#ADVENTUREON!

LAS VEGAS AREA COUNCIL SCOUTING AMERICA NV AZ

2026 FALL MEMBERSHIP PLAYBOOK



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2026 Fall Recruitment Goals

Recruit 1800 new Cub Scouts! SERVE 6,000 by the end of the year

Schedule promotion & sign-up event for every school and every pack.

Reorganize, restart & strengthen dropped and existing Cub Scout Packs

Organize new Cub Scout packs where needed.



District	2026 Fall Recruitment Goal
River Mountain	140
Neon Trails	520
Fossil Trails	520
Outreach	500
Exploring	120
Council	**1,800**

Successful Unit Metrics

Key Leaders Trained: Cubmaster + Committee Chair position trained

Exceed Small Unit Threshold: 20 or more Cubs in Pack

Year over Year Membership Growth: Positive YOY membership growth or pack has 50+ Cubs

Advancement/Youth Leadership: At least 30% Cubs have rank advancements in prior 12 months

Outdoor/Super Activity: Pack participated in outdoor activities in prior 12 months

SCHOOL NIGHT SIGN-UP TIMELINE

June 20, 2026 Fall Recruitment Training

June-July

- Pack leadership meets with District Executive to review 2026 membership plan.
- Pack recruits a Sign-Up Night Chair who will work with your District Executive and District School Night Coordinator on tasks necessary for a successful sign-up event.
- Pack finalizes leadership needs for 2026-2027.
- Pack finalizes their 2026-2027 calendar.
- Ensure BeAScout pin is up-to-date.
- Work with your District Executive to ensure that your school/schools are reserved through Facilitron.
- Host Back-To-The-Pack event.

July 30, 2026 Membership Kick-off

- Pick up sign-up event materials
    - Turn in pack budget, current leadership and open positions, pack calendar. **If you email your pack calendar to your District Professional prior to the membership rally, we will make copies for you!**

August-September

- First flyer and posters distributed to school by District Executive.
- Conduct first Sign-Up event within 2-3 weeks of the start of school. The first sign-up night will be scheduled by your District Executive.
- Conduct 2nd Sign-Up event 2-3 weeks after your first event and invite families who were unable to attend the first event. This can be your September Pack Meeting.
- Conduct Parent Orientation meeting 1 week after Sign-Up Event.

September 26, 2026 New Scout Joining Event

Volunteers Needed

• E-mail and call all dropped members and invite them to rejoin.

2026 Cub Scout Fall Membership Playbook

Las Vegas Area Council

This playbook provides Cub Scout leaders with a clear, actionable plan to run successful sign-up events in fall 2026. Our goal is to ensure every family in the Las Vegas Area Council has the opportunity to join the fun and adventure of Cub Scouting. Sign-up events will be quick, engaging, and hosted at every elementary school in the council. The timeline spans June to September, with join events occurring within 2–3 weeks of school starting.

Key Strategies for Success

Make It Local:
• All sign-up nights will be held in elementary schools. If you are a pack that recruits out of multiple elementary schools, a sign-up night should be conducted at each elementary school, where parents are familiar with the surroundings.

- Sign-Up night is a stand along event.
- Packs that recruit from more than one school need to hold multiple sign-up events.

Keep It Simple:
• A streamlined 30 to 45-minute event with one registration table minimizes volunteer workload and respects families' busy schedules.
• Online registration via BeAScout.org eliminates paperwork and ensures fees are collected automatically.

Engage Kids and Parents:
• Fun, hands-on activities keep kids excited while parents learn about Scouting.
• A clear, enthusiastic program overview addresses parent questions and highlights benefits like leadership and outdoor adventures.

Leverage Peer-to-Peer Recruiting:
• Current Scouts are the best recruiters. Equip them with "Invite-a-Friend" cards and encourage them to share their Scouting experiences.

Know Your Audience: Mom:
• It is important to know your audience. For Cub Scouts, the target audience is typically a mom.
• When developing your sign-up event plan make sure your message is directed at mom.

