

Boy Scout Roundtable Breakout Session

April 2016

- Provisional Troop at Roosevelt Presentation.

Recruitment and Promotion:

Troop level -

- Work:

Kind of works:

- Flyers → maybe a few

Doesn't work: - Back-to-School Night

Tap the townships rather than schools? Schools seem to be more of a dead end each year.

Get a banner up over the main streets in town?

Store window displays in empty stores?

Flag ceremonies at civic events (ball parks in town?)?

Ask about hanging ads at backboard?

Flyers or business cards on local business counters?

Getting stuff in local papers? (Town level)

Social media/youtube promotion?

Display in local town hall or library?

Flash Boy Scout video game?

How can Council and District help?:

- Can district contact media in advance of big events?

- Can district/council do press releases?

- Can we get some sort of media coordinator person who can collect contact people in the media who can be reached out to cover events?

- Stock banners for towns? Set up a connection to get them made for individual troops?

- Social media/youtube promotion?

- Partnership with summer camps like the YMCA or swim clubs to promote Scouting? "Do this awesome outdoor stuff for the rest of the year."

- Can we get flyers/business cards/posters in outdoor stores like REI, Dicks, etc?

- Can Scouts do an open house at a place like REI?

Next month: – Youth Leadership (Reschedule)

Tuesday, May 10, 2016 @ Fleming Elementary School (Across the parking lot from Glen Landing Middle School).