

Silicon Valley 1000

Council-wide, One-night "School Night for Scouting"
September 21, 2006

A council-wide coordinated school night for Scouting was held at over 200 elementary schools on one night for the Santa Clara County Council this fall. The results: 922 potential Cub Scouts attended the recruitment nights and are in the process of being enrolled with 288 applications turned in by the next day.

We chose Thursday, September 21. We felt that a Thursday would give us four school days to conduct boy-talks, hand out flyers, and have the best chance for success. We chose the third week of September because some of our schools started in late August while others the first week of September. Any sooner and we felt we would miss some opportunities to get the word out. The second week of the month is also when our Roundtables are held and we wanted to use that meeting as a last opportunity to hand out supplies and conduct training. We didn't want to wait until the fourth week of the month because we wanted to make sure our registrar would have enough time to enter the hoped-for hundreds of applications. We asked all units and council committees to save that date and not hold any other meeting on that night. The Order of the Arrow lodge moved their council of chief's meeting to be held at the conclusion of the September Ordeal weekend.

Adopting the racing theme from the Cub Scout division, our council membership committee chose the title for the campaign as the "Silicon Valley 1000," with a goal of recruiting 1000 new Cub Scouts from this recruitment drive. The plan consisted of three major parts: A) Securing the schools; B) Inviting youth to join; C) Conducting a successful recruitment program. (*Timeline*)

SECURING THE SCHOOLS

We identified around 300 elementary schools, public and private, as potential sites. A letter from Scout Executive Jason Stein was sent to all superintendents and principals, letting them know of our plans. District executives and membership chairs identified local packs that recruited from one or more schools as well as which schools did not have a local pack affiliated with it.

Some of the schools had less than 100 total youth enrolled. These and a few others were marked for "flyers only." The balance received visits from unit leaders, membership committee members, and district executives in July and August. An initial visit typically included dropping by the school, introducing ourselves to the secretary, making an approach to the principal, obtaining paperwork to secure the site, and leaving some popcorn as a "thank you." There was a list of questions about the school that needed answering: What is their policy on flyers? When do they go home? If we want the flyers to go home the week of September 21, when do they need to be at the school? Do they require district approval... and more, including questions about "boy talks," school availability, cost (if any) for use of the facility. (*School Planning Worksheet*)

We found a few schools had already scheduled meetings on September 21. Most of these were "back to school" nights. We asked and were allowed, in nearly every case, to have

a table at the school open house to take names of interested families and hand out flyers. In hindsight, we should have scheduled a special recruitment night before the conflicting meeting, for the next week, or earlier in the evening, before the back to school night.

Some schools put up road blocks to having a recruitment night in their multipurpose room. We tried to find a parent-volunteer at the school who was invaluable to the scholastic program and also a local Scouter to make in-roads with the school leadership. We also tried to identify Eagle Scout service projects done at the school, to point out the value and impact that Scouting has given directly to the site. Our fallback position was to use the outside lunch tables, the parking lot, the sidewalk in front of the school, or an adjacent park.

We felt it was important to use elementary schools and not nearby junior high schools, adjacent churches, community centers, or other meeting possibilities. Our primary intended audience was first and second grade families. We felt that moving to a location other than their familiar elementary school would be one more hurdle to overcome.

We also experienced some reluctance from a handful of Cub Scout leaders to this “one-night” recruitment effort. In previous years, there were few guidelines and suggestions given to unit leaders on successful recruitment methods. The “path of least resistance” was sometimes the norm. One model that was found was to hand out flyers, staff a table at “back to school night” and invite interested families to the next pack meeting. We worked with these leaders through training, one-on-one coaching, and other means to persuade them to follow the plan. One of the most effective means of convincing them to go along was the promise of publicity in the local media, bringing families to the local schools that would otherwise not have received a flyer.

