

Join Night Playbook



Grow Your Unit, Build the Future

Welcome to Join Night!



Thank you for helping bring the adventure of Scouting to new families!

This Playbook will walk you through everything you need to host a successful Join Night event from planning to follow up.

Let's grow together and have fun while doing it!

What is a Join Night?

A Join Night is a simple, family-friendly event where new families learn about Scouting at their own pace and join right on the spot!

Using a five-station model, units create a welcoming, exciting, and quick experience usually lasting 15-20 minutes for the families.

Make joining easy, fun, and personal for every family.

Why Dynamic Recruiting Matters

Dynamic recruitment is a technique by which we continually seek out potential new members and their families and cultivate them as new members one friend at a time. This differs from static recruitment, the traditional technique of a one-time event or joining night where you sign up a group of people at once. Both are important for recruitment.

Today's families appreciate clear, fast-moving, and engaging experiences.

Dynamic Join Nights:

- **Create stronger first impressions**
- **Increase sign-ups**
- **Help families feel connected from the start.**

Using an organized station flow keeps the event efficient and welcoming for everyone.

Timeline to Success

Use this general guide to prepare for your event:

- **8 Weeks Out:** Confirm event date and location.
- **6 Weeks Out:** Start promoting (flyers, school notices)
- **4 Weeks Out:** Reserve your recruitment kit
- **2 Weeks Out:** Final social media push & confirm volunteers
- **Event Day:** Arrive early to set up stations
- **1 Day After:** Follow up with new families

Your Council Recruitment Kit

Each kit includes:

- Scout-branded table cover
- Station signs
- Flyers, QR code cards, brochures
- Youth giveaways (patches, frisbees, rulers, pencils)
- Knot-tying board
- Sidewalk sign for outdoor promotion
- And more!

Reserve yours early to ensure availability! Contact your District Executive or Council Office if you need additional resources.



Every Unit Is Unique

Show Off What Makes Yours Special!

Showcase Your Unit's Story

- Display a photo tri-fold or looping slideshow with:
 - Past camp outs, Pinewood Derby, Services Projects, etc
 - Smiling youth and families and active leadership
- Use projectors, screens, or tablets to run photo/video highlights.

Involve Your Youth

- Have current youth members welcome visiting families and invite kids to activities
- Encourage youth to share what they love about Scouting
- For Cub Scout Packs, invite your linked Troop youth and leaders
- For Troops, invite a local Crew or Ship to broaden future opportunities

Dress to Impress...Casually

- Only 1 adult in full uniform (unit leader)
 - For Crews or Ships this can be a youth leader
- Other adults wear unit-branded shirts or Scout activity shirts
- All adults wear name tags with:
 - First Name
 - "Parent of a _____ grader"
 - Avoid confusing titles like "Committee Chair"

Other Ideas:

- Bring gear for youth to explore (camping gear, derby cars)
- Set up an activity station hosted by Scouts
- Share a short testimonial video from a parent or scout
- Offer a take-home card with QR code linking to your unit's social media or calendar

Set the Stage

Help Families Feel Welcomed and Involved

Youth Front & Center

- Place youth activity space in the center of the room
- Encourage youth to invite visitors to join in
- Offer a coloring station for shy kids or siblings

Easy Flow for Families

- Arrange tables in loop or U-shape for better flow
- Allow room for multiple families per station during busy moments
- Use signs and greeters to guide the flow naturally

Have a Floater

- Assign an adult “floater” to:
 - Greet families at the door
 - Jump in where lines get long
 - Answer general questions or direct traffic

Snacks (Optional)

- Snacks = warm welcome — but be allergy-aware:
 - Avoid common allergens (nuts, dairy-heavy items)
 - Label snacks if possible

Other Considerations:

- Provide a seating option for parents of toddlers
- Have a printed unit calendar at each station
- Offer pens and clipboards for on-the-spot interest forms

