2020-2021 Cub Scout Recruitment Guide
Table of Contents

Packs Need to “Be Prepared” for New Cub Scouts

Principal Visits (before the start of school) ................................................................................................. 2
Sign-up vs. Parent Orientation .......................................................................................................................... 3
Sign-up Night for Scouting ................................................................................................................................. 4
Your Pack’s Marketing Plan ................................................................................................................................. 5
Detailed Checklist & Timeline .............................................................................................................................. 6
After Pack Recruitment Event Suggestions ...................................................................................................... 8
Leader Recruitment Tool – “The Yardstick Story” ......................................................................................... 8
Volunteer Recruiting Ideas ............................................................................................................................... 9
Registering New Leaders .................................................................................................................................. 9
Parent Orientation Meeting Agenda ................................................................................................................. 10
Informal Training for New Leaders .................................................................................................................. 11
Formal Training for New Leaders ...................................................................................................................... 11
Unit Promotion Ideas for Social Media ............................................................................................................... 12
Email and Text Drafts ......................................................................................................................................... 14
Local Council Contact Information .................................................................................................................. 15

Packs Need to “Be Prepared” for New Cub Scouts

Packs with an excellent track record of recruiting and retaining members have one thing in common – they are prepared to receive new Cub Scouts into their program. What does this mean? A pack is prepared to receive new members when the leaders have:

✓ Created a program calendar for the next year with input from youth and families.

✓ Created a reasonable unit budget and are good at explaining how much Scouting costs and how the parents can help pay for the program.

✓ Identify adult leaders for the next year and key vacancies. Develop the plan to fill vacancies before the Sign-up.

✓ Evaluate your pack’s succession plan to determine the leadership positions that need to be filled and have a game plan for recruiting parents to fill those vacancies.

✓ Identify current pack leadership that will serve as immediate new-leader mentor(s). Mentoring helps provide support to new leaders to include, but is not limited to den organization, meeting location and time arrangements, training, resources, information regarding district and council events, as well as encouragement and advice.

✓ Prepared a well-planned Sign-Up meeting that sells the benefits of Scouting

✓ Developed a plan to contact each of the families after the Sign-Up meeting to remind them about the Parent Orientation meeting. When the new parents attend the orientation meeting, the pack program can be explained in more detail in terminology that is easily understood by the parents.

✓ Scheduled den and pack meetings to start right away. Families that don’t attend the first few meetings are contacted to make sure they knew when and where the meetings are held.

✓ Invited families to participate in a fun outdoor activity.
Principal Visits (before the start of school)

Building and maintaining a strong relationship with your pack’s elementary school is important to have and effective Cub Scout recruitment effort. A meeting with the school principal will strengthen relationships and foster support for recruitment efforts. This meeting should happen in the spring or over the summer and consist of key unit leadership and Scouting professional. Take no more than 2 or 3 people into the meeting as to not overwhelm him/her. This meeting should last no longer than 20 minutes. Sample working agenda for the principal visit would be as follows:

1. Welcome and introductions – Pack Leader from School
   Take a minute to introduce everyone to each other. Be sure to thank principal for taking time to meet with you. Find out if principal has any Scouting background either as youth or as an adult.

2. Update principal on pack - Pack Leader from School
   a. Share roster of pack so principal can see kids and parents that are involved in Scouting.
   b. Share key program items that your pack participates in:
      i. Service projects
      ii. Field trips and other learning opportunities
      iii. Density served in school

3. Service opportunities for School - Pack Leader from School
   State that in the next school year, your pack would like to conduct 1-2 service projects for the school. Take a couple minutes to brainstorm what ideas can be agreed to. Some suggestions include:
   - Help with book fair; Help clean up after school carnival or other events/activities;
   - Pick up trash on playground before start of school or other grounds beautification projects;
   - Cub Scout help mentor another student in reading.

4. Why Scouting is Important - Scouting Professional

5. Recruiting - youth from School
   a. Ask when school open house is scheduled and secure permission to attend to promote school night.
   b. Ask about possible dates to conduct school night after open house (usually the next week).
   c. Ask about permission to hand out flyers, put up posters and conduct school talks.
   d. Classroom, assembly, lunchroom, recess, closed circuit TV, morning announcements, Peachjar, etc.
   e. Secure permission to have a drive thru sign up in parking lot or us gym with social distancing.

