

## MARKETING STRATEGIES YOUR UNIT CAN COMPLETE!

- Scouts wear your Scout uniform or Cub Scout t-shirt.
  - At school
  - At community events
  - At public parks or other public places
- Parents/leaders wear your Scout uniform or Cub Scout t-shirt.
  - At Meet the Teacher Night
  - Visiting your child at school during lunch
  - At community events
- **Call former families and invite them to rejoin your Pack.**
- **Set-up a table or booth at your school's Meet the Teacher Night.**
- **Meet with your school principal. Offer your Pack to help with an ongoing project at the school. Ask how you can get in front of families to talk about Scouting (email blasts, newsletters, video announcements, social media, digital flyers, etc.).**
- **Ask to insert joining information in your school newsletter.**
- **Get a school contact list and directly invite each family to join Scouting.**
- Include a Scouting activity in birthday parties.
- Ask to put joining information in your weekly church newsletter.
- Ask a local grocery store to put a poster to join Cub Scouts.
- Ask local pizza shops to include your unit's contact information on their pizza boxes.
- **Put up yard signs in high-traffic areas (Three Harbors Council can help with this!).**
- Have Pack Information Sheets at local ice cream shops.
- Put our Pack contact information at local coffee shops.
- **Have joining information available (QR codes, Pack Information Sheet) at your popcorn sale or other unit fundraisers.**
- Ask to display information about Scouting at your child's doctor's and dentist's offices.
- Recruit leaders/parents to hold banners/posters at school during student drop-off/pick-up.
- Write messages about joining Scouting on your car.
- **Share service project stories with your local school district and community newspapers. Always include information to join Scouting.**
- Organize or participate in "Join Cub Scouts" parades in your neighborhood.
- Create your own "Proud Parent of Pack xxx" or "Proud Pack xxx Family" yard sign.
- Host a Scout Carnival.
- Offer "Cub Scout Childcare" for school events.
- **Set-up an activity or display at neighborhood events and community festivals.**
- Host a fun event to attract families.
- Build a display board of all your Pack activities.
- Share your Pack events and opportunities to join through social media.
- Increase your social media awareness through boosted post advertising.
- **Encourage each Scout in invite one friend not in Cub Scouts to join Scouting.**

What other techniques have you used successfully? What other ideas would you like to try?