The Five-Station Model

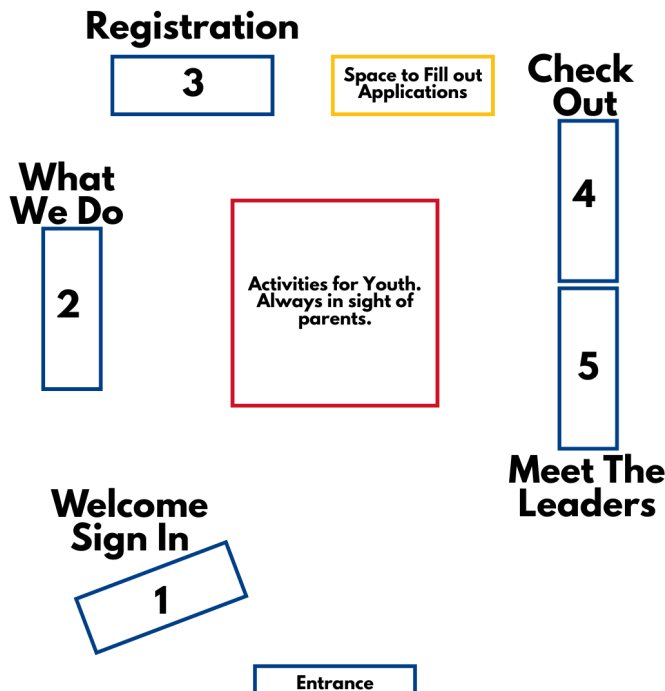
Families will move through five quick stations at their own pace and not as a large group. They will do this as soon as they arrive.

1. Welcome & Sign-In
2. What We Do
3. Registration
4. Check Out
5. Meet the Leaders / Q&A

Each station has a specific role — keeping families moving and engaged!

Don't delay the families from learning about your unit activities and getting applications filled out.

Each station needs a volunteer!



Volunteer Roles Made Simple

Key Join Night Roles

Role	Who Can Do It	What They Do
Greeter	Friendly Adult or Scout	Welcome Families & Direct Them
Registration Helper	Detailed-oriented adult	Walk through forms or online registration
Program Presenter	Enthusiastic leader or youth	Share unit story/activities
Floater	Flexible adult	Fill in where needed
Q&A Leader	Cubmaster/ Scoutmaster	Answer final questions

“I’m Not Ready to Lead” – That’s OK!

- Encourage volunteers with easy starting roles:
 - Snack helper
 - Calendar printer
 - Photographer
 - Social media sharer
 - Cleanup crew

“Your only job tonight is to enjoy it. If you’re willing to help, we’ll find the right fit — no experience needed.”

Station 1: Welcome & Sign-In

Purpose: Greet families and collect contact information.

Suggested: 1 greeter (can act as floater to other stations)

What to Do:

- Greet families warmly
- Ask them to sign in
- Hand them a welcome packet
- Point to the next station

What You Need at This Station:

- Table (optional chair)
- Sign-in sheet
- Pens
- A smiling, energetic greeter

What's Included in the Recruitment Kit:

- Scout-branded tablecloth
- Station 1 sign
- Table (Optional)
- Sign-In Sheets



Let them know they are in the right place with signage, banners, or tablecloth.

Station 2:

What We Do

Purpose: Showcase the activities and experiences your unit offers.

Suggested: 1 - 2 Program Presenters

What to Do:

- Show off the fun: camping, service, leadership
- Highlight what makes your unit awesome
- Answer basic questions
- Direct them to the registration table next

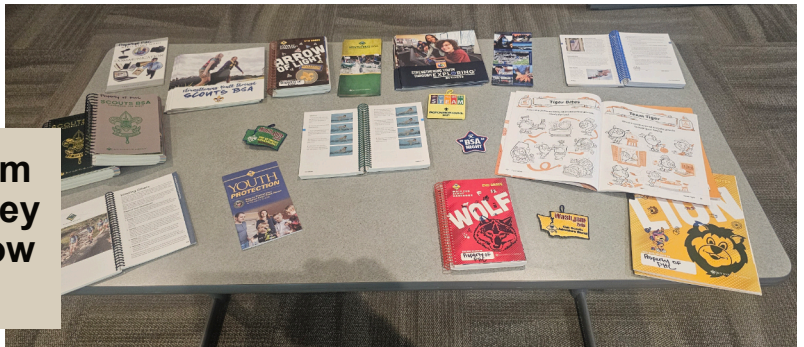
What You Need at This Station:

- Unit calendar
- Photos of past events (printed or on display board)
- Camping gear, Pinewood Derby car, or Scout gear display
- Enthusiastic volunteer or leader

What's Included in the Recruitment Kit:

- Station 2 sign
- Flyers & brochures
- Handbooks/Literature
- Giveaways (patches)

Show off the program and activities that they can participate in now and in the future!



