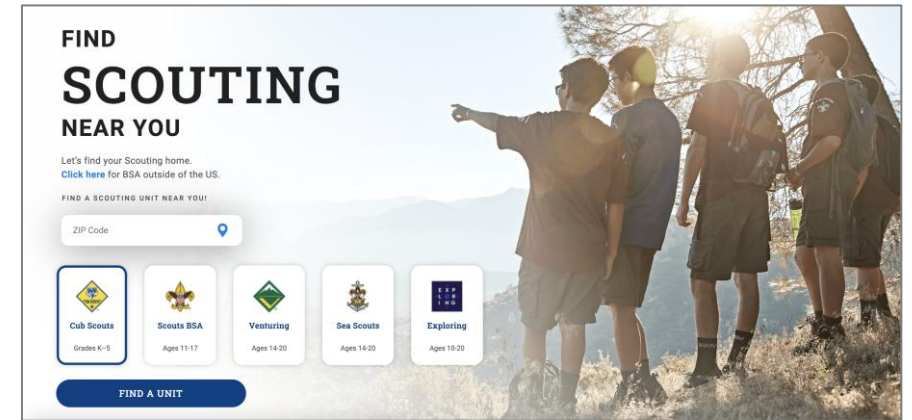
Before you begin your campaign, it's important to make sure the information on your BeAScout.org pin is up to date!



Find out how to update your pin here BeAScout.org.

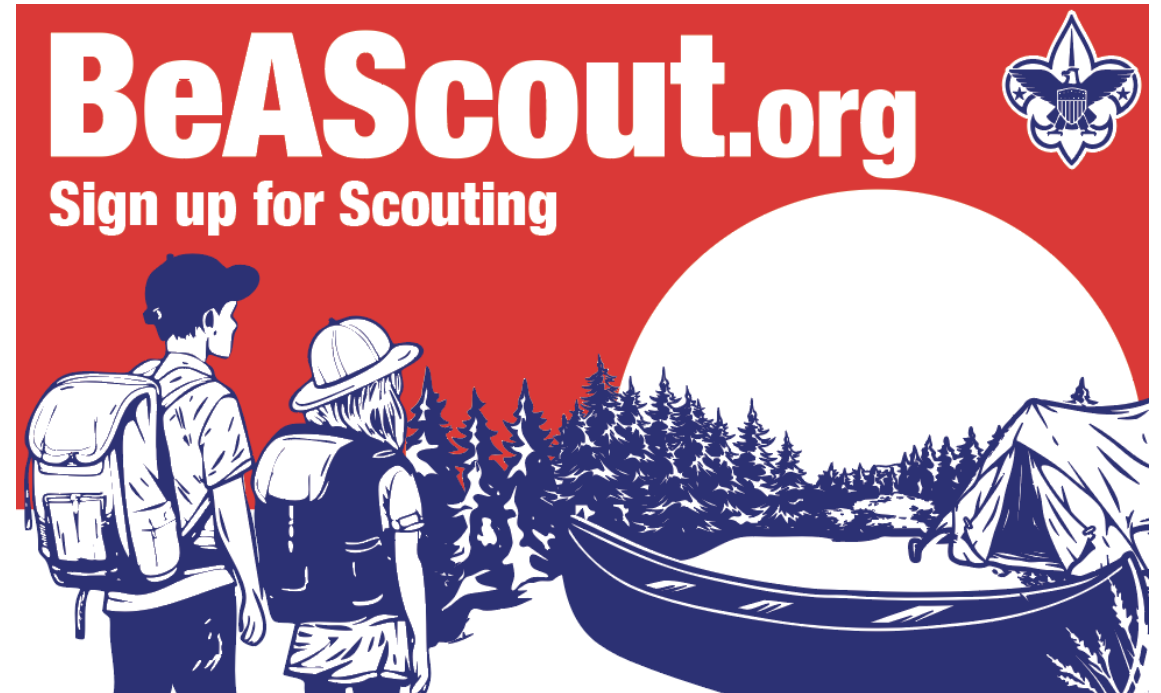
Follow up on leads within 24 hours

- Send the application and invite them to join
- A good job for a committee member who wants to help but can't attend every meeting



Physical Marketing Materials

- **Provided by Council:**
Flyers, lawn signs, peer-to-peer cards, wristbands, and other branded giveaways.
- **Customize Your Outreach:**
Feel free to design and print your own creative handouts or unit-branded materials to enhance visibility in your community.

