

## Unit Advertising

It takes multiple hits to get the word out to join Scouts. Take advantage of some (or all) of the ideas listed to make sure families know the unit exists and wants THEM to join.

### Top Seven Items

1. Flyers – The traditional way to recruit; your DE can help with that. Ask your DE to make some generic information flyers that you can hand out anytime/place. You can also design and provide your own materials.
2. School Meet & Greet – Have a booth with how to join information along with your calendar of events at this event before school starts
3. Peer-to-Peer Recruiting – The council has patches for every boy that recruits his friends.
4. School Events – Have a booth at school carnivals and movie nights about joining Scouting.
5. Scout Shirt Day – On the day of your recruiting event, have every youth in your unit wear a Scout shirt to school.
6. Flag Ceremonies – Don't only do the PTA Open House, but how about doing a ceremony for other community organizations such as your HOA, American Legion, or Elks Lodge?
7. Boy Talks – A representative from your unit talks to the boys in school or during Sunday school on why they should join your unit.

### Don't take chances, do as many as you can to ensure success

1. Church & HOA Bulletins – Write an article about what your unit is doing and ask your chartered partner and local Homeowners Association to run the article. Include in the article how people can join your unit.
2. Church Marquee – Ask your local church to put when you meet on their marquee, especially during recruiting season.
3. Yard Signs – Have them move around to various leaders' homes, somewhat like the child of the month that the school does
4. Posters – Have your Dens/Patrols make posters of why they like Scouting and ask local businesses to put them up in the store for a period of time; no more than a month. Don't forget to go back and thank the owner/manager and pick up the poster.
5. Community Events – Have a booth at the various community events with information on how to join and what fun the youth can have in Scouts. This is another place for those posters to show off your unit.
6. Flat Scout – Take him to various events you do and have his box filled with how to join information.
7. Internet Presence – Have an account that multiple people can administer, so it does not become stale or dated. Ask your chartered partner to put a link to one or all of the below on their pages.
  - a. Social Media
    - i. Show recent pictures of Scouts having fun. Keep the Events and Contact areas updated. Encourage your adults to share your unit's page with their friends
    - ii. You share your family vacation on your personal Facebook page; how about sharing your recent Scouting activity also?
  - b. Web page – Keep this current with a how to join section. If you have some areas behind a firewall, also have a page where visitors can get information about you and how to join.

- c. Be A Scout – The national how to find a unit page. Update the comments section with how to join and upcoming events. Respond to inquiries in a timely manner.
8. E-Mail – An e-mail template is an easy way to share the message of your Scouting recruitment events with other parents in your community. Engage the parents of current Scouts to become ambassadors of Scouting. Suggest that they send the e-mail to everyone on their contact list: sports team families, school/PTA families, etc. An engaged and enthusiastic Scouting parent is one of the keys to recruitment.
9. Press Release – About two to three weeks before your unit or an Eagle candidate starts a service project, submit a Press Release to the local paper(s). Don't only celebrate those making the rank of Eagle, but also the giving back to the community that all Scouts do.
10. Organization Cards – Print up some generic business/organizational cards with when/where your unit meets and who to contact. Ask every leader to always keep some with them for when they are someplace that they can give it to someone.
11. Local bulletin boards – List your joining events on various local electronic and print bulletin boards such as:
  - a. Virginian-Pilot events listing
  - b. Nextdoor App
  - c. Starbucks community board
  - d. Panera Bread community board
12. Find out about and use the latest membership resource materials of the BSA at <http://scoutingwire.org/marketing-and-membership-hub/>