How to run a Community Campfire Night

# OVERVIEW

A “Community Campfire Night” is a great opportunity to share amazing Scouting experiences with friends and family of current members, and the wider community.

Think of it like a mini-open day.

The emphasis can be on getting parents, siblings, cousins and friends of current members to come down, but also to advertise more broadly within the community as anyone can attend the night.

As it is only short, typically 1-2 hours, it requires less resource investment than a full-scale open day and should be achievable for most Groups.

# PLANNING

Promoting:

* Send a letter/email to your current families, asking them to share/invite through their own connections and networks
* Place flyers at local cafes, within school newsletters (where permitted), and on community noticeboards
* Share on social media, eg Facebook, Instagram, WhatsApp etc
* Prepare a short 5-10 min talk by a Leader about what is Scouts, the types of activities your Group does specifically, anything notable to look forward to

Requirements:

* Check-in table: sign-up sheet, name tag stickers
* BBQ: BBQ, gas, table, sausages, bread, sauces, napkins etc
* Campfire: firewood etc
* Marshmallows on a stick (or smores), could cook potato in foil
* Tea and coffee if serving
* Items for games/activities, eg knot board, photos of recent Group activities, construct a ballista or rope bridge, wide games, etc

# ON THE NIGHT

Everyone gets a name tag upon arrival

Non-members/parents fill out a short form with names, DOB, email, phone etc

Have the fire ready to light, could light at the beginning as a spectacle or have it already burning

Set up your activities ready to go

Have someone allocated to cooking the BBQ for attendees

Set aside some time, approx. 5-10 minutes, to do a short talk/presentation about your Scout Group. This should include:

* What age sections you offer
* What does a typical night look like (set realistic expectations), as well as what exciting this are there to look forward to? (eg Region camp, a weekend bushwalk, cycling night etc)
* How parents/families can get involved – do you have a fundraising committee, do you need more Leaders, do you have a parent helper roster?

# AFTER THE EVENT

Follow-up with all new visitors within a week, offering to come down to their next meeting night for the relevant section to begin a free trial

**Sample Letter to Existing Families within the Group**

Hi families and friends of <Scout Group Name>,

On <date> we are planning a promotion night for Scouting and calling it a **“Community Scout Campfire**” night.

This is a community invitation that can be sent to any and all families in the area, inviting them to discover Scouting. The idea is that we all forward the message by any social media/email connections that we have and others can also forward the flyer on. You can also bring your friends on the night - 6pm.

Please read the flyer, then print and forward it 2 or 3 times to -.

* WhatsApp, Facebook, Instagram etc
* Scouts, place the flyers on local noticeboards, play areas and in school newsletters

The wording below can be used when you forward on.

*<Scout Group Name> invites your family and friends to their Community Campfire night on Wed 4th Sept 6pm to see what scouting in <area> is all about.  Join us at the Scout Hall in <address>. See all the details on the flyer attached.  You can also forward this onto friends that may be interested.*

*We hope to see you there!*

The purpose of this event is to showcase Scouting and recruit new members and families. Contact details will be captured for prospective new families at the event.

Your in Scouting,  
Group Leader to sign-off

1. Edit the text boxes as required
2. Delete this instruction box
3. Export this page as PDF for emailing or printing

Don’t worry - the background image will print in full colour during printing

Scout Group Name

Community Campfire Night!

**Free Community Event!**

**Campfire, BBQ and Scout activities**

Thursday 29 August, 6pm-7pm

Group Name Scout Hall

44 Street Street, Suburb

**Bring a friend and enjoy the fun!**

Enquiries: Leader 0400 000 000