



INCREASE RETENTION OF FIRST-YEAR CUB SCOUTS

Three Simple Steps to Retain More Families — What Packs Can Do



1. 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 when joining; a neckerchief, hat, Handbook, or swag bag can also work.

2. MAKE IT FUN!

Deliver Early Fun and Outdoor Experiences

- Host one or more fall campouts or major outdoor events (maybe in September or October).
- Personally ensure every new family knows they can attend.
- Set the tone: Scouting = fun and adventure — hikes, outdoor games, cookouts, s'mores, etc.

Run Simple, Fun, Activity-Based Meetings

- Less talk, more activity.
- Embed advancement into games and hands-on experiences.
- Meet outdoors when possible. Avoid meetings that feel like school.

3. MAKE IT EASY!

Provide Strong Early Leader Support

- Experienced leader runs the first few meetings.
- Give new den leaders time to observe, train, and gain confidence.
- Use simple, ready-to-go plans.

Set Clear Expectations and Structure

- Publish a full-year calendar early with a consistent schedule.
- Communicate clearly using a main channel.

Engage Parents Early with Small Roles

- Each family plans a meeting Adult partners in Lions and Tigers — shared leadership at all levels:.
- Use micro-volunteering: A volunteer may run a station at meetings or help with the Pinewood Derby, popcorn sale, group hike, Blue and Gold, field trips, campout cooking, award ceremonies, etc.

Bottom line: Retention improves when families feel connected early, experience fun immediately, and encounter fewer barriers.

This document was produced based on feedback from surveys and in-person sessions with pack leaders and parents across the Atlanta Area, Greater St. Louis Area, Green Mountain, and Coastal Georgia councils. A Scouting America New Programs project.



WHAT PACKS CAN DO — RESOURCES 1, 2, 3

Increase Retention of First-Year Cub Scouts



1. MAKE IT PERSONAL!

- Create immediate, personal connections.
- What to say: *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).* Send as a text or email within 48 hours of joining.
- Welcome new families: [WelcomeNewCSFamily_WEB.pdf](#)
- Video: [Welcoming New Families](#)
- Welcome ceremony: [Welcome to Our Pack](#)
- Team building pack meeting planner: [Team Building](#)
- Order pack T-shirts. National vendors include [Scout Shop](#), [4imprint](#), and [ClassB](#). Check with your council for local options as well. Use the Brand Center for logos: [Brand Center: Cub Scouts](#).

2. MAKE IT FUN!

Deliver Early Fun and Outdoor Experiences

- Check with your local council for activities and events.
- Planning tools: [Outdoors Pack Meeting Plan Worksheet](#)
- Outdoor Adventures by den: [Cub Scouting Outdoor Adventures](#)
- Video: [Cub Scouting Camping](#)

Run Simple, Fun, Activity-Based Meetings

- [Den Leader Resources](#)
- Activities for Adventures by rank: [Cub Scout Adventures](#)
- Fun and games: [Cub Scout Fun and Games](#)
- Den leader tips and tricks: [Tips and Tricks Videos](#)
- Four-Month Plan (best for new and small packs): [Pack Program Planning Deck](#)
- Den Decks: [Planning Decks by Den](#) or [to purchase](#)

3. MAKE IT EASY!

Provide Strong Early Leader Support

- Encourage training: [Adult Leader Training](#).
- Check with your executive and/or Scout office for roundtables/den leader rallies/forums, etc.
- Watch #CubChatLive on Fridays at 2 p.m. CST ([Cub Chat Live](#)) or listen to the podcast afterward

Set Clear Expectations and Structure

- Publish a full-year calendar early with a consistent schedule using the [Scoutbook Plus Calendar Guide](#) or other online calendar creations: [Canva](#), [Calendar.online](#), [Adobe Express](#).
- Communication options beyond email: [ScoutBook](#), [groupme](#), [band](#), or other channels of your choice

Engage Parents Early with Small Roles

- [How to Volunteer in Cub Scouting](#)
- [Family Talent Survey](#)
- Videos: [Getting Parents Involved](#), [From Parent to Leader](#)
- Committee Resources: [Pack Committee Resources](#)