

HOOKED ON SCOUTING

CUB SCOUTING
RECRUITMENT PROGRAM

ADVENTURE IS WAITING.
BUILD YOURS AT [BEASCOUT.ORG](https://beascout.org).



HOOKED ON SCOUTING



■ CUB SCOUTING RECRUITMENT PROGRAM

ACTION PLAN AND HIGH-LEVEL OVERVIEW

1. Commit to using a fishing theme (Hooked on Scouting).

- a. Begin recruiting season with a focus on using fishing to increase recruitment.
- b. Budget for additional funds to support a rod and reel giveaway. (Several councils have been successful in getting donations to cover this expense.) The overall success of Hooked on Scouting can be enhanced by promoting the incentive of a free rod and reel for each youth who joins.
- c. Schedule Hooked on Scouting fishing events by district.
- d. Consider using Hooked on Scouting recruiting assets that have been created by the national Marketing department.

2. Sell the concept to staff and volunteers.

- a. It is critical that everyone is on board and focused on using Hooked on Scouting to increase Cub Scouting recruitment.
- b. Fireside chats or meetings used to rally staff and volunteers are critical to success.
- c. Ensure all staff and volunteers are aware of the general program and details surrounding Hooked on Scouting events.

3. Schedule Hooked on Scouting events and rod and reel incentive.

- a. Schedule a Saturday(s) in September for the Hooked on Scouting event.
 - i. Events should be scheduled and run by districts across the council.
 - ii. See summary (below) of suggested activities and an agenda for a Hooked on Scouting event.
 - iii. Rods and reels can be ordered from Zebco for just under \$11 per unit. This offer is not exclusive to the BSA, and councils can purchase directly from Zebco or any other manufacturer.
- b. Purchase fishing rods and reels.
 - i. Each new Cub Scout receives a rod, reel, and tackle pack. Zebco is a good option for ordering this equipment. Order information is included at the end of this document.
 - ii. The cost is less than \$11 per combo with shipping.
 - iii. Storage space may be needed since each pallet will probably contain 120 combos.
 - iv. Distribution of equipment to the districts also needs to be planned.

- c. Purchase Backyard Bass educational fish from www.backyardbass.com. These are plastic fish that can be “caught” with casting plugs.
 - i. Fish can be laid out on dry land, casted to, and caught. They can also be used for the game during school night when parents and kids are separated.
 - One fish is distributed to each pack along with a casting plug and a rod and reel and tackle pack. Unit leaders can use this demonstration set as an example or prop. It can also be used for the casting game.
 - For larger units, the district school night team brings a “fishing kit” with rods, plastic fish, casting plugs, and other needed equipment.
 - This kit allows for casting teams or dens to be set up. The boys compete as a team to catch fish with their new casting skills.

4. Marketing

- a. Leverage Hooked on Scouting creative materials to drive awareness of the fishing events and incentives to join Cub Scouting. Materials to include:
 - i. Television PSAs
 - ii. Radio PSAs
 - iii. Fliers
 - iv. Yard signs
- b. It is important that recruitment messaging and materials focus on the fishing theme.
- c. Work with local media for press coverage and positive public relations about the Hooked on Scouting events.



HOOKED ON SCOUTING



HOW TO SET UP AND RUN THE ACTUAL EVENT

Newly recruited Cub Scouts and their families will attend this event. The boys will generally be ages 6 through 9. Parents and siblings will also be in attendance. It is likely that most of the parents will not have previous fishing experience, and it is important that they also understand the material being presented. They will be taking the new Cub Scouts fishing!

Before they arrive at the event, each Cub Scout will be provided a fishing rod and reel, tackle, and tackle box. (In some cases, the Cub Scouts may be picking up their equipment at the event.) The Cub Scouts should have all equipment before going through the stations; setting up their equipment will be part of the process.

The Cub Scouts and their family members will join others to form groups of eight to 10 boys, plus their family members. The groups will rotate through a series of stations. Each station should last approximately five minutes. Boys at this age do not have long attention spans, and their goal will be to get through the stations so they can FISH!

- Advertise the event as an “open time” when families can show up and participate.
 - Specify beginning and ending times for the event.
 - You really do not want all of the Cub Scouts and their families showing up at the same time. Make plans that will help avoid that if possible.
- Depending on the time of day the event is held, participants may eat before or after they go through the stations. However, it may work best to have the families eat when they arrive, before they go to the stations.
- The first six fishing education stations should take about 30 minutes, with a target time of five minutes per station. Cub Scouts will not begin to fish until they have completed the first six stations.
- The Cub Scouts need to fish for 30 minutes to qualify for the belt loop.
- To earn the Fishing belt loop, each boy must participate in each station. Their participation cards will be signed off at each station.
- Completed participation cards are checked as the Cub Scouts depart, and they receive their Fishing belt loop at that time.

