

A Guide to Lead Capture at Shopping Centres

Purpose

A shopping-centre promotion is an opportunity to put Scouting directly in front of local families, create awareness of your Scout Group/District and, most importantly, generate enquiries from families who may be interested in joining.

A successful stall is more than handing out brochures. The goal is to:

- Stop people, and start conversations
- Show families what Scouting actually looks like
- Identify families with children who may be interested
- Capture their contact details and permission to follow up
- Give them a clear and easy next step
- Convert enquiries into visits, trial activities and new members.

Scouts NSW identifies shopping-centre stalls as a useful local promotion opportunity and recommends using a display stand, large banner and a mixture of information and promotional materials. Shopping-centre promotions generally require permission and advance booking.

PLANNING

Before the Event

Pick your location, date, and book your stall early!

Think about your Region/District priority growth areas, and research shopping centres within that area.

Contact the shopping centre management team well in advance. Obtain approval and confirm the centre's requirements before advertising the event. Every shopping centre will have different costs and rules, please ensure you are aware of these before you start. Some centres might offer cheap or discounted rates for community organisations, whilst others will have standard commercial fees.

Ask about:

- Available promotion/stall locations



- Stall dimensions
- Access to power
- Tables and chairs provided by the centre
- Signage restrictions
- Public liability requirements
- Rules regarding collecting customer information
- Whether activities involving children are permitted
- Bump-in and bump-out arrangements and times
- Parking and access for volunteers.

Set a clear objective

Decide what success looks like before the day. For example:

Objectives:

1. Have 500 meaningful conversations
2. Distribute 250 promotional cards
3. Generate 100 bookings for a local Scout Group visit/open night
4. Recruit potential adult volunteers
5. Increase awareness of the local Groups/District.

Avoid making “handing out flyers” the main measure of success. A flyer handed to someone who walks away is less valuable than a genuine conversation followed by a booked in trial.

Know Your Audience

At Scouts NSW – 91% of our youth members first start their Scouting Journey between ages 5-14. Whilst Scouts is for everyone – this statistic helps us to narrow down “who” to approach when in a busy shopping centre environment.

Shopping centres contain a wide range of people, but your primary audience is usually:

- Parents and carers of children aged 5–15 (typically aged 30-55 themselves)
- Grandparents who may influence family decisions
- Teens/Young people who are interested in adventure, outdoors, leadership or making friends and are making decisions for themselves
- Young adults/parents who may be interested in volunteering.



What to Bring

Prepare a dedicated Shopping Centre Promotion Kit.

Stall equipment

- Table and chairs (might be provided by the shopping centre – check first)
- Scouts branded tablecloth
- Pull-up banner
- Brochure holder
- Promotional display and activity equipment (if space permits)
- Pens, clipboard, spare stationary, Blu Tack or approved mounting materials
- Lead capture material:
 - Phone/tablet for digital enquiries (preferred)
 - QR-code signage and link to digital form (preferred)
 - Paper lead-capture forms
- Promotional material: consider [ordering a promo pack here!](#)
 - Scouts brochures/flyers
 - Stickers/tattoos/balloons (or other small handouts for young children)
 - Free trial cards or business cards
- Local Group information: Think of who travels to this shopping centre, it is often from further away than you think! Have as much information as possible for the local Groups, including
 - Meeting locations
 - Meeting day/times and sections currently running for each Group
 - Contact person for each Group
 - Print out of term programs for upcoming activities
 - Group fee costs
- Photographs (or videos) showing real Scouting activities – if you have access to electricity at your stall, consider a small screen or laptop to run promotional videos! Use local photos, or access our branch media library here ([photos](#) and [videos](#)).



ON THE DAY

Staffing the Stall

Ideally have at least two-three people available during busy periods. Where possible, ensure the people staffing the stall represent a youth-organisation, consider if you can get young parents/Leaders or Rover Scouts to support.

Person 1 – The Greeter

Their job is to: Make eye contact, smile, welcome people, start conversations, invite people to participate in the activity.

Person 2 – The Scouting Conversation

Their job is to: explain scouting in an easy/simple way, answer parent questions, identify the appropriate section/age group, explain local meeting information, ask for an enquiry.

Person 3 – Lead Capture

Their job is to: record enquiries, help families complete the form, ensure information is accurate, explain what happens next, flag urgent or high-priority enquiries.