Sign-up vs. Parent Orientation

A sign-up event is exactly that and no more. Let families begin to engage with your Cub Scout pack in a simple way of joining and learning about the fun they will have. You should set the expectation at a sign-up that parent help is needed, and everyone is asked to do their part. You reinforce the need of parent help by making sure you get each adult to complete the parent information sheet along with the youth membership application and asking them to go ahead and complete Youth Protection Training. Since a sign-up event is simple and maybe only last a few minutes for a family, it is important to make sure that new questions and complete information for pack activities such as Popcorn and who is in their den can be shared; this is where the Parent Orientation steps in.

A Parent Orientation should take place no more than two weeks after your sign-up. You may have new families coming for the first time to Scouting at the Parent Orientation as well so do still have information available for those who missed the earlier sign-ups. At the Parent Orientation parents should get a deeper understanding of activities and volunteer opportunities. Read through the sample parent orientation agenda for topic ideas. The point of these are to make sure that families have a clear understanding of what a pack is, a den is and what leadership is needed to ensure a fun time for everyone. You can ask from the front of the room for volunteers; however, it is proven the most effective way to find the best leadership is to make a specific ask of a person you think will do the best job.
Sign-up Night for Scouting

What is a Sign-up for Scouting?
Sign-up for Scouting is a simple welcome and opportunity to help families learn about Scouting, your pack and to join. These can be done as stand-alone events and as part of other school or community events. At a Sign-up for Scouting event you have some basic stations that share and gather information. You also set the expectation that parents need to be involved, however you do not recruit them into leadership roles.

Stations Include (This could be done as a Drive-thru Activity to be COVID-19 Safe):
1. Welcome and Sign in: Greet families and make sure they sign-in as attending
2. Pack Calendar: Distribute a calendar of programs. Families learn what makes your pack special.
3. Pack Funding: What is the cost to join Scouting. How they can sell popcorn to fund the fun!
4. Registration: Collect membership applications or help them log into Beascout.org and disseminate additional information. Have pens and people who can answer questions.
5. An area to have fun with the Scouts and families. After they have completed paperwork invite families over to participate in a fun STEM activity and/or game and to start working on Bobcat.

What does it look like?
Your Pack’s Marketing Plan

Look at this list and work to select at least seven methods of sharing your pack with the community. The more you do and the better you do them the more families you will have join your pack.

<table>
<thead>
<tr>
<th>Top 10 List</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pack Information Sheet</td>
<td>23. Text Book Covers</td>
</tr>
<tr>
<td>2. Organize Visits / Scheduling</td>
<td>24. Display Case</td>
</tr>
<tr>
<td>4. Youth wear uniform to school</td>
<td>26. School Marquee</td>
</tr>
<tr>
<td>5. School Visits / Talks</td>
<td>27. Follow up School Night</td>
</tr>
<tr>
<td>6. Stickers</td>
<td>28. Peachjar flyers to parents</td>
</tr>
<tr>
<td>7. Yard Signs</td>
<td>29. Parents Lunch w/child</td>
</tr>
<tr>
<td>8. Picture Boards / Power Point</td>
<td>30. Local Newspaper</td>
</tr>
<tr>
<td>9. School Open House</td>
<td>31. Display Boards a Community Events</td>
</tr>
<tr>
<td>10. Update your Be a Scout.org map pin and regularly follow up with leads.</td>
<td>32. Patriot Day Flag Ceremonies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pack Families</th>
<th>School</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Information Business Cards</td>
<td>17. Participate in Adopt A School</td>
</tr>
<tr>
<td>14. Personal Phone Calls / Email Invitation</td>
<td>20. Gift Membership</td>
</tr>
<tr>
<td>15. Promote at Church and Other</td>
<td>21. Intercom Announcement</td>
</tr>
<tr>
<td>16. Halloween Candy</td>
<td>22. Video Announcement</td>
</tr>
</tbody>
</table>

Together we can give every youth the chance to Join Scouting.

Our Pack commits to using these selected methods of invitation to promote our Pack’s Join Scouting Night and throughout the year as part of our membership plan.

Cubmaster /Unit Coordinator ________________________________

Our Membership committee commits to supporting your Pack’s membership plan by being a resource of material, manpower, and ideas.