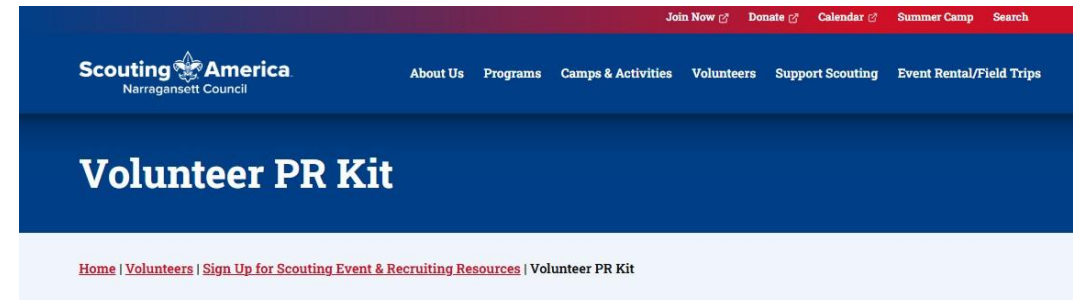


2026 PR Tool Kit

Resources at Your Fingertips

- **Flyers** – Samples; Order online.
- **Press Release** – Customizable news announcements
- **Social Media Toolkit** – Share-ready posts, images, hashtags.
- **2026 Parents' Guides** – Welcome guides for Cub Scouts & Scouts BSA
- **Council Logos** – Official branding images for Narragansett Council
- **Media Advisory Template** – For local event publicity
- **Brand Guidelines** – Scouting America standards for public-facing content

Great for promoting sign-up events!



Welcome to the Volunteer PR Kit – your one-stop resource for promoting the Scouting mission and events with confidence and consistency. Whether you're planning a local outreach, organizing a fundraiser, or simply spreading the word, this toolkit is designed to empower you with professional-grade materials and guidance.

NCScouts.org/PRkit



QR Codes Make it Easy!

QR codes make it easy to pull up web sites from your phone. Just point your camera and click!

For Scouting, QR codes are an incredibly valuable way to connect fliers, posters, yard signs and more to your event.

Remember those busy Moms we need to reach? QR codes are also widely adopted by busy families as a fast and efficient way to find info they're interested in.

Here are some helpful links (and QR codes!) to [Scouting America's QR codes for online registration](#), a Google how-to for creating your own QR codes right from [Google's Chrome browser](#) and a handy [QR Code Generator](#).

QR Codes for Online Registration



On [Scouting America's Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google's Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!



School Access & Scout Talks

- **Flyer Distribution:** Most schools allow flyer or e-flyer distribution and participation in Open House events.
- **We Can Help:** The Council can create your flyers and e-flyers—just visit NCScouts.org/flyer. Include the who, what, when, and where for your event.
- **Attend Open Houses:** Plan to attend your school's Open House night. Let us know if you need support.
- **Scout Talks:** Some schools allow in-school presentations. If you have a connection at a local school, help us get in the door!

Old Way...



Often – no Pack participation
(or not enough participation)

A Better Way!



Empowering Packs =
A Recruiting Force Multiplier

Volunteer/Staff Partnership

- Stronger staff/volunteer partnership
- Increased retention: Families who meet the pack leadership are more likely to stay with Scouting
- Increased % of parents stepping up as volunteers
- Lower closing rate – Needs training
- Higher second chance/residuals



Volunteer and Staff Collaboration

Work together to:

- Assess leadership needs
- Review assigned schools
- Establish recruiting capacity/goal
- Sign-up logistics
- Share resources for youth & adults
- Identify parent/school Relationships

PACK SIGN-UP STRATEGY
Date: _____

FILL IN DATA OR CHECK BOXES BELOW THAT ARE RELEVANT TO YOUR PACK

STATE OF THE PACK REPORT
How many returning Scouts do you anticipate by grade? 1st ___ 2nd ___ 3rd ___ 4th ___ 5th ___
How many returning den leaders do you anticipate? K ___ 1st ___ 2nd ___ 3rd ___ 4th ___ 5th ___

LEADERSHIP RECRUITMENT GOALS
What is the level of need for Pack or Den leadership? High ___ Moderate ___ Low ___
What level of support should the Atlanta Area Council staff provide our pack for fall recruiting?
High Executive leads Sign-Up Night with coordination & support from Pack leaders.
Moderate Pack leadership partners with Executives to help recruit new leaders.
Low Pack leads recruitment with Executive support.

PACK SCHEDULE
Frequency for pack and den meetings (ex. 2nd & 4th Tuesday @ 6PM)
Den Meeting Day and Time: _____
Pack Meeting Day and Time: _____



“New families that meet a unit leader (volunteer) the night of the signup are more likely to come to the first meeting and stay in Scouting.”

Your Recruitment Event



Transforming Recruitment – A Case Study

- **The Challenge:**

- Families confused by cost, time, and program structure
- Disorganized meetings and unmet expectations
- Jargon like “roundup” alienated parents
- Traditional presentations were ineffective

- **The Solutions:**

- Shifted to station-based open house format (*like sports sign-ups*)
- No uniforms at sign-up — *replaced with approachable polos + “parent” name tags*
- Gave every family a take-home packet *with calendar, handbook & key contacts*
- Avoided recruiting leaders at sign-up night — did it in advance
- Delivered a great first experience *with free activities.*

- **The Results:**

- **18% increase** in fall Cub Scout recruitment
- Families left informed, equipped, and excited about Scouting
- “*We stopped inviting new families to poor Scouting restaurants.*”
– Kelvin William, North Florida Council



