

# Marketing Plan for Your Pack

A strong marketing plan is important to promote your packs program year-round, not just at school night. This will keep your unit in front of prospective members.

## Top 10 List

The following methods are considered to be the “*Top 10*” most important ideas for recruiting. All packs should complete all of the following methods.

### 1. Pack Information Sheet

- This is your chance to brag about your pack and have a quick handout ready to distribute.
- Should include meeting times, locations, pack calendar, leaders and contact information, and other exciting information about your program.
- Should be provided to your charter organization, families in your pack, other neighborhood organizations, and local library.

### 2. Organize Visits / Scheduling (See principal visits section of this booklet)

- In April/May of the previous school year, you should schedule a face-to-face meeting with your partner school (may or may not be charter partner). This gives you the chance to thank the organization for their support and outline your ideas and request for your recruitment process.

### 3. Flyers

- Flyers are provided by the Northern New Jersey Council. Work with your district professional to order them well in advance of your School Night.
- Should aim to have one set of flyers to go out the first week of school and a second to go out with the boy talk.
- Divide into groups of 20-25 so the school secretary can easily distribute into teachers mailboxes w/o counting themselves.

### 4. Youth wear uniform to school

- Easy way to get exposure. Serves as a walking billboard and a conversation piece.
- Wear day of your school night, den meetings, pack meetings, and other pack activities.
- Leaders should also wear their uniforms to school events or just have lunch with their children (where permitted).
- Offer a reward at that night’s meeting for any boy that wears his uniform.
- Design pack t-shirt for Scouts to wear to school on a regular basis.

### 5. School Visits / Boy Talks

- Boy talks should be conducted 24-48 hours before school night. They can be done in classroom, lunchroom, during recess, school assembly, or on the buses.

### 6. Stickers

- Use *Avery Label* and design stickers to remind boys of School Night.
- Stickers should include time and day for School Night
- Distribute at Back to school events and other school functions
- Customize with contact information

### 7. Yard Signs

- Provided by the Northern New Jersey Council. Place signs around school and other high traffic areas.
- Create your own as a den project.

### 8. Picture Boards / Power Point Presentation

- A picture is worth a 1000 words. Highlight your packs outdoor program on a picture boards.
- Create during a den meeting.
- Display at PTA/PTO meetings, school nights, school activities, and at local churches.

### 9. School Open House / Back to School Nights

- Your pack should be part of the fiber of the school and its families
- Being present at your school’s “Back to School Night” and all other activities is an important way to raise exposure of your program.
- Set up table with flyers, a sign-in sheet, stickers, picture board, and other visuals.

- Have members of pack volunteer to help with Back to school night.
  - Assistance could include setting up chairs, greeting families, or conducting a flag ceremony.
  - Be sure to have all families and leaders in uniform.
10. **Update your units map pin at “Be A Scout.org.”**
1. You can include meeting times and key contacts.
  2. Follow up with leads within 24 hours!

## Pack Families

The following methods and the remainder of this booklet are divided into ideas that can be done within your family, school and in the community. The more methods you can use to promote your pack, the better your recruitment results will be, so use as many as you can! The following ideas are methods that the pack leadership should ask all families to participate in.

### 11. **Information Business Cards**

- Provided by the Northern New Jersey Council .These cards can be created by the pack for parents to hand out to other families. Include details like date and location of pack meeting and pack leadership contact information.
- These cards can be printed on your home computer on card stock or using a business card template program.
- Have each leader carry and hand out cards at all school functions.

### 12. **My Best Friend is a Scout “Buddy Card”**

- This card is designed for the Scout to use to recruit his friends.
- They are fun in nature and may include a few of the exciting activities going on in the pack or a quote of the Scout’s favorite part of Scouting.
- These cards should also include meeting dates, locations, and contact information.

### 13. **Invitation letter – See draft email in this booklet.**

- This letter is a customized form the family can send to their friends and acquaintances.
- Include thoughts like the benefits of Scouting and why your family is involved.
- Letter includes meeting and joining information as well as who to contact for more information.

### 14. **Personal Phone Calls / Email (Facebook or Text) Invitation – See draft script in this booklet**

- Ask each family to brainstorm other families that they could call or email to personally invite to be part of the pack.
- The pack should provide each family with the *Pack Information Sheet* and other items to help spread the word and excitement of Scouting.

### 15. **Promote at Church and Other Personal Affiliations**

- Families also have many other affiliations; such as church and sports. These other activities can be used to spread the word of Scouting.
- Make 1/2 sheet flyers to insert into church bulletins with all pertinent information.

### 16. **Halloween Candy**

- On Halloween, many children pass through the neighborhood and stop at homes. Use Halloween candy to promote your pack.
- Use a sticker or label to provide a few activities about the pack and leader contact information.

## School

The following ideas are methods that the pack leadership or recruiting committee should do in the school. Special attention should be given to developing relationships with the school leadership and Parents’ Organizations. This will help with the success of these ideas and your recruitment efforts.

### 17. **PTA/PTO Presentation**

- Make a brief presentation to your school’s parent teacher organization. This should be done at the beginning of each school year.
- Share your recruitment plan and annual activities
- Share an update on your pack, including the number of families and upcoming activities.
- Offer your services at PTA/PTO sponsored events.

### 18. **Be Involved in School Activities**

- In addition to Back to School Nights, there are events such as carnivals and other activities that the pack should be involved in throughout the year.
- Conduct a service project for the school such as playground and flower garden clean-ups.
- The pack's participation will help the school see the pack as a positive resource and an extra supporter of the school.
- Be available for flag ceremonies throughout the year.

