



SOLID ACTION STEPS TO GROW YOUR UNIT

Don't sit by and wait for prospective members to come to you – be proactive!

These proven marketing tactics are designed to reach your varied demographics. For example use Facebook to reach parents while allowing your youth leaders to reach out to their peers with Instagram and TikTok.

Be smart and grow your unit!

Unit Visibility

One of the best ways to recruit is to be seen! Folks can't join something that they don't know exists.

Recruit Cub Scouts

Wear Your Uniform to School Day

What better way to show off our brand than by wearing your uniform. The second Tuesday of every month has been designated as *Wear Your Uniform to School Day*. Encourage your Cubs to wear their uniform to school – and prepare them with answers to questions they'll be getting from their classmates!

JoinScoutingDay.org

Start gearing up now for September 18. This exciting website helps parents understand Cub Scouting and help guide them on joining your local unit. The site will include a list of all communities participating in Join Scouting Day on September 18 with the location and times for them to stop by. Your fun, interactive activities that involve potential new families and Cub Scouts will help to create excitement and enthusiasm! *JoinScoutingDay.org* marketing will be supported by press releases to all 62 Mayflower community newspapers as well as roadside signs that will be managed by each District.

JoinScoutingDay.org/

Recruit Cubs/Scouts BSA/Venturers

Summer of Service

Join Scouting families across the country in a spirited Summer of Service! As we have throughout our history, Scouting families have answered the call to work together in service of the greater good. It can be providing local community service from public space clean-up and helping out at local events or doing a service project at one of our local camps. Now more than ever, our world needs that Scouting spirit – let's step up!

Recruit Scouts BSA/Venturers

Scouting in Action

Join with other local units and set up a camping display on your town common or other visible space! Show off your skills to the public. If you're a Scout troop – invite local Cub Packs to visit and see what's in store for them. Remember – youth join Scouting for our outdoor programs – show them the excitement!



Marketing Your Unit

Get the word out! Tell people who you are and what you do. Give meeting info – when/where you meet. Provide contact info for any questions.

Recruit Prospective Cub & Scout Parents

Unit PR 101

Appoint a person to manage your unit’s PR. Make it their job to provide good news stories to your local newspaper. This comprehensive guide will help you write and distribute a press release to your local media outlet. The Guide contains *Top 3 Reasons Why You Should Send Regular Press Releases* for every Cub Pack, Scout Troop and Venturing Unit.

MayflowerBSA.org/wp-content/uploads/Mayflower-Council-Unit-PR-101.pdf

Guide to Local Media

The Mayflower Marketing Committee has developed a comprehensive list of the nearly 100 newspapers in all 62 communities served by our five Districts. Your local media contacts will be available on our Council website.

Google My Unit

When you Google a business, often times an ad pops up on the right side of your screen for that business. It’s called *Google My Business*. Use this **FREE** Google tool to market your unit! When someone types in “Find a Cub Pack or Scout Troop near me” – YOUR UNIT AD WILL POP UP! Did we say that this is FREE?! Find the step-by-step Guide here and put the power of Google to your advantage!

MayflowerBSA.org/wp-content/uploads/Google-My-Business-Scouting-How-To-Guide.pdf

Facebook Advertising: Short Money for Big Returns!

A guide on how to harness the power of Facebook for short money and make it work to your recruiting advantage. Step-by-step instructions show you how to develop and manage an ad campaign for your unit. We are planning to provide Ad Grants to every Cub and Scouts BSA unit in our Council.

Recruit Scouts/Venturers

Peer-to-Peer Marketing

Who better to market your Scout Unit or Crew than the very young people experiencing it! Provide your Crew and Troop youth leadership with the P2P Guidelines developed by our Council’s youth and let them go! Stay tuned for this new P2P program!

Recruit Cub Scouts

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JoinScoutingDay.org/



Pro Tips for Scouting in Action Events

- When taking part in community events - wear your uniform
- Have flyers on hand that provide your meeting place/time and contact info for Q's
- Assign a Unit New Parent Coordinator
- Take pictures of your events and post them on social media
- Send a News Release with photos to your local paper
- Also send your story/pics to scoutingstories@MayflowerBSA.org

Pro Marketing Tools

- Utilize these FREE marketing tools to develop your materials
[BSA Brand Center](https://scouting.webdamdb.com/bp/#/) (<https://scouting.webdamdb.com/bp/#/>)

Pro Social Media Tips

- Harness all social media – Facebook, Nextdoor, school message boards, local buy/sell groups, parent/teacher groups
- Focus on grade-level recruiting – recruit for your Bear Den by reaching out to third graders; Want more Tigers? Campaign first-grade families
- Start fall recruitment plans early – it should be a year-round endeavor – your door should always be open
- Make it all exciting! Publicize your activities and events – especially campouts!