These roles can rotate throughout the day. Avoid having everyone sitting behind the table. Volunteers should be standing, visible and ready to engage.

Stall Setup

The stall should communicate what Scouting is before anyone speaks to a volunteer. Think of the stall as having three zones. We MUST present ourselves professionally and to a high standard to meet the expectations of modern families. If we look scrappy, people will think our offering is not of high quality.

Zone 1 – Attraction

This is what people see as they walk past. Ensure you use:

- Large correct Scouts NSW branding
- High-quality photographs (or even a small screen running video)
- Uniformed Scouts or Leaders running the stall (or parent helpers in Scouts supporter tees)
- An engaging activity or display
- Clearly visible information about the local Groups/District.

Avoid covering the stall in paragraphs of text. People walking through a shopping



centre will generally only give you a few seconds of attention.

Zone 2 – Engagement

Give people something to do, if you have enough space to do so and activities are permitted within the specific shopping centre you have.

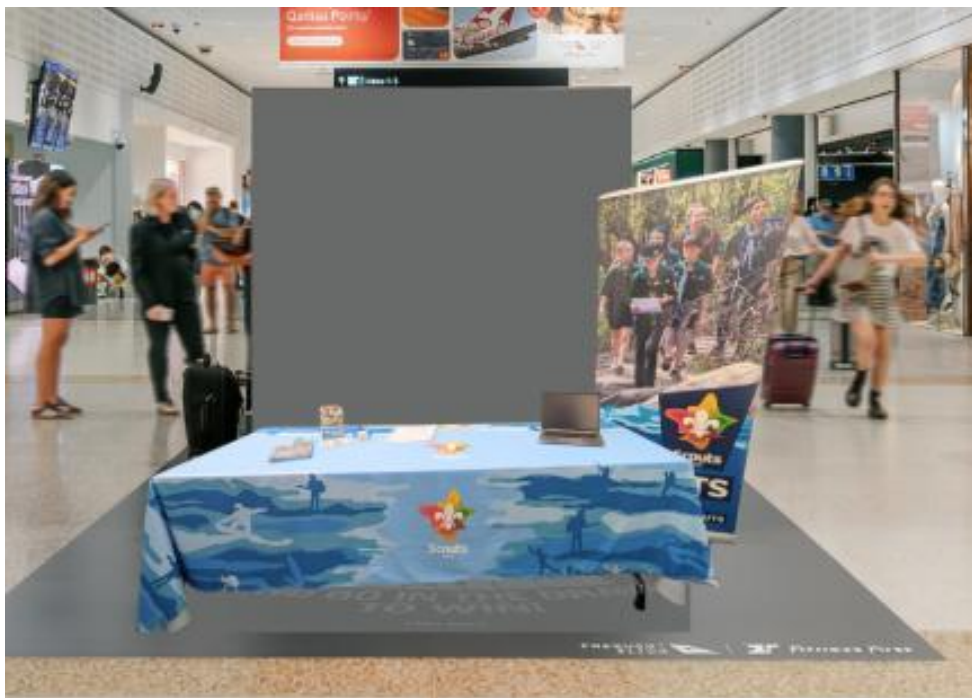
Possible activities include:

- Knot tying
- Tabletop mini-pioneering challenge
- Scouting quiz
- Outdoor skills challenge
- “Guess the camping equipment” activity
- Simple hands-on challenge for children.

The activity should be quick, safe, easy to understand and capable of being completed in approximately 1–3 minutes. The purpose is not to run a full Scout activity. It is to create a reason for a child to stop, to give you the time to have a conversation with a parent/carer.

Zone 3 – Conversion

Once someone is interested, make the next step obvious. See our Lead Capture info below for best practice.



The Conversation

Don't start with a sales pitch! The objective is to start a conversation rather than deliver a speech. Read more about successful conversations at the end of the document.

Avoid: "Would you like a brochure about Scouts?"

Try: "Hi! Has your family ever tried Scouts?"

Or: "Have you got a young adventurer at home?"

Or, while running an activity: "Want to see if you can beat our Scout at this challenge?"

Lead Generation and Capture

The primary objective of this promotional activity is to generate leads and new member enquiries. If you generate 30 interested families but have no way of contacting them afterwards, most of the value of the event is lost.

See more information about best practice for Lead Generation and Capture later in this document.

