

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](#)
- [How Fall Recruiting Works in the James River District](#)
- [Pack Calendar and Event Description Templates](#)

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.

How Fall Recruiting Works in the James River District

Fall recruiting brings together the relationships your Pack has built with local schools and the coordination the James River District can provide.

School divisions determine what access Scouting may receive. Within that scope, Pack relationships often shape what becomes possible at an individual school. Families who know the principal, teachers, staff, or are active in school organizations like the PTA can open doors that a district representative may not be able to open alone.

How the partnership works

Start with the schools your Scouts attend. Let the District Executive know where your Pack already has connections and which schools it can support during the fall campaign.

The District Executive can see the larger picture across the schools in your area. They can coordinate school outreach, work through council or school-division contacts, and connect your Pack with recruiting resources. Your Pack brings the local relationships and knowledge of its program.

For school-division access and ways to work through existing relationships, see **Working With Local Schools to Promote Cub Scouting**.

Keep school outreach clear

One Pack serves as the main Scouting contact at each school during the fall Join Scouting Night campaign. This gives school staff one person to work with and keeps families from receiving competing invitations.

This arrangement does not limit family choice. Families may join whichever Pack works best for them.

Before approaching a school your Pack has not worked with, contact your District Executive. Another Pack may already have a relationship there, or the district may know of a school that still needs support.

Where Join Scouting Night fits

The James River District uses a structured Join Scouting Night program to introduce families to Cub Scouting and help them register. Your Pack provides the leaders who know its program and the community it serves.

The fall sequence is:

1. The district coordinates with the school and schedules the Join Scouting Night event, along with in-school recruiting when available.
2. A district representative conducts approved in-school recruiting, such as classroom or lunchroom presentations, and distributes Join Scouting Night flyers.
3. Pack leaders and a district representative conduct Join Scouting Night together.
4. The district representative collects membership applications and submits them to Heart of Virginia Council.
5. The Pack follows up with interested families who did not join that evening.
6. The Pack invites new families to its next meeting.

Complete the **Fall Recruiting Checklist** before school promotion begins.

See the **Join Scouting Night Planning Guide** for event responsibilities and **Following Up After Join Scouting Night** for what happens afterward.

Pack Calendar and Event Description Templates

A family should not need to search old messages, understand Pack terminology, or contact a leader before they can participate in an event.

A parent-ready calendar description answers eight basic questions:

- **Action:** Do we need to RSVP, register, pay, or complete anything?
- **Who:** Which Scouts and family members should attend?
- **What:** What will happen?
- **When and where:** Are there arrival, entrance, parking, or meeting-point details we need?
- **Adult participation:** Does a parent or guardian remain?
- **Bring and wear:** What is needed, and are regular clothes okay?
- **Participation notes:** Can we arrive late, miss part of the event, or request support?
- **Questions:** Who should we contact?

Consider all eight questions. Publish only the answers families need for that event.

Replace the bracketed placeholders, delete anything that does not apply, and update the calendar before sending reminders.

Routine events can stay short. Events involving registration, cost, unfamiliar locations, special equipment, or overnight participation need more detail.

Which template should I use?

- Regular den gathering? Use [Weekly Den Meeting](#)
- Whole-Pack gathering? Use [Monthly Pack Meeting](#)
- Adult planning meeting? Use [Parent or Committee Meeting](#)
- Simple outing or family activity? Use [Simple Family Activity](#)

- Requires payment, registration, or limited space? Use [Registration-Required Activity](#)
- Includes overnight camping? Use [Pack Family Campout](#)
- Serves the community? Use [Service Project](#)
- Families must act by a certain date? Use [Deadline or Action Reminder](#)
- Meeting canceled? Use [No Meeting or Cancellation](#)
- Time or location changed? Use [Time or Location Change](#)
- Hosted by the district, council, or another organization? Use [District or Council Opportunity](#)
- Intended for prospective families? Use [Join Scouting Night](#)
- Pinewood Derby? Use [Pinewood Derby](#)

Using the placeholders

Replace each bracketed placeholder with information for your event.