Station 3: Registration

Purpose: Help families complete applications.

Suggested 1: Registration Helper

What to Do:

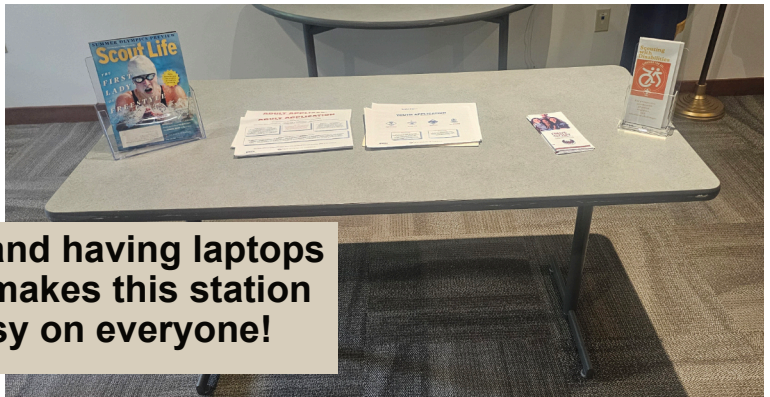
- Walk families through online or paper forms
- Explain fees clearly
- Troubleshoot login issues
- Guide them to Check Out next

What You Need at This Station:

- Tablet or laptop with internet
- Paper applications
- Fee explanation handout
- Clipboards and pens
- Volunteer who understands registration process

What's Included in the Recruitment Kit:

- Station 3 sign
- Membership fee handouts
- Extra flyers with QR codes for registration site
- Pens (if available)



**QR Codes and having laptops
or tablets makes this station
extra easy on everyone!**

Station 4: Check Out

Purpose: Confirm registration and provide a welcome gift.

Suggested: 1 - 2 Checkout Helpers

What to Do:

- Confirm registration was completed
- Give a welcome item
- Share any final reminders
- Direct them to meet their leaders

What You Need at This Station:

- Registration confirmation list or app
- Payment options (if collecting in-unit)
- Thank you handout or info sheet
- Friendly volunteer
- Giveaways

What's Included in the Recruitment Kit:

- Station 4 sign
- Youth giveaways (pencils, rulers, etc. as available)

Give stuff away that will make the kids/families excited to come back.

Can be branded items or even an item for an activity at a future meeting.

Bonus: anything that helps with promotion of scouting!



Station 5:

Meet the Leaders/Q&A

Purpose: Introduce families to leadership and answer any final questions.

Suggested: 2 - 4 Leaders for Q&A

What to Do:

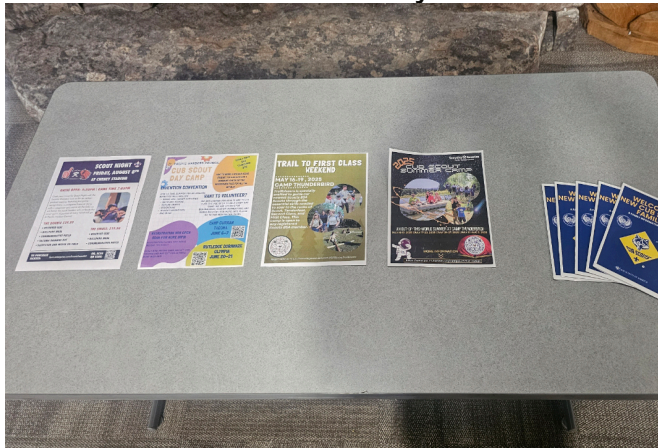
- Introduce key leaders
- Invite families to first meeting
- Answer any lingering questions
- Thank them again for joining!