Follow Up Promptly:
• Quick follow-up with undecided families can turn interest into commitment.
• Welcome new families with clear next steps to keep them engaged.

WHERE DO FAMILIES LEARN ABOUT SCOUTS?



School 60%



Friends 44%



Social Media 35%



Website 33%



Family 32%



Search 31%



Community Center 26%

SOCIAL MEDIA PREPERATION



Update
BeAScout.org

Whena parent Googles“Join Scouts” they get the National join site. It’s important to make sure the information on your BeAScout.org pin is up to date!

Scan QR for instructions



Sharing thru
Social Media

Encourage Scout families to share their Cub Scout experiences with friends on social media. This helps inspire others, build community, raise awareness, and gain support for the program.



Set Up Your
Facebook Page

Makesure you have aFacebook page for your unit. Post photos and video so people can see the fun Scouts have in your unit.

Create a Facebook Event and Geofence your event to reach event more families!

VISUAL PROMOTION

In a busy world, visual promotion serves as a daily reminder to join Scouting. **We provide you with FREE flyers, posters, and yard signs**

PHYSICAL FLYERS DISTRIBUTION TO SCHOOLS

- Contact your District Professional for assistance in obtaining fliers for distribution.
- We will distribute flyers one to two weeks before your Sign up Event.

YARD SIGNS / BANNER

- Signs / banners can be obtained from the Council Office or your District Professional.
- Place signs in high traffic areas and entrance of school. Make sure to get permission prior to placing the signs.
- Ask pack parents to place in their yards.

POSTERS

- Place posters on bulletin boards and doors. Work with your District Executive to place posters at the schools your pack recruits from.

YOUTH WEARING UNIFORM TO SCHOOL, BACK TO SCHOOL, OR EVENTS

- The best way to get exposure is to see Scouts in action.
- Design pack t-shirt for Scouts to wear on outings or activities.



IN-PERSON PROMOTION

Promoting in person is key for engaging families, showing Scouting benefits directly, and building community connections to attract new members.

At School Entrance:
- Distribute flyers near school entrances.
- The most effective distribution times are after school.
- If possible, set up a table or display while distributing flyers.

School open house/back to school nights/meet the teacher day:
- Attend your school's "Back to School Night" and other events to enhance visibility for your program.
- Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.
- Engage members of the Pack as volunteers to assist during Back to School Night, enhancing interactions and community engagement.

School Visits / Youth Talks:
- Work with your District Executive to gain approval to do lunch talks.
- Conduct lunch talks up to 48 hours prior to Sign-up Nights for maximum impact.

Invite-A-Friend Card/ Text Invitation:
- Ask each Cub Scout family to personally invite five friends to the Sign-Up Night event.

Participate in Community Events and Parade:
- Have a booth where other youth can try their hand at Cub Scout activities. Ask your District Executive for free giveaways. Be prepared with a sign-in sheet and flyers.



BUILDING RELATIONSHIPS

To help your Cub Scout pack grow, it's crucial to build relationships with local schools and community institutions. Showcasing Scouting's value strengthens your pack's presence and enhances recruitment opportunities. **Here's how to get started:**

1. **Connect with Key Contacts:** Reach out to local schools, community centers, and other organizations for support and resources.
2. **Start the Conversation:** Introduce your pack and its goals through email, phone, or in-person visits.
3. **Highlight Benefits:** Show how partnerships can enhance community engagement and provide valuable opportunities for both your scouts and your partners.
4. **Engage in Local Events:** Participate in fairs and gatherings to raise awareness and strengthen your pack's presence.
5. **Propose Joint Projects:** Suggest collaborative events or service projects to build connections and create more opportunities.
6. **Offer Support:** Help with partner events and initiatives to build goodwill and access more resources.
7. **Maintain Communication:** Keep in touch with partners through updates and newsletters.
8. **Show Appreciation:** Thank your partners with notes or public acknowledgments to encourage ongoing support.
9. **Leverage Your Network:** Invite friends and family to connect with your pack and help with recruitment.
10. **Be Reliable:** Follow through on commitments to build trust and strong, lasting relationships.