Signup for Scouting Week

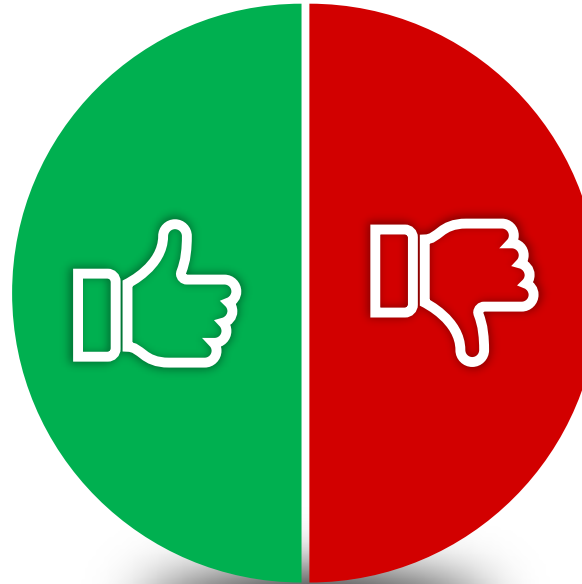
- **Week of September 20th to 26th, 2026**
All Communities Across the Council
- **Why It Matters:**
 - Creates a **unified marketing push** across the Council
 - Promotes **early registration** with a discount (Aug 1 – Sept 26)
 - Helps reach **communities without active packs or troops**
 - Encourages families to **choose Scouting**, not just a unit
 - Supports strong participation while still allowing units to host additional events before or after
- Use Discount Code **Scout2026** to save **\$25 between Aug. 1 & Sept. 26!**
- ***September 2025 was our best recruitment month since 2023 — let's break that record in 2026!***



Designing the Right Recruitment Experience

DO

- ✓ Host your event at a welcoming, accessible location (e.g., park, library, school, firehouse).
- ✓ Has internet access or strong cell signal
- ✓ Includes a fun, hands-on activity for kids
- ✓ Allows parents to sign up on the spot and get key info



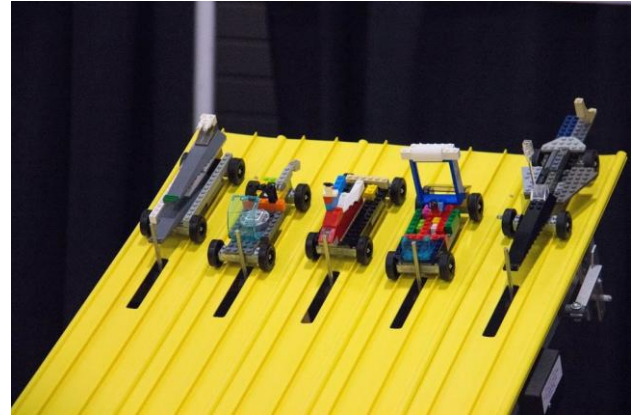
DON'T

- ✗ Host your event at a regular unit meeting.
- ✗ Host your event at a School Open House.
- ✗ Host your event at a Community Fair.
- ✗ Make the event a long, multi-hour time commitment.

Good activities for a recruitment event?

- **Paper Airplane Flight Test** – simple, fun, and interactive
- **Outdoor Cooking Demos** – s'mores, ice cream in a bag, or Dutch oven treats
- **Lego Pinewood Derby** or **Raingutter Regatta** – hands-on and competitive
- **Water Rockets** or **Stomp Rockets** – thrilling and kinetic
- **Tie-Dye a Neckerchief** – creative and memorable
- **Water Gun Target Range** – perfect for warm weather
- **Plastic Axe Throwing** or **Council Inflatable** – if available, adds major excitement





Turning Interest into Action

Most families attending your recruitment event are already interested in joining — but they still need your help crossing the finish line:

What Families Need from You:

- A **warm welcome** that makes them feel like they belong
- A clear and easy way to **sign up on the spot**
- A personal **invitation to join** — don't assume they'll do it on their own

Don't miss the moment:

Never send families home with “come try it out” — show them how to join **today** and make it easy to say “yes.”



Making Every Family Feel Welcome

- **Start with a warm “Welcome to Scouting!”**
 - Greet each family as they arrive — smile, shake hands, introduce yourself by name
- **Ask thoughtful questions:**
 - “What brings you here today?”
 - Ask both the **adult** and the **child** — this helps personalize the conversation
 - Focus the discussion on their interests and expectations
- **Look the part:**
 - Wear an **activity t-shirt or Scouting polo** and a visible name tag



Making Every Family Feel Welcome



- **Pair the child with the activity:**
 - Let them join other Cub Scouts or meet someone from their future den
 - This gives parents time to talk and ask questions
- **Engage the parent:**
 - Don't let them sit in the corner — be intentional
 - The **New Member Coordinator** or designated host should stay connected to them
- **Close with hospitality:**
 - Thank them for coming, answer final questions
 - Send a **follow-up email the next day** with a welcome message and your pack calendar

Flow of a Successful Recruitment Event

A smooth, welcoming setup helps families feel at ease and excited to join Scouting!