School Night Coordinator ________________________________

Pack #________ Normal Pack Meeting Location________________________

Date:_________________ Time __________________

Website __________________________ Email: __________________________
Detailed Checklist & Timeline

Date:____________
Name:____________

☐ Attend the District Fall Recruitment Training.

☐ Finalize details for the pack’s fall sign-up (date, location & promotion plans)

☐ Contact principal to secure cooperation and schedule flyer distribution for August/September and schedule school classroom talks or ways to reach families

☐ Arrange to have a sign-up table at your school’s “Meet the Teacher Night” or “Back to School Night. This is in addition to Sign-up meeting.

☐ Turn in Pack Calendar to District Executive.

☐ Submit sign-up meetings information to order flyer to the District Executive. Collect Flyers, Yards Signs and Posters

☐ Deliver posters and confirm dates for flyer distribution and classroom Talks or the way you will reach families.

☐ Begin social media blitz to promote Fall Sign-up and School Night for Scouting. Utilize Facebook, Twitter, Snap Chat, Instagram, etc. Invite the @choctawareacouncil Instagram and Choctaw Area Council, Boy Scouts of America Facebook page cac302 to co-host Facebook events and we will help boost.

☐ Attend the school’s “Back to School Night” and “Meet the Teacher Night”. Invite new parents and youth to your Sign-up meeting.

☐ Deliver flyers to school for distribution to youth one week prior to the Sign-up meeting.

☐ If allowed do classroom talks a day to two before your sign-up meeting.

☐ Make reminder calls or texts to families that expressed interest at the “Back to School Night” or “Meet the Teacher Night”. Ask if School can text families.

☐ Confirm the school (or other location) will be unlocked and ready to go for the Sign-up meeting.

☐ Conduct the Sign-up meeting!

☐ Conduct a Parent Orientation meeting within a week after the Sign-up meeting. Be sure all parents have contact information for leaders and a calendar of the year’s activities.

☐ Turn in new applications for adult leaders. Applications must be complete, including the “Authorization / Disclosure” section. New adult leaders must complete Youth Protection Training.

☐ Orientation for New Leaders! Be sure each new adult volunteer is assigned a coach.
Steps to Success at a Sign-up Event...

1. Before You Leave Home:
   - Prepare an activity/game. You may want other activities to engage youth while parents meet leaders and complete paperwork (Social Distancing needs to be included in your plan)
   - Wear your uniform
   - Be sure you have all contents of your *Fall Sign-up Kit* plus these extras listed below:
     - Copies of your Pack & Den annual calendars and contact information of Pack leaders
     - Change, for those that may pay in cash
     - Masking tape to display signs
     - Den & Pack program displays including pictures and projects from previous years
     - Items to display including; Lion, Tiger, Wolf, Bear & Webelos handbooks; Cub Scout uniform; *Den Leader Guide* and other Cub Scout leader books

2. Set Up - Arrive at your location at least 30 minutes before the start time:
   - Organize materials and set up the room. Tables should be organized to circulate families from one area to another.
   - Assist den leaders with Cub Scout displays
   - Set up and organize your activity for new youth
   - Station a greeter at the entrance to ensure each parent signs in, receives an information packet and is directed to the appropriate den leader or volunteer for brief orientation and paperwork completion.

   **Packets for parents should include:**
   - Youth Application * (District Executive has more copies if needed)/ QR Code for quick access to online registration
   - *Cub Scout Parent Information Guide* *(District Executive has more copies if needed)*
   - Mini Boys’ Life magazine * (District Executive has more copies if needed)
   - Copy of calendar and pack leadership contact information
   - Copy of *Bobcat Requirements* *

   * These items are provided for each pack in the Sign-up Kit. Packs will need to make additional copies of some of these items.

3. During the Sign-up meeting
   Parents and new Cub Scouts will come and go throughout the evening. Be sure parents sign in. A pack volunteer leader must take the time to meet with each new parent. Provide them with all the information they need for upcoming pack activities. Get to know new parents. Answer all their questions and let them know how fun Cub Scouting can be for them and their new Cub Scout. The Parent Information Guide is also a great resource to review with new parents. Find out if they have been involved before, maybe as a youth. (These new parents will be future pack leaders and volunteers.) Be sure they complete the Cub Scout youth application and parent information sheet before they leave in addition to registration fees and any pack dues or register online with smart phone. You will need to turn in applications so keep the pack copy so you have a record of all new Cub Scouts. You must approve all online registration the same evening.