- Cub Scouts can begin or end at almost any station; there is no right or wrong order. With the exception of the knot-tying and rod set-up stations, each station stands on its own. Families begin with available stations as they arrive, then rotate.
- To provide for a good flow through the stations, you can advertise that the stations will be run beginning at a certain time and ending by a certain time. For example, 1 to 3 p.m. or 9:30 to 11:30 a.m. Setting beginning and ending times makes the event more manageable for parents, packs, and staff. Have your staff prepared to start 15 minutes early so that, as people arrive, staff members can help them get started.
- Everyone does not need to begin the stations at the same time. You can be less structured by simply having the families begin at a station of their choosing and then completing all the stations. This works better than trying to have everyone start at the same time!
- The final station is checkout, and boys can pick up their Fishing belt loops. They would do this after they fish, as that is a requirement for earning the belt loop.

EVENT ORGANIZATION

1. Check-in

- a. Is the boy registered?
 - i. Yes, move to eating or other stations.
 - ii. No, find out if they have registered and paid (check your newly printed rosters).
 - iii. Best practice is to have pack leadership present. Forms, money, and equipment can all get exchanged as needed if the pack leadership attends the event.
- b. Each new Cub Scout will be given a “Hooked on Scouting” station rotation card that will be signed after each station is completed. (Council will provide these cards.)
- c. Does he have his fishing gear?
 - i. Yes; move on.
 - ii. No; resolve if the unit received equipment in exchange for paid registrations.
 - iii. Again, best practice is to be prepared by bringing rosters listing new youth and having pack leaders present from participating units.
 - iv. Keep a tracking sheet of applications that are in but not processed.

HOOKED ON SCOUTING



- d. Parent and boy are new, and this may be their first experience with Scouting. They did not make the school night sign-up.
 - i. They need to move to a Cub Scout education station, where Cub Scouting is explained using the parent guide from school night.
 - ii. Ideally, they will meet with leadership from the pack they are going to join.
 - Pack leadership contact information should be available.
 - Give pack calendar to parent.
 - Highlight the next pack meeting or event, including who, what, where, and when.
 - Give each new parent the district executive's business card.
 - iii. They register, pay, and then receive their equipment.
 - iv. Begin stations.

2. Meal service

- a. This station can come before, during, or after the instructional stations.
- b. Cub Scouting is a family program, and this event is promoted as a family event. Cub Scout brothers and sisters can come along; they go through the stations but do not earn the belt loop or receive their own equipment.
- c. Giving families a window of time to show up and participate works well for this event. Getting families moving through the food station or other stations as they arrive or as they finish is important because the event will flow much better, and you will not have long lines at stations or foodservice.
- d. The ratio is probably going to be one new Cub Scout and two additional family members on average, so plan for two to three times the number of Cub Scouts you expect to show up.
- e. The best scenario for cooking the hot dogs is if the kids can have a wiener and marshmallow roast. If you expect large numbers of kids or if the facility will not allow that, you will need to use a grill or roaster and provide for staff members to operate it.
- f. The menu needs to be simple and easy to provide. One suggested menu follows—and you may be able to have most if not all of the items donated:
 - Hot dogs
 - Condiments
 - Potato chips (purchase in bulk; provide gloves for servers)
 - Raw carrots

- Cookies
- Kool-Aid or similar juice drink in a cooler
- Sanitation and clean-up supplies

3. Fishing-related stations

Station 1: How to tie a fishing knot

- Have on hand brochures with examples (council will provide).
- Improved clinch knot is easy to teach. This knot is especially useful for 7-year-olds.
- Use small diameter rope or cord, preferably a type that can slide (council will provide).
- Use rope with a large washer.
- Tie the rope to a railing or post; having tension on one end is important.
- Have each youth demonstrate tying the knot using the rope.
- Parents are usually learning as well. Emphasize that mom and dad should learn too.

Station 2: Demonstrate how to set up a hook and bobber

(This station comes immediately after the knot-tying station.)

- Set up three tables with hooks, bobbers, split shots, scissors, and pliers. Tables should be set up so Cub Scouts and parents can get around each table on all sides to assemble their rods and lines.
- Train the volunteers to assist, demonstrate, and coach—but not do!—for the parents. Otherwise, a large number of people will be waiting. Also, it is the intent of this station for the adult and youth to tie the knot and set up their rod and reel themselves, knowing they are ready to fish.
- Let adults and kids set up.
 - Provide three pairs of scissors and three needle-nose pliers for each table.
 - Have hooks and split shots in containers on table.
 - Cub Scouts will have their own bobbers (bring some extra bobbers in case some do not bring their tackle the day of the event) and their own rod and tackle.
- Have them set up their rod at this presentation.
- Explain how to adjust bobber and split shot.

