

Growing your group through Open Days / Timeline (1st Narara Style)

IT'S A WHOLE GROUP EVENT

First (Planning stage):

- Pick a date, we chose a Saturday, because if people hadn't already committed to a sport they were available to give scouts a go.
- Brainstorm with your leaders on what events they would like to show and run with newcomers, our scouts planned to construct a bridge, and our cubs planned to make damper and cook on an open fire.
- Our committee planned a working bee, sausage sizzle with some cold drinks and nibbles.

Second (Advertising – 4 weeks prior to the event):

- We used a word document to start our advertising flyer artwork, Microsoft word templates are available for free, and are simple to use. See link on next page
- We then sent the artwork (PDF Version) off to Vistaprint and printed 500x A5 flyers and 6x A3 laminated posters.

Third (Promoting – 3 weeks prior to the event):

- We gave every family 50 flyers to distribute around their block
- We gave each Cub and Scout 5 flyers each to give to their friends at school
- Remaining flyers were given to local businesses and put up on local notice boards
- We contacted our local 'feeder' school and requested to put the A3 posters on the school entry points
- We created a Facebook event (using the artwork from the flyers), and started requesting for communities to share our event. If you have 100 followers on your groups Facebook profile, if you pay to 'Boost' your event, you can reach up to 2000 people in your local area.

Fourth (Final Touches – 1 Week prior)

- We had 15x small registration packs for new parents to take home, It included stickers and flyers Promo pack from State was divvied up basic information (Don't use too many words) It included the registration Fees, a uniform photo with badge placements, contact details, and a few images of our group doing activities
- Registration book, which included name, email, phone, and age of their children
- Created a photo wall, this gave parents a snap shot into our group and every parent stopped to show their child what they could be doing!! **Highly recommend this!**

Enjoy the Day

- On the day we had mature cub and scouts paired off to show new families around our hall
- Our leaders we're running their sections and putting the new kids to work on their tasks
- Some of our scouting parents opted to stay and they chatted to the new parents that came
- And two of our adult members cooked the sausage sizzle

Follow Up

- We planned an open night for our sections, so if parents LOVED their open day experience, they had the option to fill in the Y1 and attend a section meet the week after.
- All other parents we sent a follow up email and text message, simple saying that if they would like more information please do not hesitate to contact us.

Example Flyer and Photo Wall



MARCH 2ND SAT

1ST NARARA SCOUTS OPEN DAY

Registration and Open Day

The day will kick off at 10am and will include a sausage sizzle, scones (with jam and cream!!), fun games, tent set up, tug o war, climbing, and every other mischief our scout group gets up to!!

Meeting Times:

Cubs : Aged 8yrs – 11yrs Meet Every Wednesday 7 – 8.30pm
Scouts: Aged 11yrs – 14yrs Meet Every Tuesday 7 – 9pm

**Saturday 2nd March
10 – 2pm**

**Come & have a
sticky beak & see
what we're all about**

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1ST NARARA SCOUTS
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Vista Print Link –

<https://www.vistaprint.com.au/marketing-materials/flyers>

Microsoft Template Link –

<https://templates.office.com/en-au/business-flyer-tm16392860>