



MARKETING AND PUBLIC RELATIONS

BSA Standards and Policies, Best Practices, & New Ideas for Promoting Your Unit Year-Round!

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Dear Dedicated Unit Leadership,

Did you know that consumers today encounter from 3500-5000 marketing messages per day, as compared to 500-2000 in the 1970's?*

We've all seen that the old methods no longer get the results that we are striving for; to stand out in today's media-saturated market place, we must be creative... and persistent. Research shows that a person needs to receive seven "touches" before acting on a promotion—meaning that it may take seven contacts or asks, whether active or passive, before a family decides that Scouting is an important organization for their son to join.

We know what our program can do for a boy; we need to get the word out as often as possible. Every young man should be given the chance to be a part of this wonderful organization, but how do we tell our story?

At every opportunity, it is imperative that we highlight what sets our program apart from the rest with consideration to our audience.

Learning Life Skills	Educational Value	New STEM Program	Goal Setting/Achieving
Ethical Choice Making	Community Service	Leadership Skills	Something for Every Boy's Interests
Citizenship	Physical Fitness	Duty to God	Flexibility-you can still play sports!

Each message, article, or "touch" that you create, should be tailored specifically to your prospective audience. Remember to ask yourself: "What are the hot-buttons of my audience? What will make them take notice?"

This guide will help you to think outside-the-box for new ways to promote your program within your community, provide you with contacts and resources to assist you in telling your story, as well as inform you of the current guidelines, standards and protocols set by the Boy Scouts of America for marketing.

It is everyone's responsibility to get the word out that Scouting is alive and well. Remember that each fun and exciting activity that your unit takes part in is a unique marketing opportunity. Let's not keep our light under the proverbial bushel; go forth and spread the good Scouting word!

Diane

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PS An electronic copy of this guide and other recruiting materials can be found on our website at www.narragansettbsa.org. Visit us for all your Scouting needs!

* Quoted from J. Walker Smith, President of Yankelovich, consumer and marketing watcher.

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Marketing Outside-the-Box; Getting Ahead/Getting Heard

“Most people look to see how others market and do the same,” says Jerry Dyas, President of Trade Only Design Library. “Most marketing is boring and gets poor results so you have to be different.: Throughout Dyas’ career, his empirical observation is that if marketing doesn’t stand out, only mediocre results ensue.

Some simple out-of-the-box principles are:

1. Come up with a bunch of ideas and try them out - but fast. Slow, conservative testing doesn't work. Try one, try another and another - if one doesn't work, move on. As the saying goes "perfect is the enemy of good"; don't wait until it's perfect. Be good and get your ideas out.
2. Find out what other people are doing and do something different. It's not always advisable to follow the "Monkey See, Monkey Do" mimicry theory!

If You're In the Box - How Do You Get Out?

One thing you can do to get out of the box, is get an idea of how other industries have innovated their marketing. Study up on innovative marketing campaigns. Burger King, Blockbuster, Pepsi One, Mini Cooper, Anheuser-Busch are five well-known companies that have had to think outside-the-box to lure more potential buyers.

On an immediate basis, here are ideas that you can start with:

- Offer a bold promise or guarantee - most people don't ever do this.
- Make an outlandish comment that makes people take notice.*
*(*Within good taste and reason, of course, considering the values of the BSA)*
- Know your audience and tailor your message.

Almost anything is worth a try. If something is working, keep doing it while trying something else. If an idea is not working, move on to the next!

Outside-the-Box Recruiting Markets

We know that every year, our main venue for recruiting is in our schools. Have you ever considered new avenues and ways to get our message out to additional audiences? When honing your story, consider alternate ways to recruit.

Here's a few new sources to consider:

Sporting Events/Banquets	School Community Websites & E-lists
School Activities	Community Bulletin Boards
PTA, PTG, PTO Committee Meetings	Pediatric Dentists' & Doctors' Offices
Community Events	Libraries
Church Bulletins	Supermarkets and Other Stores

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IDEAS FOR MARKETING YOUR CUB SCOUT PACK

This guide has been put together as a basis for assisting in youth recruitment in your Cub Scout pack. Information has been divided into categories of methods including the Top Ten List of ideas (all packs should do all of these items), ideas that can be done by families in your pack, ideas that can be done in your school and finally methods that can be implemented in your community. Some of the resources are available through the Northern Star Council. The more ideas used in your recruitment, the more successful results you will have!

Top Ten List:

1. Pack Information Sheet

- This is your chance to brag about your pack and have a quick handout ready to distribute.
- Each pack should develop and distribute a Pack Information Sheet that includes meeting times and locations, a pack calendar, list of leaders' contact information, your pack website or www.BeAScout.org and other exciting information about your program.
- Copies of this sheet should be provided to your chartered organization, families in pack and other neighborhood organizations too so that they can distribute it to interested families.

2. Organizational Visits/Scheduling

- Before school starts in the fall you should schedule a face-to-face meeting with your chartered organization. This important meeting gives you a chance to thank the organization for their support and outline your ideas and requests for your recruitment process.
- Be sure to bring pertinent information regarding the Cub Scout program, a "yearbook" of activities and pack accomplishments so-to-speak. Be prepared to explain the benefits of the program to the organization.
- Discuss how the chartered organization can help with youth recruiting and have your pack visibility increase within the organization (pack display, recruitment event promotion space, allowing flyers to be distributed, etc.)

3. Flyers

- Flyers are provided by the Council office and are free of charge. Work with your Service Area Team to order them well in advance of your recruitment date.
- Some information on this flyer is personalized for your pack—date, time, location of your joining event as well as contact information.
- Try to plan your Join Scouting Night to fall within Narragansett Council's Join Scouting Week, September 23-27. Flyers should be distributed to your schools. Pre-count the flyers in sets of 15, one set per classroom.
- If there is a local Girl Scout troop that serves your area, coordinating your recruitment flyer distribution together would be appreciated by the school.
- Attach a small sheet with distribution directions to each stack of flyers to both and thank the classroom teacher/school for distributing the flyers. Ensure that know it is for boys in grades 1 to 5.
- Most schools have a weekly folder for distributing information to families. Be aware of when this distribution date is to ensure your flyers are at the school to be inserted on time.
- Some school & school districts have been instituting "electronic folders" where information is sent home to parents through e-mail. The Council office is prepared to provide you with a "PDF" file version of your pack flyer to support this method of distribution.