What NOT to Do

Avoid:

- Sitting behind the table looking at phones
- Waiting for people to approach you
- Overloading people with too much information
- Talking continuously without asking questions
- Giving a long explanation of Scouting history
- Using jargon that families may not understand
- Making promises about activities that the local Group cannot provide
- Collecting contact details without explaining why
- Leaving leads until the end of the week
- Allowing brochures to become the only interaction
- Running an activity that has no connection to Scouting
- Having an unattended stall
- Using unofficial or outdated branding.



AFTER THE DAY

Follow-Up

The event is not finished when the stall is packed away. The follow-up is where recruitment happens. **Have a plan and a designated person/team to follow up every single lead promptly after the event.**

Within 24–48 hours: Contact all interested families.

Measure the Results

Don't measure the success of the stall by how many flyers you hand out.

Measure it by how many conversations you have, enquiries you capture and families you successfully connect with a local Scout Group.

A shopping-centre stall should be the beginning of the relationship—not the end.



SUCCESSFUL CONVERSATIONS

The 30-Second Scouting Explanation

Volunteers should have a consistent answer to: "So, what actually is Scouts?"

We know Scouts can be all sorts of different things, but this can be overwhelming to a new person if not explained clearly. A useful response is:

"Scouts is a youth development program where young people learn by doing. They get to try outdoor adventure, practical skills, teamwork, leadership and lots of different activities, while making friends and becoming more confident and independent. The activities change as young people get older, and they have increasing opportunities to choose their own adventures."

The Basic Conversation Script

Use the following as a framework rather than something that must be memorised.

Step 1 – Open

"Hi! Have you ever been involved with Scouts?"

If they say no: "No problem! We're here today to show local families what Scouts are all about."

If they say yes: "That's great! How have you been involved in the past?"

Step 2 – Discover

Ask a simple question: "Do you have children who might be interested?"

Then: "How old are they?"

This helps identify the relevant Section.

Step 3 – Find their interest

Ask: "What sort of things do they enjoy?"

Listen for: *Playing outdoors, being active, camping, adventure, sport, making friends, technology, leadership, animals, environment, travel, outdoor activities, learning practical skills.*

Then connect Scouting to what they have told you.

For example: "They'd probably love Scouts then. We do a lot of outdoor adventure and practical skills, but there's also plenty of opportunity for young people to choose what they want to learn and do."

Step 4 – Explain the local opportunity

Move from general Scouting to the local Groups: "We've got a Scout Group nearby



that caters for that age group. They meet on [DAY] at [LOCATION]."
Keep this concise.

Step 5 – Ask for the next step

Don't finish with: "Here's a brochure."

Instead, use: "Would you like me to put you in touch with the local Group?"

or: "Would you like to come along and have a look?"

or: "If you give me your details, we can send you the information for the next meeting."

Avoid ending with: "Just have a look online." Make it easy.

Follow-Up

The event is not finished when the stall is packed away. The follow-up is where recruitment happens. **Have a plan and a designated person/team to follow up every single lead promptly after the event.**

Within 24–48 hours: Contact all interested families.

Example:

"Hi [Name], it was great meeting you at the Scouts stall at [Shopping Centre] on [Day]. You mentioned that [Child] might be interested in Scouts. I'm following up with the information we discussed. Our local [Section] meets [Day/Time] at [Location]. We'd love to have you come along and see what we do, can I book you in for a free trial?"

Handling Common Questions

"My child doesn't like camping."

"That's okay. Camping is one part of Scouts, but it's much broader than that. Young people can get involved in lots of different activities and have opportunities to shape what they do."

This is a great opportunity to showcase each local Group and section by showing their term program.

"What age can they start?"

"Scouts Australia provides programs for young people from age 5 (and attending school) through to 25, with different Sections for different age groups."

"How much does it cost?"



Give the current local fee information if you have it. If you don't:
"The cost varies depending on the Group and Branch. I can make sure you receive the current information."
Never guess fees.

Example 60-Second Interaction

Volunteer: "Hi! Want to have a go at our Scouts challenge?"

Parent/child participates.

Volunteer: "Nice work! Have you ever tried Scouts?"

Parent: "No, not really."

Volunteer: "We've got a local Scout Group nearby. It's for young people who want to get outdoors, make friends, learn practical skills and try different adventures. How old is your child?"

Parent: "She's eight."

