

YOUR ANNUAL PROGRAM PLANNING CHECKLIST

MY NOTES



Your Step-by-Step Guide to a Fun, Impactful Cub Scout Program!



Council Contact: _____



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Your Step-By-Step Guide to a Great Cub Scout Program



- Acquire school calendar and view the CPC Event Calendar at cpcscouting.org/calendar
- Schedule a Parent Planning Meeting: Date: _____
- At your Planning Meeting, use this checklist as an agenda and add your event dates below:
 - Fall Snack Attack (popcorn) Fundraiser: _____
 - Fall Open House: _____
 - New Parent Orientation: _____
 - University of Scouting: First Saturday in November
 - Veterans Day: _____
 - Fall/Winter Service Project: _____
 - Community Event: _____
 - Camp4All Presentation: _____
 - Winter Lodge: _____
 - Pinewood Derby: _____
 - Spring Snack Attack Fundraiser: _____
 - Super Weekend/Campout: _____
 - Blue & Gold Ceremony: _____
 - Spring Scouting for Food: 1st Sat. in Mar.
 - Spring Recruiting Event: _____
 - Summer Camp: _____
- Make a Budget
- Check for updated Youth Protection and Adult Training

MORE TOOLS & HOW-TO @
cpcscouting.org/programplanning



THE ULTIMATE JOIN NIGHT & UNIT MARKETING CHECKLIST

Here's what other Cub Scout packs have found successful to grow. (Remember: more kids means more parent volunteers and more fun for all!) And though this may seem like an exhaustive list, many items take only a moment:

- Download social media graphics at cpcscouting.org/recruiting
- Create a public-facing Facebook and Instagram page for your Scout unit.
- Ask parents to like/follow your page.
- Create your first post.
- Ask parents to **share the post**. (Pro Tip: make this a weekly habit!)
- Choose your Open House Night date, location & activity.
- Use postcards ordered from cpcscouting.org/recruiting to create an invitation to your Open House Night. (A downloadable Word template & label ordering can be found at cpcscouting.org/recruiting)
- **Ask each family to invite 1 friend per Scout** to your join night via text AND a postcard. (Friends can put the postcard on their refrigerator as a reminder!)
- Put yard signs and banners up in your neighborhood! Order yours at cpcscouting.org/recruiting
- Put up a poster in your school and/or meeting place!
- Post your Open House Night information on NextDoor.com
- **MOST IMPORTANTLY: HAVE FUN AT YOUR OPEN HOUSE NIGHT!**

NEED HELP? CONTACT
INFO@CPCBSA.ORG

MARKETING TOOLKIT



DIGITAL DOWNLOADS



ORDER MATERIALS