- **Welcome Table**

- Friendly greeter offers a warm “Welcome to Scouting!”
- Provide name tags and direct families to stations.

- **Kids' Activity Zone**

- Engaging, high-energy activities like stomp rockets, LEGO Pinewood Derby, or tie-dye neckerchiefs
- Gives parents space to learn while kids have fun

- **Parent Info Stations**

Parents rotate through the following (each with 2 leaders/staff):

Station	Purpose
 Program Highlights	Showcase camping, Pinewood Derby, adventures, and achievements
 Meet the Leaders	Chat with Cubmaster/Scoutmaster and Den Leaders
 Sign-Up Station	Use laptops/QR codes for online registration via BeAScout.org
 Uniform Info	Share details on Scout Shop, needed gear, and tips
 Thank You Station	Express appreciation and answer last questions

After They Join... What's Next?



Keep the Momentum Going!

- Make sure every new family knows **when and where your next few meetings and events are**
- Personally invite them to attend and encourage their Scout to **bring a friend**
- Keep the tone fun, simple, and welcoming — no surprises!

Involve Parents Early

- Invite parents to **volunteer or consider a leadership role**
- Let them know how easy it is to get started — their involvement makes a big impact

After They Join... What's Next?

Help Families Say YES to Adventure!

They signed up to get outdoors — so let us get them there fast:

- **September 12th** – Trailblazer Day at *Camp Champlin*
- **October 3rd** – Trailblazer Day at *Camp Norse*
- **December 5th** – Holiday Fun Day at *Camp Yawgoog*

Scouting is most exciting when it is active —
help families dive in right away!



“The Oreo Test”



Try the Oreo Test

- Ask a promising parent to bring Oreos to next week's meeting — a small, no-pressure ask
- What they bring back tells you a lot: no-show, bare minimum, or above and beyond
- Use their response to spot who's ready for a real leadership conversation.