Volunteer: "Perfect. She'd be in our Cub Scout age group. They do things like outdoor activities, games, camping, challenges and lots of hands-on activities. We have a few Groups in the local area that might suit, is there a particular day of the week that might suit? What suburb do you live in?"

Parent: "We live in [SUBURB] and the best day would be Tuesday or Wednesday."

Volunteer: "Great! We have Cubs available at [GROUP 1] on a Tuesday, or [GROUP 2] on a Wednesday. I'll take your details here and we'll get someone to contact you."

Lead captured. Conversation complete.

The important thing is that the volunteer doesn't try to explain everything about Scouting. They identify an interest and create the next step.



LEAD GENERATION

A shopping-centre promotion should deliberately create leads. A lead is a person or family who has expressed interest and can be followed up. Lead capture needs to be **simple enough that a parent can complete it in under two minutes.**

The preferred method of lead capture is using our centralised digital form (via ipad or QR code). Paper is available but requires more manual data entry, and can result in illegible handwriting and a delay in follow-up when transposing information. The digital form is accessible immediately by every Region Office employee.

Lead Capture

Potential lead-generation methods include:

A. Direct conversation

The best lead is often generated simply by talking to a parent.

Ask: *"Would you like someone from the Group to contact you?"*

Take their contact information, details of their child/ren, and make a plan for the correct person to call them within 1-2 days.

B. QR code/digital form

Display a prominent QR code with wording such as: Interested in Scouts? Scan here.

The QR code should take people directly to the appropriate enquiry form, not simply to a generic homepage where they have to search for information. Our central enquiry form sends leads directly to each Region Office.

Use our [centralised Lead Capture Form](#) (which sends all Leads directly to the Region Office), or our paper form (located at the end of this document).

C. Competition or activity

A simple activity can be used to attract people, but make sure the activity has a genuine connection to Scouting. For example: Can you tie this knot in under 30 seconds?

At the end: *"If you enjoyed that, you'd probably enjoy Scouts. Would you like information about your local Group?"*

D. Upcoming event

Promote a specific next step: Consider planning a [Bring A Friend Night](#) or [Community Campfire](#) in the 2-3 weeks following your shopping centre event.



A specific invitation is often easier for a family to act upon than a generic “Join Scouts” message.

Qualify the Lead

Not every person who takes a flyer is a genuine lead. Use a simple classification system.

HOT

The family: Has a child in the relevant age range; is interested in joining; wants someone to contact them; is available for the local meeting time.

Action: Follow up promptly.

WARM

The family: Is interested; wants more information; is unsure about timing or location

Action: Send information and follow up.

COLD

The person: Only wants a brochure; is generally interested but has no immediate need; does not want follow-up.

Action: Provide information without pushing for contact details.

A Winning Formula



ATTRACT

Use a strong visual display and an interesting activity.

ENGAGE

Start a conversation or invite someone to participate, ask about their family and interests.

EXPLAIN

Connect Scouting to what matters to them.

CAPTURE

Get permission to follow up and record the enquiry.

FOLLOW UP

Contact the family and provide a specific next step.



Shopping Centre Promotion Checklist

Before the day

- ☐ Shopping-centre approval/booking confirmed
- ☐ Date and times confirmed
- ☐ Stall location within the centre confirmed
- ☐ Bump-in arrangements confirmed
- ☐ Volunteer roster completed
- ☐ Local Group/s contact info, meeting days/times, and sample program
- ☐ Lead-capture process established, QR code tested
- ☐ Promotional materials ordered
- ☐ Activity selected, equipment packed
- ☐ Volunteers briefed, scripts reviewed
- ☐ Follow-up responsibility assigned.

On the day

- ☐ Arrive early, set up before peak traffic
- ☐ Check signage is visible
- ☐ Test QR codes/digital forms and internet connection
- ☐ Keep volunteers standing and engaged (bring lollies!)
- ☐ Start conversations, ask questions
- ☐ Capture genuine enquiries
- ☐ Explain the next steps
- ☐ Keep lead information secure
- ☐ Rotate volunteers regularly

After the day

- ☐ Pack and leave the area clean
- ☐ Secure all lead information
- ☐ Categorise enquiries into HOT / WARM / COLD
- ☐ Pass leads to the appropriate Group/person
- ☐ Contact HOT leads promptly, follow up WARM leads
- ☐ Record trial visits attended and new members converted
- ☐ Thank volunteers, and shopping-centre management where appropriate



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