Of the 300 possible elementary schools, we actually had 224 staffed for recruitment. District executives were given tracking sheets and asked to report on number of schools reserved, number of unit leaders recruited to coordinate a program and which of these are trained, number of district coordinators and how many trained, number of “boy talks” set, and actual results. (*Tracking Sheet, Fall Membership and Readiness Report, Sep 20*)

INVITING YOUTH TO JOIN

Of the three steps, the committee felt this was the most important. We emphasized successful best methods and introduced some new means. At our recruitment night trainings, we stressed that the “tipping point” is seven points of contact with the potential Cub Scout and his family, calling attention to the key decision-maker for a first grader is his mom. We had a list of twenty-five suggestions that unit leaders could choose from (*Invitation Methods for Cub Scouting*). Here are the ten that we emphasized:

1. Flyers: We ordered 100,000 flyers for our fall recruitment season. Units could custom-design the back of the flyer or we had a couple of options that district executives had rendered. (*Sample Flyer Backs*). When we made our visits to the schools, we determined the quantity that was needed for each site and other important information such as approval process, distribution time schedule, etc.

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- Next time, we will plan trying to handout two different flyers: The first would be the standard flyer with a customized back to be sent home the week prior to the event and the second would be a half-sheet reminder notice printed on a bright, heavier paper stock.
2. “Welcome Back Packets”: Our organizational plan called for packs to give a “welcome back” flyer to schools that they would include in their “first day” packets for families. In hindsight, we think next time we will ask our council marketing committee to design a flyer that has key message points for families and have the flyer in the predominant languages found in Santa Clara County (English, Spanish, Vietnamese, Mandarin, Arabic).
 3. Posters: We ordered 1000 posters from supply division. The bottom half of the poster was customized with an announcement about that school’s recruitment night. We simply enlarged an 8.5 x 11 landscape formatted announcement to 11 x 17 and taped these to the posters. We encouraged packs to take additional posters and post them at places where elementary school families might visit: the library, community center, laundromat, market, school supply stores, coffee shops, etc.
 4. Boy Talk: Going classroom-to-classroom used to be routinely approved at most schools but that is no longer the case. However, we went in, assuming nothing, and asking for permission to go classroom-to-classroom. The last choice for making the request would be the district executive. Wherever possible, we identified a parent-volunteer at the school who was invaluable to the scholastic program and also a local Scouter to make in-roads with the school leadership. The profile was someone the principal knew personally, was a key supporter of the school, and was also a popular parent (coach of a sports team). That adult or someone else from the pack was far better suited to get a YES answer from the school leadership. They also have better local recognition within the student body. Since each of our districts had an average of 40 schools, there was no way the district executives could cover all of the schools. We blocked off our schedules, though, for that week so that district executives could visit as many schools as possible. One of our staff visited four schools on one-day: Two classroom boy-talks, one lunchtime assembly, and one end-of-the-school-day recess.

When we were unable to get permission to go classroom-to-classroom, we had fall-back options for the school to consider: Meet with the boys after a morning flag ceremony for the entire school that the pack would conduct, meet with the boys at the end of a morning or afternoon recess, talk to the boys during the lunch hour, a school-wide assembly for just the boys or as part of a regularly scheduled school-wide gathering. We had 50,000 recruitment stickers produced for use in boy-talks.

5. Peer to Peer Recruiting: Having our current Cub Scouts ask their friends to join them in the fun is one of the best methods. We copied the national literature and put it on our website as a downloadable file. (*Peer to Peer Recruiting, My Best Friend is a Scout, Business Card Template, Cub Scout Sticker Template*).

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In July, we mailed a letter to key Cub Scout leaders, inviting them to recruitment training courses and asking that they use the “peer-to-peer” recruitment methods. Next year, we will follow up that initial letter to key Cub Scout leaders with a second letter to all Cub Scout families, targeting to hit their homes the week before school starts.

We utilized an automated phone-calling service to call all of our Cub Scout households on Wednesday, September 20, reminding the families that September 21 was our School Night for Scouting program and asking the Scouts to wear their uniforms to school on Thursday and invite their friends to join. (<http://www.callingpost.com>. Cost between five to twenty cents per call).

