

2018 School Night for Scouting Training

(NEW Campaign Style and Tools)

Learn the details of our 2018 School Night for Scouting (SNFS) membership campaign. Our goal is to recruit over 4,100 new Cub Scouts on the statewide signup day.

This class is for ALL leaders: Cub Scouts, Boy Scouts, and Venturing. It is offered in 50 minute sessions. 2018 SNFS will again be the ONE NIGHT throughout our entire state and parts of Wisconsin and South Dakota, where we will be recruiting Cub Scouts on September 20 at every elementary school from 6:00 - 7:00pm.

Topics will be:

- Details on the **theme and NEW plan to recruit youth and adults during 2018**
 - Youth Recruitment incentives
 - Unit Recruitment incentives
 - Promotional materials which will be made available for units.
- Information on how to conduct a fast registration process for incoming parents
 - Agenda and tips for the follow up New Parent Meeting
- Marketing and support
 - Best methods for unit leaders to promote SNFS in their area
 - Methods to recruit adults to the ranks of your unit leadership
- Online registration system and Facebook advertising

This is also a great time to bring any ideas and questions you may have, or share your your tips of success with others!

MEMBERSHIP AND SCHOOL NIGHT FOR SCOUTING TRAINING AT U of S

(choose one 50 minute session)



Saturday, April 21– 8:00 AM - 4:30 PM

Lakeville South High School

21135 Jacquard Avenue

Lakeville, MN 55044

Register at <https://scoutingevent.com/250-spring2018uos>

OR

MEMBERSHIP AND SCHOOL NIGHT FOR SCOUTING TRAINING IN ST. PAUL



Tuesday, April 24 – 7:00 PM-8:00 PM

Centennial United Methodist

1524 County Rd. C2 West

St Paul, MN 55113