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4. Wear Your Uniform

- This is an easy way to get exposure for Cub Scouts, as the uniform serves as a walking billboard and conversation piece.
- Ask all scouts to wear their uniform on the day of the pack joining event, pack meetings, den meetings, and other school events including Back to School Night/Meet the Teacher Events prior to school starting in the fall.
- Leaders should also wear their uniforms to school events.
- Design a pack t-shirt for Scouts to wear to school on a regular basis.

5. School Visits

- School visits are a highly effective way to get kids excited about the program.
- This is a great opportunity to share information about your pack and its activities and personally invite them to the pack recruiting event.
- Coordinate your visit with the local Girl Scout troop that serves your school.
- Be sure to bring visual aids, stickers, and display boards.
- This visit can be done up to three days before the event.
- Tell the boys to bring their parents to the joining event to learn about the fun of Scouting!
- Be sure to send a thank you note to the school after your visit.

6. Stickers

- Boys love stickers! Have some fun stickers made or check with Council. Be sure to customize your stickers by writing in joining information.
- Distribute these to Back-to-School events.

7. Yard Signs

- Post signs at school, church, and other high traffic areas prior to your recruitment event.
- There is white space on the sign for you to write in the date, time and location of your recruiting event.

8. Pack Picture Board

- Sometimes pictures speak louder than words. Include contact information on boards.
- Creating these boards is a great den activity.
- Your pack should create a board full of pictures for your yearly events.
- These boards should be displayed at Back-to-School Night, recruiting events, school activities, and any other places where you will have contact with families.

9. Back-to-School Night / Meet the Teacher Night

- Your Pack is part of the fiber of the school. Be sure to have a pack display/information booth at this event.
- Being present at Back-to-School Night and all other school and chartered partner activities is an important way to raise exposure to your program.
- Set up a table with flyers, a sign-in sheet, Welcome to the Adventures of Cub Scouting booklets, pack picture board, and other visuals and handouts.
- Take names of interested families so that you can personally call and remind them of your pack recruitment event.

10. Peer-to-Peer / Families Helping Recruit

- Current families within your pack can be a great resource to help promote any pack recruiting event.
- Ask them to invite friends of their boys who are not currently in Cub Scouts to join.

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Pack Families:

The following are ideas that pack leaders can do to engage their families in promoting the pack.

1. Personal Phone Calls/Email Invitation

- Ask each family to brainstorm other families that they could call or email to personally invite to be a part of the pack. This could be accomplished at your pack program kick-off/picnic.
- The pack can provide a sample email invitation to join with the Pack Information Sheet to make it easy for parents to send out to families in their neighborhood.

2. Invitation Letter

- This letter is customized from the family for them to send to their friends and acquaintances.
- Include thoughts like the benefits of scouting and why your family is involved.
- Letter includes meeting and joining information as well as who to contact for more information.

3. Buddy Card

- This card is designed for the Scout to use to recruit his friends. (Available on Council Website)
- The cards should include the recruiting event information and contact information.

4. Promote at Church and Other Affiliations

- Families also have may other affiliations, such as church and sports.
- Out if you have any pack parents that are youth sports coaches.
- Spread the word of Scouting through these affiliations.
- Simple Cub Scouting informational business cards can be handed out.

5. National Night Out.

- National Night Out is typically observed during the first Tuesday in August.
- Many neighborhoods have a block party. Encourage pack parents to set-up a pack display table with information promoting your pack programs.

6. Halloween Handout (With Candy!)

- Use Halloween to promote your pack.
- Provide your pack parents a simple small pack information sheet or business card to handout to boys as they stop by the pack members' homes for trick-o'-treating.

School:

The following ideas are methods that the pack leadership should do with the school they recruit from. Special attention should be given to developing positive relationships with the school leaders and Parent's Organizations.

1. PTO/PTA Presentation

- At the beginning of each school year, schedule a time to make a brief presentation to your school's parent teacher organization.
- Find out if you have any pack parents that are members or officers of your school's PTO/PTA.
- Share your recruitment plan and annual activities.
- Share an update on your pack, including number of families and accomplishments (service projects, advancements earned, etc).
- Offer the pack's service for PTO/PTA sponsored events.

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2. Principal Visit

- Similar to the PTO/PTA presentation, meeting with the principal will strengthen relationships and your recruitment efforts.
- Share exciting news regarding your pack and upcoming events, including community service projects...and create one that helps the school directly!
- If your pack has limited access within the school to promote your program, discuss with your principal the important role your pack plays as an informal educational partner of the school. Include your Scout District Executive and Girl Scout troop leaders as appropriate.
- Bring a “thank you” recognition gift to thank the principal for their annual support.

3. Volunteer at Back-to-School Night / Meet the Teacher Night

- Have your pack volunteer to help with Back-to-School Night /Meet the Teacher Night.
- Assistance could include setting up chairs, greeting families, etc.
- Be sure to have all families and leaders wearing their Class ‘A’ uniforms.
- Bring your pack information sheet to pass out to families.
- If you are able to have a pack display, be sure you provide your recruiting event information, sign-in form, and pack picture board.

4. Be Involved in School Activities

- In addition to Back-to-School Night / Meet the Teacher Night, there are other events—such as carnivals, festivals and bazaars—that a pack should be involved with throughout the year.
- The pack’s participation will help the school see the pack as a positive resource and an extra supporter of the school.
- Be sure to always be available for Flag Ceremonies throughout the year.

5. Intercom Announcement

- Use the school’s public address system to make announcements regarding the pack and specifically the recruitment event night.
- Make announcements exciting!
- Always make a “reminder announcement” the day of the joining event.

6. Video Announcement

- Show a Cub Scout recruitment video during announcements. (Available at the Scout Office)

7. Personal Letter of Invitation

- Personally invite all families in the school by sending a personal letter of invitation.
- Some schools provide school directories to parents. If this is unavailable, work with pack parents to gather names and addresses.
- This should be mailed about a week to 10 days prior to your recruitment event.

8. Phone Calls

- Call each family of boys not involved with the pack and offer them the opportunity to join.
- Calls should be made at least one week in advance of the recruitment event.

9. Display Case

- Create a display case or bulletin board at school to promote your pack’s recruitment event.
- Use pictures and other visuals to catch the attention of the boys and their parents.
- Include a poster with the date, time and location of recruiting event.
- Some schools will allow you to keep it up year-round. Be sure to update often if this is allowed, including upcoming pack activities!