6. **Adult to Adult Recruiting:** We know that Scouting is great for adults as well as children. We encouraged Cub Scout parents to invite other families to join the pack. We identified a number of opportunities for this to happen. Personal invitations, postcards, or an Email invitation to: A) The school or classroom roster; B) The school internet Email group lists (Yahoo or Google Groups); C) Church-based fellowship groups like a Bible study of parents of elementary-aged children; D) After-school and club sports rosters.
7. **Yard Signs:** We ordered 1000 yard signs from supply division to be placed at or near the school. We taped onto the yard signs the same information we affixed to the posters. Next year, we plan on asking dens to have their Cubs make their own yard signs and post them in front of their homes from the first day of school through the recruitment event.
8. **Visibility at the School:** We looked for other opportunities to have a visible presence at the school: A) Conducting a school-wide patriotic flag ceremony; B) Being at the “Back to School” night; C) Wearing uniforms on September 21 and at other times; D) Putting a pinewood derby track in front of the school the week of the event; E) Finding a neighbor with a really cool car to sit in front of the school the week of the event. Maybe the owner can “rev” the engine while the students are coming in or heading home; F) The pack can conduct a service project the week before school opens, volunteering to help teachers and school staff ready the campus for the first day of school.
9. **Direct Mail:** The direct-mail firm we contract with for fund-raising appeals identified over 10,000 households with children in school from grades one to six. When we sent our current membership list to them, this dropped to a little over 9153. At a cost of about 52 cents each, we felt that home-schooled families would get the message.
10. **Media:** National public service announcements were personalized for our council and sent to the local television, cable, and radio stations. Print advertisements were sent to the community newspapers, business journal, major metropolitan paper, and local community magazines. We identified newspaper community calendars and sent a request to be included in them. Our major Rotary Club has owners or managers from two radio stations and we made a special appeal to them to have the announcements played. We had Scouts in the background for a morning news show. The weather reporter interviewed some of the Scouts after

four of her segments. While we may not have had a great deal of exposure, we promoted the efforts to our Scout leaders and this helped convince some of the reluctant ones to come on board and conduct the recruitment drive as designed.

CONDUCTING A SUCCESSFUL RECRUITMENT PROGRAM

The recruitment program many of our packs had used in previous years consisted of handing out a flyer to the school, staffing a table at Back to School Night, and inviting interested families to come to the next pack meeting. Our council membership committee felt that we needed to dramatically change the recruiting culture to a new model.

Five training dates were set for the end of August and early September. We spread the training dates over three weeks in the event some families were on vacation one of those weeks. We spread the dates over every day of the week but Friday and Sunday. The training ran 90 minutes and covered securing the schools, inviting the youth to join, and conducting a successful recruitment program. Using the racing theme, we themed these three steps as “On Your Mark, Get Set, Go” and then added a fourth step, the “Checkered Flag” for the follow up required. Fifty-six leaders attended these trainings. We also offered a condensed version at Roundtables the week prior to September 21 and another fifty leaders were trained. (*Recruitment Night Training Agenda*). Next year, we will conduct these training sessions earlier and more frequently.

A guidebook was created and provided detailed information for each of the three steps (securing the school, inviting the youth to join, conducting a successful recruitment program). We handed out the national support literature and other locally produced support materials. (*Recruitment Guide, Helpful Hints*)

We identified three goals for the recruitment night: 1) Getting the boys signed up and registered; 2) Getting the adults signed up and registered as new leaders; 3) Organize the new Scouts into dens. There were six key areas that we addressed during this portion of the training:

- 1) Be Prepared – What should you have with you? A checklist listing things to bring from displays for a pre-opening to pens. We provide a recruitment kit for each of the schools that had youth and adult applications, mini Boys’ Life magazines, a new parent’s guide, sign-in rosters, den organization rosters, and table tents to direct first grade boys to the Tiger table, etc. (*Checklist, Recruitment Night Kit Contents*).
- 2) Have plenty of help – How many helpers could you use? Eight Scouters was the suggested number of “helpers” to staff a school. Each had an assigned duty. One was the greeter at the entrance to the room and the person responsible for collecting applications and fees at the end of the night, four were table captains (one for each program level), one was with the new youth and organized them for an opening ceremony and a game (this could be a den chief, a Boy Scout from the local troop, or a member of the local Order of the Arrow chapter), one was the master of ceremonies (most likely the Cubmaster), and the eighth was a district representative to help-out or step-in where needed.
- 3) Arrive early – At least thirty minutes before the announced time. Fifteen minutes before the announced time, we wanted the room all set-up. We felt it would take

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at least fifteen minutes to find the custodian to open up the room, set up the room with displays, organize the tables, etc.