4. After the Sign-up Night
   Be sure to turn in all youth applications, monies, attendance rosters and report envelope at your District Turn-in meeting headquarters or contact your district executive to share the results and setup a time to drop off materials. **Follow-up with families will be a key to success, keep families informed about what is going on.**

5. Parent Orientation Night - no more than 1 1/2 week after the Sign-up meeting.
   An agenda for this meeting is next!
After Pack Recruitment Event Suggestions

Each pack should hold at least 2 recruitment events in the fall and one in the spring. The first of those recruitment events should be a Sign-up meeting that takes place the 1st full week of school (generally 1 week after the school’s Back to School Night (open house). Follow up recruitment events or activities should happen year-round, but especially in the 1st months of School – late September and October. Some suggestions for these follow-up recruitment efforts include:

1. Send a follow-up set of flyers home inviting youth to join your September or October pack meeting. Peer to Peer recruiting – create invitations that your current Cub Scouts can hand to their non-Scouting friends at school to invite them to a special activity. It could be a costume party for Halloween, a pack picnic, a fishing derby, or Cub Scout Day of Awesomeness. Event should be fun and exciting for new youth. At the event, invite them to join the pack.

2. “After Sports” recruiting. After a season ends (soccer, football, basketball, etc.) have Cub Scouts that play those sports invite their teammates to join Cub Scouting with them. Present the teammates with the appropriate belt-loop / pin that they already earned by playing those sports as “first award”.

3. Encourage Scouts to invite non-Scouting friends along to pack field trips and activities.

4. Hand out invitations to join Cub Scouting at School holiday parties (Halloween, Christmas, or Valentine’s Day). This could be done by Scouts giving friends a bookmark, postcard, or printed invitation with the next meeting date on it.

5. Direct mail. Obtain a school roster from your schools. Processes vary per school district check with your local school for details on how to do this. Send a personal invitation in the mail and follow up with a phone call 2-3 days later with a personal invitation. If rosters are not available, look through school yearbook to gather names of students, personalize invitations and have hand delivered by Cub Scouts next day at school.

6. Give information about joining Scouting to churches in your area. Ask to speak to students during Sunday School, hand out flyers to parents with families after church, put an announcement in church bulletin. This works best with charter partners of Scouting programs.

7. Hold a recruitment event. Additional information on each event can be found on the National website or by clicking the following link: https://scoutingwire.org/marketing-and-membership-hub

Leader Recruitment Tool – “The Yardstick Story”

Supply needed – Yardstick

Objective – To emphasize the amount of time in a child’s life where parents are the number one influencer and how a portion of that time correlates to the “Cub Scout years”.

Look at this yardstick as your child’s life. Each inch is about 2 years. The 36 inch yardstick becomes 72 years, about the average person’s lifespan. Here they are today (point to the 3 inch mark). Here is where they started school at 5 (point to the 2 ½ inch mark). At this point (the 5 inch mark) they will be starting middle school or junior high. And here (9 inch mark) they graduate from high school. And four years later they may be graduating from college and starting a career and family.

All of that lies ahead in the future. Here today (again point to the 3 inch mark), these are critical years in your child’s development. These are the years (spread your thumb and forefinger about 2 inches or 5 years) when many of their decision-making skills, ethics and moral values will be developed. Besides having fun, these are key elements in the Tiger Cub and Cub Scout program. Studies continue to show that young people who are close to caring adults and involved in this type of youth program are less likely to get into trouble with drugs and crime, and more likely to continue successfully in school.

These 5 years are the years of the Cub Scout. In Cub Scouting we need every family to get involved this much (hold up your hand with the 2 inch spread between thumb and forefinger). “This much” is different for everybody. Your “this much” might be as a committee member, or a den leader. It might be helping to plan an outing, writing a newsletter, working on the Pinewood Derby, or Blue and Gold Banquet. If everyone does “this much”, in your family’s Scouting experience, both you and your kids will have a great experience.

Then, these 5 years (again pointing to the Cub Scout years – 3 inch to 5 inch) will provide wonderful memories and a great foundation for the rest of their life (as you sweep your hand to the 36 inch end of the yardstick).
Volunteer Recruiting Ideas

Every Cub Scout pack needs volunteers to make the program happen. Below are some ideas and hints to help you recruit adult volunteers into your pack.

