

## Additional Promotion Ideas

---

The following is a list of promotion ideas that can help you be more effective in getting your message to the boys and families in your community. Be sure to include an invitation to your rally in all your promotional materials including: date, time, place, and contact information. Contact the council for complete details and assistance in selecting the marketing tools that will have the most effective impact in your neighborhood.

- Make lists or cards with the first names and phone numbers of boys in the area. Have pack leaders call the night before the rally to ask parents if they got the invitations and remind them of the meeting.
- Place yard signs in strategically good locations: at high traffic areas, bus stops, and lawns of current members.
- Post flyers and posters on bulletin boards throughout your area in key locations (schools, religious institutions, community recreation centers, day care centers, grocery stores, malls, public libraries, pediatrician centers, etc.).
- Half-sheet bulletin inserts are great tools for delivering recruiting information through chartered organization mailings, church bulletins, community recreation centers, and as sporting event announcements.
- Articles/promotions in local newspapers are great ways to communicate your invitation to join.
- Ask schools to put information on their marquee and to make announcements' on the day of the rally.
- Promote the rally night with all chartered organizations in your community (religious institutions, schools, service clubs, youth organizations, etc.).
- Set up a sample campsite outside in view of a high-traffic area for Scouts and parents to show them that Cub Scouts go camping. (Good locations include malls, superstores, schools, religious institutions, child-development/day care centers, parks and recreation centers, and community centers.
- Set up a pinewood derby track at a high-traffic area for boys and parents (see list above for suggested sites).
- Set up booths at school open houses, meet the teach night, fall festivals, etc