Common Placeholders

[PACK NAME]

[DEN]

[ACTIVITY]

[WHAT FAMILIES NEED TO DO]

[WHO SHOULD ATTEND]

[WHAT WILL HAPPEN]

[ARRIVAL OR LOCATION DETAILS]

[ADULT EXPECTATION]

[WHAT FAMILIES NEED]

[PARTICIPATION OR SUPPORT DETAILS]

[DATE]

[TIME]

[DEADLINE]

[LOCATION]

[COST]

[CONTACT]

[CONTACT METHOD]

[SIGN-UP LINK]

[EVENT LINK]

[PACKING LIST LINK]

Delete any heading that does not apply. Do not publish unused placeholders or editing notes.

Universal event description

Use this when none of the specialized templates fit.

Join [PACK NAME] for [SHORT DESCRIPTION OF THE EVENT].

Action: [WHAT FAMILIES NEED TO DO]

Who: [WHO SHOULD ATTEND]

What: [WHAT WILL HAPPEN]

When and where: [ARRIVAL OR LOCATION DETAILS]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Participation notes: [PARTICIPATION OR SUPPORT DETAILS]

Questions: Contact [CONTACT] through [CONTACT METHOD].

[SIGN-UP LINK, IF NEEDED]

Use the copy button in the upper-right corner of a template, paste it into your calendar app, replace the bracketed text, and delete any lines you do not need.

Use one of the specialized templates for camping, paid events, service projects, recruiting, Pinewood Derby, or events hosted outside the Pack.

Routine Pack rhythm

Weekly Den Meeting

Best for: Regular grade-level den meetings.

Make sure families know: This week's activity, anything families need to do, the adult attendance expectation, and anything Scouts need to bring.

[DEN] Meeting: [ACTIVITY]

This week, Scouts will [WHAT WILL HAPPEN].

Action: [WHAT FAMILIES NEED TO DO]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Participation notes: [PARTICIPATION OR SUPPORT DETAILS]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- RSVP deadline
- location change
- outdoor clothing
- preparation before the meeting
- accommodation information

Example Description

Wolf Den Meeting: First Aid Games

This week, Wolf Scouts will practice basic first aid through games and hands-on activities.

- **Action:** No RSVP is needed.
- **Adult participation:** A parent or guardian should remain during the meeting.
- **Bring and wear:** Bring a water bottle. The Cub Scout uniform is encouraged.
- **Participation notes:** Scouts can participate even if they missed the previous meeting.
- **Questions:** Contact the Wolf Den Leader through the Pack communication app.

Monthly Pack Meeting

Best for: Whole-Pack gatherings that include activities, recognition, announcements, or family participation.

Make sure families know: The main activity, whether families need to respond, the adult attendance expectation, and anything families need to bring.

Pack Meeting: [ACTIVITY]

All [PACK NAME] families are invited for [WHAT WILL HAPPEN].

Action: [WHAT FAMILIES NEED TO DO]

Who: [WHO SHOULD ATTEND]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Food: [FOOD DETAILS]

Participation notes: [PARTICIPATION OR SUPPORT DETAILS]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- sibling or guest policy
- recognition information
- outdoor conditions
- late-arrival guidance
- sign-up link

Example Description

Pack Meeting: Outdoor Skills Challenge

All Pack families are invited for outdoor skills stations, a team challenge, Scout recognition, and time together as a Pack.

- **Action:** No RSVP is needed.
- **Who:** All Cub Scouts and their families.
- **Adult participation:** A parent or guardian should remain with each Scout. This is a family event rather than a drop-off meeting.
- **Bring and wear:** Bring a water bottle and wear closed-toe shoes. The Cub Scout uniform is encouraged.
- **Food:** No food will be served.
- **Participation notes:** Running late? Come when you can.
- **Questions:** Contact the Cubmaster through the Pack communication app.