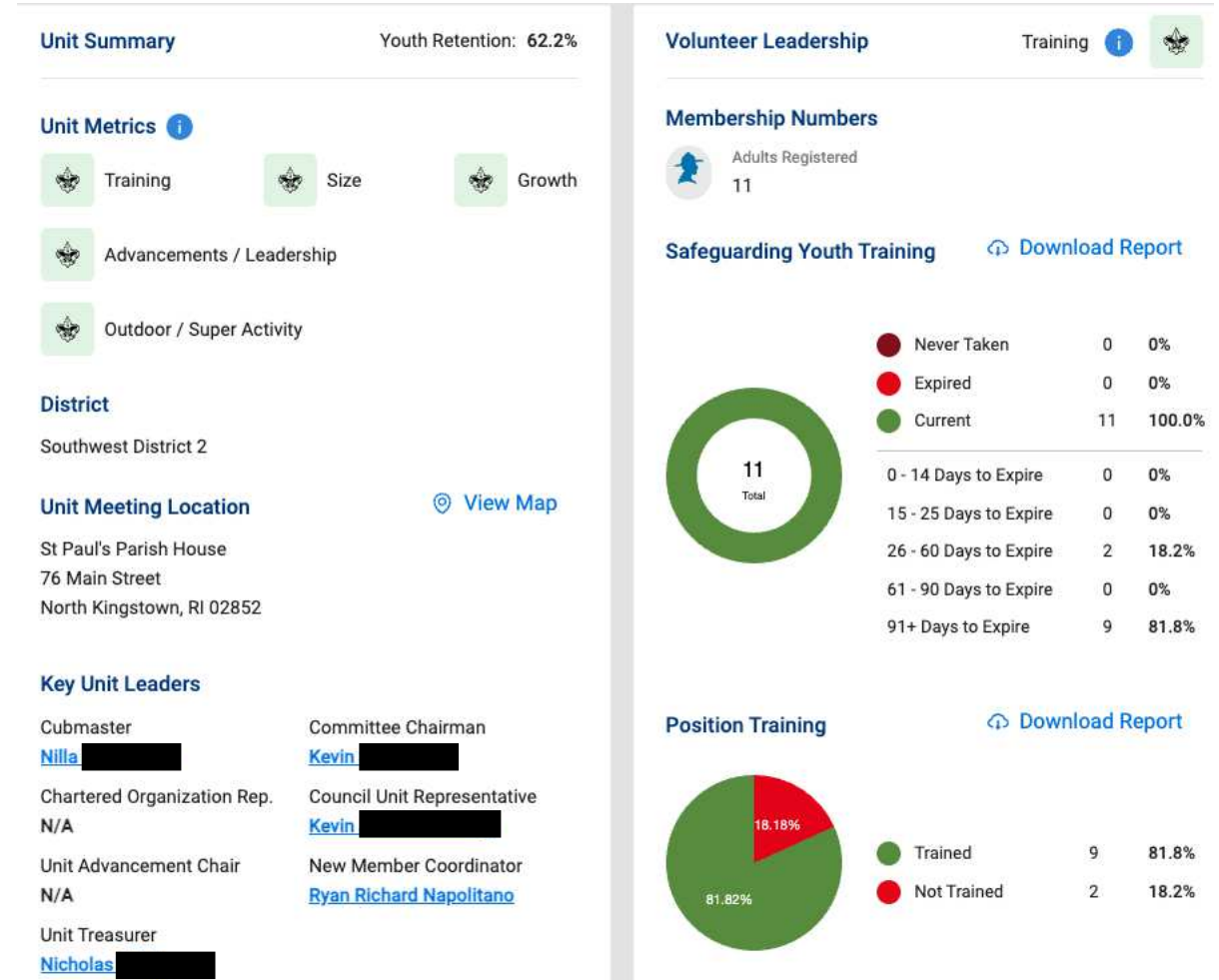


North Kingstown

Pack 5

A Bit of Background

- Founded in the late 1960's
- Suffered a big hit during COVID
- 2024
 - Joined for my son, an incoming Lion. Became the Lion Den Leader (9).
- 2025
 - USA Archery/CAI/Baloo
 - Tiger Leader (23) +2 more leaders!
 - Daughter Joined as Webelos
- Pack Size
 - 2024 ~ 23 Scouts in the Pack
 - Current – 65 Scouts in Pack
- Leadership
 - 2024 – 6 Leaders
 - 2026 – 10 Leaders



Current Health of Pack 5

Youth Membership

Growth



Size



		Girls	Boys	Total This Year	Total Last Year	Difference	% Gain
 Youth	New	7	35	42	16	26	▲ 162.50%
	Actual	8	57	65	37	28	▲ 75.68%

Age Distribution

 Download Report



Current Health of Pack 5

- Enrollment only tells a portion of the story!
- Activity keeps Scouts engaged in the program.
- We see 80% attendance rates at Den meetings.
- 2025-2026 Drop was 5 Scouts.
 - *Exit interviews! WHY did they leave?*

Advancements

[Download Report](#)

Period	Lion	Bobcat	Tiger	Wolf	Bear	Webelos	AoL	Ranks
MTD	0	0	0	0	0	0	0	0
YTD	9	0	13	10	13	2	5	52

Unit Activities

[Download Report](#)

Campouts

	Campouts	Scouts Participating	Total Attendance	Days Camped	Nights Camped
 Youth	1	39	39	78	39

Hikes

	Hikes	Scouts Participating	Total Attendance
 Youth	9	42	77

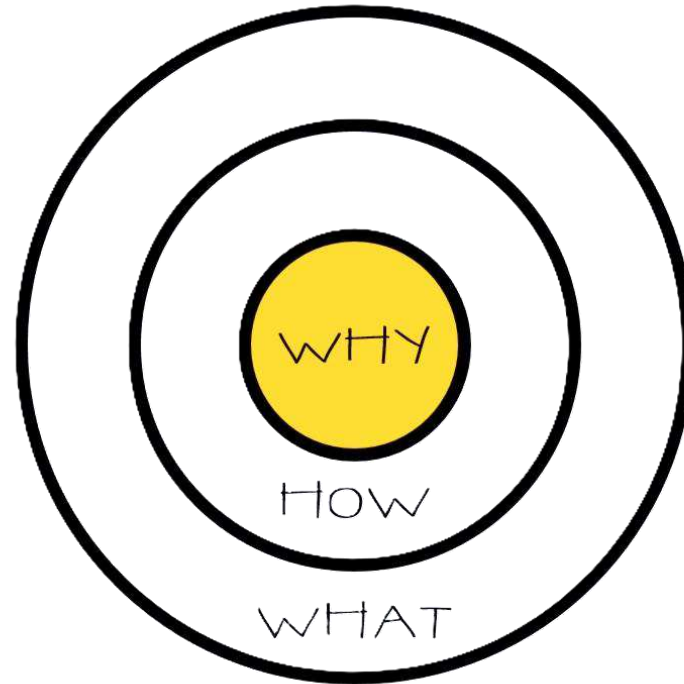
Service Projects

	Service Projects	Scouts Participating	Total Attendance	Service Hours	Conservation Hours
 Youth	4	30	40	64	64



