



Peer-to-Peer Recruiting

Materials needed:

Business cards, display boards, Cub Scouting stationary, envelopes, mailing lists, current Cub Scouts and Scouters

Timing of invitation:

Ongoing

Process:

The most powerful and lasting form of advertising is word of mouth. People may be enticed by clever ad campaigns or catchy jingles, but the honest testimonial of their peers will truly sell them on a product.

The peer-to-peer approach is the ideal method of invitation to Cub Scouting. Our members consistently see the value and benefit of our program in their own lives and therefore they become our best salesmen. **WE** need only to direct their enthusiasm in a manner that will present their views to the public.

Our membership includes three general age groups; parents and adult leaders, older youth, and Cub Scout-age youth. Each age group seeks various benefits from Scouting and therefore should be approached differently. Peer-to-peer recruiting (invitation) can take these forms in those groups.

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.

Older Youth to Cub Scout-Age Boys

Boys are less likely to be interested in long-term benefits and are more interested in hearing what specific activities will be available to them. Social status is also a major concern. Younger boys will often try to emulate the actions of older peers.

When older youth describe the fun and exciting activities they participated in as Cub Scouts, the younger boys will want to be like them. This contact can occur within the pack meeting through a den chief or by involving troops with Cub Scouting recruitment.

Cub Scout to Cub Scout-Age Boys

Social status also plays a vital role between boys of similar ages. 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 council could make inexpensive "business cards" available to packs. 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. The next page shows an example of these cards.



Cub Scout Business Cards

You Are Invited

_____ invites you and your parents to join him and other Cub Scouts and parents at the open house of Pack _____.


On _____

At _____

From _____ to _____

Come join the Cub Scouting fun with your friends!

For more information, call me at _____.

Share this with your parents!

Cub Scouting—for boys in the first grade through the fifth grade—molds its activities around the family. Parents can help with projects and advancement programs at home. Cub Scouts meet weekly in small den groups and monthly as members of the pack for an evening of fun and games, skits, ceremonies, and recognition. Cub Scouting is "fun with purpose," which capitalizes on a young boy's interests. Camping and other outdoor activities are also part of the fun! Cub Scouting builds self-esteem, self-confidence, and a sense of belonging. Don't let your boy miss the adventure!

Please come and find out what all the fun is about. You and your son are invited to learn more about Cub Scouting at the date, time, and location shown on the front of this card. If you like what you learn, you can join Cub Scouting that night.

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My Best Friend Is a Scout! Cub Scout Recruitment Plan

The basis of this program is for current Cub Scouting youth members to recruit their friends into the pack. Studies show that members will remain active in the program if they are participating with their friends. We have always had a "boys recruit boys" philosophy, but we have never given them the tools (and taught them how to use them) so they can be even better salesmen for Cub Scouts! This year we are counting on you to help them become salesmen for Cub Scouting.

The "My Best Friend Is a Scout!" campaign is designed to give Cub Scouts some recruitment tools and foster in each one the desire to recruit his two best friends to join Scouting. Current members will have more fun if their friends join them, and they will stay in Cub Scouting longer. There will be less chance of negative peer pressure when their friends are also Cub Scouts.

On the next several pages we have re-created some of the materials developed by the Blackhawk Council, which has had great success with "My Best Friend Is a Scout!" For complete details on this exciting, unique recruitment program, contact your local council.





My Best Friend Is a Scout!

Cub Scout Recruitment Plan

Dear Leader,

Thank you for participating in this new Cub Scout recruiting campaign! We have designed some new materials and approaches to help your pack recruit boys into the great program that your pack offers, a program that will positively affect the lives of the boys and their families!

The basic thought of this program is to get your current Cub Scouts to help recruit their friends into the pack. Studies show that your current Cub Scouts will stay involved if they are participating with their friends. We have always had a "boys recruit boys" philosophy, but we have never given them the tools, and taught them how to use them, to be good salesmen for Cub Scouts! This year we are counting on you to help them become salesmen for Scouting.

The "My Best Friend Is a Scout!" campaign is designed to give your Cub Scouts some recruitment tools and the desire to recruit their two best friends to join Scouting with them. Your current Cub Scouts will have more fun if their friends join with them, and they will stay in Scouting longer. There will be less negative peer pressure when their friends are also Scouts.

