



## Help the Samoset Council spread the word about Scouting!

One of the best ways to introduce more youth to the fantastic world of Scouting is to share how much fun we're having as Scouts! Especially this year with limits to in-person recruiting events at schools or other community locations, the Samoset Council needs the community's help in boosting fall registration. Here's a summary of the many ways we can recruit new friends into Scouting. **Thank you for your support!**

### Social Media

Sharing your Scout unit's upcoming joining events and showing the fun you're having as a troop helps potential Scouts to gain excitement about participating.

#### *Helpful tips for social media promotion:*

- Use a photo or insert a link to the Samoset Council website in the post. Photos and links help capture attention better than using only text. Unit leaders can create a free account with the BSA Brand Center to download Scouting images and marketing resources. ([www.Scoutingwire.org/bsa-brand-center](http://www.Scoutingwire.org/bsa-brand-center))
- Post regularly about your troop's activities and encourage new people to check out your joining events. Families may be thinking about joining Scouting, but haven't signed up yet. It may take several touchpoints with Scouting for someone to make the leap into registration.
- Consider starting a Private Facebook Group for your Scouting unit if you would like to separate troop-related news and photos from your personal page. Extend invitations to current members and invite interested families to join your group.

#### *Sample messages for promoting Scouts (Feel free to use as is or personalize):*

- Scouting has been teaching youth to appreciate the outdoors since 1910. Learn how to work with others and make new friends. Contact me or visit [www.Samoset.org/Join](http://www.Samoset.org/Join)
- Be part of your community. Each Scout is part of a den of 6-8 youth of the same age that meet a couple times a month for about 90 minutes, as well as one pack meeting every month, where all the neighboring dens get together. Contact me or visit [www.Samoset.org/Join](http://www.Samoset.org/Join)

- Scouting is for families! Girls and boys are encouraged to join the adventure. Learn more at [www.Samoset.org/Join](http://www.Samoset.org/Join)
- Race into Scouting. New participants who join now will receive a free Hot Wheels car! For more information, contact me or go to [www.Samoset.org/Join](http://www.Samoset.org/Join)

### **Sharing recruitment events or accomplishment with the local media**

Local newspapers and radio stations are a great resource for promoting your Scouting unit's joining events and any notable service accomplishments. If you would like to share information about an upcoming event or community service project, here is a sample template email with the important elements to include.

(YOUR CONTACT INFORMATION AT THE TOP)

NAME

CITY YOU LIVE IN

PHONE

EMAIL ADDRESS

TITLE OF EVENT /NEWS YOU ARE SHARING

A SUMMARY PARAGRAPH WITH DETAILS OF THE EVENT/NEWS

In the summary paragraph, explain briefly why you are sharing this information with them and include all the details that should be included in the news item when it's published or shared on the radio. Include any important links to websites for additional information or to register for the event.

CLOSE YOUR MESSAGE WITH A THANK YOU!

### **Additional ways to promote Scouts around town**

- Help with handing out lunches at the school and hand out flyers
- Put up flyers at libraries, churches, pools, Boys and Girls Clubs
- Stuff grocery bags with a flyer
- Place posters inside grocery stores and pharmacies
- Ask about using a Bank's or business's marquis
- Create a Nextdoor.com post, or post in a Neighborhood Facebook Group
- Hand out flyers when selling popcorn
- Place yard signs in high traffic areas with a lower speed limit