Recruit volunteers before Sign-up meeting

The most successful packs review their leadership needs and recruit new leaders before Sign-up meeting even happens! Consider this example: The den leader for your Wolf den moved out of town this summer. Call last year’s den leader and ask if he/she could suggest which one of the parents in the den would be a good den leader, then recruit that person to fill the vacancy before School Night.

Recruit volunteers between the recruiting event and the Parent Orientation meeting

- Use the talent survey sheets to find out parents’ skills. These must be collected from every adult that attends a sign-up event.
- After the sign-up meeting, identify parents that could be den leaders or fill other key roles.
- Talk to them before the Parent Orientation meeting and recruit them to be a leader.

Why Do Adults Hesitate to Volunteer?

They don’t know anything about Scouting. Let them know it is easy to learn and you will help them. Explain that many printed resources are available, and training will make it much easier for them.

They are too busy. Aren’t we all? Be realistic about time commitments, and find a job for them that will fit their schedule. If the adult can’t commit to weekly meetings and being a den leader, could they do a once a year job like organizing the pinewood derby? The key here is to have many different jobs available in the pack.

They don’t know what is expected. Give them a position description and explain what resources are available to help them meet the expectations.

Registering New Leaders

All new leaders need to be come registered members of the Pack and Boy Scouts of America. This requires each of these new leaders to fill out an Adult Leadership Application, completed background check and youth protection training.

Youth Protection Training – Before any adult can be registered as a leader, they must complete Youth Protection Training. At all times, youth safety is the number one priority. At the same time, adults need to know the rules for keeping themselves safe, too. Comprehensive Youth Protection training teaches all the do’s and don'ts of working with youth. This training is offered online or may be taken as part of a district or council training course. When the adult has completed the online course, they must make sure to print the certificate indicating that they have completed the course. A copy of this certificate must be turned in with the adult leader application.

- New leaders must complete Youth Protection Training before submitting their application for registration. The certificate of completion must be attached to the application.
**Parent Orientation Meeting Agenda**

6:30  **Set Up**  
Set up tables and chairs as needed.  
Make sure all materials and equipment are on hand.  
✓ Den rosters  
✓ Blank youth and adult registration applications (for any new families)  
✓ Extra Parent Information Sheets  
✓ Pack Calendar & Contact Information  

7:00  **Start the Meeting**  
Opening  
• Lead the Pledge of Allegiance  

Pack Programs  
• Discuss the pack’s future plans, mentioning some of the more exciting activities.  
• Discuss the fall Day Camps and distribute registration forms.  

Have the Cub Scouts go to another room for games and activities.  

7:15  **Parent Involvement**  
Discuss parent involvement  
• Explain that the Cub Scouting program is an all-volunteer organization. Our pack is successful because each parent volunteers in some way during the year to help the pack. Some people run the den or pack meetings. Some people take a “behind the scenes” role on the pack committee and help with planning, paperwork or other administrative type duties. And some people are not available to help every month, so they volunteer for short term projects such as the Pinewood Derby, Blue & Gold Banquet, outdoor events, field trips, etc.  
• Introduce leaders that joined since the first sign-up meeting.  
• Don’t ask for volunteers in this group setting (most people don’t volunteer when asked this way).  
• Have the pack trainer or an experienced leader talk about helping new leaders get started – Youth Protection, Online Leader Specific, Roundtables, and monthly pack leaders’ meetings.  
• Show how the Cub Scout den meeting plans and resource books are available at Council Shop.  
• Discuss adult registration fees and uniforms.  

7:40  **Finish Recruiting**  
For dens that already have a den leader:  
• The den leader discusses den-meeting dates, times and locations.  
• Recruits parents to assist with den meetings or serve on the pack committee.  

For dens that don’t have a den leader:  
• Another pack leader will need to guide the discussion.  
• Discuss possible meeting dates, times and locations.  
• Setup a schedule of shared leadership where each family takes turn coordinating the meeting.  

Adult Leader Registration  
• Review the purpose of registration and answer any questions.  
• Collect all applications and fees.  

Make reminder announcements  
• Next Pack meeting  
• Upcoming training courses  
• Popcorn sale dates  

7:55  **Closing Ceremony**  

8:15  **Clean Up**
Immediately after the meeting:

- Turn in the new adult leader applications to the Pack Chair (for approval).
- Give any registration fees collected to the pack treasurer.
- Make sure that someone (Cubmaster, Pack Chair, etc.) calls the district professional that night to report how many new leaders were recruited.

