

Your Unit's Marketing Plan

Look at this list and select at least 7 out of the 43 methods. The more you do and the better you do them the more families you will have join your unit.

<u>Top 10 List</u> ☐ 1. Unit Information Sheet ☐ 2. Organize Visits / Scheduling ☐ 3. Invite a Friend ☐ 4. Youth wear uniform to school ☐ 5. School Visits / Talks Via Zoom ☐ 6. Stickers ☐ 7. Yard Signs/ Door Hangers ☐ 8. Picture Boards / Power Point ☐ 9. School Open House via Zoom ☐ 10. Update your Be a Scout.org map pin and regularly follow up with leads. <u>Unit Families</u> ☐ 11. Information Business Cards ☐ 12. Flyers ☐ 13. Invitation Letter ☐ 14. Personal Phone Calls / Email Invitation ☐ 15. Promote at Church and Other ☐ 16. Halloween Candy <u>School</u> ☐ 17. Participate in Adopt A School ☐ 18. PTA/PTO Presentation ☐ 19. Be Involved in School Activities ☐ 20. Gift Membership ☐ 21. Intercom Announcement ☐ 22. Video Announcement	☐ 23. Textbook Covers ☐ 24. Display Case ☐ 25. Personal Letter of Invitation ☐ 26. School Marquee ☐ 27. Follow up School Night ☐ 28. School Lunch Tray Liners ☐ 29. Parents Lunch w/child <u>Community</u> ☐ 30. Local Newspaper ☐ 31. Display Boards a Community Events ☐ 32. Patriot Day Flag Ceremonies ☐ 33. Unit Special Events in the Community ☐ 34. Volunteer for Community Events ☐ 35. Church Bulletin Inserts ☐ 36. Sports Fields / Recreation Centers ☐ 37. Parades ☐ 38. Community Marquees ☐ 39. Unit Website and/or Public Facebook account ☐ 40. Libraries ☐ 41. Community Access Television ☐ 42. Church Sunday School Presentations ☐ 43. Business Window / Counter Displays
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Together we can give every youth the chance to Join Scouting.

Our Unit commits to using these selected methods of invitation to promote our Unit's Join Scouting Night and throughout the year as part of our membership plan.

Unit Leader /Unit Coordinator _____

Our Membership committee commits to supporting your Unit's membership plan by being a resource of material, manpower, and ideas.

Open House Coordinator _____

Unit # _____ Normal Unit Meeting Location _____

Date: _____ Time _____

Website _____ Email: _____