Parent or Committee Meeting

Best for: Monthly Pack planning, committee business, and adult coordination.

Make sure families know: Who is welcome, what will be discussed, whether families need to respond, and whether children or online participation are available.

Parent Meeting: Planning [MONTH OR TIME PERIOD]

All parents, guardians, and Pack leaders are welcome.

We will review the upcoming calendar, confirm event details, and identify specific ways families can help.

Action: [WHAT FAMILIES NEED TO DO]

Who: Parents, guardians, and Pack leaders.

You do not need to hold a leadership position to attend, and attending does not commit you to an ongoing role.

Children: [CHILD ARRANGEMENT]

Online access: [MEETING LINK]

Participation notes: [LATE ARRIVAL, EARLY DEPARTURE, OR OTHER DETAILS]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- agenda link
- decisions to be made
- child care information
- virtual participation

Example Description

Parent Meeting: Planning September

All parents, guardians, and Pack leaders are welcome.

We will review the upcoming calendar, confirm details for fall recruiting and the Pack campout, and identify a few specific ways families can help.

- **Action:** No RSVP is needed.
- **Who:** Parents, guardians, and Pack leaders.
- You do not need to hold a leadership position to attend, and attending does not commit you to an ongoing role.
- **Children:** Children may attend if needed.
- **Online access:** Join through the meeting link in the Pack calendar.
- **Participation notes:** Join us when you can, even if you cannot stay for the full meeting.
- **Questions:** Contact the Committee Chair through the Pack communication app.

Family experiences

Simple Family Activity

Best for: Hikes, fishing days, picnics, rocket launches, bike rodeos, park activities, museum visits, and other simple family events.

Make sure families know: Who should attend, what families will do, whether they need to respond, where to meet, and what to bring or wear.

[ACTIVITY]

Join [PACK NAME] for [WHAT WILL HAPPEN].

Action: [WHAT FAMILIES NEED TO DO]

Who: [WHO SHOULD ATTEND]

When and where: [ARRIVAL OR LOCATION DETAILS]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Participation notes: [PARTICIPATION OR SUPPORT DETAILS]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- cost
- walking distance or terrain
- restroom information
- weather plan
- sign-up link

Example Description

Family Hike at Crump Park

Join the Pack for a family-friendly hike, nature activities, and time outdoors together.

- **Action:** No RSVP is needed.
- **Who:** All Pack families are welcome.
- **When and where:** Meet at the main parking lot near the visitor center.
- **Adult participation:** A parent or guardian should remain with each Scout.
- **Bring and wear:** Bring a water bottle and wear comfortable closed-toe shoes.
- **Participation notes:** The hike follows an easy trail. Families may turn back early if needed.
- **Questions:** Contact the event leader through the Pack communication app.

Registration-Required Activity

Best for: Ticketed outings, paid field trips, limited-capacity activities, sporting events, recreation centers, and other events requiring advance registration.

Make sure families know: Who may attend, the registration deadline, cost, sign-up link, check-in instructions, and cancellation policy.

[ACTIVITY]: Registration Required

Join [PACK NAME] for [WHAT WILL HAPPEN].

Action: Register by [DEADLINE].

Who: [WHO SHOULD ATTEND]

Cost: [COST]

Sign up: [SIGN-UP LINK]

When and where: [CHECK-IN TIME AND LOCATION]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Cancellation or refunds: [POLICY]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- capacity
- adult ticket requirements
- food
- forms
- age or den eligibility
- waiting list

Example Description
Scout Night at the Ballpark: Registration Required Join the Pack for a baseball game and pregame Scout recognition. • Action: Register by Friday, September 12 at 8:00 p.m. • Who: All Pack Scouts and family members may attend. • Cost: \$18 per person. The fee includes one game ticket. • Sign up: Use the registration link in this calendar entry. • When and where: Meet the Pack outside the main entrance at 5:30 p.m.