Informal Training for New Leaders

Make sure that each new adult volunteer receives the appropriate new leader brochure. These resources and more available at www.cacbsa.org

Formal Training for New Leaders

Every Cub Scout pack needs volunteers to make the program happen. To be effective, these leaders need to be trained. The information below explains what training volunteers need to take to be trained for their position. All these training sessions are available online at https://my.scouting.scouting.org. You will need to create a user account before completing any of the training sessions.

Position Specific Training – Based on the leader's position. These courses are available online and as classroom sessions in the district. All online training is available at my.scouting.org. Position specific training sessions are available for these leadership positions:

- Den leaders and assistants
- Cubmasters and assistants
- Pack Chair and committee members

Supplemental Training

Roundtable – Your district holds a leader roundtable monthly to share program ideas/suggestions, address problems/concerns, and to share information on upcoming events/activities.

“Live” Training – On-line training is good, but in-person training is better because it allows you to interact with the instructor and fellow participants and to ask questions.
To better our efforts around this year’s scout recruiting, here are some ideas for you pack to consider:

**Creating a Facebook page for your pack**

![Facebook Page Image]

**Setting your leaders as editors so they can post and make changes to the page.**

![Editor Access Image]

**Keeping the page updated regularly with contact info and pictures of your activities.**

![Page Updates Image]

**Using your My.Scouting.org URL and QR Code on the page for new scouts to register online. Website: Using URL and QR Codes**

![URL and QR Codes Image]

**Invitation Manager**

Invitation Manager is your leads resource tool. This is where any inquiries from PackScout.net come in and await your response. You can also add leads manually during events or from names provided by unit members and send invitations to joer that include a link to your unit’s application. There is also a URL and QR code specific to your unit that can be downloaded from this tool to use in your unit’s recruitment efforts.

**Using Invitation Manager Dashboard**

![Invitation Manager Dashboard Image]

**Adding Leads to Invitation Manager**

![Add Leads Image]

**Processing Leads in Invitation Manager**

![Process Leads Image]

**Using URLs & QR Codes**

![URLs and QR Codes Image]
Ideas for individual pack videos on recruiting:
Email Draft:

The Boy Scouts of America Choctaw Area Council (BSA) invites you to consider registering your child(ren) into the age appropriate scouting program. For 110 years, BSA has offered a premier and wholesome program to youth of all ages. These programs are family oriented and focused on developing character and citizenship based on the Scout Oath and Law. Please see the attached 2020 recruiting video. For a broad perspective of the Choctaw Area Council, please visit: http://www.cacbsa.org/CACBSA/. To register online please go to www.beascout.org. If you have questions that aren’t answered, you may call the scout office at 601-639-6757 or me at ____________________. I would love to tell you the great things about Scouting.

Text Draft:

Don’t miss a chance to spend quality fun time with your kids in a great character building program with awesome outdoor adventures. Come see what we are all about on our next meeting at Location, date, and time. Text me back any questions or go to www.beascout.org.

Principal Email:

Dear (Insert Principle Name Here),

I am (Your Name), parent of (child(ren)) who attends (Insert School’s Name & child’s grade level). I also serve as the (insert position) with Cub Scout Pack (##). Our pack is aligned with your school and we currently serve several youth from your school. At this time, I would like to set up a meeting with you, a representative from Choctaw Area Council, and myself, so that we may sit down and discuss the new school year and the programs and opportunities that we can provide for the school. Please let me know a time that is convenient for you. I know these times are challenging and we appreciate all you are doing for our youth and their safety.

Sincerely,
COVID-19 – As of day of printing, we are still watching and determining the best action steps to both retain and recruit youth into our Packs. We want to be prepared to have a Plan A, as well as B, C, D, etc. We know Scouting makes a difference and it makes better students, better citizens, and better youth period. The only way we can continue to have Scouting is to change, adapt, and overcome the negative press, judgmental people, and COVID-19 pandemic. We must “Be Prepared” and tell our positive story. We need our Scouts telling their friends. We need our parents telling their friends. We need our volunteers to spread the good news.

Contact the local Council:

**Ken Kercheval**  
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