

RESOURCES: Sample Photos, Templates, Text and MORE!

Some of these resources and ideas are more helpful in the fall when planning for a School Night for Scouting, but they're always good to be aware of!

Scouting Wire: [Marketing and Membership Hub](#) ➔ [Pack and Den Recruiting](#)

BSA Brand Center: One of the best resources that many Packs don't even know about is the BSA Brand Center... it's full of photos, video clips, sample media and more that can help you promote your Pack like a pro!

<https://scouting.webdamdb.com/>

Business Cards for Scouting: Flyers are great, but not always convenient to carry with you. Consider stopping by Office Max, PIP, or FedEx Office to print up some easy-to-carry cards with the key information a family needs to find and join your pack! The following logo can be found at: <https://www.nicepng.com/maxp/u2w7q8q8w7q8a9y3/>

TIP: Don't include dates, times or locations for one-time events... make the card "evergreen" so that you can use it throughout the year!



Banners in the Lunch Room

Will your school let you hang a banner in the lunch room? Here's a 2.5 x 6 ft banner that you can download and have printed at Office Max, PIP, or FedEx Office for \$20 or less.

<https://bit.ly/AdvOnBanner>

Intercom Announcements: Some school principals LOVE to have students read announcements, either live or pre-recorded. See if some of your Scouts could combine an announcement with leading the Pledge of Allegiance! It might be something as simple as this:

Hi, this is Robert Stingle, Missy Tiemann and Jack Powell and we're all Cub Scouts. Watch for the flyer going home tomorrow and ask us about how great it is to be Scouts. We're having a joining night next week – hope to see you there!

Now, please stand and join us in the Pledge of Allegiance: "I pledge allegiance to the flag of the United States of America, and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all."

Thank you!

Automated Phone Messages: This sure beats dialing individual calls, and also respects people's privacy by not giving out phone lists. Your school may use this for snow day closings, lunch menu reminders and other announcements – maybe they'd allow you to record and send one as well! Keeping in mind that moms tend to gravitate to what they learn from other moms, here's a sample blurb:

Hi – This is Tracy Winder, Jake and Janey Winder's mom. I want to tell you all about Cub Scouting, but I only have 30 seconds, so I want to invite you to our Spring Into Scouting cookout on Thursday, May 11 at 6 pm at Lincoln Park. Cub Scouts has been a real blessing for our family, as it allows us to have a fun time together during our busy daily lives. If you'd like more information, just visit BeAScout.org, enter your Zip code and look for Pack 425. A flyer will be coming home this week as well. Thanks, and hope to see you at 6 on the 11th!

Sample Parent to Parent Email:

Hi – As one Mill Valley Grade School parent to another, I want to tell you a little bit about Cub Scouts and invite your family to join us at our Spring Into Scouting cookout, 6 pm on May 11th at Lincoln Park.

Cub Scouts is a fun program for ALL kids in Kindergarten through 5th grade. It's all about encouraging kids to make friends, be helpful to others, and do their very best no matter the outcome. With the help of powerful learning projects and exciting outdoor activities, Cub Scouts aim to teach children that doing their best can be a fun and rewarding experience—no matter the difficulty of the challenge. And did we mention it's fun? Not just for the kids, but for parents, too. With loads of opportunities to be involved, so you're not just driving the kids there and dropping them off.

Cub Scouts has been a part of our community for decades, and now it's your family's chance to be a part of the Scouting story. In years to come you may remember your first campfire together, racing in the Pinewood Derby, camping out under the stars or providing service to our community. Not to mention all of the fun activities involved with advancing from Lion, to Tiger, Wolf, Bear and beyond!

Are you busy? So are we! Fortunately, Scouting is a year-round program which allows for youth to participate in multiple youth programs, and come and go as their schedules allow. We endorse involvement in sports, church, school, fine and practical arts, and any other activity that helps young people develop character and life skills. And Scouting will always be here when they get back if they have to leave.

I hope you can join us at 6 on the 11th at Lincoln Park. In the meantime, you can find more information at <https://www.scouting.org/programs/cub-scouts/>

Yours in Scouting,

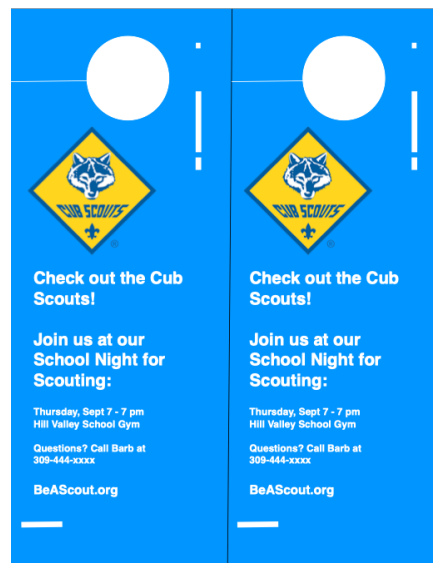
Gina Weaver

Mom of Jayden (Tiger Scout) and Jace (Bear Scout)

Door Hangers

It's nice outside, and you've got an hour or two – plus a class list! These door hangers can be downloaded, customized in Microsoft Word and printed at home!

<http://www.wdboyce.org/document/cub-scout-door-hangers/209670>



Welcome Them Back!

How to approach families that may have fallen away after the pandemic? With open arms!



For example, you can start with a simple text message and one of the images above, maybe customized with an image of from your Pack:

Hi there, NAME! We haven't you and SCOUT NAME in a while, and we'd love to change that. We're back to meeting as a Pack/Den again at LOCATION on DAY from START TIME to END TIME. Please come back – it would be great to see you!

There's a whole batch of sample media, photos and social media ideas available in the BSA Brand Center at:

<https://scouting.webdamdb.com/bp/#/folder/10932913/>