

## Different Types of SNS Recruiting Events (School-Night-for-Scouting)

Type SNS Event	Pros	Cons
1. Sign-Up Only	<ul style="list-style-type: none"> <li>• Easy to prepare</li> </ul>	<ul style="list-style-type: none"> <li>• You miss a “selling opportunity” to recruit a lot boys</li> <li>• Leave a lot of work to do later (form dens, recruit leaders, have to make a ton of phone calls to all the new families...)</li> <li>• Parents and boys don’t get all their questions answered</li> <li>• Pack gets a later start on the year (still need to form dens, recruit leaders)</li> </ul>
2. Have Program + Sign-Up	<ul style="list-style-type: none"> <li>• Easier preparation than options 3&amp;4</li> <li>• Capitalizes on “selling opportunity”</li> <li>• Pack looks really organized and successful</li> <li>• Families get questions answered resulting in more scouts joining</li> <li>• Pack recruits more scouts</li> </ul>	<ul style="list-style-type: none"> <li>• Leaves a lot of work to do later (see #1)</li> <li>• Pack gets a later start on the year (still needs to form dens, recruit leaders)               <ul style="list-style-type: none"> <li>• This usually falls to 1-2 people to do</li> </ul> </li> </ul>
3. Have Program + Sign-Up + Form Dens	<ul style="list-style-type: none"> <li>• Capitalize on “selling opportunity”</li> <li>• Look organized and successful</li> <li>• Recruit more scouts</li> </ul>	<ul style="list-style-type: none"> <li>• Leaves work to do (recruit den leaders)               <ul style="list-style-type: none"> <li>• Someone has to call parents to recruit den leaders or you have to take time at the first Pack Mtg to do this (negative first pack meeting)</li> <li>• This means someone has to call all the parents in the dens to share info</li> </ul> </li> <li>• Requires more work that night – the SNS will go on a little longer</li> </ul>
4. Have Program + Sign-Up + Form Dens + Recruit Den Leaders <b>[Recommended]</b>	<ul style="list-style-type: none"> <li>• Get a fast start on the year (dens formed, den leaders chosen)</li> <li>• Capitalize on “selling opportunity”</li> <li>• Look organized and successful</li> <li>• Recruit more scouts</li> </ul>	<ul style="list-style-type: none"> <li>• The SNS will take longer</li> </ul>

**Also Consider:** Are boys invited? Is it for parents only? **[Recommendation: Invite Boys!]**