- **Adult participation:** Each Scout should attend with a parent or guardian. Adults need their own ticket.
- **Bring and wear:** Wear your Pack activity shirt and bring money for any food or souvenirs your family plans to purchase.
- **Cancellation or refunds:** Tickets are nonrefundable after the Pack places the group order.
- **Questions:** Contact the event leader through the Pack communication app.

Pack Family Campout

Best for: Pack camping trips, family overnights, and weekend outdoor experiences.

Make sure families know: Who may attend, the deadline, cost, participation options, what the weekend includes, campsite conditions, meals, equipment help, and the sign-up link.

[ACTIVITY] Family Campout

Join [PACK NAME] for a family camping experience at [LOCATION].

First-time campers are welcome. You do not need prior camping experience or expensive equipment to participate. Contact [CONTACT] before purchasing gear because the Pack or another family may have equipment available to borrow.

Decide whether to attend

- **Action:** Register by [DEADLINE].
- **Who:** [WHO SHOULD ATTEND]
- **Cost:** [COST]
- **Sign up:** [SIGN-UP LINK]
- **What:** [WHAT WILL HAPPEN]
- **Participation notes:** [OVERNIGHT, DAY-ONLY, LATE-ARRIVAL, OR EARLY-DEPARTURE OPTIONS]

Prepare for the campout

- **When and where:** [ARRIVAL, DEPARTURE, PARKING, AND CHECK-IN DETAILS]
- **Campsite:** [RESTROOMS, WATER, TERRAIN, PARKING, AND OTHER CONDITIONS FAMILIES NEED TO KNOW]
- **Meals:** [WHAT THE PACK PROVIDES AND WHAT FAMILIES SHOULD BRING]
- **Bring and wear:** [ESSENTIAL EQUIPMENT AND CLOTHING]
- **Packing list:** [PACKING LIST LINK]
- **Forms:** [REQUIRED FORMS OR HEALTH INFORMATION]

- **Weather and cancellations:** [WEATHER, CANCELLATION, AND REFUND PROCESS]
- **Questions or equipment help:** Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- food allergy instructions
- sibling or guest policy
- accessibility information
- pet policy
- quiet hours
- campground link
- payment schedule

Example Description

Fall Family Campout

Join the Pack for a family camping weekend at Cub Adventure Camp.

First-time campers are welcome. You do not need prior camping experience or expensive equipment to participate. Contact the event leader before purchasing gear because the Pack or another family may have equipment available to borrow.

Decide whether to attend

- **Action:** Register by Friday, October 2.
- **Who:** Registered Cub Scouts and their families.
- **Cost:** \$20 per Scout and \$15 per adult. The fee covers the campsite, Saturday dinner, and program materials.
- **Sign up:** Use the registration link in this calendar entry.
- **What:** Families will set up their own sleeping area, participate in outdoor activities, share dinner, and gather for a campfire program.
- **Participation notes:** Families may camp for the full weekend, arrive Saturday morning, attend only the Saturday activities, or leave Saturday evening.

Prepare for the campout

- **When and where:** Friday arrival begins at 6:00 p.m. Saturday-only families should arrive by 9:00 a.m. The campout ends Sunday morning.
- **Campsite:** The site has nearby restrooms and drinking water. Families will park near the campsite, but some gear may need to be carried a short distance over uneven ground.
- **Meals:** Families should bring Friday dinner, Saturday breakfast and lunch, Sunday breakfast, and personal snacks. The Pack will provide Saturday dinner.
- **Bring and wear:** Bring a tent, sleeping gear, water bottle, flashlight, closed-toe shoes, weather-appropriate clothing, toiletries, and personal medications.
- **Packing list:** See the linked family camping guide.
- **Forms:** Current health information is required for each participant.
- **Weather and cancellations:** The Pack will monitor conditions and post any major changes in this calendar entry before sending an alert.
- **Questions or equipment help:** Contact the event leader through the Pack communication app.

