



ADVERTISING YOUR RALLY AT AN OPEN HOUSE

This should be an additional way to advertise your unit – Do not depend on an Open House as your only recruiting / sign up opportunity.

Materials Needed: Display table, Pack picture board, Cub Scout and Adult Leader Applications, family sign-in roster sheets, copies of the Pack's yearly program calendar, flyers with the next Rally Night/Pack Meeting information, Pack leadership information, information about the BSA's Barriers to Abuse like Youth Protection Training.

Also, you should bring items that help catch the attention of families like Pinewood Derby cars, unit flag with ribbons earned, patches, stickers, mini mags, or wristbands.

Much of this is available through the Narragansett Council.

Steps to Deliver Invitation: Many families don't realize that there are Scouting units in their Community. Visibility heightens awareness. A great opportunity for a unit to be visible in their community is to set up a display at all Back to School Nights, curriculum nights, carnivals, Parent/Teacher Conferences, etc.

When preparing for a School Open House, the Pack should keep the following information in mind:

- Secure permission from the school principal prior to the event.
- Call the principal early to secure the best, most visible location possible.
- Have an ample supply of promotional flyers, posters and lawn signs on hand.
- Set up the display 1 hour prior to the event to ensure that you are ready before families arrive.
- Preferably, leaders should staff the displays in their "Class B" uniform (polo shirt).
- Leaders should invite the families to sign the roster sheet showing interest in the unit or even to register at that time. Utilize www.BeAScout.org and the online registration system where possible.
- Following the Open House, a member of the unit should call all families who registered to remind them of the upcoming Rally Night/Unit Meeting as well as those who signed the roster sheet to invite them to the Rally Night/Unit Meeting.
- **Units should repeat their display at every school event throughout the year, reminding their families they can join Scouting at any time.**