



2025 National Capital Area Council University of Scouting - College of Cub Scouting

CUB 247: Recruiting and Retaining Cub Scouts

Beckman Hollis
Mattaponi District
beckmanhollis@gmail.com

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beckmanhollis@gmail.com



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Learning Objectives

- Understand importance of recruitment, retention in meeting Scouting goals
- Identify strategies for recruitment drives
- Explore ongoing recruitment methods
- Identify pack, den program elements that foster growth



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The Importance of Recruitment and Retention

Scouting Goals:

- Character Development
- Citizenship
- Personal Fitness
- Character Development



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The Importance of Recruitment and Retention

Scout Oath:

On my honor I will do my best
to do my duty to God and my country
and to obey the Scout Law;
to help other people at all times;
and to keep myself physically strong,
mentally awake, and morally straight.



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The Importance of Recruitment and Retention

Scout Law:

A Scout is trustworthy, loyal, helpful,
friendly, courteous, kind, obedient,
cheerful, thrifty, brave, clean, and
reverent.



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The Importance of Recruitment and Retention

Scouting America Vision Statement:

Scouting America's vision is to prepare
every eligible youth in America to
become a responsible, participating
citizen and leader who is guided by the
Scout Oath and Law.



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The Importance of Recruitment and Retention

- Recruiting: more youth influenced by Scout Oath and Law, and growing toward Scouting goals
- Retention: youth influenced by Scout Oath and Law, and growing toward Scouting goals, for a longer time



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The Importance of Recruitment and Retention

- Thriving pack: positive influence on scouts, families, community
- Benefits of pack growth:
 - Increased resources
 - Expanded program offerings
 - Stronger community presence, visibility
 - Opportunities for older scout leadership development

*"Membership solves all of our problems" – Roger Krone
(given quality program delivery)*



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The Importance of Recruitment and Retention

A successful Pack is one that consistently attracts new members and retains existing scouts



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The Recruitment-Retention Cycle

- Recruitment brings in members, both scouts and leaders
- More leaders builds program creativity, strengthens delivery
- Enhanced program increases retention
- Quality program with increased retention attract new members
- Pack committee strategy: focus on recruiting, retention simultaneously, balancing resources as necessary
- Constitutes delivering on the promise of scouting



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Effective Recruitment Strategies

- New families more demanding than ever:
 - Dual income households, limited family time
 - Seeking wholesome activity for youth
 - Commitment to scouting sacrifices precious family time
- What does new family seek?
 - ✓ Fun program that fosters growth
 - ✓ Program that delivers on its aims
 - ✓ Demonstrated benefit



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Effective Recruitment Strategies

Most effective recruiting tool: quality Cub Scout program with proven success

- Best possible recruiting operation fails if program quality is weak
- Conversely, with high quality program, get out of program's way and let it sell itself



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Join Scouting Night: Lay the Groundwork

- Advertise at school, community events
- Get list of interested parents
- Personally invite families to Join Scouting Night
 - E-mails, phone calls, texts
- Resources at www.ncacbsa.org/membership
- District Executive, District Membership Chair excited to help you!



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Join Scouting Night

- Create an inviting atmosphere!
- Photos from previous year's pack activities on laptop displayed on "endless loop". Picture worth thousand words.
- Double-sided tri-fold brochure about pack:

✓ What is Cub Scouting (ages, goals, ranks, etc.)	✓ Pack, den meeting schedules
✓ Benefits to youth	✓ Significant pack events
✓ Chartered organization	✓ Function of pack committee
✓ Leadership contact info	✓ Uniform and dues
	✓ Appealing, colorful graphics



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On Join Scouting Night

- Engaging activities that showcase Scouting – *Hook the Youth*
 - Den Chiefs take a leadership role
 - Invite youth – prospective scouts – to join Cubs in playing games
 - Set up a derby track or raingutter regatta
 - Local Scouts BSA troops can help – it's in troop's best interest: 75% of Scouts BSA youth were Cub Scouts.

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On Join Scouting Night

- Explain scouting benefits, what membership looks like – *Sell the Parents*
- Be prepared for parents sign-up that night! Often families come ready sign-up!
- Speak *personally* to every family that shows up.
- Follow up • Follow up • Follow up
- Collect feedback afterward.



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Year-Round Recruitment Planning

- Recruiting does not end at Join Scouting Night!
- Recruiting is continuous and year-round.
- Every event presents an opportunity to recruit:
 - ✓ Pack Campfire
 - ✓ Pack Overnighter
 - ✓ Scouting for Food
 - ✓ Pinewood Derby
 - ✓ Blue and Gold Banquet
 - ✓ Pack Summertime Events



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Year-Round Recruitment Planning

- Create dedicated recruitment committee
- Have recruiting supplies (signs, flyers, applications) on hand
- Identify target audiences (schools, community organizations, etc.)
- Develop comprehensive recruitment calendar
- Always recruit at pack events visible/accessible to the public



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Recruiter Strip



- To recognize youth members who recruit a friend into scouting.
- Typically, one strip is awarded to the recruiting scout while in Cub Scouts.
- Encourage your scouts to recruit their friends!

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Fostering Cub Scout Growth and Retention

The most effective Cub Scout retention tool: a quality Cub Scout program with proven success

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Create Engaging Pack and Den Programs

- Have an appealing calendar set for the year.
- Align activities with age-appropriate interests and developmental needs.
- Ensure program meets scouting goals.
- Offer a variety of activities (outdoor adventures, service projects, skill-building).
- Worthwhile events need not be tied to advancement.
- Encourage parent and family involvement.

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Set Clear Advancement Goals

- Explain importance of setting achievable goals for scouts.
- Provide resources, support for leaders to assist scouts in advancement.
- Celebrate achievements and milestones.
- Make it fun! Cub Scouts like Pack pizzazz, including songs, cheers, run-ons, jokes, and skits!

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Build a Strong Pack Culture

- Welcome new families with personal visit to their home
- Den Leader meets with each parent mid-year to discuss scout's progress in meeting scouting goals (not just advancement)
- Provide opportunities for families to give feedback.
- Encourage parents to volunteer, take part in leadership, logistics.

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Build a Strong Pack Culture

- Foster a positive and inclusive environment
- Recognize and appreciate diversity.
- Emphasize the values of Scouting (loyalty, duty, honor, etc.)
- All leaders must deeply believe in the program they are delivering.
- **Become a *stakeholder* in the program you deliver!**

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Service After the Sale

- New Family Welcome Kit
- New Member Coordinator
- Onboarding Strategies
- Self-evaluate Program
- Self-Evaluate Recruitment, Retention Efforts
- Self-evaluate Program, Fill Out Journey to Excellence



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Connection Between Recruitment, Retention, and Program Goals

- A strong recruitment and retention program supports the achievement of character, citizenship, fitness and leadership development goals.
- A successful pack positively impacts the overall Scouting movement.

DELIVER ON WHAT YOU SOLD!



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Conclusion

- Recruiting, retention directly tied to meeting scouting goals
- Best recruiting tool: quality Cub Scout program with proven success
- Recruit via multiple communication channels
- Break down barriers
- Follow up • Follow up • Follow up
- Hook the Youth • Sell the Parents



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Conclusion

- Ensure planning, delivery of quality year-round program that meets scouting goals
- Self-evaluate all you do.
- **Recruitment = Selling the Scouting Program**
- **Retention = Delivering on what you sold**
- Questions?



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