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10. Marquee Signs

- Use the school outdoor marquee to promote your pack recruiting event.
- Speak to your school administrator early to provide information on upcoming events and details regarding your recruiting event.
- If possible, use throughout the year to promote your other events.

11. Follow-Up to Your Recruitment Event

- Be sure to hold a follow-up recruiting event to give families another opportunity to join.
- The first few weeks of school are busy and all interested families may not be able to make the joining event.
- Some families felt that if they miss the joining event or first meeting that they can no longer join. This gives them a second chance. Make it clear that they can join anytime!
- A subsequent pack meeting is often good as a follow-up joining event.

Community:

The following ideas should be done in the community around your pack. Ensure to coordinate with other packs within your community. It is important that the community knows that the Cub Scouts are alive and well in the neighborhood. These methods reach additional families and provide community support for your pack.

1. Local Newspapers

- Community newspapers are always interested in neighborhood events or clubs and are great about publishing information.
- Find out when their print deadlines are and a point-of-contact to send your news release.
- Reference the Northern Star Council “Publicizing Unit” document and sample press releases / media advisories.

2. Display Boards at Community Events

- Wear your uniform and set up your pack display board at community events such as carnivals, local fairs/bazaars and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your pack.
- If your community has more than one pack, coordinate this effort with them.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell lots of stories about your pack!

3. September 11 Flag Ceremonies

- Many organizations look for color guards throughout the year and especially on September 11.
- Make a list of events in your community and call organizers early to volunteer to participate.

4. Volunteer for Community Events / Service Projects

- Park clean-ups and 4th of July celebrations are examples of neighborhood events held in most communities.
- Become familiar with these events and have your pack volunteer to assist with set-up, clean up, or activities during the event.
- Community service is a cornerstone of Scouting and a great way to gain exposure for your pack.

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5. Church Bulletin Inserts

- Work with churches in your area to insert a Scout is Reverent recruitment flyer into the Sunday service bulletins. (Available at the Scout Office)
- This should include your joining event and contact information.
- If there are families in your pack that attend that church, have them help coordinate distribution.

6. Sports Fields / Recreational Centers

- Sports are a major activity for many families in our communities.
- Work with local sports venues to hang banners, posters or to set-up an information table and yard signs at the field or court during games and tournaments.

7. Parades

- Parades are a fun activity for the entire family.
- Build a float or march and participate in your family parade.
- Have plenty of information available for interested families.

8. Trail's End Popcorn / Fundraisers

- Selling popcorn is a wonderful way to reach the community and support your pack.
- For each item sold, attach information regarding your pack.

9. Community Marquees

- Use marquees at churches, recreation centers, neighborhoods or businesses to promote your recruiting event and your pack.
- Contact organizations well in advance to plan the message and timing of your request.
- Be sure to thank the organization for their support.

10. Pack Website

- A pack website can be designed for members of your pack as well as the community.
- Check with community organization and your school to see if you can list your pack information on their website or a link to your pack website.
- Include website addresses on all pack promotional materials. Be sure to include www.BeAScout.org, if you do not have a pack website.

11. Local Libraries

- Work with your local library to hang posters and distribute your pack information sheet.
- Set out Cub Scout bookmarks. (Available at Scout Office or design your own.)
- A pack website can be designed for members of your pack, as well as the community.

Thanks for your efforts...

As Cub Scout leaders, you are very important to the success of the program. We applaud and thank you for taking an active interest in your community's young people!

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Language of Scouting

This reference is the Boy Scouts of America's definitive resource on terms and style specific to Scouting and this organization. The *Language of Scouting* encompasses style, usage, grammar, and spelling norms observed by the Boy Scouts of America and used by the Marketing Group and Communication Services Department at the national office. These standards have been developed so that the BSA can disseminate resources and other information in the most professional, consistent, coherent, and uniform manner for all forms of communication—printed, electronic, and so forth.

Scouting terms are based in part on the Charter and Bylaws and Rules and Regulations of the Boy Scouts of America. Grammar, spelling, style, and usage decisions are based on the latest editions of the following references, in order of preference: *Merriam Webster's Collegiate Dictionary*, *The Associated Press Stylebook*, and *The Chicago Manual of Style*. Turn to these references (in the given order) for further reference. However, the *Language of Scouting* always takes precedence.

For further information, visit <http://www.scouting.org/scoutsource/Marketing/Tell%20Your%20Story/LanguageOfScouting.aspx>



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News Release Guidelines

The following guidelines on placing news releases have been developed to improve your success rate in writing and placing information. Media to target include

- Newspapers
- Magazines
- Newsletters and bulletins
- Community directories (refer to the list under "Print PSAs")
- Radio
- Television, including cable television

What is a news release?

A news release is the most common of all public relations tools. News releases should communicate key information — the who, what, when, where, why, and how of an event or issue — and contact information to reporters and editors in the news media.

Reporters and editors receive thousands of news releases a week, and they look for accuracy, clarity, brevity, timeliness, and newsworthiness to determine what they will feature in the news. A newsworthy release can be described as one that appeals to the broadest audience and offers the most information with the greatest sense of urgency.

In most cases, reporters or editors will rewrite your release to fit their style, so it's crucial to present the information as clearly and accurately as possible. The best way to do this is by following the journalistic method of organizing the material into an **inverted pyramid**. The inverted pyramid style of writing puts the most essential information at the beginning, followed by items of decreasing importance.

The Basics

All news releases begin with a headline designed to attract the reader's attention and encourage them to read the entire story. Remember, first impressions are key! If a headline is dull and uninteresting, the reader will assume the same of the release. Large numbers and visual language can make the difference between a sparkling, attractive headline and one that is flat and lifeless.

The most essential information in a news release should be listed in the first paragraph, or lead, of the release. Include as many of the who, what, where, when, why, and how elements of the news item as possible.

For the majority of releases, the who, or subject of the release, should include the name of the organization and/or individual who is either an expert on the subject or contact person. The more important or influential the organization and the individual, the greater the appeal of the press release.

The topic of the release, the what, and the where, should be unusual in some way. Unusual can mean different, better, less expensive, unique, or beneficial to the community.

The when of a release actually has two applications — the first being the date and time of the event or issue featured in the release, the second being the date and time for the information to reach the audience.