The program should work as follows:

1. The pack receives Fall Cub Scout Roundup materials, along with the new recruiting tools for Cub Scouts. There will be an envelope with the materials for each Cub Scout.
2. Either the pack, or preferably the den, will have a meeting prior to the recruitment event to teach the Cub Scouts how to use the new tools. Be sure to review the "How to Use the Materials" flier.
3. The leader plays a very important role by making sure that the Cub Scouts fill in the blanks on the new materials that they will give to their two best friends.
4. The leader will also follow a short syllabus that will get the current Cub Scouts thinking about all the fun things they did last year. Getting the Cub Scouts to remember all these things now will refresh their memories and they should tell their two best friends about these fun activities when they give them the invitation.
5. At the meeting be sure that all the materials are filled out and that the Cub Scouts know what to do with the invitations and business cards. Give them the Parent Information flier to give to their parents, which explains the program and how parents can help.
6. On the evening before the recruitment meeting call each family and remind the parent, or the Cub Scout, to bring the business card reminder to school for their two best friends.



My Best Friend Is a Scout!

Cub Scout Recruitment Plan

Dear Parent,

This fall we are asking your Cub Scout to help make a difference in the lives of his friends by personally inviting them to join Cub Scouts with him. Studies have shown that boys tend to gravitate towards participating in activities that their friends participate in. We believe that your son is more likely to stay in Scouting, and get the full benefits of a proven program, if his friends are in it with him!

What are those benefits again?

- Learn new things
 - Develop new skills
 - Develop a sense of belonging
 - Enjoy a supervised environment for activities
 - Learn citizenship, character, and fitness
 - Develop leadership skills
 - Develop self-confidence as he earns badges
 - Spending "quality time" with family and leaders
- And, YES, he will have a lot of fun too!

Please help your son participate in the "My Best Friend Is a Scout!" program by reminding him to do a couple of things.

First, make sure he attends the special Den Meeting so that he can learn how to use the recruitment materials; you may even want to attend with him! The materials are fun and colorful, and your son can earn a special recruiter patch if he gets a friend to join.

Second, the day after that Den Meeting, remind him to take the two invitations to school to give to his friends. The invitation is personalized and comes directly from your Cub Scout to his friends.

Third, on the morning of the recruitment meeting (listed on the materials), be sure that he takes the business card reminders to school to remind his friends of the meeting that evening.

Another way you can help is to follow up with the parents of your son's friends and encourage them to come to the meeting. Your son will have more fun in Scouts if his friends join, and you just may make some new friends yourself!

Many thanks to you and your family for choosing Scouting for your son. The time you spend with him in Scouting is very important and will help him to grow into the best adult he can be!



My Best Friend Is a Scout!

Cub Scout Recruitment Plan

Each Scout will receive an envelope from his leader, which will include a postcard sized "boy card," two postcard sized invitations, and two business cards. A Cub Scout leader should have a special den meeting to instruct the Cub Scouts on how to use these new recruiting tools.

1. Commitment Card—Each Scout will fill his name in on the front side of the card and promise to "Do His Best!" to invite his two best friends to join Scouts with him, because Cub Scouts is more fun when you join with your friends. On the reverse side of the card the leader helps him to write in the names of his two best friends that he will invite. His friends can be from school, his neighborhood, or maybe even a relative. On the bottom portion on the back of the card the leader helps the Scouts fill in the date, time, and location of the next meeting where the new boys can sign up for Cub Scouts. Leaders may want to fill this information out on the cards ahead of time for their Cub Scouts, especially for the younger Cub Scouts. **Cub Scouts should hang on to this card as a reminder that they promised to "Do Their Best!" This card can also be used as a bookmark to be kept in their handbooks.**

2. Invitations—Each Scout will receive two invitations to give to his friends, which lists the date, time and location of the next meeting where the friends can sign up for Cub Scouts. The leader needs to help the Cub Scout fill in his name at the top of the card (so the parents of the friends will know that their son is being invited by a friend), or do it for him ahead of time. The date, time and location of the next meeting also need to be filled out by the Cub Scout or a leader. **The Cub Scouts should be instructed to give the two invitations to the best friends that they listed on the front of the card tomorrow at school, or the next time they see them.**
3. Business Cards—Each Scout will receive two business card "reminders" to give to their friends on the day of the meeting. Again, the leader needs to be sure that the date, time and location, along with the Cub Scout's name, are filled out, by either helping them to do it at a meeting, or by doing it for them ahead of time. **Be sure that the Cub Scouts are reminded on the day before the meeting to remember to give the business cards to their two best friends on the day of the meeting.**