Recruiting Techniques
from
Pack 5 NK

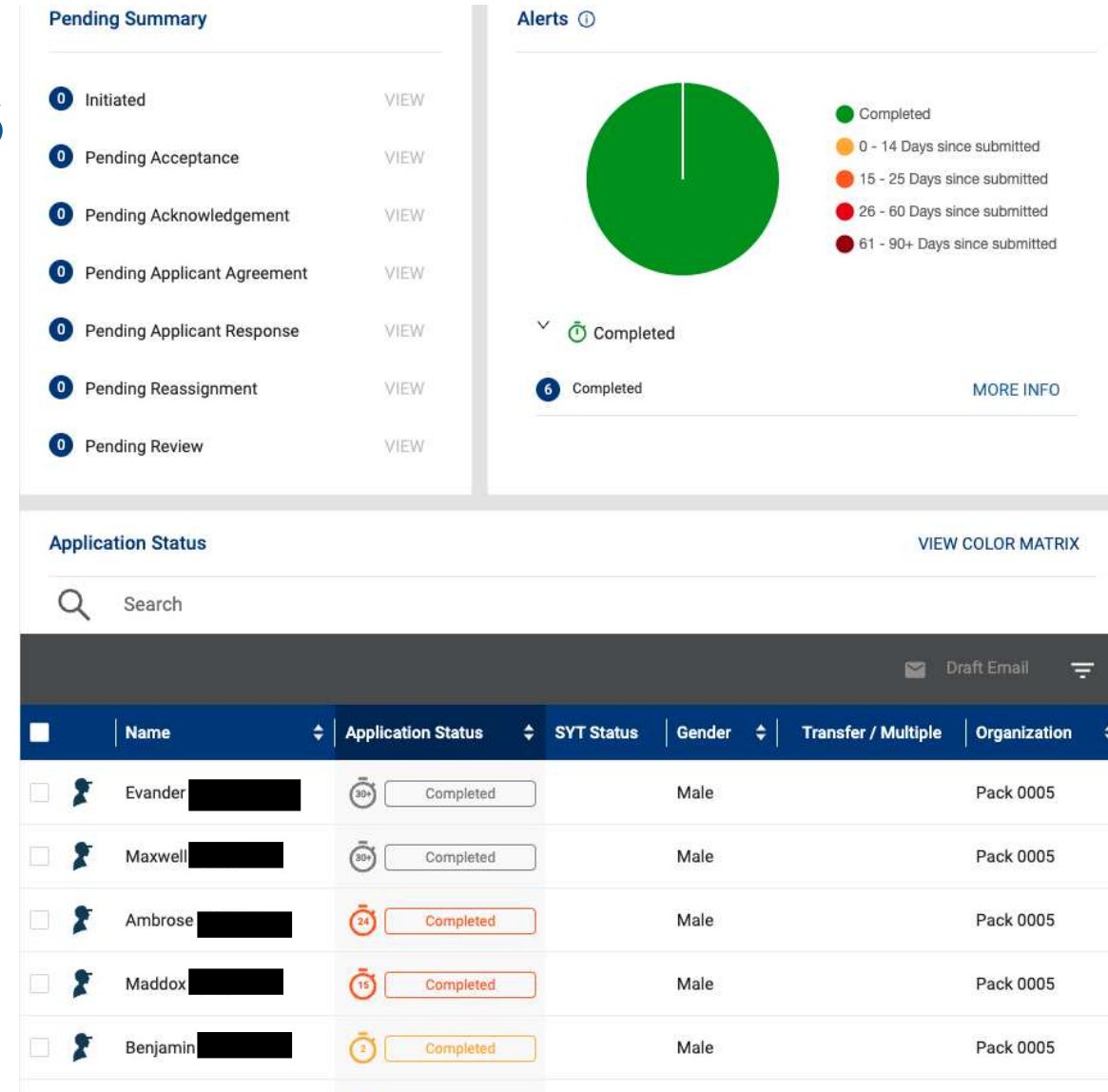
**People don't buy WHAT You Do..
They buy WHY You Do It!**





Online Techniques

- Online
 - **Start NOW!**
 - Regular cadence of SM posts
 - Follow the recipe if you aren't a creative person!
- Website / Social Media Pages
- School emails/flyers
- Make it EASY to CONTACT you
- **GOAL: Drive Engagement!**



Pack 0005 North Kingstown NCBSA

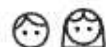
St Paul's Parish House 76 Main Street, North Kingstown, RI 02852



Cub Scouts - Grades K-5

Pack 5 Cub Scouts is a thriving, inclusive community where boys and girls grow, learn, and adventure together. Honored as the 2025 Pack of the Year, our scout family has seen remarkable growth over the past two years. At our core is a caring network dedicated to building character and confidence in every child. We stay active year-round with a dynamic calendar filled with camping, hiking, and outdoor fun that brings families together and creates lifelong memories.

Unit details

 Boys/Girls

✓ [Apply Now](#)

 [Share](#)

[Request more information](#)

Contact information

 Ryan Napolitano

 (401) 261-1899

 ryan@nkscouts.org

\$ Cost of youth to join: \$165 

\$ Unit dues: \$125 

 Fundraising helps cover costs.

 Meets every Wednesday
6:00 PM-7:30 PM

 Current estimated youth in unit: 64



Pack 5 North Kingstown Cub Scouts

Professional dashboard

Edit

Advertise

42 followers · 12 following

We're an inclusive and active community with a year-round dynamic calendar filled with camping, hiking, and outdoor fun that brings families together and creates lifelong memories. Come See what Scouting is all About!