When addressing the why of a release, remember cause and effect. For example, what caused your council to relocate a camp or to charter a significant number of new units? What effects will these changes have on adult and youth members? If the new location will be more convenient or if new areas of the community will be served, mention this information. A rule borrowed from advertising states that an organization shouldn't promote the features of its product or service, but rather the benefits to its customers.

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The how of a news release answers, for example, how a decision was made, how you will achieve reorganization, how changes will affect youth, volunteers, and the overall Scouting program.

Who did it?

What did they do?

When did they do it?

Where did they do it?

Why did they do it?

How did they do it?

The main body of the news release should include significant details that relate to the lead, including quotations and succinct descriptions. Any related but nonessential information should appear toward the end of the release. Generally, the last paragraph provides overall information and statistics about the local council, such as territory served, number of youth and adult members, and the location of the council headquarters. It is also a good place to list a phone number for more information.

General Rules of Thumb for News Releases

- Always type a news release. Releases should be double-spaced and typed on one side only of 8.5-inch by 11-inch paper with 1-inch margins on the top, bottom, and sides.
- Brevity is the key. Try to limit releases to one or two pages. A news release should not exceed 500 words. A straightforward and concise writing style is the objective. Use short, clearly written paragraphs.
- Never split a paragraph at the end of a page.
- Type "—more—" at the bottom of a page when the release is more than one page in length.
- If a release is more than one page in length, put an abbreviated headline and page number at the top of each page following page one.
- Type "####" to signify the end of the release.
- Clarity, accuracy, grammar, and neatness are vital. Verify all names, addresses, and facts before distributing the release.
- Avoid the use of clichés, jargon, or fancy phrases.
- Don't use flowing tributes, flowery descriptions, or glowing adjectives when writing your news release. The news release should be more informative than subjective. Be impartial and objective; try to write the release as the reporter might.
- Use first and last names on first reference. Use last names only on subsequent references. Include titles and descriptions, such as district chairman, or a person's hometown or age. Provide full names of groups with appropriate descriptions.
- If an editor must choose between two otherwise equal releases, he or she is more likely to pick the release that has an accompanying photograph. If including a photograph with your release, make sure it will capture the interest of the reader. Every photograph should include a complete and correct caption that identifies each person and the action in the photograph. Your photograph file should include the following information on each photograph: source, date taken, copyright information, and releases signed by people in the picture.
- Put the local news angles at the beginning of a release if the story covers an area beyond the community's borders or newspaper's circulation area.
- Include a good quote from Scouts, volunteers, or local distinguished individuals early in the story.

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Add boilerplate material. This is general information about the Boy Scouts of America that help people understand the importance and relevancy of Scouting. For example, "Scouting has had more than 100 million members since its inception in 1910."

Delivery of the News Release

Work the local angle. Look for a local angle, or hook, in every story and make sure the appropriate news bureau knows about it.

Think photos. The perfect photograph to support your story requires planning and attention to detail. When pitching an event, be sure to pitch to the photo desk as well as the reporter.

Use a professional 35mm camera. Send newspapers black-and-white glossy photos, unless you know they can use color shots. Newspapers want photos that are at least 5 inches by 7 inches. Include captions with photos that tell the story and identify individuals in the photo. *Make sure you have signed model release forms for all individuals in the photograph.*

Avoid fax pollution. Some newspapers welcome and encourage faxes. However, some media resent having their lines being tied up. Be considerate and ask your contacts their preference for receiving news releases.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

**Media Contact:
(Contact Name)
(Phone Number)**

Cub Scouts Participate in End-of-Summer Camping Activities

(City, State, Date)—More than (No.) Cub Scouts from the metropolitan area gathered this weekend for two days of fun-filled camping at (location) for a traditional end-of-summer campout.

Cub Scouts, leaders, and parents pitched their tents and braved plummeting temperatures to participate in the last camping rite of summer. Activities started with a cookout dinner Friday night and ended with parents and leaders cooking breakfast on Sunday morning before breaking camp.

These extended campouts give Cub Scouts the opportunity to demonstrate to their parents the skills they learned in Scouting, ranging from knot-tying and first aid, to teepee building and outdoor cooking.

"The Cub Scouts get such a thrill out of being able to show their parents the things they learned at weekly den meetings," said Cubmaster (full name) "It's not like they can run home after a den meeting and say, 'Hey Mom, let me show you how to light a campfire.'"

Campout activities included an outdoor obstacle course, timed knot-tying competition, and mother/son fishing derby. Awards for the top three Cub Scouts and their mothers were present at the Sunday breakfast. Winners included (names of Cub Scouts and their mothers).

"Sitting around the campfire and roasting marshmallows with the other Scouts and my family was great," said Cub Scout (full name), "but the best part of the campout was winning the fishing derby with my mom. She's the best."

The Boy Scouts of America's Cub Scouting program is for boys who are in the first through fifth grade. They participate in family-centered activities, group activities, learning, and having fun. More than (No.) boys take part in Cub Scouting annually.

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Talent Release Form

I hereby assign and grant to the Boy Scouts of America the right and permission to use and publish the photographs/film/videotapes/electronic representations and/or sound recordings made of me this date by the Boy Scouts of America, and I hereby release the Boy Scouts of America from any and all liability from such use and publication.

I hereby authorize the reproduction, sale, copyright, exhibit, broadcast, electronic storage and/or distribution of said photographs/film/videotapes/electronic representations and/or sound recordings without limitation at the discretion of the Boy Scouts of America and I specifically waive any right to any compensation I may have for any of the foregoing.

PLEASE PRINT CLEARLY

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Troop #: _____ Troop City: _____

Signed: _____

Guardian: _____
(if under the age of 18)

Witness: _____

Session Date: _____

Use this form to obtain permission to use photographs or audio/video recordings of people (permission must be obtained from a parent or guardian for individuals under the age of 18).

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Local and National Newspaper, Radio, & Television Contact Information

To get your message out, it is important to have the most current information on whom to contact as well as the best methods and formats to use.

For up-to-date contact info, please visit:

For Rhode Island: www.usnpl.com/RI

For Massachusetts: www.usnpl.com/MA

For Connecticut: www.usnpl.com/CT

Patch.com

Patch.com is an American local news and information platform owned by the AOL corporation. As of June 2013, Patch operates some 900 local and hyper-local news websites in 23 U.S. states. **Patch Media Corporation** is the operator of the service

Cranston, Portsmouth, Narragansett, East Providence, North Kingstown, Coventry, Bristol-Warren, East Greenwich, Woonsocket, Barrington, Johnston, Newport, Middletown, Smithfield, Tiverton and Seekonk-Swansea all have a “Patch” with more being initiated as this is published. Check www.patch.com for the latest information about Patch.com in your community and how to get your unit information in the forefront.



