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Make Many Flyers - Keep Current. You're not limited to one flyer for your program year - you can update and circulate a list of your Fun Activities/Pack Program and pictures of your Pack and Den family any time of the year. Link It Up. Put a URL Link in any of these tools that will link to an Online Application for your Pack. The front page should include attractive images - maybe of your own Scouts - or maybe it will be page one of an AAC Flyers described above and downloadable below. Like a BeAScout.org Pin, be sure you update it, and that your contact point is someone who can quickly respond and connect possible new members to your Pack. share your list of fun activities. The first email for those who register online through beascout.org is a "Welcome" email, with a link to (we believe) this YouTube video with 5 FAQs, contact information for your Pack, plus a video about how families like Scouting. There are many different tools: enter "best free slideshow maker" in your search engine, and you'll find resources. Do It Yourself Flyers. The Do It Yourself Flyers in the Downloads below are examples of what your flyer could look like. One is a Word template you can use with your own pictures and activity information, and get that flyer in the hands of kids and families. And include a QR code so families can get more information! QR Codes? Yeah, I see those, and I've used those, but how do I make those? The benefits of social media and electronic messaging - they are free, easy for your families to share, and can go viral if your families do share. Soft media can be used to share your flyers that have your calendar of fun activities - and so much more. Possible routes that don't involve printing and delivery include: Websites - any or all of: Your own Pack Website (more on this below) School Website (can you link there? Of course you can! Stickers! - Scouts (and kids) will know what to do with these. These can be used in the same way, with the back side setting out your key activities and contact information. Enlist parents to communicate with other parents at their grade level. Incentive Your Scouts and families what they can get when they bring a friend to your Den. Maybe have a further contest and other prizes. Common "local" adaptations might include messages like: "Don't worry about buying all of the uniform parts - we're an 'above the waist' Pack, so the shirt will be enough" "Don't buy the Pack numbers patches ... we have a custom Pack Number patch" or "don't bother buying 'den numbers', because we let our Dens use 'den names' and don't worry about those 'den number' patches" "We're planning to go to the Trailblazer Campout September 30-October 2, but if you can't make that, families can sign up to attend a Spooky-Ree weekend." ↑ Back to top of page File Name Description A) AAC Editable Generic Pack Promotion Flyer | PDF This flyer asset (and those noted below with "AAC Flyer Asset") was developed by the Atlanta Area Council for supporting Scouting units. Most of the flyers below are designed with QR Codes and work as simple, easy "Pack Packets". The Atlanta Area Council will likely send three emails: a Welcome email (with a link to the Parent Orientation Guide that will be found here, a Launch Kit announcement, and Uniform Guidelines), an "Adventures Lie Ahead" email (with another Launch Kit alert, links to Launch Party Videos, promos of upcoming Council activities, and a Bobcat note), followed by a "Get Out and Cub Scout!" email (with an echo of the activities, launch party links, Bobcat, plus a safety note and pitch to be a leader). What Do These Automatic Emails Mean for your Pack? As flagged above, if your Pack does anything that is different from what is in those messages, you need to quickly let new families know. Chalk It Up. Can you write "Join Pack 1234" in chalk on your sidewalk? Sure you can. Rock On. Painted Pebbles are a thing. Paint "Join Pack 1234" and leave them on the trail? Why not. Encourage them to post - and give praise in comments when they do ("what a great picture" "that was a fun event") A Unit's own Facebook, Instagram or Twitter space is great to get your families sharing with each other, and then you can magnify that effect if your sites interact with other sites in your community, like: "Like" the Atlanta Area Council Facebook page, your District page other Scouting pages, and follow Atlanta Area Council Twitter and Instagram pages. P.S.: Every Pack has a QR Code in "Invitation Manager" in My.Scouting, and can use that as a portal for contacts if you've created good and up to date automatic emails there. You are not limited to the current Council or National BSA templates. Newspapers and Local Media. You may be able to get your Pack's news in the local "hard" newspaper and/or their online space. Spring flyers for restarting your Den or Pack, or bringing in new families just "coming back out". Be where your families live, and empower your families to share with their friends and their groups Don't let your families think "only the leaders can post". Realtors often have that pouch of flyers on their signs - if you securely attach a plastic pouch with your Pack Packet or other flyer, it will get into more hands. Replenish as needed. All Year Long. "Standees" - The Council has some Cub Scout cardboard cutout standing and showing the Cub Scout sign. These are perfect for holding the Tri-Fold Brochures, but you could attach your own Flyer or Pack Packet pouch. Peer to Peer Cards - these can be distributed Scout to Scout. To join, to attend a sign-up event, or just to attend a fun event. Any parent can share the message that Cub Scouting is Fun, Family and Friends. Use photos wisely - take a lot, but