



# SQUARE KNOT NOTES

Monthly Edition

From your Sam Houston Area Council Commissioner Team

August 2020

## FALL RECRUITING

Fall is the time to reach out to all of those potential Scouts and give them the opportunity to join Scouting. Did you know that 46% of families have never been asked to join Scouting? Based on a recent national survey you can see how Scouts and families find out about and join Scouting. 68% are asked by a Scout, friend, volunteer or the charter organization to join. What can we do during recruiting time to target the 46% who have never been asked to join?

## PACK RECRUITMENT RESOURCES

We want to reach out to each potential Cub Scout and their family with a personal invitation to join a pack within our council, where they will learn positive values, new skills and have fun with friends. This site will give you the resources that you need to ensure that you can reach every potential Scout and Scouting family and help to change even more lives. YOU are the driving force that can give every youth the opportunity to Be A Scout! We are excited to announce that the fall recruiting campaign is going to be Rocket Into Scouting. The Rocket Into Scouting program is designed to take your recruiting efforts to new heights. With a focus on fun, this program invites families in your community to experience the adventures that only Scouting can offer. The program leverages an activity that kids love (building and launching rockets) while showing parents that Scouting will foster their child's creativity, initiative, and sense of wonder. With many school districts beginning the 2020-21 school year in an online-classroom setting due to COVID-19, in person recruiting will not be possible in those areas during the usual fall recruiting season. The Sam Houston Area Council membership team developed a three-step approach to give packs the virtual recruiting resources needed to reach new families and get them involved in Scouting. This approach can be done in an entirely digital environment, but when schools are open for in-person classes again, these digital resources can be combined with in-person sign-up events for an even more effective recruiting strategy! See this [guide](#) for more ideas on how to recruit successfully while protecting our youth, our leaders, and their families!

## CALENDAR

Cockrell Scout Center - open for drop off 9:00 am to 4:00 pm Mon-Fri  
Scout Shops - limited retail traffic  
Council/District meetings - virtual meetings through September 30  
Council Coordinated: August 20, [register here](#) for virtual meeting  
[Merit Badge Days](#): Sept. 12, 26, Oct 17, Nov 21

## TEXT CUB SCOUT

Spread the word! Anyone who texts Cub Scout to **31996** will get a link directing them to the Sam Houston Area Council's [Join Cub Scouts page](#). Units need to make sure that their information on this page is up to date so that potential members can contact them and join!

## MERIT BADGE DAYS

Scouts in troops can participate in one-day merit badge classes held at Camp Strake. Classes will be held on September 12, September 26, October 17, and November 21. State of Texas and Center for Disease Control requirements will be followed and class sizes will be limited. Classes will stay together for the day and will not mix with other groups. Parents will drop off and pick up their Scout at the merit badge class. Scouts will go through a medical screening upon arrival. The registration fee is \$20 per class. Individual Scouts can register. Scouts are to obtain approval from their unit leader before participating in the class. Classes offered include Archery, Canoeing, Chemistry, Electricity and Electronics, Environmental Science, First Class Emphasis, Fish and Wildlife Management, Fishing and Fly Fishing, Forestry, Kayaking, Pioneering, Rifle Shooting, Shotgun Shooting, and Swimming and Lifesaving. The classes begin at 9:00 am. Upon arrival to camp, please drive directly to the area where the [Scout's merit badge](#) will be taught. At each individual merit badge area, a member of the staff will conduct a health screening, including a temperature check. Scouts will stay together in their merit badge area. Social distancing restrictions will be observed. Scouts will be picked up at the same location where they were dropped off.



## UNIT STRONG

Does your unit have a membership recruitment plan? Packs should be utilizing all possible communication tools to spread the word and invite the youth in the area to join their unit. Strong Troops and Crews should support the packs and help to spread the word. All units should be remaining active virtually and with appropriate social distancing during outdoor activities.

Have a great idea, pressing concern, success story? Email [squareknotnotes@yahoo.com](mailto:squareknotnotes@yahoo.com). We serve \*you\*!  
Do you call communication feedback a gift? It truly is!