

PROMOTING THE RACE



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 District Executive for complete details and assistance in selecting the marketing tools that will have the most effective impact in your community. Also be sure to network with other local Cub Scout Packs to see what has worked for them.

- Place yard signs in strategic locations such as high traffic areas and lawns of current members. (Be sure you don't violate city ordinances.)
- Post flyers, bookmarks, postcards 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.).
- Utilize local newspapers with press releases and messages explaining how to join.
- Utilize Peer to Peer tools to spark sign-up.
- Get local advertisers to include your message in their "drop-in flyers."
- 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 or Pinewood Derby track outside in a high-traffic area for boys and parents to show them that Cub Scouts go camping and have great activities.
- Public Service Announcements newspapers, radio, television are also ways to communicate your invitation to join
- There will be 15 Bill Boards located throughout the Council in September