



BOY SCOUTS OF AMERICA®

GREATER ALABAMA COUNCIL

PROMOTION

Marketing, advertising, and promoting each Sign-up Night is vital to our recruitment efforts. *Step 2: Heavy Promotion & Scout Talk section of the 5 steps to a successful fall recruitment provides many ideas.*

- **Sign-up Nights**
 - **Get them Scheduled** – Before we can promote the Sign-up Night we need to know the date, thus getting the date scheduled as early as possible is important. Additionally, once the date is set, changing it will have a negative impact. Sign-up Nights should be set early, coordinated with the local Principal and double checked for possible conflicts in advance of turning in the flyer & sticker order form.
 - **Location is everything!** – Market research tells us that families are significantly more likely to attend a sign-up night if the held at the local elementary school their children attend. To qualify for Facebook advertising, the sign-up night must be held at the local school. Please remember that the Sign-up Night is different from the parent orientation meeting.

- **Flyers, Stickers, & Yard Signs.**
 - Recruitment Event Flyer Order Form – Use this form, found on our website to get your Custom Flyers, Stickers and Digital Flyer. For schools that require pre-approval, we will e-mail you the digital version of the flyer in advance, allowing you to get it approved before we print them.
 - Yard Signs are available. We provide 2 per elementary school. We encourage units to hold on to these yard signs and use them every year. White duct tape is handy to cover any writing that no longer applies.
 - Facebook Geofencing/Advertising.
 - Units are encouraged to invest in using Facebook advertising. It is highly effective and very inexpensive. Create an event and set up and advertising campaign by placing an advertising “pin” on the elementary school to advertising your sign-up night. Spending \$1 a day for 14 days (\$14 total) is extremely effective. Additionally, your Scouting families can share your event on their personal social media platforms.
 - Council / National Paid Geofencing & Advertising. To assist your Pack in their recruitment efforts we hope to provide 14- day Council/National paid Facebook advertising for every sign-up night. Our ability to do this will depend greatly on available finances. If implemented, ads will be automatically created based on the unit flyer & sticker order forms.

- **Unit Promotion of Sign-up Night** – Packs that recruit the most youth have a coordinated advertising plan that all current families participate in. These efforts are set up in advance, often at the Back to the Pack event (*see Step 2: Heavy Promotion & Scout Talks of the 5 steps to a successful Fall Recruitment*)

- **School Access & Scout Talks** – Talking to the youth is the by far the best way to invite them to join. When we speak with them, they attend the sign-up night and join. Thus, every possible effort should be made to speak with the youth.
 - Scout Talks: A Scout Talk simply refers to our effort to speak with the youth. This can be done in a variety of ways. Room to Room, Assembly, Lunchroom, Recess, etc. Even standing outside the school in Uniform as the kids are released can be a great way to talk to the youth.
 - School Access: Knowing in advance what the Pack can do in relation to each elementary school and promoting their Sign-up Night helps the unit leadership and District Facilitators create a marketing plan that can maximize youth recruitment. School access varies across the Council and where barriers exist, additional resources will be deployed to boost promotions, providing opportunities for families to hear and see how to join Scouting. By understanding what is and isn't allowed in a school and/or school district early, we can collaborate and plan how to utilize our volunteer and financial resources to grow Scouting.

- **BeaScout.org & Online Applications**
 - beaScout.org is the online search engine for families to find your unit online. It is used in all major advertising pushes made by our Council and by National. Please make sure your BeaScout.org pin is updated. A member of the Unit's key 3 (Cubmaster, Committee Chair, Chartered Rep) can updated the beascout.org pin through my.scouting.org.
 - Your unit can take online applications via beascout.org. Both youth and adult applications. This is set up in my.scouting.org. Your unit has a beascout.org website and QR code that can be found via my.scouting.org.

- **National Support & Awareness** – Typically from July to November, the National Marketing Department provides various advertising support that normally includes:
 - Google Search Adds - Over 300 search terms will direct consumers to beascout.org allowing them to input their zip code and find a local unit. Make sure your **BeaScout.org pin** is updated.
 - Social Media Awareness Campaigns – Awareness videos and images will be pushed through social media outlets to help share the message how Scouting can positively impact families.

- **Additional Council Support** – Our Council provides Google Search Adds tailored to youth recruitment in the fall. Anyone who searches anything related to Scouting, or camping, or Cub Scouts in Alabama will be see either our Council website or beascout.org add at the top of their search.