Organizing a successful recruitment night for Cub Scouts involves careful planning and engaging activities. Here's a step-by-step guide:

Preparation:

- Choose a date within the first 2-3 weeks after the start of school (CCSD begins 8/10/2026)- preferably on a Tuesday, Wednesday, and Thursday night. This allows for a lunch talk the day before the event and stays away from Friday night family activities.
- Start time at 6:30 PM are the best for family convenience.
- Promote the event through school announcements, flyers, and social media.
- Recruit volunteers from the the pack and nearby troops to help organize and run the event.
- **Email your pack calendar to your District Professional prior to the membership rally on July 30, 2026, we will make copies for you!**



- Ensure that recruitment boxes have been received from your District professional.
- If using AV during your sign-up night ensure that the school has everything you will need.

Having an incentive for a sign-up event is a great way to capture the attention of parents and incentivize them to sign up on the spot. The Council will be providing Bungee Rockets or Slime Balls as an incentive this fall to give out to any new Scout that joins at your joining event. Also, the New Cub Scout Member Joining Event has been scheduled for Saturday, September 26, 2026. This event is only for newly joining Cub Scouts and their families.

Setup:

- Plan to arrive to your sign-up site at least 45 minutes prior to the start of the event to give enough time to prepare prior to families arriving. You don't want to be setting up as they arrive.
- Arrange tables for registration, information packets, and displays.
- Create an inviting atmosphere with Cub Scout banners and signage.
- Prepare a welcoming area with refreshments for families.

Remember:

This is the families first Scouting experience. Consider the expectations the new families have of an organization.

1. See the adventure they will be a part of
2. Learn when and where meetings take place and who to contact
3. Learn what is expected of the new member families—time, training, volunteerism, cost
4. Sign-up—They did come to an event called a Sign-Up Night

It is important and expected that a district representative (not currently registered with the pack) attend the sign-up night.

HOW TO RUN A SIGN-UP EVENT

Join Scouting Nights should at the School and only last between 30-45 minutes.
Schedule based on a 6:30 PM start time

Greet New Families: (6:15—6:30) - JSN Coordinator will bring supplies

- Greet families and provide them with the application, unit calendar and information sheet. Smores word search and coloring page are available.
- Collect sign-in sheet information.

Welcome: (6:30) START ON TIME!

- Welcome families to your Sign-Up event. Brief introductions.

Audience Participation Skit: (6:30—6:35)

- Show families Scouting with enthusiasm. Parents can't refuse when their child is grinning ear to ear!

Program Overview: (6:30-6:40)

- If possible, show What is Cub Scouts? Video
- Give a 3-minute overview of Cub Scouts and highlight unit activities that the families can look forward to. Be positive and sell your unit's program!
  - Families are looking for adventures specifically outdoor adventures!
  - Let parents know that this is a family-oriented program and their support is greatly needed and appreciated.

Registration: (6:40-7:15)

- Encourage interaction between current Cub Scout leaders and prospective families to share their experiences and answer questions.
- Parents visit the registration table to sign up online via BeAScout.org or complete a paper application.
- Collect membership fees and provide information on uniform requirements and upcoming meetings.

Tips for Success:

- Keep the event fast-paced and under 45 minutes to respect families' time.
- Have at least two volunteers at the registration table to assist with applications.
- Use a sign-in sheet to capture contact info for follow-up with families who don't register on the spot.

Follow-Up:

- Within 48 hours, email or call families who attended but didn't join, addressing concerns and inviting them to the first meeting (parent orientation).
- Send welcome emails to new families.
- Ensure parent orientation is held within a week of joining.
- Ensure the first den meeting is within 2 weeks of joining.

A District/Council volunteer will be at your sign-up event, provide them with all paper applications and registration payments.