Service Project

Best for: Food drives, conservation projects, park cleanups, chartered organization service, cemetery service, and community collections.

Make sure families know: Who benefits, what work families will do, whether they need to sign up, adult participation, and what to bring or wear.

Service Project: [ACTIVITY]

We will help [BENEFICIARY] by [SERVICE ACTIVITY].

Action: [WHAT FAMILIES NEED TO DO]

Who: [WHO SHOULD ATTEND]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Participation notes: [AGE LIMITS, TASK OPTIONS, OR SUPPORT DETAILS]

Weather: [WEATHER PLAN]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- donations
- tools

- service-hour reporting
- shift sign-up
- accessibility information

Example Description

Service Project: Park Cleanup

We will help our community by collecting litter and removing small debris from the park.

- **Action:** Please RSVP by Friday so we can bring enough supplies.
- **Who:** All Pack families are welcome.
- **Adult participation:** A parent or guardian should remain with each Scout.
- **Bring and wear:** Bring a water bottle and work gloves. Wear closed-toe shoes and clothes that may become dirty.
- **Participation notes:** Younger Scouts will be given age-appropriate tasks.
- **Weather:** The project will be rescheduled if heavy rain or unsafe conditions are expected.
- **Questions:** Contact the service project leader through the Pack communication app.

Membership and Pack milestones

Join Scouting Night

Best for: Recruiting events, school-based joining nights, open houses, and introductory Pack events for prospective families.

Make sure families know: Who is invited, what children will do, what adults will learn, whether registration is expected, and what to do if the family cannot attend.

Join Cub Scouts with [PACK NAME]

Families with children in [GRADES OR AGES] are invited to learn about Cub Scouting.

Action: [WHAT FAMILIES NEED TO DO]

Who: [WHO SHOULD ATTEND]

What: Children will [WHAT CHILDREN WILL DO]. Adults will learn when the Pack meets, what families can expect, what participation costs, and how to join.

When and where: [ARRIVAL OR LOCATION DETAILS]

Bring and wear: Nothing special is needed. Regular clothes are fine.

You are welcome to attend and ask questions before deciding whether to register.

Unable to attend? Contact [CONTACT] through [CONTACT METHOD].

Learn more: [EVENT LINK]

Add when needed

- sibling policy
- guest activity
- immediate registration link
- next meeting date
- school or community served
- grade-level information

Example Description

Join Cub Scouts with Pack 123

Families with children in kindergarten through fifth grade are invited to learn about Cub Scouting.

- **Action:** No RSVP is needed.
- **Who:** Prospective Cub Scouts and their families.
- **What:** Children will try a hands-on activity and meet Scouts and leaders from the Pack. Adults will learn when the Pack meets, what families can expect, what participation costs, and how to join.
- **When and where:** Enter through the fellowship hall doors and check in at the welcome table.
- **Bring and wear:** Nothing special is needed. Regular clothes are fine.
- You are welcome to attend and ask questions before deciding whether to register.
- **Unable to attend?** Contact the Pack membership coordinator through the Pack website.
- **Learn more:** Visit the Pack information page linked in this calendar entry.

Pinewood Derby

Best for: Pack Pinewood Derby races and the related inspection, weigh-in, and race-day process.

Make sure families know: Who may race, what families must do, inspection and weigh-in details, race time, rules link, and contact information.

Pinewood Derby

Start your engines for the [PACK NAME] Pinewood Derby.

Action: [WHAT FAMILIES NEED TO DO]

Who: [ELIGIBILITY]

Inspection and weigh-in: [DATE, TIME, AND LOCATION]

Race day: [DATE AND TIME]

What: [SHORT RACE-DAY DESCRIPTION]

Adult participation: [ADULT EXPECTATION]

Bring and wear: [WHAT FAMILIES NEED]

Food: [FOOD DETAILS]

Rules: [RULES LINK]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- build workshop
- guest policy
- sibling or open class
- awards
- district qualification
- racer registration link

Example Description

Pinewood Derby

Start your engines for the Pack Pinewood Derby.

