



Promotion Ideas

People are constantly bombarded with advertising and marketing messages. To ensure that families get the message about Scouting, use a variety of methods to reach your target audience.

Online

We recognize that families often have less time available between work, school, sports, family time, and other activities. For many young families their main source of information is online.

- It is recommended that every unit has an online presence either through Facebook or their own website. Images of your members having fun is your best advertisement and photos of your leadership goes a long way to put parents at ease.
- The Boy Scouts of America has even created a website to help promote your unit. Families can go to www.BeAScout.org, enter their zip code, and find your unit. Make sure that your unit's website is entered correctly through Legacy tools on www.My.Scouting.org.
- Ask current members to use social media to let their friends and family know about sign-up event nights.

Schools

One traditional way of communicating with families is through the schools in your community.

- Schools often have open house nights near the beginning of the school year where community organizations can advertise themselves. Schools might allow your unit to pass out flyers to students. They might even allow a volunteer or Scouting professional to give a very short presentation to the students during the day!
- [Contact your Service Area Executive](#) to coordinate your effort and make sure that your unit looks as professional as possible!

Person-to-Person

Parents are looking for ways to include their children in social settings that will help them learn and grow into responsible adults.

- People generally respond well to individual conversations. When attending community events, don't be afraid to speak to families to share the message of Scouting. You never know when opportunity might strike!
- Children want to be included in the activities of their friends. Current Scouts can invite their friends to Bring-a-Buddy events and meetings.

Other ways of promoting your events

- Personalized invitations, emails, and personal phone calls to prospective parents
- Door hangers and door-to-door invitations
- Fliers and Scout talks at after-school programs or churches in the community
- Church and community websites, calendars, and bulletins
- Press releases
- Billboards, posters, business marquees, and yard signs in the community (businesses, churches, etc.)
- Community fairs, parades, and other events.