

# Roundtable Membership Moment

## Pinewood Derby as a Recruitment Activity

Have you ever considered using the Pinewood Derby as a recruitment activity?

Most packs normally hold the Pinewood Derby early in the year when packs don't usually think about recruitment. There are a lot of young boys and girls who would love to be part of this exciting activity, it only makes sense to use it for recruitment.



Here's how to do it:

Invite your Cub Scouts and their parents to invite their friends of Scouting age and their families to the Pinewood Derby.

Pick up some additional Pinewood Derby kits and ask a couple of parents to make an extra car or two in preparation for the event, or you can ask the Scouts to bring in their old cars so they can be used for the new potential members.



The day of the event when friends arrive, let them pick one of the extra cars and race in special “friends and family” races. During the competition, the parents of current Scouts should visit with the prospective Scout parents like neighbors. The conversations can include why the Scout parents like Scouting or the unit.

Make sure you have trophies or awards on hand for your “friends and family” racers as well as your Cub Scouts. When you give them their award, make sure you also give their parents a Cub Scout application and pack information sheet at the same time. Now that they've seen how much fun Cub Scouting can be, they will be more excited to join your pack!

Plan other events such as normal friend activities (non-uniformed events like picnics in the park) so that parents have an opportunity to learn more. Follow-up after each event helps the prospective families feel welcome and included.

Most importantly, have fun with this!