

## 20+ ways to promote units and Groups

1. **Bring a Friend:** Discuss how this works for best results with flyers etc
2. **Open night** is every night until 24 members
3. Group Website
4. **Social media:** Add content, reply to comments and messages, photos on a regular basis
5. School newsletter each term
6. **School assembly** In the 1st half of the year and 1st Aug World Scout Day
7. **Parents** asking their friends and their children (neighbours, relatives, friends by word of mouth or email)
8. **Group family activities:** Trivia, Xmas in July, dinner dance, square dance, bowling, family camps, bushwalks, Dutch oven dinner, Annual Report Presentation (ARP).
9. **Signage at your hall** – ensure you have up to date contact details and group meeting times
10. **Signage and posters in the local community**, this might be a flyer on a supermarket noticeboard, a banner hanging on the local school fence,
11. **Outside Scout hall notice board.** Details of meeting times and contacts on door
12. **Group signs** on the outside of the hall.
13. **Banners** with Group details on the school fences and prominent locations
14. **“A” frame** notice board placed in prominent locations
15. **Join local activities.** Anzac Day, Australia Day
16. **Help at local activities.** Fun run drink stall, run games at school fete, stall at local election polling booth
17. **Fundraising + promotion.** Car wash, Xmas trees, mango trays, pie sales, movie nights,
18. **barbecue stall** at Bunnings or local community markets
19. Shopping centre stalls, Scouts in uniform.
20. **Open days** and special open nights
21. Local newspapers and magazines, community radio
22. **COLLABORATE** – if your initiative covers an area shared with a nearby Group – can you collaborate and share resources and efforts whilst giving prospective members more options!



### **One Unit leader made this insightful observation, thank you:**

*"We run a program written by the youth. They will always come to what they want to do, so let them write the program. Get them to cover 3 tests per term, a community service, a challenge and the rest is up to them. We also let them run it, with guidance. Youth led, adult supported really works! Have a public Facebook page and share photos of the cubs doing stuff to your local community pages. Don't advertise for leaders or recruit via Facebook posts, it turns people off. Just show them what the cubs are doing. We went from 9 cubs and struggling mid 2016 census to pushing 30 right now, and we get continuous enquiries from our Facebook posts. We've also had 8 grey wolves in that time. And it's a flyspeck of a town too"*

### **Ideas for group promotion & advertising**

Vary the way you advertise over the years as the public may start to ignore your promotions if always the same.

### **Have an interesting & adventurous program. Hall, bush, community.**

Success breeds success. The most successful Groups have engaged Leaders and youth members who positively recommend Scouts to their peers – without advertising! The quality of program can have a strong influence on the success of your Group. Promotions will only help if your program is well-executed and fun for the youth. By utilizing the plan>do>review and youth led, adult supported approaches, you can actively incorporate feedback from youth members throughout your program.

### **Email to existing members, special age groups or any section.**

Let your members know that you are looking for say, 8yo Cubs as you only have 3 and would like 8. Attach a recruiting flyer to the email and keep the members up to date as the weeks go on. Ask them for suggestions and make them part of the team to find new members. When you get those 8 Cubs invite members to a tea & cakes night and have the new members say a few words (or something at least). Raise it at the ARP and give them all a pat on the back!

### **Recruitment posters outdoors**

From the drafts available make up your "Recruiting" flyer. Print lots of them! Think about places you can legally post them throughout your community – perhaps a supermarket noticeboard, school fence, or other location.

### **Newspaper & social media adverts**

Ensure your website is accurate and social media is active. Prospective members use a variety of information to make a decision, they will likely look at both your website, the Scouts NSW website, and social media pages available to get a good idea of the 'real' program.



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### **School newsletters. Primary & High schools (if allowed)**

Call the school and ask what the format and rules apply. Newsletter rules vary with each school. Keep interesting invitations in the high schools for Scouts & Venturers. Put a notice in each term if getting low on numbers but not always saying there is just a Scout group but always telling about an activity in the past or coming up.

This is part of the ongoing education of families.

Run a special open night that you & they can focus on.

Or maybe congratulations to school Scout members who have achieved awards or Leaders that have achieved awards.

\*\*\*\*\*Just think of something that you as a parent would like to read\*\*\*\*\*

### **Plan the section night to be held in the school hall or at a fete**

One group planned the Joey meeting night at the local school with the help of the principal. School newsletter invitation said no fees. Two nights at the school from 5.45 to 6.45 & kids coming from everywhere (not only the school).

The 3rd night was at the Scout hall. Halloween or something special. Another two weeks at the school later in the year (now 20 Joeys).

### **Bring a Friend Campaign**

Order the 'Bring a Friend Campaign' pack from the State Marketing Team (order via website) and use that to drive new memberships. This is still one of the most effective membership drives.

Plan this initiative around your most fun activities on the calendar – ensure any new members have a great experience to start with.

Challenge Sally who is your best recruiter to buddy up with Tom who needs some help. See if they can recruit one new member. Issue a Challenge badge and Bring a Friend badge.

### **Permanent signs, banners and posters**

Think of all the places in your community where other businesses advertise – consider high traffic areas, supermarkets, schools, community spaces, etc. Fences, windows, walls, and more. See samples on Scouts NSW website that you can modify – there are lots of sizes and options available to customize.

### **School fetes**

The best option is to have an engaging activity – can you run a Scout game, organize to borrow the region rockclimbing wall, build a structure to climb with your pioneer skills, hand out colouring sheets, etc.

Ensure you have flyers and giveaways, but most importantly GET CONTACT DETAILS of



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prospective members. It is easier to call them and follow up than wait for them to call you. Send a follow up email (or phone call) immediately after the event and show them you are interested!

### **Community advertising**

If you have a local radio station, local newspaper, get in touch and see what opportunities there are! Some radio stations permit CSA (community service announcements) for free or low cost. This could be a great opportunity to advertise Leader recruitment, upcoming events and open days, and more.

### **Community events**

Man the drink stops on local fun runs, in uniform with signs.

Attend Anzac Day marches or other local community events.  
When does your local council have festivals and events?

Open days/nights have the advantage of being at your own hall, where you can show off everything that you have to offer. Run activities and showcase the best of Scouting across all age sections. Members can bring their neighbours or other children for that time, you can put on special activities, they usually just want to do several activities and get the hang of scouting & ask questions.

### **Community Groups & Schools**

Get to know the local schools and local P&C so you can be informed when there are events and activities are being planned.

Who is your local mayor, member of Parliament? Invite them to an awards presentation or open event and ask them to share on their social media pages.

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