share the best ones in your social media channels. Download C) AAC Editable Sign Up Event Flyer Asset (see above) Download D) AAC Printed Sign Up Event Flyer AAC Flyer Asset (see above) Download D) AAC Printed Sign Up Event Flyer AAC Flyer Asset (see above) Download E) AAC Printed Second Chance Recruiting Flyer AAC Flyer Asset (see above) Download F) AAC Printed Flyer Insert Template And Printing Request Form 2021 AAC Flyer Asset (see above) Download F) AAC Printed Pack Promotion Trifold Brochure AAC Flyer Asset (see above) Download I) Cub Scout Editable Recruiting Flyer Template | in Word This flyer (and those noted below with "Do It Yourself Flyer") were developed by volunteers in their Packs and shared as examples of what your Pack might create. Mail It In. While it costs the price of a stamp, a letter or postcard is even more personal and might make an impact. Council "Get Out and Cub Scout" Flyers The Atlanta Area Council has multiple versions of "Get Out and Cub Scout" Flyers (thanks to Accenture's experience management team) that can be used for general Pack Program Promotion, as event invitations to your fun events (end of year party? Bike ride? Swim Party?) as well as any Sign-Up Event - and Council Professionals will definitely use this format for a School Sign-Up Night. AAC "Get Out and Cub Scout" Flyers you can download below include these: An AAC Editable Generic Pack Promotion Flyer in pdf with three blocks you can edit - the main block can be where you highlight your big activities (what you do), a second block for more information including key contact names and phone numbers and emails (maybe a quick dues summary), and a third block for a QR Code (to your website with more information, or a social media page, or to launch a "send me more information" email). So if the \$140/\$150 price of a full uniform kit is more than your Pack requires, you would be helpful, friendly, courteous and kind to let your new families know! Those who register with a paper application will get a combination of the first and third - "Welcome and Gear Up". Personal Follow Up. If you or a welcoming parent/New Member Coordinator reaches out to someone you know or someone you met at a Sign-Up Event, and invite them to a Fun Den or Pack activity, that is more powerful than a group ask. News organizations and other groups or churches, schools, etc. You can put a QR Code on a flyer that will link to an On-Line Application for your Pack ... see "How About Creating Invitations" That Link to On-Line Applications?" in the Update Your BeAScout.org Pin and Online Registration page. Empower Your Scouts. Give them "peer to peer" cards that say, "join us" (and maybe have a QR code to connect to your welcome page - kids will want to have their parents show them on their phones, if they don't have their own). Give your Scouts stickers to share, or bookmarks or other enticements. Maybe showing different Scouts. Collect them all! National Flyer Forms Too! A wide variety of National Flyer Fl backside with your messages and events - like the "Sample Editable Flyer Back Page of Pack Activities" below. Find something memorable, join a community doing good. ↑ Back to top of page Peer-to-Peer and Parent-to-Parent Promotion: Powerful! One on One Messaging is the best! Peer to Peer - Parent to Parent - Kid to Kid. The recommendation of a friend or fellow school parent will mean more than the testimonial of even the best Pack Leader. Kids can invite another Parent to be a Leader? Families will want to know things like "when's the next event?" and "who are my den co-leaders?" and "what uniform parts do I really need to buy?", so having some source of information - whether website or Pack FAQ guide or calendar and contact list or all of those options - is essential. The second email for those who register online through beascout.org is drafted by the Pack inside my.scouting.org so be sure you have a concise message, and link to any website that will give more families more information about your Pack. This is probably of most value right before your Pack Sign-Up Events and other Fun Den or Pack Welcoming Events. Either way, share copies of your Pack Packet with other families so you and they can share with other families any time -- at Pack and Den events, for sure, also as you go about your non-Scouting life! ↑ Back to top of page But Wait - There's More! Signs and Other Hard Handouts Yard Signs - if your families put them in their yards, if you put them at your schools and churches and community has Cub Scouts! But what do you put in the big white space? Our Scouts were really eager to hand out 'their' pictures and tell their stories - then, the next year, nobody knew the kids in the flyers, and nobody was interested in them". And you can package your clips into presentations like this one from a Michigan Scouts BSA Troop. Last year it was slime. This year? Stay tuned! 