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Unit Website Guidelines

We've long recognized that unit sites created by individuals at the unit level of Scouting are essentially personal, and therefore beyond the National Council's control or liability. We do offer advisory guidelines to those who publish Scouting-related sites on their own responsibility, and we urge local councils to take the same approach. These guidelines are established to help avoid several common mistakes.

Protection of personal information pertaining to our youth members and volunteers should be our greatest concern. This organization has used COPPA, the Children's Online Privacy Protection Act, as its standard in this area. You can read the details on compliance at <http://www.coppa.org/comply.htm>. It would be a good practice to share them with unit-level publishers in your council.

A second concern about individual unit sites is **copyright infringement**. Sadly, photos, music, and video are commonly reused on the Web without permission. Plagiarism is also common. Such practices violate the ethics of Scouting. They are also violations of law, and could expose the publishers legally.

Our third concern is **commercialism**. We don't allow ads on council sites. We recognize that "free" Web services often used to create unit-level sites may contain advertising. This practice may reflect poorly on the Scouting brand, and should be avoided. A more serious concern would be sites that engage in any fund-raising activities not previously approved by their local council. Any independent sales, solicitation, OR collection of donations is prohibited by our bylaws and charter agreements.

1. The content of the unit site must be appropriate to the Scouting movement.
2. The unit site cannot link to any sites that contain material that is not appropriate to the Scouting movement.
3. The unit site should not contain any advertisements or commercial endorsements.
4. The unit site cannot engage in the electronic sale of BSA Supply Division merchandise or competing products.
5. The unit site cannot replicate any BSA publication currently for sale through the Supply Division.
6. Unit sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet.
7. Unit sites must consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.

Unit sites cannot engage in fund-raising except as directly approved by, and under the supervision of, the local council.

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Social Media Guidelines

Initially considered simply a way to socialize with friends, “social media” platforms, such as MySpace, Facebook, Twitter, and YouTube, are now established as major media channels. These sites let individuals build and utilize personal social networks among friends, family, and colleagues. Both for-profit and nonprofit organizations are using social media as well to build and support their brands, drive engagement, support products, increase sales, and more.

[Note: It is not the goal of this document to provide a step-by-step “how to” on creating and using the specific features of social media channels. Such guides already exist and can be found elsewhere. Additionally, social media changes regularly, so this document reflects the current guidelines as determined by the BSA and is subject to modifications and amendments from time to time as required.]

INTRODUCTION

It’s an exciting time to be part of the BSA for many reasons. One of those is that new communication vehicles now enable current and past Scouts and Scouters, as well those who are interested in participating or are just interested in Scouting in general, to communicate directly with each other about Scouting. Online social media tools such as Facebook, Twitter, and YouTube have made it possible for virtually anyone with an Internet connection to create and be part of online communities where people can discuss Scouting and share stories, photos, videos, and other types of media.

Although using social media is not a Scouting activity, their use to connect with others interested in Scouting can be a very positive experience. But the creation and maintenance of these channels requires forethought, care, and responsibility. For that reason, the Boy Scouts of America has developed the following guidelines to help you navigate the use of social media channels. These guidelines are a complement to the BSA’s existing Youth Protection policies and training.

SOCIAL MEDIA AND YOUTH PROTECTION

First, everyone should review and strictly adhere to the terms of service and existing guidelines outlined by each individual social media channel (e.g., Facebook, Twitter, YouTube, etc.). As is true for participation in Scouting activities, all Scouts and adult leaders should abide by the guidelines outlined in the Scout Oath and Law when participating in social networking. As with a Scouting activity, safety and Youth Protection should be a key focus. Staying true to the commitment of the BSA to be an advocate for youth and to keep children and their privacy safe, both online and off, should always be at the forefront of any considerations where social media usage is concerned.

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To help ensure that all communication on social media channels remains positive and safe, these channels must be public, and all communication on or through them must be public. This enables administrators to monitor all communication and help ensure there is no inappropriate communication between adult leaders and Scouts or between Scouts themselves. Therefore, no private channels (e.g., private Facebook groups or invite-only YouTube channels) are acceptable in helping to administer the Scouting program. Private channels and private communication put both the youth and you at risk. If you feel the information you seek to share via social media channels should not be shared in public, you should not share that information via social media.

As it relates to social media, two-deep leadership means there should be no private messages and no one-on-one direct contact through email, Facebook messages, Twitter direct messaging, chats, instant messaging (Google Messenger, AIM, etc.), or other similar messaging features provided through social media sites. All communication between adults and youth should take place in a public forum (e.g. the Facebook wall), or at a bare minimum, electronic communication between adults and youth should always include one or more authorized adults openly “copied” (included) on the message or message thread. While all communication should be public and leaders should follow the two-deep rule while communicating via social media channels, it is recommended that as you and members of your group create personal social media profiles, the personal information on these profiles should be kept private (e.g., do not display your phone number, address, or personal email address on these profiles). It is recommended that any Scouts with personal profiles for social media make those profiles private so the Scout’s personal information is not accessible by the public. In creating personal profiles, everyone should familiarize themselves with and abide by the terms of service of the sites where they create and maintain personal profiles.



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INTERNET SAFETY GUIDELINES

Any Scout units that plan to use social media should share the following Internet safety guidelines with Scouts, parents, and leaders, and all Scouts should abide by the following Internet safety guidelines and personal protection rules:

- Keep online conversations with everyone in public places, not in email.
- Do not give anyone online your real last name, phone numbers at home or school, your parents' workplaces, or the name or location of your school or home address unless you have your parents' permission first. Never give your password to anyone but a parent or other adult in your family.
- If someone sends or shows you email or any type of direct message/wall post with sayings that make you feel uncomfortable, trust your instincts. You are probably right to be wary. Do not respond. Tell a parent or trusted adult what happened.
- If somebody tells you to keep what's going on between the two of you secret, tell a parent or guardian.
- Be careful to whom you talk. Anyone who starts talking about subjects that make you feel uncomfortable is probably an adult posing as a kid.
- Pay attention if someone tells you things that don't fit together. If one time an online "friend" says he or she is 12, and another time says he or she is 14. That is a warning that this person is lying and may be an adult posing as a kid.
- Unless you talk to a parent about it first, never talk to anybody by phone if you know that person only online. If someone asks you to call—even if it's collect or a toll-free, 800 number—that's a warning. That person can get your phone number this way, either from a phone bill or from caller ID.
- Never agree to meet someone you have met only online at any place off-line, in the real world.
- Watch out if someone online starts talking about hacking, or breaking into other people's or companies' computer systems; phreaking (the "ph" sounds like an "f"), the illegal use of long-distance services or cellular phones; or viruses (online programs that destroy or damage data when other people download these onto their computers).
- Promise your parent or an adult family member and yourself that you will honor any rules about how much time you are allowed to spend online and what you do and where you go while you are online.

