
Scouting America™
How to Start a Cub Pack

Introductions

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…at your service!

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Generating Demand

1. Start with an established market
2. Lead with the parent value proposition
3. Start small…and have fun!
4. Birds of a feather… Scout together!

1. Start with an established market

Successful new packs begin with **intentional market selection**, not random/open-ended recruiting.

Key opportunities (beyond schools):

- Pre-schools (often in religious institutions)
- Cultural communities
- Homeschool networks
- Neighborhoods lacking a nearby pack

Cub Scouting should be framed as:

- A family enrichment program
- A way to maintain child (and parent!) relationships…before scattering to different schools
- A values-aligned partner, not a competing activity

"Where are families with young children already gathering, naturally?"

2. Lead with the parent value proposition

Demand does not come from the Cub Scout brand alone…..it comes from **solving parent problems**.

What parents are actually buying:

- Screen-free family time
- Structured fun for their child
- A ready-made community for parents – it's fun for them, as well!
- In some cases – honestly – childcare… to give them a break!

Effective messaging emphasizes:

- "Family-based"
- "Low cost"
- "No experience required"

3. Start small – and have fun!

Families engage faster when they can “try before they buy.”

Examples:

- One-night family campfire
- “Trailblazer Day” – fun day at camp for the whole family
- Pinewood Derby build night
- Rocket launch / STEM night
- Community cookout

Key components:

- Free
- Accessible
- Fun activities (and/or food!)

4. Birds of a feather….Scout together!

New packs succeed when families see **other families like them** participating.

Pursue affinity groups:

- Ethnic organizations
- Home-school groups
- Neighborhood organizations
- Parent groups (tennis team, golf buddies)

Tactics:

- Launch with 3-5 families already committed
- Post photos and short videos from first events on social media
- Share testimonials from parents, not leaders

Securing Leadership

1. Look in the right places
2. Find the right ones
3. Don’t ask for “volunteers”
4. Leadership is shared and supported
5. Recognize and reward!

1. Look in the right places

Parents are not the only places you can find leaders….!!!

Potential sources:

- Former Scouts (check out the Alumni breakout!)
- Current or retired educators (who is teaching that nursery school group?)
- Young professionals (especially those who work from home)
- Empty nesters (relatives of the parents, who may have more time)
- Faith-formation leaders (proven to be talented volunteers)
- Charter partner volunteers

2. Find the right ones

While you may be desperate – taking the time to find the right people will be best in the long run

The most reliable leaders are:

- Parents of current Cub Scouts
- People seeking community themselves
- People who “want to make a difference”

Look for parents who:

- Arrive early or stay late
- Ask good questions
- Naturally engage other children
- Organize snacks or carpools at other activities

3. Don’t ask for “volunteers”

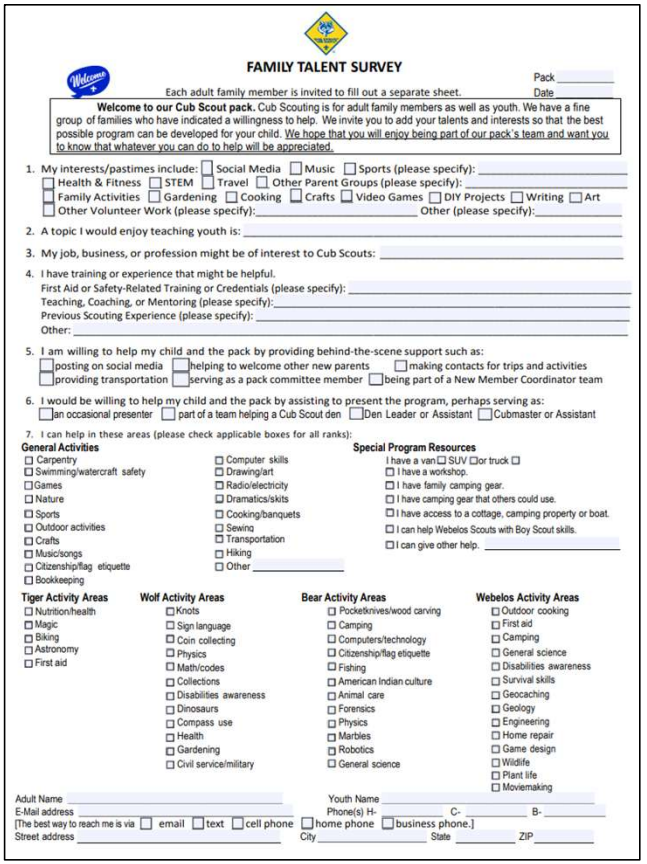
Recruit for specific roles, not nebulous (and scary) “We need help!”

Effective recruitment approaches:

- Small, time-bounded roles – “one and done”
- Appeal to their talents and desires – ask them!
- Clearly define expectations
- Provide structure, playbooks, support materials
- Start with shared leadership – new leaders will need support and learn!

Examples:

- “Outdoor activity lead for our trip to the fire station”
- “Assistant Pack treasurer”
- “Pinewood Derby concessions manager”



FAMILY TALENT SURVEY

Pack _____
Date _____

Each adult family member is invited to fill out a separate sheet.

