

# Cub Scout Join Scouting Night (JSN) Recruitment Event Script

## BEFORE FAMILIES ARRIVE — BEST PRACTICES

### Set the Room for Success

- Have welcoming signage outside and inside the building
- Display Pack flags, Pinewood Derby cars, camping gear, uniforms, photos, awards, and activity boards
- Play upbeat music as families enter
- Have youth activities available immediately upon arrival
- Set up registration tables with QR codes and paper backup forms
- Ensure all leaders are in uniform
- Have refreshments if possible
- Assign greeters at entrances and parking areas

### Most Important Goal

Your objective is NOT simply to provide information.

Your goal is:

1. Build excitement
2. Make families feel welcome
3. Show parents their child belongs here
4. Secure completed registrations before families leave

## OPENING (5 Minutes)

### Cubmaster or Event Host

“Good evening everyone and welcome to Pack \_\_\_\_\_ and our Join Scouting Night!

First, thank you for taking time to be here tonight. We know families today have many activities and opportunities to choose from, and we are excited to share why Cub Scouting continues to be one of the best youth programs available for boys and girls in Kindergarten through 5th grade.

Tonight, you’ll learn about:

- What Cub Scouts do
- How our Pack operates
- Upcoming activities and adventures

- Costs and fundraising opportunities
- Volunteer opportunities for parents
- And most importantly — how your family can join the adventure tonight!”

## **INTRODUCE LEADERSHIP (5 Minutes)**

### **Cubmaster**

“At this time, I would like to introduce the amazing volunteers who help make our Pack successful.”

(Allow each leader to stand and briefly introduce themselves.)

Examples:

- Cubmaster
- Committee Chair
- Den Leaders
- Assistant Den Leaders
- Treasurer
- Advancement Chair
- Outdoor/Camping Coordinator
- Popcorn Kernel
- New Member Coordinator

Suggested format:

“Hi, I’m \_\_\_\_\_. I serve as the \_\_\_\_\_. My child has been involved in Scouting for \_\_\_\_ years, and my favorite part of Scouting is \_\_\_\_\_.”

## **ABOUT THE PACK (5 Minutes)**

### **Cubmaster or Committee Chair**

“Our Pack meets every \_\_\_\_\_ at \_\_\_\_\_ located at \_\_\_\_\_.”

Den meetings are held:

- [Insert days/times]
- Typically last about [insert timeframe]

Pack meetings are held:

- [Insert frequency]
- [Insert location/time]

We are a year-round program with activities designed to fit busy family schedules.”

## **SHARE THE PROGRAM CALENDAR (10 Minutes)**

### **Program Coordinator or Cubmaster**

“One of the biggest questions parents ask is:  
‘What do Scouts actually do?’

The answer is — A LOT!”

(Show printed calendar, slideshow, or poster board.)

### **Highlight Major Activities**

Examples:

- Fall Campout
- Pinewood Derby
- Raingutter Regatta
- Fishing Day
- Rocket Launch
- Blue & Gold Banquet
- Community Service Projects
- Holiday Events
- Summer Camp
- Hiking Trips
- STEM Activities
- Pack Family Picnic
- Advancement Ceremonies

### **Important Tip**

Focus on excitement and experiences.

Parents join for:

- Leadership
- Character development
- Confidence
- Family time
- Positive friendships

Kids join for FUN.

## **EXPLAIN THE BENEFITS OF SCOUTING (5 Minutes)**

### **Cubmaster**

“Scouting helps youth build:

- Leadership skills
- Confidence
- Responsibility
- Teamwork
- Independence
- Respect for others
- Outdoor skills
- Friendships

It also strengthens families by creating opportunities for parents and children to spend quality time together.

Many parents tell us some of their best family memories come from Scouting adventures.”

## **EXPLAIN COSTS CLEARLY (5 Minutes)**

### **Treasurer or Committee Chair**

“We always want to be transparent about costs.

Typical expenses include:

- National registration fee
- Local council fee
- Pack dues (if applicable)
- Uniform shirt and handbook

Our Pack dues are: \$\_\_\_\_\_.

We work hard to keep Scouting affordable for every family.”

### **Discuss Fundraising**

“One of the best things about Scouting is that youth can help offset costs through our annual popcorn and product sale.

Many Scouts earn enough to help pay for:

- Registration

- Uniforms
- Camping
- Summer camp
- Activities

The popcorn sale also teaches confidence, communication, and goal setting.”

## **RECRUIT PARENT VOLUNTEERS (10 Minutes)**

### **Committee Chair or Cubmaster**

“Scouting is successful because parents get involved.

The good news is:

You do NOT need outdoor experience or previous Scouting experience to help.

We provide:

- Training
- Resources
- Support
- Mentorship

If you can help one hour a month or one hour a week, we have a place for you.”

### **Specifically Ask for Help**

Avoid saying:

“Let us know if you want to help.”

Instead say:

“Tonight we are specifically looking for parents who can help with:

- Den leadership
- Events
- Camping coordination
- Advancement
- Membership
- Social media
- Fundraising
- Administrative support”

### **Important Best Practice**

People are far more likely to volunteer when asked personally.

Assign leaders to individually speak with parents during and after the presentation.

## **HOW TO JOIN TONIGHT (5 Minutes)**

### **Membership Chair or Cubmaster**

“We would love for your family to join Pack \_\_\_\_\_ tonight.

Registration is quick and easy.”

(Show QR code prominently.)

“Tonight, our leaders are available to help you complete registration before you leave.”

### **Explain Next Steps**

“Once registered:

- You’ll receive communication from Pack leadership
- Your child will be assigned to a den
- You’ll receive uniform information
- We’ll help you get connected immediately”

## **SECURING THE COMMITMENT — CLOSING THE DEAL (VERY IMPORTANT)**

### **Cubmaster**

“Families, I want to leave you with this:

Every Scout in our Pack started exactly where your child is tonight.

One decision to try something new led to:

- Friendships
- Adventures
- Leadership opportunities
- Camping memories
- Service projects
- Confidence
- Growth

Scouting truly changes lives.

We would love for your family to become part of our Pack tonight.”

### **Best Practices to Secure Registration**

- Never end by saying “take this home and think about it”
- Personally escort families to registration tables
- Have leaders assist with online registration
- Keep energy positive and welcoming
- Encourage current Scout families to mingle with new families
- Celebrate registrations as they happen

## **AFTER THE PRESENTATION**

### **Leaders Should:**

- Personally greet every family
- Answer questions individually
- Help complete registrations
- Introduce new families to other parents
- Collect contact information from EVERY attendee
- Invite families to the very next event immediately

## **FINAL REMINDER FOR LEADERS**

Families join Scouting because:

- Someone invited them
- They felt welcomed
- Their child got excited
- They saw a positive future for their family

Your enthusiasm matters.

Your story matters.

Your invitation matters.

Tonight is not just about recruiting members — it is about changing lives through Scouting.