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GENERAL CONSIDERATIONS FOR SOCIAL MEDIA USE

For practical considerations, the BSA expects adults intending to use social media on behalf of Scouting to follow the following:

- Social media must be monitored. A qualified staff member or volunteer should have the responsibility of monitoring social media channels daily, and backup administrators/monitors should be designated so there is no gap in the monitoring.
- Integrate your communications. Create a strategy to surround your intended audience with your key message(s) through print, the Web, email, radio, TV, word of mouth, and social media.
- Talk to your audiences and let them talk to and about you. By posting content on a consistent schedule, you can tell your story and encourage conversations in the community.
- Social media takes a thick skin. Negative conversations are happening already, but now you have a voice in the conversation. Don't delete negative comments unless they violate the terms laid out in the BSA Social Media Digital Contract.
- Be prepared to respond to negative or inaccurate posts if response is warranted. Some negative comments do not require a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should temper if and how you respond.
- Direct media inquiries to the appropriate person. Media inquiries coming through social media should be referred to the Scout executive or a designee for an official response.
- Be Scout-like. When disagreeing with others' opinions, remain appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your Scout executive or the designee for advice on how to disengage from the dialogue in a polite manner that reflects well on the BSA.
- Build trust by being open and transparent. Share information and what the challenges and opportunities are for Scouting in your community.

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KEY SOCIAL MEDIA CHANNELS AND CONSIDERATIONS FOR USE

There are many social media channels available to users, and new channels are being introduced frequently. As such, it would be impossible to provide information on all of them. We will focus on three of the most popular and most applicable to Scouting. Those channels are Facebook, Twitter, and YouTube.

Facebook

Facebook is a wonderful way to form online communities where groups of people can gather to have conversations and share information. Indeed, the BSA National Council as well as many local councils and even some units are already using Facebook to communicate about Scouting. Of course, creating and maintaining a Facebook page for your council or unit is a big responsibility and should not be entered into lightly.

It may be valuable to think of a Facebook page as a little like a troop meeting that is always open, always going on, and where members of the public may drop by and watch or participate at any time of day or night. That means Scouts and Scouters can be even more involved in sharing the fun and excitement of Scouting and be a more active part of the group discussion—even when they're at home. But it's also easy to see how, if left unstructured or unattended by Scout leaders, this never-ending meeting could easily become a problem.

When considering whether or not Facebook might be a good option for your council or unit, it is important to remember that Facebook requires all users to be at least 13 years of age. Before creating a Facebook page, you should educate yourself about what Facebook is and how it is used, and familiarize yourself with its terms of service. This will help you navigate carefully in your development of a fan page.

When creating a Facebook page, you should make it a public fan page. In addition, you should designate at least two administrators who have access to the login, password, and page management/monitoring information. This conforms to the two-deep leadership policies of the BSA. At least one of these page administrators should be a BSA employee, a local council employee, or registered volunteer who has taken Youth Protection training. All Youth Protection policies that govern the use of email are applicable to the use of the messaging capabilities of Facebook.

Perhaps the biggest strength of Facebook is also its biggest weakness: Facebook fan pages are open to the public, which means any information shared on that fan page can be viewed by essentially anyone. As such, you should make sure that any information shared on that page by you or by your fans is information that is appropriate to share with the public. This is especially true regarding the level of detail you provide regarding Scouts and their activities.

For the Info Tab of your Facebook page, you should use the guidelines set forth on the BSA National Council Facebook Info Tab in its Digital Contract, found here: <http://www.facebook.com/BoyScoutsofAmerica#!/BoyScoutsofAmerica?sk=info>

Once you have created a Facebook fan page, invited people to “like” your page and started gathering “fans,” it is important for you to post good and appropriate content and monitor the content that is posted to your wall. Unfortunately, not all the content posted to the wall by your fans may be appropriate. All content posted by you or by fans on the Facebook wall should conform to the precepts of the Scout Oath and Law. Content that does not meet that standard should be removed immediately.

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If a user posts highly offensive content, the content should be removed immediately, and you may need to block or ban the user who posted it. Such an action should not be used liberally but only when content is truly objectionable.

This type of careful monitoring requires vigilance. Before creating a Facebook page, you should consider whether you or someone else who will administer the page will be able to monitor that page and post content consistently to help ensure that only appropriate content is posted. Pages with inconsistent and infrequent updates can cause your fans to become disinterested, and your page can become a target for spammers or other predatory parties who recognize that you appear not to be actively involved on your page.

As with any online site, it is highly important that you do not give out personal information about Scouts or Scouters to anyone on Facebook. Every effort should be made to help ensure that your fans and those Scouts and Scouters that use the Facebook page are protected. Keeping Scouts safe and keeping their private information safe should be the primary concern in any endeavor involving them—whether that’s keeping them safe on a camping trip or keeping them safe on the unit Facebook fan page.

Twitter

Because of its 140-character-per-post limit and relative lack of multimedia capabilities, Twitter is designed for quick, simple updates and also can be used like instant messaging or email to have conversations with one or more people in a mostly public forum.

Twitter can be a great place to share quick observations, provide updates about programs, share training deadlines, link to other websites with event details, share great Scouting stories, and have an informal conversation with followers. In general, Twitter has a more personal voice, meaning posts on Twitter are expected to be relatively informal and friendly. It is also important to remember that Twitter is a public forum and is viewable by virtually anyone. That means content placed on Twitter should be acceptable to your specific intended audience of followers as well as a wider audience.