- Online registration is strongly preferred to help speed the process up. Have a leader go online and approve all youth and adult applications.

What Not To Do During Sign-Up

Avoid trying to recruit parents as new leaders right away.

The primary goal of your Sign-Up event is to register new youth members with your unit. However, it's important to inform parents that Scouting is a family-oriented program where everyone is expected to support the pack.

Do not mandate fundraising programs.

It is best to share fundraising information at the Parent Orientation Meeting. Be sure to share information about opportunities for scholarship support to help families with financial concerns.

Avoid letting parents take the application home to complete if at all possible.

Signing Cub Scouts applications on the sport during recruitment events is advantageous for several reasons:

- It ensures immediate commitment from parents.
- It reduces the risk of applications being forgotten or delayed.
- It also streamlines the process, ensuring all necessary information is provided and fees are collected efficiently.

From an administrative perspective, collecting applications onsite simplifies tasks and facilitates a smoother integration into the pack.

Try not to use Scouting lingo.

It is easy to forget that parents do not speak the Scouting language, most time it leaves them confused. So, instead of pack, say group or explain what some of this terminology means. **Do not "get into the weeds" with new families.** It confuses new parents (future volunteers) to talk about district, council, roundtables, OA and other Scouting terminology and things that quite frankly do not matter to their current experience level and interest. Their focus at the recruitment is the "now" and "what is next?". The most important things for new families at your sign up in a nut shell: What do I need to do to sign up/join, cost, & when/where is next meeting and how often they meet (days/times/etc)?

Parent Orientation

Turn-in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the membership manager within 24 hours of the event.

Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.

Schedule a meeting the week after the Sign-Up Night to conduct Parent Orientation Training with all new parents and organize new dens as needed. Be sure to include a fun activity for all the Cub Scouts at this meeting!

Follow up with those families who did not sign-up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home, or invite them to the first meeting or New Cub Scout Member Joining Event on Saturday, September 26, 2026 at the Donald W. Reynolds Scouting Resource Center and Engelstad Scout Park.

Steps to Success

- Read this Playbook and become familiar with the Sign-Up Night plan.
- Provide your District Professional with pack calendar, meeting times and locations, leader contact information, and pack dues/fee's.
- Recruit and train leaders for the Sign-Up Night.
- Promote the event—don't forget to use social media.
- Follow-up with new Scouts and families. Make sure they attend the New Cub Scout Member Joining Event on Saturday, September 26, 2026. Help recruit volunteers for the event from your pack.
- Second chance materials are available for re-do's and follow-up recruitments such as peer-to-peer recruiting. Contact your membership manager for more information.

CUB SCOUT PACK PARENT VOLUNTEER SURVEY

1. **Will you give your time to help your Scout and the Pack?**

Circle: YES or NO

If yes, please check the area(s) in which you would consider:

_____ Help with my Scout's age group (den).

_____ Help on the Pack committee (behind the scenes jobs such as event/meeting planning and data tracking)

If no, please check the area(s) in which best describes your response:

_____ I do not have the time

_____ Prefer small task/one-time jobs

_____ I may be willing to volunteer with more information lets discuss

2. Do you have Scouting Experience? _____

3. Any special skills/talent: _____

Name: _____ Phone: _____

Email: _____

Scout's Name: _____Grade: _____



DATA

Units that have high recruitment & retention year over year do the following

- Have succession planning for the top unit positions.
- Make a program plan over the summer.
- Have a program calendar before the program year begins with coordinators (non-leaders) assigned for each pack event/activity.
- Share the program calendar during recruitment and at the first unit meeting.
- Communicate what they expect of parents.
- Are intentional about welcoming everyone.

What is most important to you when determining what youth programs your child should join?

