

# School Night To Join Scouting

## Script for SNJS Rally Training

### Flag Ceremony and Pledge

- SNJS staffer in uniform to lead (using flag sewn on right shoulder).

### Welcome and Thanks for coming

- Introduce staff.
- Note our flag ceremony. We planned it this way to show you how to conduct one in case you do not have a flag available.

### Opening Remarks

- SNJS is the single most important effort in Cub Scouting.
- Every volunteer and professional Scouter has the responsibility to make sure that Cub Scouting is offered to every boy in our community.
- Every boy deserves a chance to be a Cub Scout. To become a Boy Scout and an Eagle Scout. To become a Steven Spielberg, Gerald Ford, John Glenn or other community leaders.

### Tonight's Program

- Tonight's program is about recruiting boys and adults. For several years, you've learned how to recruit boys – and we'll go over that as a refresher. But for this year, we will present and demonstrate for you a new method – agenda – of conducting your school night rally that is focused on recruiting adults – successfully.
- How successful? In another district that implemented this method, they've recruited a ratio of 1 adult for every 2 boys. That's 50% of the number of boys recruited. Don't all of us want to have that kind of recruitment?
- But in case you want to compare the methods, inside your packets is an agenda on conducting a school night rally using the old, tried and tired method. You need to think about and decide which method will work best for your pack.
- If at any time, you have a question, please ask. We're here to help you plan and execute a successful school night rally. We're here to help you succeed.

### Materials Received

- The handout contains a comprehensive list of what you can bring to your rally and your Parents Orientation meeting – you choose what will work for you. Also included are instructions for handling your paperwork, turn-in locations, suggestions for collecting dues and fees, and hotline phone numbers to use on and after your rally night.
- Next is the rally agenda. We'll review this in a few minutes.
- And there is an evaluation, please turn it in after your rally, when you turn in your paperwork.
- The Youth envelope contains Rally Attendance Roster sheets and boy applications.
- The Adult envelope contains adult applications for your Rally.
- You will need to use both these envelopes at District Turn-In.
- A separate envelope contains Spanish Scout and adult applications. For all applications, we've estimated on how many of each to give you. If you need more, there are more in the back table.
- We've also estimated on how many New Leader Packets to give you. Each packet gives your new leader enough material to get started. Please review them to become familiar with the contents. If you need more packets, go to the back table.

### Prepare for Your Rally

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- From the material we've given you, review them carefully and choose what you think will work best for you to be successful.
- Select enthusiastic and infectious people on your rally team. Include everyone – Cub Scouts in uniform going to school and adults in uniform visiting schools at lunchtime and Boy Scouts to help host your rally, guide your guests, do the flag ceremony, and teach the new boys. Boy Scouts – especially Eagle Scouts – are fine examples to show the new boys where they could end up in a few years.
- Use your resources. Get help from inside your pack, outside your pack, or former pack leaders. You'll probably find these people to be extra helpful now that you're doing this.
- Plan for a back-up rally. It may be raining on your rally night and you didn't get the attendance you had hoped for. Communications may have got mixed up and you find yourself locked out of the school on your rally night. The school has another function that took all the parents away. Anything can happen.

## Promote School Night Rally

- Your District Director obtained agreement from the school superintendent on your rally date. Confirm with your school principal when your rally will take place, that adequate facilities and equipment are available. Don't forget about your back up rally. And lastly, don't forget that if you entertain the boys outdoors on your rally, have some alternative for them in case of rain.
- Introduce \_\_\_\_\_ for his/her presentation.
- Of all the activities related to School Night to Join Scouting, promoting your rally is the most important and has the most impact on your recruiting efforts. Please do not overlook any opportunity to promote your rally! At school... at church... in your neighborhood.
- The district has sent to each class from the 1<sup>st</sup> thru 5<sup>th</sup> grades of your school a SNJS Flyer. Check with your school principal about their distribution.
- Another key part of promoting your rally is to use boy talks to emotionally attract boys into Cub Scouting.
- With the school principal's permission, you can have your expert leaders who are enthusiastic and able to 'connect' with the boys, in uniform and bringing what props they need, go to each of the classrooms and...
- \_\_\_\_\_ and \_\_\_\_\_ interrupt and do boy talks.

Work with your school principals to do boy talks because they are effective!

- Remember to make it fun and keep it brief. You're not promoting the entire Scouting program, but just enough to make the boy want to bring his parents to your rally.
- Also remember to send a thank you to the school principal or teacher.

## Conduct Your School Night Rally

- Just like promoting your rally, you'll want enthusiastic and sincere leaders to sell the program emotionally! They are already intellectually attracted – they're there, aren't they?
- Set up demo campsites, have a table with Cub Scout crafts and campout pictures, decorate the room. But keep that in the background. Your objective is to plant a seed to the parents on what their investment will buy for their boys.
- Give every boy a copy of *Boys' Life*.
- See the new agenda.
- \_\_\_\_\_ will now show you how to play THE NEWSPAPER GAME.
- Your objective is to plant a seed to the parents. Allow parent to make educated and conscientious decision. Allow parent to go home and think about it. DO NOT recruit them unless they really want to join. DO NOT do a guilt trip on them – locking doors until a leaders come forth, telling them that Cub Scouting or activities won't happen if they don't volunteer.

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- Collect Scout applications and money. Discuss potential leadership with your rally team afterwards.

## Follow Up

- Hold a Parents Orientation meeting one week later to recruit adults.
- Complete reference checks and applications and collect money for adult leaders.
- Hold a second rally if the results from your first rally didn't meet your expectations! When? At an informal low stress coffee and dessert gathering, at a pack family picnic, at your next pack meeting. Let us know and we'll get more flyers and materials to you. Let us know where we can help you. We want your pack to grow and we want you to succeed.

## Paperwork and Money

- See paperwork instructions and turn in locations, dates, and times.
- See suggested method to collect dues and fees.

## Enjoy Your Revitalized Pack!

- Now that you've rallied and recruited your boys and adults, put them to use and watch your pack grow.
- Send adult leaders to training (Fast Start, Basic, Youth Protection, Roundtable, POW WOW, University of Scouting, Philmont and beyond)

## District Director Remarks

### Conclusion

- Any lingering questions?
- Are you comfortable with your rally plans?
- Are you comfortable with promoting your rally?
- Are you comfortable with boy talks? Do you see how important it is?
- Do you see how important it is to plan for a second rally?
- Do you want to review the new method we presented?
- Need more details on the paperwork or turn-in or finances?
- I want to thank my staff whose assistance made this training possible.
- Please pick up any extra material you need at the back table. We have application forms, posters, *Boys' Life* mini-magazines, and much much more!
- We will be here to answer any additional questions you may have. Thank you all for coming and good luck with your rally!