Some direct-messaging capabilities exist with Twitter; however, adults should not use these direct-messaging capabilities when dealing with Scouts. All Youth Protection policies that govern the use of email are applicable to the messaging capabilities of Twitter. Before starting a Twitter account for your council or unit, familiarize yourself with Twitter’s terms of service and adhere to those guidelines.

When creating a Twitter account for your unit or council, you should designate at least two administrators who have access to the login, password, and page management/monitoring information. This conforms to the two-deep leadership policies of the BSA. At least one of these page administrators should be a BSA employee, a local council employee, or registered volunteer who has taken Youth Protection training.

In addition, all content posted on your Twitter account should be in line with the Scout Oath and Law. That includes never “tweeting” (posting) content that is un-Scout-like or responding to a tweet in an un-Scout-like manner to anyone interacting with you through your Twitter account.

Twitter should be updated regularly and watched closely so responses can be provided to people requesting information or trying to start a conversation.

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YouTube

YouTube is primarily a video-hosting and -viewing platform. It lets you upload videos to a channel you manage. Once on your YouTube channel, each video has an individual URL and can be viewed on YouTube or shared as a link or embedded (by you, your fans, and members of the public) via other social media outlets and on websites. Before starting a YouTube channel for your council or unit, familiarize yourself with the site's terms of service and adhere to those guidelines.

When creating a YouTube channel, your channel must be public. There should be no private groups. In addition, you should designate at least two administrators who have access to the login, password, and page management/monitoring information. This conforms to the two-deep leadership policies of the BSA. At least one of these page administrators should be a BSA employee, a local council employee, or registered volunteer who has taken Youth Protection training.

Like the other social media channels, the public at large has access to your videos and may view and comment on them unless you set viewing restrictions in your settings. If you enable comments, you should monitor those comments regularly to be sure they are appropriate. YouTube also has messaging features (similar to email). All Youth Protection policies that govern the use of email are applicable to the messaging capabilities of YouTube.

Having a YouTube channel is a great way to share videos of events, how-to videos, awards ceremony videos, and other videos that would be good to share with members of the group as well as the public.

An important consideration for YouTube or any similar site that features videos and/or images of Scouts is that all videos/images should adhere to recommended Youth Protection policies and should protect the privacy of individual Scouts. Additionally, all videos should show Scouts and leaders following designated appropriate guidelines and wearing proper attire for whatever activity is being undertaken in the video. All safety and Youth Protection policies must be followed for any Scouting activities, including those being captured on video.



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Final Thoughts

It is important to remember that all social media channels are, by nature, designed to be social, that is, shared with members of the public. As such, whatever social media activities you engage in should be completed with the understanding that the public will see them and may engage in an online dialogue with you as a result. You should not do anything on a social media channel that reflects poorly on you, other individuals in your council or unit, the Boy Scouts of America, or anyone else. Before posting any content on any social media channel, you should first ask yourself if that content is in keeping with the precepts of the Scout Oath and Law.

As an additional consideration, once created, social media channels and the content on them “live forever” on the Internet, sometimes even if the accounts have been deleted. That means social media channels created today may still exist five, 10, or 15 years from now, in some cases long after those who started them are no longer involved directly with Scouting. As such, considerations should be made regarding the transitioning of administration rights and duties if and when the initial administrators end their direct involvement in Scouting.

Also, organizations wishing to use social media must accept the fact that listening is just as important as speaking in these channels, and those wishing to participate in this space should be prepared to listen if they are to reap any value.

Social media can be a powerful tool for sharing the joys and triumphs of Scouting, but if not executed properly, it can be a detriment to everything Scouting represents. As such, engage in social media activities wisely. Also realize that social media is a new and evolving form of communication that requires flexibility, patience, and commitment, but the rewards of increased connection with, and understanding of, your target audience can be great. In your social media communications, you should be clear that it is not an official BSA social media channel but is instead your own personal channel. You can use the following template as an example:

“This site is the personal [reference your specific social media channel] of [your name or organization] and is reflective only of my personal views, thoughts, and opinions. This site does not have the endorsement of the Boy Scouts of America, and it is not an official communication channel of the Boy Scouts of America.”

Should you have questions regarding any of the guidelines and/or recommendations or concerning the use of a specific social media channel not covered here, please feel free to contact the BSA National Council social media team at social.media@scouting.org for further guidance.



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Local Council Website Guidelines

I've included this section for your information about the regulations for our Council website. As long as the Narragansett Council observes the Rules and Regulations of the Boy Scouts of America, we are free to develop our own applications of Internet and web technology. For Councils who continue to publish independently, National has set up guidelines to help councils build the Scouting brand and protect employees, volunteers, and members.

While local councils may establish their own policies concerning their use of the Internet, the National Council will only recognize as "official" those sites that have followed the numbered guidelines below. The National Council will not acknowledge or provide links to any council site that does not meet these guidelines. The guidelines may be altered or amended to provide updated information, and councils will be notified when that happens.

These are the guidelines set by the BSA that the Narragansett Council must follow:

1. Council Web sites must be hosted off-site at a hosting facility and may not be connected in any way to the local council's internal network.
2. The council must have direct control over the content of its official Web site.
3. The content of the council site must be appropriate to the Scouting movement.
4. The council site cannot contain links to any sites that contain material that is not appropriate to the Scouting movement.
5. The council site cannot contain any advertisements or commercial endorsements.
6. The council site cannot engage in the electronic sale of BSA Supply Division merchandise or competing products.
7. The council site cannot replicate any BSA publication currently for sale through the Supply Division.
8. Council sites must abide by all laws regarding copyrights, trademarks, and other intellectual property, and by those pertaining to the Internet. Council sites must consider the safety and privacy of their members and participants by obtaining the necessary permissions to release information about or images of any individual.



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Join Scouting Night Promotion: Sample Social Media Posts

Hey, all you Moms and Dads out there!

I know that you have been following my postings of (your son's name)'s adventures in Cub Scouts...we've never had so much fun! I just wanted to let you know that our Pack is holding its annual "Join Scouting" night on (date of event) at (location of event) at (time of event). It's a wonderful opportunity for all boys in grades 1-5. Our Key Leaders will be there to answer any questions that you may have and the annual registration fee is nominal....much cheaper than registering for sports! (And the nicest part is that your son can do both!) Another great thing about Scouting is that you make it work around your schedule; he doesn't have to be at everything to be a member. Take a look at our website at (Pack's web address) for all our exciting Pack activities. For the awesome additional programs that our council offers, visit the Narragansett Council's website at www.narragansettbsa.org.