- **Action:** Bring your completed car to inspection and weigh-in.
- **Who:** All registered Cub Scouts in the Pack may race.
- **Inspection and weigh-in:** Friday, February 27 from 6:00 to 7:30 p.m. in the fellowship hall.

- **Race day:** Saturday, February 28. Check-in begins at 8:30 a.m., and racing begins at 9:00 a.m.
- **What:** Scouts will race by den, cheer for one another, and receive awards for speed and design.
- **Adult participation:** A parent or guardian should remain with each Scout.
- **Bring and wear:** Bring your inspected Pinewood Derby car. The Cub Scout uniform is encouraged.
- **Food:** Snacks and drinks will be available for purchase.
- **Rules:** See the Pack rules linked in this calendar entry.
- **Questions:** Contact the Pinewood Derby coordinator through the Pack communication app.

Administrative communication

Deadline or Action Reminder

Best for: Registration deadlines, payment due dates, forms, fundraiser orders, camp deposits, and any date by which families must complete an action.

Make sure families know: The exact action, deadline, link, and what happens after the deadline.

Deadline: [REQUIRED ACTION]
Action: [WHAT FAMILIES NEED TO DO]
Who: [WHO NEEDS TO ACT]
Deadline: [DEADLINE]
Complete it here: [SIGN-UP LINK]
Cost: [COST]
After the deadline, [WHAT HAPPENS NEXT].
Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- late fee
- installment information
- alternate payment method
- form requirements

Example Description

Deadline: Fall Campout Registration

- **Action:** Register each family member attending the fall campout.
- **Who:** Families planning to attend the campout.
- **Deadline:** Friday, October 2 at 8:00 p.m.
- **Complete it here:** Use the registration link in this calendar entry.
- **Cost:** \$20 per Scout and \$15 per adult.
- After the deadline, participation cannot be guaranteed because the Pack must submit final meal and campsite counts.
- **Questions:** Contact the campout coordinator through the Pack communication app.

No Meeting or Cancellation

Best for: Holidays, weather closures, canceled meetings, and scheduled breaks.

Make sure families know: What is canceled and when the normal schedule resumes.

No [EVENT]: [DATE]
[EVENT] will not meet on [DATE].
The normal schedule resumes on [DATE].
Questions: Contact [CONTACT] through [CONTACT METHOD].

Example Description

No Den Meetings: November 24

Den meetings will not be held on Tuesday, November 24 because of the school holiday.

The normal den meeting schedule resumes on Tuesday, December 1.

Questions: Contact your Den Leader through the Pack communication app.

Time or Location Change

Best for: Events that are still taking place but have moved or changed time.

Make sure families know: The new time or location and exactly what changed.

Change: [EVENT]
[EVENT] will meet at [NEW TIME OR LOCATION] on [DATE].
What changed: [SHORT EXPLANATION]
All other event details remain the same.
Questions: Contact [CONTACT] through [CONTACT METHOD].

Example Description

Change: Pack Meeting

The Pack meeting will begin at 6:30 p.m. on Tuesday, September 15.

What changed: The meeting will begin 30 minutes later than originally scheduled.

All other event details remain the same.

Questions: Contact the Cubmaster through the Pack communication app.

Outside opportunities

District or Council Opportunity

Best for: Roundtable, district Pinewood Derby, council camping events, leader training, Scout nights, day camp, resident camp, and other events hosted outside the Pack.

Make sure families know: The host, who should attend, what action is required, how the Pack is participating, and where official information lives.

[HOST]: [ACTIVITY]
[HOST] is hosting [ACTIVITY].
This is an outside opportunity shared by [PACK NAME]. The Pack is participating, but it does not

manage the event.