33% Building friendships
28% Character and leadership
27% Increased confidence
24% Safety aspects
20% Activities offered
17% Outdoor experiences
16% Positive adult role models
16% Building physical fitness
15% Trying something new
14% A sense of accomplishment

What drives families to stay involved in Scouting:

#1 Scouting is really fun
#2 Scouting is a great value for the money
#3 Scouting is our partner in providing positive youth programs to meet our goals #4 Being in Scouting makes me feel like I am part of something bigger than myself #5 Scouting is consistently reinforcing worthwhile values
#6 Scout meetings are a good use of our family's time
#7 Our family/I feel like we belong in our Scout unit
#8 Adult leaders in my unit help me be a better contributor

Reasons Scouts & Family Leave:

19% Unit had poor leadership/problem with leaders
16% Child/I am no longer interested in the program
13% To expensive
11% Our family did not feel welcome
8% Lack of communication from leaders
7% There was too much fundraising
6% Too busy with other activities
3% Do not feel safe in Scouting
3% Child's special needs are not being met

Cub Scout JOIN DAY SEPTEMBER 26TH!

~~DATE~~: Saturday, September 26,2026

TIME: 9:00 am to 3:00 pm Geographic areas are assigned specific times for the event to avoid. everyone coming at the same time and for parking availability.

LOCATION: Engelstad Scout Park & Donald W. Reynolds Scouting Resource Center
7220 South Paradise Road, Las Vegas, NV 89119

WHO IS INVITED: All *NEW* Lion, Tiger, Wolf, Bear, Webelos, and AOL Scouts and their immediate family members that join Scouting in the fall of 2026

ACTIVITIES:

- Food
- BB Gun, Archery, Climbing Wall
- Bobcat Trail
- Parent Orientation
- Opportunity to visit the Las Vegas Scout Shop and Trading Post
- Recognition for visiting all 6 stations



LEARNING OBJECTIVE FOR NEW SCOUTS:

• Bobcat Adventure requirements •
How to progress in Cub Scouting •
Scouting is Fun!

LEARNING OBJECTIVES FOR ADULT PARTNERS:

• Introduction to Cub Scouting
• Become Involved as a Volunteer Leader •
Scouting is Fun for parents too!

VOLUNTEERS NEEDED TO HELP AT THE EVENT!!

For additional information, please contact:
Kyle Molldene at Kyle.Molldene@scouting.org or 702-444-6458

PACK RECRUITMENT PLAN **Scouting America Las Vegas Area Council**

Return to Your District Executive

Pack # _____ District ☐ Fossil Trails ☐ Neon Trails ☐ River Mountain

Membership Coordinator: _____ Email: _____

Grade Level	Lion – K	Tiger – 1st	Wolf – 2nd	Bear – 3rd	Web – 4th	AOL – 5th
# Current Youth						
#Youth Goal*						

* Recommend maximum 8 per den

Pack Recruitment Steps:	Due Dates	Who
1. Conduct leader inventory	_____	_____
2. Finalize pack calendar	_____	_____
3. Complete pack geofencing plan	_____	_____
4. Update www.BeAScout.org pin	_____	_____
5. Social media plan	_____	_____
6. Conduct Back-to-the-Pack event	_____	_____
7. Gather recruitment flyers & materials	_____	_____
8. Host first sign-up night	_____	_____
9. Host second sign-up night	_____	_____
10. Turn in apps to DE or office after each night	_____	_____

Individual School Promotion Plan					
	School Names:	School 1:	School 2:	School 3:	School 4:
✓	Tasks – Coordinate with District Executive	Who/Date	Who/Date	Who/Date	Who/Date
	Meet Principal - Review Promotion Plan - Verify Sign-Up Night Schedule				
	Gather Flyers & Materials				
	Parent/Teacher Meting to Promote Scouts				
	Conduct a School Service Project				
	Open/House Back to School Night Table				
	Distribute Flyers				
	Uniform/Patriot Day – Lead Flag Ceremony				
	Lunch Talk				
	Youth Distribute Bring-a-Friend Invitation				
	Sign-Up Night for Scouting				
	Follow-Up Recruitment Event				
	Parent Information/Orientation Meeting				