

Membership Growth

Membership growth is more than a single recruiting night. This chapter follows the Cub Scout membership cycle from school outreach and fall recruiting through Join Scouting Night, follow-up, den placement, and new-family orientation. Use it to understand how local leaders and district support work together to help interested families become active members of the Pack.

- [Membership Growth Overview](#)

Membership Growth Overview

Plan membership growth as an annual cycle that begins before fall recruiting and continues through each new family's first year. Join Scouting Night may produce registrations, but timely follow-up and clear orientation help those families become active members of the pack.

Membership growth cycle

When	Question to answer	Use this page
Spring and early summer	When should our pack begin recruiting, and how does the work fit the James River District calendar?	How Fall Recruiting Works in the James River District
Before contacting schools	How do we request access and maintain a working relationship with local schools?	Working with Local Schools to Promote Cub Scouting
Six to eight weeks before recruiting	What dates, materials, people, and processes must be ready?	Fall Recruiting Checklist
Before and during your recruiting event	How do we plan a Join Scouting Night that helps families understand the pack and take the next step?	Join Scouting Night Planning Guide
Before recruiting begins and after each inquiry	Who should contact interested families, when should contact occur, and how do we connect each Scout with a den?	Following Up After Join Scouting Night
During each family's first several weeks	What should new parents learn first, and how do we explain the pack without overwhelming them?	Planning a New Family Orientation

Several parts of the cycle overlap. Build your follow-up process before recruiting begins. Start school outreach while you plan the recruiting event.

Orientation begins the retention phase. Use the follow-up and orientation pages to establish each family's first weeks, then use the communication and program-planning resources in this book to support continued participation.

Recruiting resources

Use Heart of Virginia Council resources first for local materials, procedures, and joining tools. Use Scouting America resources for additional national campaign assets.

- [Heart of Virginia Council Recruitment Materials](#): Order Join Scouting Night flyers, prepare your BeAScout listing, find your unit joining link and QR code, manage prospective-family inquiries, and access council recruiting tools.
- [Scouting America Recruitment Resources](#): Find national campaign materials and customizable recruiting assets.