

ADDITIONAL PROMOTION IDEAS



The following is a list of promotion ideas that can help you be more effective in getting your message to the boys and families in your community. Be sure to include in all your promotional materials an invitation to your round-up event, including date, time, place, and a brief, but exciting description of pack activities. Also include the telephone number of a pack leader who can be contacted for more information. Contact your local council for complete details and assistance in selecting the marketing tools that will have the most effective impact in your neighborhood.

- Make lists or cards with the first names and phone numbers of boys in the area. Have pack leaders call the night before the rally to ask parents if they got the invitations and remind them of the meeting.
- Place yard signs in strategically good locations: at high traffic areas, bus stops, and lawns of current members. (Be sure you don't violate city ordinances about signs.)
- Post flyers and posters on bulletin boards throughout your area in key locations (schools, religious institutions, community recreation centers, day care centers, grocery stores, malls, public libraries, pediatrician centers, etc.).
- Tray liners and placemats may be used in a variety of venues, such as fast-food restaurants, direct mail, and grocery stores (as grocery bag stuffers).
- Half-sheet bulletin inserts are great tools for delivering recruiting information through chartered organization mailings, church bulletins, community recreation centers, and as sporting event announcements.
- Door hangers and postcards aid in direct home delivery of a specific invitation to join.
- Public service announcements, newspapers, radio, TV, billboards, and direct mail are also ways to communicate your invitation to join.
- Use a movie theater PSA extending your invitation to join in local movie houses.
- Ask schools to put joining information in student electronic mailboxes. Automated messages can be programmed for boys in each grade.
- Grocery stores might print your message on their grocery bags, if arranged for early enough.
- Get local advertisers to include your message in their "drop-in flyers."
- Use marquees to invite boys and their families to join.
- Promote the round-up night with all chartered organizations in your community (religious institutions, schools, service clubs, youth organizations, etc.).
- Set up a sample campsite outside in view of a high-traffic area for boys and parents to show them that Cub Scouts go camping. (Good locations include malls, superstores, schools, religious institutions, child-development/day care centers, parks and recreation centers, and community centers.
- Set up a pinewood derby track at a high-traffic area for boys and parents (see list above for suggested sites).