My Best Friend Is a Scout! Cub Scout Recruitment Plan Den Meeting Outline

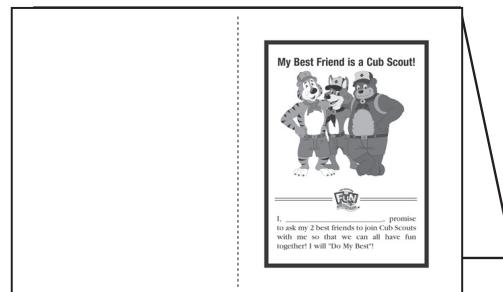
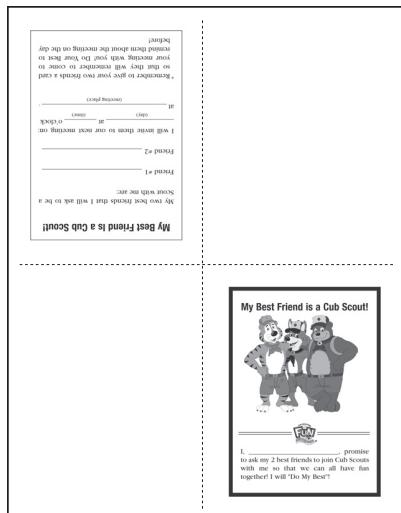
1. While the Cub Scouts Gather—select a game from the Group Meeting Sparklers or How-To books. Try to catch parents and have them stay for this special meeting.
 2. Opening—Pledge of Allegiance and Cub Scout Promise. Talk about the importance of the Cub Scout Promise.
 3. Recite the Cub Scout Motto—Do Your Best! Ask the Cub Scouts what "Doing Your Best" means to them.
 4. Introduce the new "My Best Friend Is a Scout!" theme. Tell them that they are going to play an important role in getting their friends to sign up for Scouting with them this year. Ask them if they would like to be in Scouting with their best friends.
 5. Give each Cub Scout an envelope with the new materials. Read the "boy card" with them, and ask them if they will "Do Their Best." Have them write their names on that card. On the other side of the card help them to write in the names of their two best friends that they want to be in Scouts with. Be sure that they write down the two names. Ask each of them to say out loud who they will invite. If two or more want to ask the same person, encourage them to choose a different person. Be sure to have them write in the date, time and location on the card (or have it done ahead of time).
 6. Take out the invitations and have them fill in their names on the card, followed by the date, time and location of the meeting where their friends can sign up. Instruct them to give their two friends an invitation tomorrow at school, or the next time they see them.
 7. Fill in the same information on the business cards and tell them to give these cards to their friends on the day of the sign-up meeting.
 8. Ask each Cub Scout to say out loud the two most fun things they did in Scouting last year. Some things that should come out: day camp, earning awards, pinewood derby races, den trips, projects etc. It is important that they tell their friends all about these fun things!
 9. Tell them that they will have even more fun than last year because they got their friends to join!
- End the meeting by re-reading the boy card where they promise to "Do Their Best!"



My Best Friend Is a Scout! Commitment Card

Commitment Card—Each Scout will fill his name in on the front side of the card and promise to "Do His Best!" to invite his two best friends to join Scouts with him, because Cub Scouts is more fun when you join with your friends. On the reverse side of the card the leader helps him to write in the names of his two best friends that he will invite. His friends can be from school, his neighborhood, or maybe even a relative. On the bottom portion on the back of the card the leader helps the Scouts fill in the date, time, and location of the next meeting where the new boys can sign up for Cub Scouts. Leaders may want to fill this information out on the cards ahead of time for their Cub Scouts, especially for the younger Cub Scouts. **Cub Scouts should hang on to this card as a reminder that they promised to "Do Their Best!" This card can also be used as a bookmark to be kept in their handbooks.**

Photocopy the printer-friendly page provided and fold into quarters to distribute.



* Remember to give your two friends a card before I remind them about the meeting on the day so that they will remember to come to your meeting with you! Do Your Best to

at _____
(meeting place)

at _____ (day) _____ (time)
o'clock

I will invite them to our next meeting on:

Friend #2 _____

Friend #1 _____

Scout with me are:
My two best friends that I will ask to be a

My Best Friend is a Cub Scout!

My Best Friend is a Cub Scout!



I, _____, promise to ask my 2 best friends to join Cub Scouts with me so that we can all have fun together! I will "Do My Best"!



