

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.

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