



UNIT MARKETING PART IV FALL/SPRING RECRUITMENT Schools, Flyers, and Council/National Resources

SCHOOLS

1. Gauge your schools. Find out which are **open schools** that allow flying.

Federal Law > “No Child Left Behind” NCLB

- Section 9525 Boy Scouts of America Equal Access
- Any school that receives federal funds, that has a designated *open forum* cannot deny equal access or a fair opportunity to the Boy Scouts of America or other patriotic society groups

Title 36 of the United States Code

- Patriotic Groups
 1. Boy Scouts of America
 2. 6 other groups and organizations

2. **Scout talks** are a great way to recruit.
 - Talk to your school administrators to see if this can be arranged.
 - The Scout Office’s District Executives should be able to help you with these!
3. Unit presence at things like **Back-to-School Nights** and other school events are a great way to find interested families.
 - Set up a small table in a prominent area with a display board showcasing fun activities your unit participates in along with some things like derby cars, handbooks, and related scouting items to really catch their attention and draw them in.
 - Be sure to have them all sign in so you capture parents name, scouts name and age, parents phone number and email.
 - Give them a flyer with your info, invite them to your meeting and be sure to follow up a few days prior using the contact info they provided.

FLYERS, Council and National Resources

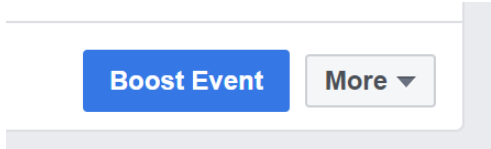
1. Figure out how many flyers you will need. Reach out to your DE for help in obtaining flyers or create your own and your DE can get them printed for you. The BSA does have some standards related to how we use and represent their brand. Those can be found along with several great ideas and ready to use templates at the BSA Brand Center.

Here is their link: [https://prod-](https://prod-identity.webdamdb.com/sso/module.php/core/loginuserpass.php?AuthState=_9a1db19e17944be081ec91f64daf394e1eb95525a7%3Ahttps%3A%2F%2Fprod-identity.webdamdb.com%2Fsso%2Fsaml2%2Fidp%2FSSOService.php%3Fspentityid%3Dhttps%253A%252F%252Fsso.webdamdb.com%252F12292%252Fscouting.webdamdb.com%26cookieTime%3D1565751315%26RelayState%3Dhttps%253A%252F%252Fscouting.webdamdb.com%252Fsplash.php%253Freferer%253D%252Fbp%252F%252Fhash%253D%25252Ffolder%25252F3482216%25252F)

[identity.webdamdb.com/sso/module.php/core/loginuserpass.php?AuthState=_9a1db19e17944be081ec91f64daf394e1eb95525a7%3Ahttps%3A%2F%2Fprod-identity.webdamdb.com%2Fsso%2Fsaml2%2Fidp%2FSSOService.php%3Fspentityid%3Dhttps%253A%252F%252Fsso.webdamdb.com%252F12292%252Fscouting.webdamdb.com%26cookieTime%3D1565751315%26RelayState%3Dhttps%253A%252F%252Fscouting.webdamdb.com%252Fsplash.php%253Freferer%253D%252Fbp%252F%252Fhash%253D%25252Ffolder%25252F3482216%25252F](https://prod-identity.webdamdb.com/sso/module.php/core/loginuserpass.php?AuthState=_9a1db19e17944be081ec91f64daf394e1eb95525a7%3Ahttps%3A%2F%2Fprod-identity.webdamdb.com%2Fsso%2Fsaml2%2Fidp%2FSSOService.php%3Fspentityid%3Dhttps%253A%252F%252Fsso.webdamdb.com%252F12292%252Fscouting.webdamdb.com%26cookieTime%3D1565751315%26RelayState%3Dhttps%253A%252F%252Fscouting.webdamdb.com%252Fsplash.php%253Freferer%253D%252Fbp%252F%252Fhash%253D%25252Ffolder%25252F3482216%25252F)

An account can be created if someone in the unit doesn’t already have one – it will ask for Unit affiliation (Pack, Troop, Crew, etc) and Council (choose **Greater Yosemite #059**).

2. Generally **flyers will need to be approved by the School District office** prior to distribution. It's a great idea to print one and get it approved before printing the total amount you will need. This way if they want you to change something or add some sort of approval stamp you don't need to change 7000 copies!
3. Don't just invite new families to show up at a regular meeting if that can be avoided. Invite them to a **dedicated join night** or a **specific event** with fun activities for youth, some type of bbq, and a five station recruiting setup. Here's a great link to that type of setup along with other helpful tips: <https://scoutingwire.org/marketing-and-membership-hub/unit-recruiting/sign-up-night-unit-playbook/>
4. **BOOST** your Recruiting Event through a Facebook Page using **GeoFencing** – contact Kelly Osterhout (kelly@bluesierrafarms.com) for more details.
5. Don't be afraid to involve your District Membership Committee, Unit Commissioner, District Executive, and the Marketing Committee. They are all here to help you.



Who to contact:

| | Gold Country | Sierra Valley | Rio del Oro |
|------------------------------|---|---|--|
| Membership | Don Parsons goldcountrychairman@gmail.com | Doug Creekpaum dcreekpaum@gmail.com | Marta Gunn Marta_bobby@yahoo.com |
| District Commissioner | Joe Guerrero guerrero@softcom.net | Tony Tirre atirre@yahoo.com | Chris Brown Chris.mi.brown@gmail.com |
| District Executive | Robin Wilson Robin.wilson@scouting.org | James Smith James.smith@scouting.org | Eric Alvarez Eric.alvarez@scouting.org |
| Marketing | Kelly Osterhout kelly@bluesierrafarms.com | Doug Creekpaum dcreekpaum@gmail.com | Jenni Long jennilong@sbcglobal.net |