



PROMOTION & MARKETING CHECK LIST

- Details:
 - Include in all promotional messages:
 - Date, try to include the day of the week and check for conflicts with school
 - Location, confirm reservation
 - Time, be sure to leave yourselves set-up time
 - Leader contact, have one contact on all announcements. If you use a generic pack email, include a first and last name.

- Ways to Get the Word Out:
 - School flyers (reprinted color flyers are free from council)

 - Electronic flyers can be created on the BSA Membership & Marketing Hub
 - <http://scoutingwire.org/marketing-and-membership-hub/>
 - Boy Talks and school presentations
 - See if your school will let a leader or someone from council come in during the school day to talk to boys in all grades.
 - During class, lunch, recess, table outside after school, etc.

 - Update BeAScout.org pin
 - Many families are directed to this page to learn more about Scouting. Your information appears by zip code, so make sure it's always up to date.

 - Social Media (someone is probably an expert in your pack already)
 - Have at least one social media account
 - Post events in town Facebook groups/pages
 - Ask your parents what pages they follow
 - Charter organization pages/PTA/PTO pages
 - School pages
 - Include pictures
 - Create a graphic with the time/date of your event (canva.com)
 - Images are available at the BSA Membership & Marketing Hub

 - Local Print and Online Papers
 - TapInto.com (Free)
 - Patch.com (Free)
 - Town Newsletter (usually free)
 - Renna Media
 - Our Town
 - Town Papers (Roxbury Register, Hanover Eagle)

 - Yard Signs & Stand Up Ethan
 - Signs to use as a reminder for an upcoming recruitment night

 - Community Events
 - Be active in the community events and fairs
 - Have recruitment info when selling popcorn