

#ADVENTUREON

Your Unit's Marketing Plan

The "Top 40"

Below are the "Top 40" ways your unit can help give every child in the Central NC Council the opportunity to join Scouts.

The Top 10 list is what the Central NC Council staff will work with your unit to accomplish.

Please attempt to do at least 5 items from the sections of families, school, and community.

Top 10 List

1. Unit Information Sheet (Unit's Big Event)
2. School Visits and School Talks
3. Flyers
4. Service Project for School
5. Stickers
6. Yard Signs in neighborhood & school
7. Banner at local grocery store or gas station
8. Facebook promotions (Personal/School/Neighborhood)
9. School Open House
10. Update your BeAScout.org map pin & follow up quickly with leads

Unit Families

11. Unit Website &/or Facebook Account update
12. Recruit Grade level marketers
13. Adults in uniform in pick-up lines
14. Information Business Cards/Door Hangers
15. My Best Friend recruitment
16. Invitation Letters
17. Personal Phone Calls and Email Invitation
18. Promote at Church and Other

School

19. School sends communication to Parents

20. Intercom Announcements
21. School Marquee
22. Youth wear uniforms to school
23. Do PTO Presentation
24. Have a parent on the PTO
25. Thank yous & Pride Points to front office
26. Parent Lunch with child
27. Create a School Display Case for the Unit

Community

28. Radio
29. Local Newspaper
30. Schedule visit to major news station
31. Display Boards for Community Events
32. Flag Ceremonies (school/ballpark/church)
33. Unit Special Events in the Community
34. Volunteer for Community Events
35. Church Bulletin Inserts
36. Sports Fields and Recreation Centers
37. Parades
38. Community Marquees
39. Community Access Television
40. Church Sunday School Presentation