Tools Needed:

- Needle-nose pliers (council to provide)
- Round-tipped scissors (council to provide)

HOOKED ON SCOUTING



Station 3: Tackle—when and how to use

- Presenter talks about several basic lures and how to use them.
- Keep focus on basic lure presentations.
- Size the bobber, split shot, and hook.
- Show how a slip bobber is set up and how it works with:
 - Spinner bait
 - In-line spinner
 - Crank bait
 - Jigs
 - Plastic worm (Texas Rig and Wacky style)
 - Live bait

Station 4: Rules of fishing and safety on the water

- Consider having a conservation or department of natural resources officer conduct this station. Cover items including:
 - Life jackets
 - When you need a license
 - Number of rods that can be used
 - Number of fish that can be kept
- Safety when fishing:
 - On shore
 - On a dock
 - In a boat
- Review with the Cub Scouts the regulations you just covered. This information is required for Cub Scouts to earn their Fishing belt loop.

Station 5: Fish identification and handling, catch and release

- What do local fish look like?
- Provide pictures of fish commonly found in the area (council to provide).
- Where do they live?
- How should they be handled and released?



Station 6: Casting

- Council will provide 12 rods per event with casting plugs.
- Kids will not use their own rods at this station.
- Teach them how to cast:
 - Over their head
 - With the reel in front of their face
 - Using a whipping action and not a throwing action
 - No side-arm casts
 - Where the rod points is where the lure will go.
 - Casting motion and reel release:
 - If the lure goes up in the sky, the caster let the button go too early.
 - If the lure smacks the water in front of you, the caster let the button go too late.
- Practice casting into water. This will keep the reels from getting loops and knots in them due to tension the water creates on the casting plug as it is reeled in.
- If you conduct this practice on dry land, instruct the boys to feed the line between their fingers to give it tension when reeling in or the line will soon be tangled on the reels.

Station 7: Hands-on fishing

- This station requires a minimum of two or three people.
- Tools and equipment needed:
 - Needle-nose pliers (several pairs)
 - Cooler for bait
 - Worms or other live bait, purchased by the flat or in bulk
- Staff members working this station need to be prepared to:
 - Remove fish from hook
 - Help with getting lines baited initially and showing how to do this
 - Get the Cub Scout to bait the hook for you or a parent (a requirement for earning the belt loop)
 - Reteach how to cast if needed
 - Adjust the bobber rig setup if necessary
- Cub Scouts need to fish for 30 minutes in order to qualify for their Fishing belt loop, but the length of time boys and their families stay at this station varies. It will be the last station before Boy Scouts check out and get their Fishing belt loop. If the fish are biting, they may stay for a while.

HOOKED ON SCOUTING



ROD, REEL, AND TACKLE PACK

Any rod and reel combo from any manufacturer can be used for Hooked on Scouting. The information below, including the model number, description, price, and order details, is from Zebco. There is no obligation to use Zebco, but this company does offer a good option for this program.

Item: Ready Tackle (including tackle pack, rod, and reel)

Model: RTSCKH General-purpose spincast reel with 5'6" 2-piece rod \$10

To order, specify model number(s) and a brief description. Total your order, including shipping. Complete the "Ship to" information, and mail the form to Zebco with your credit card information. You may also email a completed form to VIF@Zebco.com. (Please note: no CODs.) Residents of California, Oklahoma, Utah, and Washington must add state tax. Please allow up to four weeks for delivery.

Offer expires December 31, 2014.

Model	Description	Qty	Price	Total
Shipping Order Amount	Charge		Subtotal	
Under \$100	\$9.95		State tax (CA, OK, UT, WA only)	
\$101–\$250	\$14.95		Shipping	
\$251–\$500	\$24.95		Total	
Over \$500	6% of total			

Note: Rush orders will have a minimum \$50 shipping charge.

Ship to (must be a street address for UPS shipping—no P.O. boxes):

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

VISA Number: _____ Exp. date: _____ Security code: _____

MasterCard Number: _____ Exp. date: _____ Security code: _____

Email: _____

Phone: _____

Submit completed form with credit card information to VIF@Zebco.com, or mail to:

Cassandra Austin

Zebco Family Fishing Program

P.O. Box 270

Tulsa, OK 74101

Customer service: 800-426-2235