Come check us out. I'm even making my world-famous (type of pastry or finger-food) for our rally! See you there.

PS If you are interested in Scouting, but live outside our community, please visit BeAScout.org or call the Council office at 401.351.8700 or 508.402.7060 for information about Packs in your area.

Calling all boys, Grades 1-5!

You are cordially invited to an evening of excitement, fun and information.

Pack (Number and Community) is holding our annual "Join Scouting" Night on (date, time, location).

We hope you can join us. We will have refreshments for everyone. Come and check us out!

For more information about Pack # and the adventure of Cub Scouts, please visit our website at (your website address).

For a Pack closer to you, visit BeAScout.org or call the Narragansett Council office at 401.351.8700 or 508.402.7060.

For more information about Scouting and all the exciting additional local Cub Scout programs offered, please visit the Narragansett Council at www.narragansettbsa.org.



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Join Scouting Night Promotion: “School Talk” Sample Script

Make sure to check in with the office before proceeding to your presentation destination. If doing a cafeteria talk, wait for children to be out of the lunch line and settled before starting. Usually, someone from the staff will announce you at the proper time. If not, make sure to speak at least five to ten minutes before the lunch period ends. Always be in your complete uniform and be excited and upbeat. Bring a copy of the recruitment flyer with you. The entire presentation should be between 5 and 10 minutes.

“Good afternoon, Everyone” *(pause, usually the response is a very timid “Good afternoon”. Then, you say louder:)* “GOOD AFTERNOON!” *(Then pause for response which will be louder this time.)*

“That’s better, now I know you are awake! I’m *(your name)* and I’m here to talk to the boys about the Cub Scouts. Can I have a show of hands; who in the room, is a Cub Scout already? *(Pause and take note.)* That’s great! I’m only going to be here for a few minutes, but after I leave, please talk to your friends in the room who are already Scouts and they can tell you more about the awesome things that Scouts do. Cub Scouts, what super-exciting, fun things do you do with your Pack that you would like to share with *your* friends? *(Pause and take a couple of answers.)* That’s awesome!

Who likes to camp, *(pause)*, take hikes *(pause)*, fish *(pause)*, race Pinewood Derby cars *(pause and explain, if necessary)*, sleep on the field at McCoy Stadium, *(pause)*.....These are all things that you can do as a Cub Scout!” *(List the exciting activities that your Pack does.)*

(FYI: It is best not to mention BB guns or Archery in a school presentations unless the boys bring it up, then we will say “yes, you can learn these skills at our day camps.”)

If you are presenting to first graders, you can say: “First Graders, you will be Tigers, how cool is that? Can I have a Tiger Growl?” (Growl) For second graders, “Second Graders, you are Wolves, can I hear a Wolf howl?” (Howl) For third grade: “Third Graders, you are Bears, can I have a Bear growl?” (Growl) For fourth and fifth graders, you can skip this or say “You are part of a pack, can I hear a wolf howl?” (howl) Then quickly to quiet the group, I say “I’m going to teach you the first thing that we learn in Scouts. Put the quiet sign up and say “These are the ears of the wolf, when the ears are up, we are listening and quiet!” (This usually gets the appropriate response.)

We have a very special invitation for you. Did you all receive this flyer? *(Wait, if the kids say “No”, then say “well you soon will!)* If you are interested in becoming a Scout, you will need to remember to bring this invitation home. We like to do things a little bit crazy in Cub Scouting. OK, when you get home, take this flyer out of you back pack, out of you folder and.....*(pause)* here’s the crazy part, *(pause and speak slowly)* PUT IT IN YOUR REFRIGERATOR! *(Pause and wait for reaction and repeat)* Yes, put it in your refrigerator! Do you think mom or dad will notice it in the refrigerator? Of course they will, and you will say, mom, dad, I’d like to join the Cub Scouts. Now we know that you are all busy and the nice thing about Scouting is that you don’t have to be there every week to be a Scout. We want you to be involved in sports and other activities, it’s OK and you can still be a Scout. We hope that you can join us on *(date/place of the rally)*, but if you can’t you can call the numbers on the flyer to join at any time. Can I have one more Tiger growl? *(Wolf howl or Bear Growl?)* Don’t forget to put the flyers where? *(Pause and wait for response)*
Thank you, you have been a wonderful audience. Have a great day and I hope to see you in Scouting!

There are usually a few questions, you should stay and answer them as time allows.

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Narragansett Council:

Service Area Key Leadership

Southeast Service Area

Service Area Chair: Ron Ellis– ellis.ron@comcast.net

Service Area Commissioner: Pat Saxon– PSaxon@mrcds.com

Service Area Executive: Chris Schuler- cschuler@narragansettbsa.org - (401)-351-8700 ext. 30

Service Area Executive: Eric Oulette- euulette@narragansettbsa.org - (401)-351-8700 ext. 27

Southwest Service Area

Service Area Chair: Chris Black- docblackscout@gmail.com

Service Area Commissioner: John Blanchard - foxblue@verizon.net

Service Area Executive: Eric Creamer- ecreamer@narragansettbsa.org - (401)-351-8700 ext. 32

Service Area Executive: Diane Cloutier- dcloutier@narragansettbsa.org - (401)-351-8700 ext. 26

Northwest Service Area

Service Area Chair: Peter Fuller - Pcfuller@fullerbox.com

Service Area Commissioner: Adrien Mercure - adrienmer@earthlink.net

Service Area Executive: Brian Arenella - barenella@narragansettbsa.org - (401)-351-8700 ext. 23

Service Area Executive: Dan Flammini - dflammini@narragansettbsa.org - (401) 351-8700 ext 25

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Narragansett Council

Office and Scout Shop Locations

SCOUT SHOPS

**West Bay Scout Shop ~ 1276 Bald Hill Road ~ Warwick, RI
(Summit Square Plaza, Rt. 2)**

Tel: 401.821.7005 Fax: 401.821.7007

East Bay Scout Shop ~ 79 Swansea Mall Drive ~ Swansea, MA

Tel: 508.675.1528 ~ Fax: 508.675.1834

NARRAGANSETT COUNCIL OFFICE

PO Box 14777 ~ 10 Risho Ave ~ East Providence, RI 02914-0777

Tel: 401.351.8700 ~ Fax: 401.351.5515

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