1 Back to top of page Social Media and E-Messaging: Free and Easy Publicity There are lots of paths to promote your Pack using social media, electronic messaging and even traditional media - pick all you like. See this video for a summary of key social media concepts. There's plenty of official video from National BSA and the Atlanta Area Council - much of this can be great sharable content for your families on your social sites. Summer Flyers for School Year Recruiting Flyers in the Winter to highlight Spring and Summer Events. ¿Habla español? Also attached is an AAC Printed Bilingual (English/Spanish) Sign Up Event Flyer in the 8.5" x 13" size for printing at the Volunteer Service Center. Church email blasts (ask if you can add stories, pictures, video and contact links) Local community email lists (many neighborhoods have Yahoo, IO or other email lists email lists (many neighborhoods have Yahoo, IO or other email lists email lists email lists email lists (many neighborhoods have Yahoo, IO or other email lists email lists). you share it with School, Church, Neighborhood, Social Media and more - like when you do a Sign-Up Event for new families. Also attached below is a "Sample Editable Flyer Back Page of Pack Activities" - an example of a list of fun Pack activities you can put on the back side of a Flyer. Parent Orientation Guide - The updated version of this will appear at the AAC Join Cub Scouts page. It will be a handout at School Sign-Up Nights, but starting in July/August you can get extra copies for any Pack Produced Sign-Up events. This has general information about Scouting and the Atlanta Area Council resources for parents and Packs - so it is important to share your Pack Packet too with how you do Cub Scouting. other kids said 'hey, I know those guys!' and were much more interested in joining. Leaders: Don't do it all yourself! Parents use these Social Media sites already, so you can encourage them to share Scouting stories on their feeds. (You can keep a photo site with a larger gallery of pictures for those who want a deeper dive.) You might do more than just have photo galleries because you can create presentations with tools like animoto. ↑ Back to top of page Keep Your Families and staying in touch with all, be sure that you communicate with all families about upcoming events, and about how your Pack operates. Sign-Up Event Fun Kid Item - something for the kids to play with and take home. This leads families to you. A great program plan isn't enough - you've got to promote it in the Pack and beyond. As a way to share what you do, empower interested parents to be a team of New Member Coordinators - any parent who likes Scouting can spread the word and promote your Pack program. They can be a big help in letting people know what your unit is doing because peer to peer and parent to parent recommendations are the best. See these suggestions about flyer content and design from the BSA Marketing Team. ↑ Back to top of page Photos and Videos (Tell and Show): Using electronic and social media - and your flyers - your Pack Promotion can take off, because you don't just "tell" people about your Pack, you "show" them. Social Media on Steroids - Facebook Ads and Geofencing - you might be able to use "geofencing" on Facebook to target parents (for a nominal fee to Facebook). See this video for how that can work for a Scouting Unit. Flyers of Many Kinds Everybody loves flyers. They want flyers. Simple. Easy. One page (two sides). A flyer can get into hands, school backpacks, bulletin boards and more. OK, a flyer is low-tech paper, but with a QR code your targets can enter the internet and social media. But that same virtual flyer can also live in the internet or (in the right image format) on social media. Here's several flyer sources and ideas. Don't forget about making your own videos! Candid video clips go viral faster than photos. Pack Promotion Topics on this Page (click to jump): Unit Advertising: Use Media, Messaging and More! Let people know what you'll do ... ↑ Back to top of page Automatic National and Council Emails are Sent to New Pack Families (And What You Should Do About That) Pack Leaders need to know that both the National BSA organization and the Atlanta Area Council are sending information to your new members, so you probably want to follow on right after a new member joins to be sure your families know about your Pack and how it operates: see this June 2019 Blog that describes emails that the National BSA will send all new members. Etsy is no longer supporting older versions of your web browser in order to ensure that user data remains secure. The best and simplest approach is a one-page (two sided) flyer with pictures, some key contact information and a QR code to link to your Pack Website with more information. Can you post announcements, pictures, video? Get a good rapport with your School to help them say "yes".) Church Websites BeAScout.org Google Maps Local community websites (neighborhood, town/city, local news like patch.com or NextDoor and more) BSA District Website (does it have a Pack list with contact links?) Email Blasts - any or all of: Pack email lists of actual members And "maybe" members (people who contacted you or attended an event but haven't decided - if you communicate to current members through ScoutBook, you'll need an alternate channel for those not registered yet) Don't forget about "former members", like all those who stopped participating during the pandemic, but may want a welcome back! School Email Communications Ask if you can either send them the flyer that you prepared or have them create a flyer with information you provide by using the AAC Printed Flyer Insert Template And Printing Request Form attached below - just complete that form and send it to your District Professional. You'll get hard copies, and an electronic copy that can be shared on Facebook, Insta and other social media easily. One basic rule: use Big Bold Letters So People Can Read! You have many options for what you put on the sign, but here's some: At a School: Sign Up Night Here, August 23 @ 6:30 In many locations, like the front of a house: Call 404-123-4567 for info! or Call the Cubmaster at 404-123-4567 for info! (Or a short email address.) If you laminate a big QR Code and securely tape it on, people can access your information that way. For more information, see [QR]. Phone It In. While it's not the universal way to reach out to people in this era when people text "can I call you?", sure, you can call other families in your Scout's grade and tell them about why you like Scouting. Don't have a Website