



MID-AMERICA COUNCIL  
BOY SCOUTS OF AMERICA

# FALL RECRUITMENT MARKETING TIPS & CHECKLIST

## CURRENT SCOUTING FAMILIES & SUPPORTERS:

- Invite family, friends, and neighbors to a fall joining event in your area (Be sure to check out the Council's NEW Recruitment Referral Promotion!)
- Share your and/or your family's Scouting experience on your personal social media pages
- Share and invite others to your Unit's fall joining event in social media groups you are a member of such as HOA Facebook groups, Moms in the Know Facebook groups, etc.
- See if your school's PTO/PTA will allow you to share Join Scouting information in their family newsletter, email, or social media communication
- See if you can share Join Scouting information at your church, affiliated civic/community groups, etc.
- Discover if there are opportunities with your employer/business to share information on Scouting's Fall Recruitment Campaign such as employee message boards, break rooms, internal employee newsletter, etc.

**SIGN UP FOR  
SCOUTING:**



**UNIT  
RECRUITMENT  
RESOURCES:**

