



FALL RECRUITMENT MARKETING TIPS & CHECKLIST

UNITS:

- Meet with principals to discuss scouts/schools partnership in your area
- Plan and secure a presence at Back-to-School event(s) in your area to hand out flyers and invites to your unit's fall joining event
- Place posters promoting your fall joining event at the school, surrounding businesses, nearby libraries, community centers, etc.
- Ask for flyers to be sent home with students 1 to 2 weeks prior to your fall joining event
- Connect with the school's PTO/PTA group to request your Unit's join scouting information be included in their parent communication such as emails, newsletter, Facebook page, etc.

Social Media:

- If your Unit doesn't already have one, consider creating a public Unit Facebook page
- Ask Unit families, the school, the school's PTO/PTA, your charter partner, etc. to share your Facebook event on their own Facebook pages
- Allocate resources to promote your Facebook event page through geofencing (see how here)
- Update your Facebook profile and cover photos with recruitment images
- Share photos and videos from the Council's marketing resources page
- Post and share photos of your Unit's activities (meetings, campouts, service projects, etc.) Show families the fun things you do!
- Ask parents that use the Nextdoor app to promote your fall joining event

- Place yard signs promoting your fall joining event around the school and surrounding high-traffic areas
- Have your Scouts wear Class A or Class B uniforms to school the day of your fall joining event
- Have parents chalk the sidewalks of the school the night before the fall joining event with fun facts about Scouting and the details to attend the joining event
- Promote the Council's Referral Program to all Unit families encouraging them to bring a friend to the joining event
- Take pictures and share what recruitment promotion ideas your Unit is doing with us at macmarketing@scouting.org or tag us on Facebook or on Instagram - @mac_bsa326
- Be CREATIVE and have FUN when promoting your fall joining event!

**UNIT
RECRUITMENT
RESOURCES:**