What You Need at This Station:

- Leaders available to talk
- Contact cards or sign-up sheet for interested parents
- Uniform examples

What's Included in the Recruitment Kit:

- Station 5 sign
- Brochures and flyers (as extras)
- New Cub Scout Family Booklet

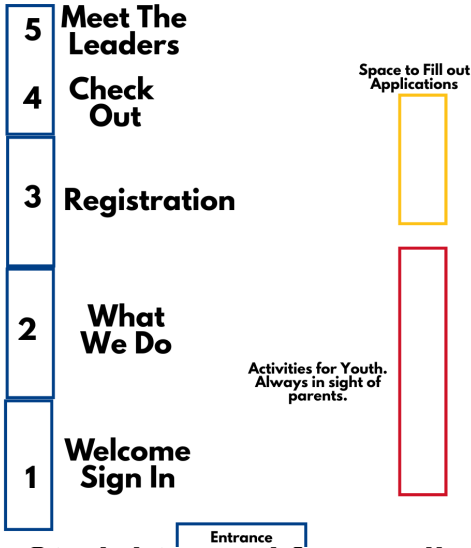
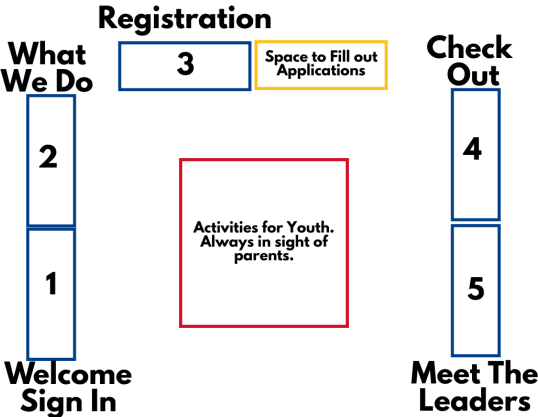
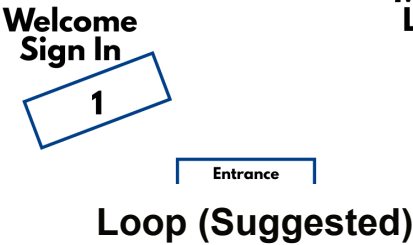
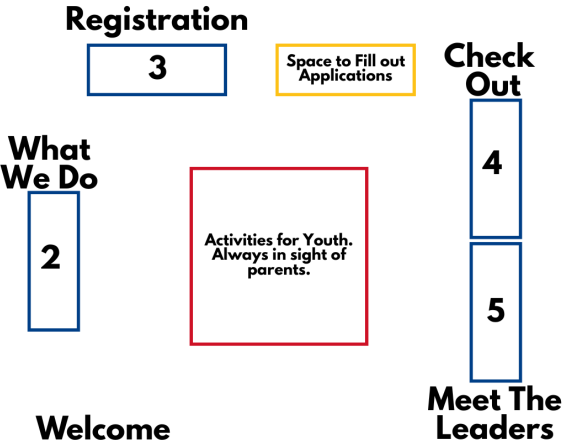


Have information for upcoming events, for the council, district, and the unit. Great spot to give the family a physical reminder of the next meeting time, day, and place and also a note of what they will need from the Scout Store/Fred's Closet for their uniforms

Sample Room Layouts

Choose the layout that fits your space best:

Make sure the activities for the youth are in an area easily visible to the parents. This helps develop trust in this new relationship!



14 Straight, good for small rooms or hallways

First Meeting & Follow Up

Start Strong

- Send a welcome email or text within 24–48 hours
- Include:
 - Date/time/location of the first meeting
 - What to bring/wear
 - Who to look for on arrival

Make It Fun (and Not Overwhelming)

- Start with a simple game or Scout activity
- Avoid lots of announcements or logistics at the first meeting
- Let new families feel the program before hearing the details

Collect Info Lightly

- Use a contact card or Google Form to collect:
 - Parent name
 - Preferred contact
 - Child's grade/school
 - "I'm interested in helping with..." checkboxes

Keep in Touch

- Mention your communication plan:
 - Email?
 - Facebook group?
 - Scoutbook?

Pro Tip: Print your calendar on the back of a fun coloring page — parents get info, kids stay busy!




Thank You for Growing Scouting!

**Your energy, excitement, and preparation
make Scouting possible for new families.**

Thank you for bringing the adventure to life!

For help or questions, contact:

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 **360-325-7807**

 **pacificharbors.org/membership**