to put into a QR Code? You have two choices: Email QR. Use a QR Code that will send an email to a key leader who will respond with key information about your Pack. Here's a QR Code Email Generator to create a tailored email back to your leader. (There are others.) Paper. You could have an envelope with your calendar of activities, contact lists, FAQs about dues, fundraisers, uniforms, advancement and activities and more. Other sites? Want more edit control? See the AAC Editable Sign Up Event Flyer in Word, and you not only have control over three blocks, but you can edit all of the text and photos to fit your Pack and put pictures of your families on it. The flyer that will be used for a School Sign-Up Night is the AAC Printed Sign Up Event Flyer in pdf and in an 8.5" x 13" size for more information and for printing at the Volunteer Service Center. A similar flyer that can be used for a follow up "Get Out and Cub Scout" joining event (sometimes called a "second chance" event) is the AAC Printed Second Chance Recruiting Flyer, also in pdf and in the 8.5" x 13" size for printing at the Volunteer Service Center. Want to create your insert for those AAC printed flyers? See the attached AAC Printed Flyer Insert Template And Printing Request Form that you can download, edit, and send to your District Professional with the date/time/place of your Sign-Up Event, contact information, a quick duest summary, and a QR code for more information. Or maybe it will be from one of the BSA National flyers you can download and use. Also flyer-sized, see the AAC Printed Pack Promotion Trifold Brochure – let your District Professional know what to put in the customizable centerfold 1 Back to top of page Further Flyer Forms – Create "Do It Yourself" Flyers" You can make your own flyers with your own pictures and information tailored to your Pack. For ideas about fun activity flyers you can share that will get attention, consider these: The best idea is to make your own flyers with your use CallingPost to message. No media method works every time for everyone, but every media method works some of the time for someone. A similar AAC Editable Sign Up Event Flyer in pdf, for Sign-Up Events (or as an invite to any fun event, since any fun event can be a welcoming joining event), with similar blocks you can edit for event details, contact information and the QR Code. The third email for those who register online through beascout.org is a "Gear Up" email, with a Scout Shop. To help give them content they can use quickly, an example of a Media Release is attached below that could be used and adapted to fit your unit or event. The example there is a generic service project, but you could write up a Pinewood Derby, crossover to a Troop, a Pack campout, a Den hike - anything that you do. If your Pack Families find and share items as they follow Scouting sites, it helps your Pack. Even better - an event that you will do! Invite new families! Other Electronic Messaging and Communication Channels - Not everyone is on email (or care to read their emails), so your Pack might use other channels: Maybe GroupMe, WhatsApp, Slack or other tools in addition to email. Your own Photos and Videos are best - they show what your Scouts and Families do. And they are most likely to be shared on social media or shared by parents with their kids. Here's a YouTube video that describes how to create one (you probably just need a simple static QR code). The biggest communication failure is the failure to communicate. Please update to the latest version. Let their friends see those posts and wonder "what is this Scouting thing all about?" and "how can I join?" There are many great stories on the Atlanta Area Council Facebook page and other Scouting pages and sites that your families may enjoy and share. Download J) Sample Editable Flyer (see above) Download J) Sample Editable Flyer (see above) Download K) Sample Cub Scout Activities Flyer | Pack 631 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer | Pack 134 Do It Yourself Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see above) Download M) Sample Cub Scout Recruiting Flyer (see a Promotion Tips Download P) Service Project Press Release Download ↑ Back to top of page Pin Pointers (BeAScout.org. Be sure you have an updated, and monitored, BeAScout.org Pin. It is OK to make your own flyer with words and images that reflect well on Scouting as one Cubmaster reported: "Our best recruiting year was the year when a Council flyer had pictures of our kids having fun ... Re-brand a Welcoming Event. Are you having a Friend Fishing Day", or "Bring a Buddy Bike Ride", or "Scout Out New Places With New Friends". Feel free to print your own for promoting your pack, or contact your District Executive to inquire if a quantity of printed flyers can be delivered to your unit. 1 Back to top of page Use a Flyer as Your "Pack Packet" of Key Information for New Families Families want to know how your Pack and Dens operate -- it is a best practice to have an easy, simple handout readily available for new families. A "Pack Packet". GoogleMaps (just like retailers do) and people looking at your neighborhood on GoogleMaps will see your pin. (Be sure to receive written authorization from those Scout's families - directly or in the release signed by parents on Part A the current BSA Health and Medical Record). Also, never list a Scout's full name: first names only (or, better: no names). Maybe showing different activities. Facebook, Instagram, Pinterest, Twitter, Blogs, YouTube, Evite, Signup Genius? You can also make many flyers for one event! At Sign-Up Event time - or any Open House / Meet the Teacher / Meet and Greet / Registration Day - you might make different versions of your basic flyers.

