



Promotional Ideas

Cub Scout Recruiting Night

School Night For Scouting



Objective: Get a lot of boys to your Recruiting Event

Strategy: Advertise to the families in your area that your pack will be conducting a Scout Recruiting event at your school or church through any means you can find.

Activities:

1. Neighborhood Newsletters: Ad or announcement (put in July/August issues)
2. SNS Flyers (district flyers): Announces your pack's SNS date; distribute at neighborhood clubhouses, sales offices and/or pools (July, August)
3. Teacher Meet/ Greet Day: Have a table with leaders distribute Flyer and answer questions (usually 1-2 weeks before school starts)
4. Pack Scrap Book Display at Meet/Greet and at SNS events
5. Pack Display Board Display at Meet/Greet and at SNS events
6. SNS Poster Put up on school bulletin board (1-2 weeks before school starts)
7. School Display Case Display Pack memorabilia (flag, photos, scrap book, display board etc) (1-2 weeks before school starts)
8. PTA Meeting Announce SNS date and Sell Scouting
9. Buzz-Up Rally Uniformed Pack leaders speak to each classroom for about 45 seconds Selling Scouting and handing out Flyers (2 days before event)
10. School Announcements Announce date and time of recruiting on school PA
11. School Website Get added to the School Website for a Special event announcing date, time, and place of SNS event