Welcome to our Cub Scout pack. Cub Scouting is for adult family members as well as youth. We have a fine group of families who have indicated a willingness to help. We invite you to add your talents and interests so that the best possible program can be developed for your child. We hope that you will enjoy being part of our pack’s team and want you to know that whatever you can do to help will be appreciated.

1. My interests/pastimes include: ☐ Social Media ☐ Music ☐ Sports (please specify): _____
☐ Health & Fitness ☐ STEM ☐ Travel ☐ Other Parent Groups (please specify): _____
☐ Family Activities ☐ Gardening ☐ Cooking ☐ Crafts ☐ Video Games ☐ DIY Projects ☐ Writing ☐ Art
☐ Other Volunteer Work (please specify):_____ Other (please specify):_____
2. A topic I would enjoy teaching youth is: _____
3. My job, business, or profession might be of interest to Cub Scouts: _____
4. I have training or experience that might be helpful.
First Aid or Safety-Related Training or Credentials (please specify): _____
Teaching, Coaching, or Mentoring (please specify):_____
Previous Scouting Experience (please specify): _____
Other: _____
5. I am willing to help my child and the pack by providing behind-the-scene support such as:
☐ posting on social media ☐ helping to welcome other new parents ☐ making contacts for trips and activities
☐ providing transportation ☐ serving as a pack committee member ☐ being part of a New Member Coordinator team
6. I would be willing to help my child and the pack by assisting to present the program, perhaps serving as:
☐ an occasional presenter ☐ part of a team helping a Cub Scout den ☐ Den Leader or Assistant ☐ Cubmaster or Assistant
7. I can help in these areas (please check applicable boxes for all ranks):

General Activities
☐ Carpentry
☐ Swimming/watercraft safety
☐ Games
☐ Nature
☐ Sports
☐ Outdoor activities
☐ Crafts
☐ Music/songs
☐ Citizenship/flag etiquette
☐ Bookkeeping
☐ Computer skills
☐ Drawing/art
☐ Radio/electricity
☐ Dramatics/skits
☐ Cooking/banquets
☐ Sewing
☐ Transportation
☐ Hiking
☐ Other _____

Special Program Resources
I have a van ☐ SUV ☐ or truck ☐
☐ I have a workshop.
☐ I have family camping gear.
☐ I have camping gear that others could use.
☐ I have access to a cottage, camping property or boat.
☐ I can help Webelos Scouts with Boy Scout skills.
☐ I can give other help. _____

Tiger Activity Areas
☐ Nutrition/health
☐ Magic
☐ Biking
☐ Astronomy
☐ First aid

Wolf Activity Areas
☐ Knots
☐ Sign language
☐ Coin collecting
☐ Physics
☐ Math/codes
☐ Collections
☐ Disabilities awareness
☐ Dinosaurs
☐ Compass use
☐ Health
☐ Gardening
☐ Civil service/military

Bear Activity Areas
☐ Pocketknives/wood carving
☐ Camping
☐ Computers/technology
☐ Citizenship/flag etiquette
☐ Fishing
☐ American Indian culture
☐ Animal care
☐ Forensics
☐ Physics
☐ Marbles
☐ Robotics
☐ General science

Webelos Activity Areas
☐ Outdoor cooking
☐ First aid
☐ Camping
☐ General science
☐ Disabilities awareness
☐ Survival skills
☐ Geocaching
☐ Geology
☐ Engineering
☐ Home repair
☐ Game design
☐ Wildlife
☐ Plant life
☐ Moviemaking

Adult Name _____ Youth Name _____
E-Mail address _____ Phone(s) H- _____ C- _____ B- _____
[The best way to reach me is via ☐ email ☐ text ☐ cell phone ☐ home phone ☐ business phone.]
Street address _____ City _____ State _____ ZIP _____

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4. Leadership is shared and supported

Best Practices:

- Start leaders as assistants; have succession plan
- Term-limited roles – communicated and respected
- Strong use of National program materials & support groups
  - Cub Scout Leader Resources – see link ⟶
  - #CubChatLive
- Active and visible council/district support during year one

https://www.scouting.org/programs/cub-scouts/leader-resources/

Messaging:

- Position “Committee Meetings” as “Parent Discussions”
- Reassure leaders: “You are not signing up forever.” “You are not doing this alone.”
- Actively communicate support and appreciation!

https://blog.scoutingmagazine.org/2025/11/04/it-takes-parents-to-power-the-pack/

5. Recognize and Reward!

Recognition should be more than a patch! In fact, the small, heartfelt gestures often mean the most.

A few ideas:

- Handwritten notes from Scouts or parents
- Public shoutouts at pack meetings so leaders hear applause directly from Scouts
- Scout-crafted videos to capture gratitude in a personal, modern way
- Food offerings: volunteer dessert night (with Scouts serving food)
- Holiday gifts – publicly distributed at a pack meeting
- A gratitude board with photos and thank-you notes from families
- A rotating "Leader of the Month" spotlight in the unit newsletter or on the Facebook page
- Thank-you posters signed by the whole unit and delivered to volunteers
- A special meeting segment once a month where Scouts share one thing they've learned from their leaders (and name the leader!)

Informal gratitude is flexible and easy to personalize. It also sets the tone for a unit culture in which leaders know their time is noticed and appreciated.

How do YOU show thanks?

https://blog.scoutingmagazine.org/2025/10/21/add-to-our-list-of-big-and-small-ways-to-say-thanks-to-scouting-volunteers/


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