



## Promote Scouting on Social Media

By Participating in Our

# #WickedAwesomeScouts

## CONTEST

**POST** a picture of your Scout doing a Scouting activity on Facebook and/or Instagram

\* Posts MUST include BOTH

#WickedAwesomeScouts and [www.BeAScout.org](http://www.BeAScout.org)

\* Make sure your post is public for all to see!

(if you don't want your post public, screenshot it and email it to [Chasity.Chatham@scouting.org](mailto:Chasity.Chatham@scouting.org) to be entered.)

\* Personal accounts only—Unit accounts do not qualify

Don't forget to tag us! @ncbsa



## Grand Prize:



[facebook.com/ncbsa](https://facebook.com/ncbsa)

[instagram/ncbsa](https://instagram/ncbsa)

Final Drawing November 1st, 2019

# Tips to Help Your Unit Grow!

## **Open House/Community Events**

Having a presence at appropriate community events lets people know Scouting is alive and well and can be a great experience for your Scouts.

Make sure everyone is in uniform and remind them that we are representing Scouting when at public events.

## **Peer to Peer Cards\***

This allows your Scouts to take an active part of recruitment. These are business style cards with your recruitment night information for your Scouts

## **School Publications**

Great for schools that don't allow direct access. Obtain a spot in the school calendar, lunch menu, or school event program.

## **Uniform Day**

Nothing creates more awareness of your unit than coordinating your Scouts to wear their uniform on the same day.

## **Halloween Candy**

Make labels with unit information and distribute to your families and ask them to put them on the candy they are going to distribute to neighborhood kids.

## **Social Media**

In addition to being a great communication tool with parents, having a strong presence on Facebook and other social media can be an incredible tool to promote your unit within your community. Shares and likes boost visibility.

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## **Food Delivery Flyers \***

Ask your favorite pizza delivery place if they would be willing to tape a flyer to their pizza boxes. As we all know, busy parents buy pizza.

## **Town Marquee**

Ask a fire department, school, place of worship, or a movie theatre to feature your unit on their signage.

## **Parade Kit\***

Having a float in a parade is a great way to boost your visibility in the community you serve. If allowed, you can even take it a step further and toss out candy with unit information attached. Council

## **Most Importantly...**

Remember that every Eagle Scout started their path somewhere. For most of them, it was when someone took the time to share with them or a family member what a great experience they would have as a member of their unit. Taking your time to prepare a great recruitment campaign passes the torch for the next generation and helps keep the light of Scouting burning into our future!

\*DENOTES COUNCIL-PROVIDED RESOURCES AVAILABLE THANKS TO YOUR GENEROUS SUPPORT TO FRIENDS OF SCOUTING