Youth Organization \$



All About Reels Photos Followers More

Personal details

English language (United States)

Details

Not yet rated (0 Reviews)

\$

Always open

76 Main St. , North Kingstown, RI, United States, 02852

North Kingstown, RI

Links

nkscouts.org



What's on your mind?



Create job



Photo/video

Pack 5
North Kingstown



Home About Events Quartermaster Safety Blog Contact

Log In

Featured



Pack 5 North Kingstown Cub ...

Yesterday at 11:01 AM

From taking your first hike...to roasting your first marshmallow around the campfire...Cub Scouts is about fun,...



Get Outside, Get Involved!

Part of the North Kingstown community Since 1969

Be A Scout !

Scouting America
Narragansett Council

Do you Need to BUY Ads?

- Depends on your needs.
- Ads can drive traffic to your website or desired contact method.
- Budget needs to be discussed!
- Easiest way to get visibility.
- Low as \$1/day.

Performance ⓘ

Lifetime ▾

\$34.83 spent over 7 days.

Link clicks ⓘ

65

Cost per Link Click ⓘ

\$0.54

Views ⓘ

5,775

Reach ⓘ

4,010

Activity

Post engagements

77

Link clicks

65

Landing page views

58

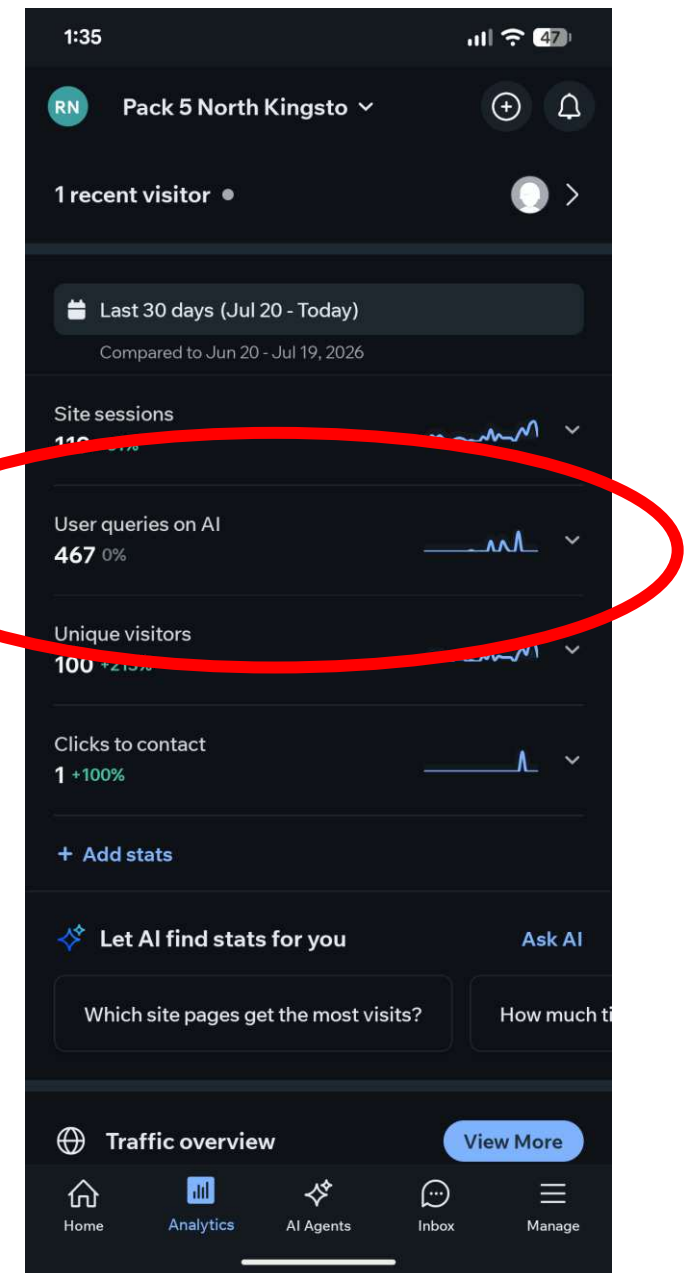
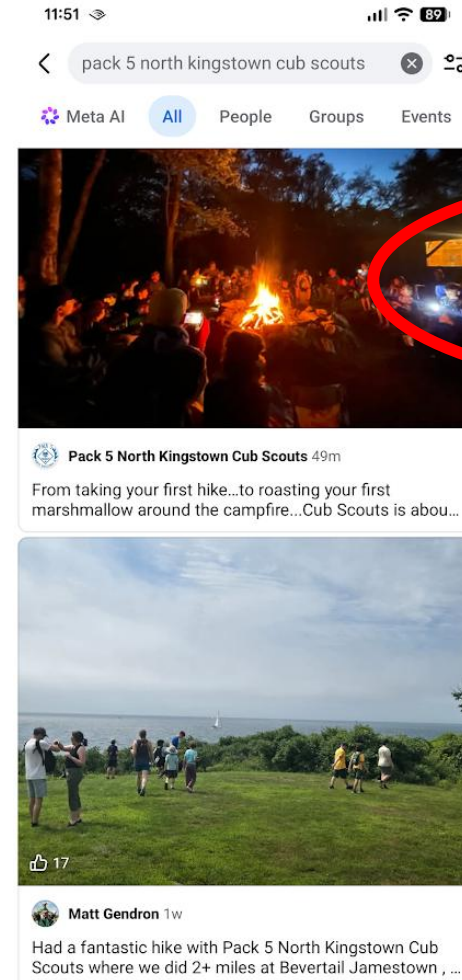
Post reactions