- 4) Organize the room – Who sits where? Our guidebook included a suggested layout. Four tables in the middle of the room, with the front two tables for Tigers and Wolves. Colorful table tents were included in the recruitment night kits to direct families. If a family had sons in two categories, we suggested they sit at the table for the youngest child.
- 5) Follow the suggested agenda: The guidebook had a general outline and the national support literature had a more detailed one. We uploaded two power-point presentations to the websites that packs could modify. We suggested a balloon-stomp game early in the program to show the families that Cub Scouting is fun. The meeting should be kept to one hour. We created a new parent’s guide that could be used as a meeting outline. (*Parent’s Guide, PowerPoint Presentations*)

The hardest part at recruitment programs is often the identification and recruitment of den leaders. A variety of techniques were identified and one particular approach, the “Salesman or Engineer,” method was explained in detail. Each table has a captain, an experienced Cub Scout leader. The captain asks each parent three questions: What is their occupation, do they have any previous Scouting background, and do they prefer to work with boys or adults? Based upon their answer, the captain categorizes them as either a “salesman” or an “engineer.” There are jobs in a pack that are best-suited for a salesman that wants to work with boys (Cubmaster would be one) and there are other jobs that are best suited for an engineer that wants to work with adults (pack committee functions such as treasurer, committee chair, membership chair, etc). After getting a general idea, the captain suggests a role for each adult present and asks that they consider doing this job for just thirty or sixty days. A job description is included in the new parent’s guide that summarizes the time commitment for each of the suggested functions. An offer is made to provide training the next week and to help with the first den meeting. After thirty or sixty days, the parents can continue or switch to another job, as they wish. If they agree to serve in this role tonight, the meetings can start next week. New den leader kits are distributed to all who agree to serve.

- 6) Turn in the applications and fees that night or the next day for a special incentive. In previous years, the council provided a variety of incentives, from patches to pinewood derby cars. While those might have convinced some boys to join, the membership committee wanted to try to encourage unit leaders to turn their applications in immediately. (It had been a common practice to hold applications for months or to submit them in December with the recharter paperwork). We announced that, for every new youth application submitted by September 22 with fees, the council would credit the unit with \$3.40, the amount for four months of registration. Each district staffed a “Race Headquarters” on September 21, from 8 pm to 9 pm, to have district representatives or unit leaders bring in the completed applications with fees. By 5 pm on Friday, we had 288 applications turned into the Scout office for new youth! (*Incentive Announcement*)

Our recruitment guide included some recommendations in case the school was locked (this is California... meet outside) and other contingencies. We concluded the training by

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reminding everyone of the important follow-up that needed to happen after September 21 including Fast Start, Youth Protection, Essentials and Leader Specific training, Roundtables, the need for a second recruitment night when results were not as expected, etc.

What if a school was supposed to be staffed and nobody was there? We anticipated at least one or two mishaps. We prepared a script to be used to capture important information from any family that called the next day. We only had one such mishap and it turns out that a parent gathered names and phone numbers for the twenty families that had showed up. We are following up and it looks like that will be a new unit in October. (*What-If Script*)

CONCLUSION

By all measures, the Silicon Valley 1000 was a success:

- 922 potential Cub Scouts attended recruitment presentations
- 288 applications turned in within 24 hours
- 348 youth recruited in September, compared to 175 the previous year
- 405 youth recruited from July 30 to September 30, compared to 205 the previous year
- Applications that were turned in but lacked signatures were flagged and phone calls made. By October 5, an additional 107 applications had been entered and the council was ahead of month-end October 2005
- At the end of September, the council had a 3% increase in traditional membership with a 7.6% increase in Cub Scouting
- 112 unit and district Scouters were trained in successful recruitment methods
- Inroads were made with units that used other recruitment models and a new model was introduced
- Three new units were organized within two weeks from the large turnouts at some of the schools. Another ten new Cub Scout packs have been identified
- The council provided new support materials and established an organized plan that can be improved and embellished for the future
- Of our six district executives, four have been in their assignment for a year or less. This was a great opportunity to teach the new staff best methods and to reinforce successful methods to the tenured district directors
- “Campaigns” were not part of the council’s culture. The organized, well-prepared, comprehensive nature of the Silicon Valley 1000 set a precedent that can be replicated for Friends of Scouting, Scout-O-Rama ticket sales, Popcorn Sales, camp promotion, etc.