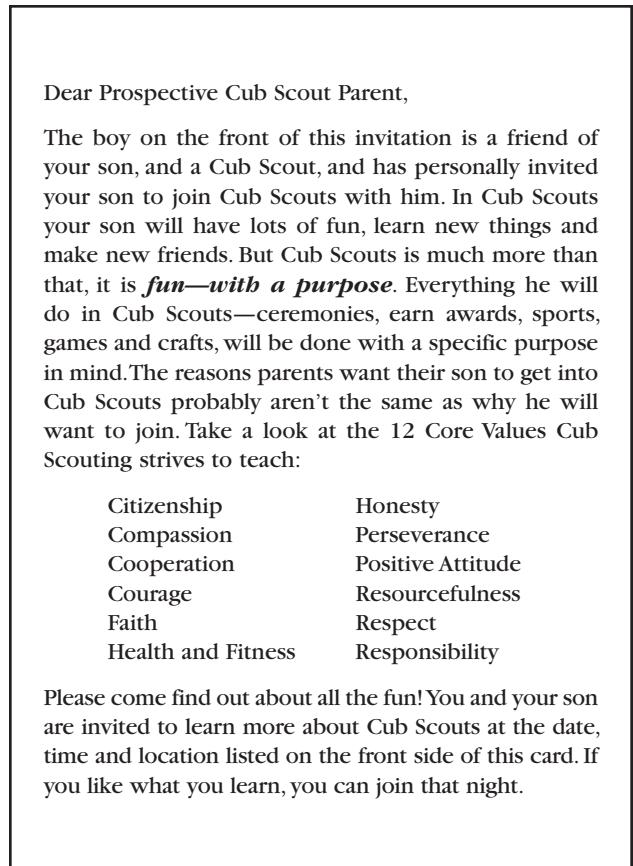
My Best Friend Is a Scout! Invitation

Invitations—Each Scout will receive two invitations to give to his friends, which lists the date, time and location of the next meeting where the friends can sign up for Cub Scouts. The leader needs to help the Cub Scout fill in his name at the top of the card (so the parents of the friends will know that their son is being invited by a friend), or do it for him ahead of time. The date, time and location of the next meeting also need to be filled out by the Cub Scout or a leader. **The Cub Scouts should be instructed to give the two invitations to the best friends that they listed on the front of the card tomorrow at school, or the next time they see them.**

Make two-sided 8½" x 11" photocopy of the printer-friendly pages provided and trim into quarters.



(invitation front)



(invitation back)

My Best Friend Is a Cub Scout!



You Are Invited
to Join Cub Scouts!

By _____
(Inviting Cub Scout's Name & Phone)

On _____
(Day and Date)

At _____
(Location and Room)

From _____
(Time)

Come join the fun with
your friends in Cub Scouts!



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(Inviting Cub Scout's Name & Phone)

On _____
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At _____
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By _____
(Inviting Cub Scout's Name & Phone)

On _____
(Day and Date)

At _____
(Location and Room)

From _____
(Time)

Come join the fun with
your friends in Cub Scouts!



Dear Prospective Cub Scout Parent,

The boy on the front of this invitation is a friend of your son, and a Cub Scout, and has personally invited your son to join Cub Scouts with him. In Cub Scouts your son will have lots of fun, learn new things and make new friends. But Cub Scouts is much more than that, it is ***fun—with a purpose***. Everything he will do in Cub Scouts—ceremonies, earn awards, sports, games and crafts, will be done with a specific purpose in mind. The reasons parents want their son to get into Cub Scouts probably aren't the same as why he will want to join. Take a look at the 12 Core Values Cub Scouting strives to teach:

Citizenship	Honesty
Compassion	Perseverance
Cooperation	Positive Attitude
Courage	Resourcefulness
Faith	Respect
Health and Fitness	Responsibility

Please come find out about all the fun! You and your son are invited to learn more about Cub Scouts at the date, time and location listed on the front side of this card. If you like what you learn, you can join that night.

Dear Prospective Cub Scout Parent,

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My Best Friend Is a Scout! Reminder Business Cards

Business Cards—Each Scout will receive two business card "reminders" to give to their friends on the day of the meeting. Again, the leader needs to be sure that the date, time and location, along with the Cub Scout's name, are filled out, by either helping them to do it at a meeting, or by doing it for them ahead of time. **Be sure that the Cub Scouts are reminded on the day before the meeting to remember to give the business cards to their two best friends on the day of the meeting.**

Photocopy the printer-friendly page provided and trim into single cards.

I Was Invited to Join Cub Scouts!	
By	<hr/> <small>(Inviting Cub Scout's Name & Phone)</small>
On	<hr/> <small>(Day and Date)</small>
At	<hr/> <small>(Location and Room)</small>
From	<hr/> <small>(Time)</small>



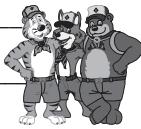
I Was Invited to Join Cub Scouts!

By _____
(Inviting Cub Scout's Name & Phone)

On _____
(Day and Date)

At _____
(Location and room)

From _____ to _____
(Time) (Time)



I Was Invited to Join Cub Scouts!

By _____
(Inviting Cub Scout's Name & Phone)

On _____
(Day and Date)

At _____
(Location and room)

From _____ to _____
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