Action: [WHAT FAMILIES OR LEADERS NEED TO DO]

Who: [WHO SHOULD ATTEND]

What: [WHAT WILL HAPPEN]

Pack participation: [HOW THE PACK IS PARTICIPATING]

Official information and registration: [EVENT LINK]

Questions: Contact [CONTACT] through [CONTACT METHOD].

Add when needed

- Pack meeting point
- cost
- host deadline
- clothing or equipment
- whether families attend independently
- transportation information

Example Description

James River District: Monthly Roundtable

The James River District is hosting its monthly Roundtable.

This is an outside opportunity shared by the Pack. The Pack participates, but it does not manage the event.

- **Action:** No RSVP is needed unless otherwise announced.
- **Who:** Cub Scout leaders, committee members, and other adults supporting the Pack are encouraged to attend.
- **What:** The evening includes district updates, practical ideas, and a Cub Scout leader breakout session.
- **Pack participation:** Leaders may attend in person or join online when their schedules allow.
- **Official information and registration:** See the district information linked in this calendar entry.
- **Questions:** Contact the Committee Chair through the Pack communication app.

Reusable wording

Use these lines when they fit your event.

Use only the statements your Pack can consistently honor.

No action needed

- No RSVP is needed.
- No advance registration is required.
- Add this event to your calendar and join us when you can.

Registration required

- Register using the link below by [DEADLINE].
- Space is limited. Register and submit payment by [DEADLINE].
- Please update your registration if your plans change.

Adult attendance

- A parent or guardian should remain with each Scout.
- This is a family event rather than a drop-off activity.
- Scouts must attend with an adult responsible for them.

Flexible participation

- Running late? Come when you can.
- Join us for the portion of the event that works for your family.
- Families may leave early if needed.
- Scouts can participate even if they missed a previous meeting.

New families

- New Scouts may attend in regular clothes while their family works out uniform details.
- No previous experience is needed.
- Guests and prospective families are welcome.
- Contact us if you have questions before deciding whether to attend.

Equipment and cost

- Contact us before purchasing equipment. The Pack or another family may have items available to borrow.
- Please contact if cost would prevent your family from participating.
- Most materials will be provided.

Weather and changes

- The Pack will post significant changes in this calendar entry before sending an alert.
- Check the calendar before leaving for the event if weather is uncertain.
- This activity will be rescheduled if conditions are unsafe.

Before You Publish

Can a parent answer these questions in about 30 seconds?

- What do we need to do?
- Is this event for us?
- What will happen?
- Do we know where to go?
- Does an adult stay?
- What do we bring or wear?
- Can we participate if we arrive late, leave early, or need support?
- Who can answer a question?

For paid, registered, or more complex events, can they also answer:

- What does it cost?
- What is the deadline?
- What happens if our plans change?
- Is partial participation possible?
- Are there site or accessibility details we need to know?

Set up your Pack calendar

A few decisions made once can save leaders from rewriting the same information for every event.

Agree on Pack defaults

Set standard language for the details that usually stay the same:

- whether a parent or guardian remains
- uniform expectations
- sibling participation
- late arrival and early departure
- your primary communication channel
- weather updates
- accommodation requests
- financial assistance

Reuse that language when it applies.

Build recurring events first

At the beginning of the program year, create the events that form your regular rhythm:

- den meetings
- Pack meetings
- parent meetings
- Roundtable
- school holidays
- no-meeting dates

Then add major annual events such as:

- Join Scouting Night
- Pinewood Derby
- Blue and Gold
- Arrow of Light crossover
- campouts
- day camp
- resident camp

Update the calendar before sending reminders

Use this order:

1. Update the calendar entry.
2. Confirm the date, time, location, and links.
3. Review the description on a phone.
4. Publish the event.
5. Send the reminder.
6. Point families back to the calendar for current details.