We’ve already announced Thursday, September 20, 2007 as the date for the second annual “Silicon Valley 1000,” only we may call it the “Silicon Valley 2000,” to capture the flavor of doing twice as good as we did this year.



SILICON VALLEY 1000
School Night for Scouting Checklist and Helpful Hints

Thanks for helping bring the fun, excitement, and the values of Scouting into the lives of new youth. Here's a checklist and some helpful hints for your School Night for Scouting

ON YOUR MARK

- 1. Plan out your night. Review the contents of the recruitment packet.
2. Have plenty of help. Ideally, have at least a team of seven (7): Four to help organize dens (Tiger, Wolf, Bear, and Webelos), one as the Master of Ceremonies (Cubmaster?), one at the sign-in table, and one to work with the new recruits (den chief?).
3. Make sure you know who has the key to the meeting room and how early you can arrive to gain access.

GET SET

- 4. Get to the school early. If it starts at 7:00 pm, get there by 6:15 pm. Have your room set up by 6:35 pm.
5. Your district has a recruitment packet that has supplies. Besides these, you should bring: Pens and pencils, sample books and literature, information about your pack, your annual calendar, and a pack newsletter, displays and highlights of the year, props (pinewood derby cars, photo albums), calculator, masking tape to hang displays on the wall
6. Your pack should decide how much they are going to collect at the recruitment night. The pro-rated fees for September to December are: \$3.40 for registration for youth and adults, \$0.50 for insurance, and \$4.00 for Boys' Life. Many packs charge a set amount for pack dues and registration. Have your pack treasurer ready to collect the fees and then write a check for the registration fees (see #14 below). If you are only collecting the \$3.90 for registration and insurance, you will need to bring some coins and dollars to make change.

GO!!!

- 7. Follow a script or agenda - samples are on the website and in the packet. The meeting should run about one hour.
8. Have a pre-opening game and other activities for the new recruits as they enter and wait for the program to start.
9. Have the recruits and their parents sit by grade/rank... Tigers and Wolves sit closest to the front... Bears and Webelos behind. Just in case, have a place for Boy Scouts to sit.
10. The goals for the night are to: A) Get applications filled out for new Cubs and parents; B) Get Cubs organized into new dens; C) Ask parents to serve as leaders and members of the pack committee; D) Collect applications and fees.
11. Have the Cubmaster sign the youth applications, the Committee Chair and Chartered Organization Representative sign the adult applications.

CHECKERED FLAG

- 12. If a district representative is present, give him/her all the council copy of the completed applications and fees. They will give you a receipt.
13. If no representative is present, have a responsible member of the pack take the council copy of the completed applications and fees to the council. At the District Roundtable location, from 8 pm to 9:30 pm, your district's Silicon Valley 1000 team will have a collection meeting on September 21. If you cannot turn in your membership and fees that night, please have these turned in on Friday, September 22 to the service center.
14. The council will credit your unit account with \$3.40 for every youth application submitted by September 22, 5:00 pm.

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Unit receipt. Received from Pack _____
\$ _____ for recruitment
_____ Youth _____ Adult applications
By: _____

Transmittal. Received from Pack _____
\$ _____ for recruitment
_____ Youth _____ Adult applications
By: _____

District Representatives use this receipt when they collect fees at the recruitment night. Give to unit leader.

District representatives or unit leaders use this receipt at the district turn-in meeting.



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 <http://www.blackhawkscouting.org>.





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.
7. Recognize any Scouts that recruit a friend by giving them the "My Best Friend Is a Scout" recruiter patch!



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.**