11

See all ▾

Driving Traffic Online

- Social Media Posts
 - Local / Town Pages
 - Reposts by Friends
 - School Pages
- QR Codes - use on all Printed Materials
- Use the Tools!
 - Social Media Calendar
 - Recruiting Kit
 - Brand Center



IN-PERSON Events

- In-Person Locations
 - Town Events
 - Family days, parades, festivals, etc.
 - School Open Houses
 - Great for younger ages
 - Try to be at as many school events as possible (K-2 especially!)
- Recruiting Day Plan
 - Local library or similar designated spot
- What are you Bringing??
 - Tablecloth and banners, photos
 - Giveaways? Games? Mobile Base Camp?



Engaging Parents IN PERSON

- Tips for Conversations
 - Use the 3 Name Technique
 - Hi Sarah, I'm Ryan, the Member Coordinator, here at Pack 5.
 - Find connections with Families
 - "What was the highlight of your summer?"
 - "Are you going to the Town Fair next week?"
 - Focus on Phrasing
 - "Do you have any questions?"
 - "What questions do you have for me?"



Engaging Parents IN PERSON

- Topics to Lean in on:
 - Year-Round Program vs. Seasonal
 - Excellent Organization/Planning
 - **Online and Printed** Calendars
 - Text/eMail game is **STRONG**
 - Use **EMOJIS** to Stand out!
- Focus on:
 - Family Activities – **No Screens**
 - Leadership/Confidence/Success
 - Events in the Calendar
 - Camping, Hiking, Fishing, STEM, PWD, RPGs/Card Games, Summer Camp, etc.

The screenshot shows an email titled "Wolfpack Update! 🦊 to Den 5 Wolves" from Ryan Napolitano. The email content includes a "Wolfpack Update!" header, a greeting "Heyyyy Den 5," and a paragraph about upcoming summer events. It lists two specific events: "8/19 Movie Night" and "8/23 Hike Club". At the bottom, there is a calendar for August, a QR code, and a link to the council website.

2025 - 2026 CALENDAR
Meetings held Wednesday 6pm at St. Paul's
76 Main Street, Wickford, Rhode Island
September February

SCOUTING IS A PATH TO SUCCESS

Wolfpack Update! 🦊 to Den 5 Wolves

From: Ryan Napolitano <ryan@nkscouts.org> (You)

Wolfpack Update! 🦊

Heyyyy Den 5,

With September right around the corner, I wanted to let you know about the remainder of our Summer events and what to expect once the Scouting year picks back up!

Upcoming Dates:

- **8/19 Movie Night** at The Silva's House! Bring a chair and enjoy a backyard movie night with Snacks and drinks!
- **8/23 Hike Club** - Location TBD with more information from Miss Rachel this week! Get your miles in for **MORE HIKE COINS!**

Calendar:

26	27	28	29	30	31	29	30
DEN MEETING							
PACK MEETING							
CAMPING / MONTHLY HIKE CLUB TRIP							
COMMUNITY / SPECIAL EVENT							

Join Cub Scouts Here!
Questions?
ryan@nkscouts.org

July 26 - August 1 - Yawgoog Wk 5 (Tr. 152, Pk 5 Webelos and AOLs)

Your Child's Den:
Your Child's Leader:

make leading contributions and engage in more civic duties and entrepreneurial activities.

nkscouts.org

Engaging Youth IN PERSON

- Tips for Conversations
 - Introduce Yourself
 - Hi! I'm Mr. Ryan!
 - Find connections with Youth
 - "What was the number 1 thing you did this summer?"
 - "What do you like more, Legos, Paper airplanes, or crafts?"
 - What's on the Table??
 - Compass Zipper Pulls
 - Stickers/Buttons
 - A Craft in my Hands
 - Paper Airplanes (Fold N Fly)
 - Council Resources!
 - Use the Trailer!



Try it Yourself!



- Find someone with the same color nametag you don't know well
- Take turns role-playing a signup event — one as leader, one as new family
- Note what works and be ready to share highlights, dos and don'ts with the group
- We will reconvene in about 15 minutes.

Debrief: Partner Practice

- What worked well when talking with a new family?
- What felt awkward or could use improvement?
- Share one do and one don't you noticed
- How can we bring these lessons back to our own signup events?



Scout Executive Minute



Tim McCandless

Scout Executive/CEO, Narragansett Council

#ADVENTUREON!

Join the adventure
at beascout.org