### 19. **Gift Membership**

- Have a pack provide a free gift membership as a door prize to be given away at school night.
- Provide each member with a 50% off coupon to use to recruit a new boy to join the pack.

### 20. **Intercom Announcement**

- Use the school's public address system or intercom to make announcements regarding the pack and specifically the school night.
- Make announcements exciting and use as a reminder for all upcoming activities.

### 21. **Video Announcement**

- Have a morning announcement read by a member of your pack in full uniform.
- Do a presentation the morning of your school night.
- Show Cub Scout promotional video spot during announcements. (available at [www.scouting.org](http://www.scouting.org))

### 22. **Text Book Covers**

- Create and distribute a cover for text books that promotes Cub Scouting and your pack. Can be created on the computer. Have dens and families create their own.

### 23. **Display Case**

- Use the display case or bulletin board at school to display the excitement in your pack. Use pictures and other visuals to catch attention and motivate boys to attend and the School Night.

### 24. **Personal Letter of Invitation (See draft in this booklet)**

- Personally invite all families in the school by sending a personal letter for formal invitation. Use a school directory (if available) or work with families in pack to gather names and addresses.
- These should go out 7-10 days prior to school night.
- Follow up with phone calls.

### 25. **School Marquee**

- Use the school outdoor marquee to promote the school night and the Cub Scouts.
- Speak with your school early to provide information on upcoming events and details regarding your school night

### 26. **Follow up School Night**

- Be sure to hold a follow-up recruiting event to give families another opportunity to join. Should have at least two opportunities to join after school night; one in September and one in October.

### 27. **School Lunch Tray Liners (See examples in booklet)**

- Provide information, games, picture, puzzles, and etc.

28. **Parent's have lunch with their son wearing Scout Uniform:** Have parents eat lunch with their son at school and hand out invitations to join Scouting to their son's friends.

## Community

The following ideas should be done in the community around your pack. It is important that the community knows that the Cub Scouts are alive and well and in the neighborhood. These methods reach additional families and provide community support for your pack.

### 29. **Local Newspaper**

- Community newspapers are always interested in neighborhood events and are great about publishing information.
- Submit an ongoing listing to be included in their community calendar section.
- Invite local reporters to cover special pack events such as bike rodeo, Scouting for Food, etc.

### **30. Display Boards at Community Events**

- Wear your uniform and set up a pack display at community events such as carnivals and parades.
- Most communities have a summer or fall festival and these are great ways to increase exposure for your pack.
- Be sure to have plenty of flyers or other literature on hand to distribute and be prepared to answer questions and tell stories about your pack.

### **31. Patriot Day Flag Ceremonies**

- A lot of organizations look for color guards throughout the year and especially on Veteran's Day, Memorial Day, and Patriot Day. Have Scouts in uniform present the colors.
- Make a list of events in your community and call organizers early to volunteer to participate.

### **32. Pack Special Events in the Community**

- Hold a community event such as a "Kite Day", bike rodeo, or a carnival and invite all members of your community.
- Partner with a local police or fire station to gain exposure of the event and additional credibility.

### **33. Volunteer for Community Events**

- Park clean-ups and July 4th celebrations for example.
- Community service is a cornerstone of the program and a great way to gain exposure for your pack.

### **34. Church Bulletin Inserts**

- Work with churches in your area and create a small insert to be distributed to the congregation.
- If there are families in your pack that attend the church, have them coordinate distribution.

### **35. Sports Fields / Recreation Centers**

- Sports are a major activity of many families. Work with local sports venues to hang banners, posters, and set up information tables and yard signs at the field or court.
- Target efforts as season is winding down as the "thing to do next"
- Host at activity at the recreation center.

### **36. Parades**

- Build a float or march and participate in community parades.

### **37. Community Marquees**

- Use marquees at churches, recreation centers, neighborhoods or business to promote school night.
- Be sure to thank the organization for their support.

### **38. Pack Website and/or Facebook account**

- Post pictures of pack activities of youth having fun in Scouts. "Tag" schools Facebook page so fans of school's page also see your page. Encourage parents to do the same.
- Websites and Facebook are very popular forms of communication.
- Check with community organizations and your school to see if you can list your pack information on their website or link to your pack's website
- Include web address on promotional materials.

### **39. Libraries**

- Ask to hang posters and distribute pack information sheet.
- Design bookmarks with pack activities and information for distribution.
- Have pack leaders read story time in uniform.

### **40. Community Access Television**

- Most channels will run PSA's featuring guest on their shows or cover community events. (available at [www.scouting.org](http://www.scouting.org))
- As a pack/den project, film a 30-second spot of your pack's activities

### **41. Church Sunday School Presentations**

- Make a presentation at local Sunday School classes.
- Participate in Scout Sunday by wearing your uniform to church.
- Promote youth earning religious awards.

### **42. Business Window / Counter Displays**

- Visit local businesses and post offices to see if they will allow you to post or leave information regarding your pack and its activities.
- Identify family friendly business such as Dairy Queen, McDonalds, Toys' R Us, etc.



# Your Pack's Marketing Plan

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**Together we can give every youth the chance to Join Scouting.**

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

Cubmaster / Membership Chair \_\_\_\_\_

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

District Executive / School Night Coordinator \_\_\_\_\_

Pack # \_\_\_\_\_ Normal Pack Meeting Location \_\_\_\_\_

Date: \_\_\_\_\_ Time \_\_\_\_\_ Website \_\_\_\_\_ Email: \_\_\_\_\_

