

Church Bulletin Inserts – Contact local churches in your area or ESPECIALLY if your chartered partner is a church – supply them with information on your roundup. Sample is included. At the very least, try to get an article in their newsletter and/or announcements during the weekly service for two to three weeks ahead of your roundup date.

Posters – think places that families go! Grocery stores, library, local toy and book stores, malls with food concessions, fast food restaurants, etc. are sometimes willing to put up community info or there are community bulletin boards available. If a bulletin board is the only thing available, use tear-off tabs on the bottom of a small poster that includes contact information. Sample is included. Be sure to get the permission of the person who is to be the main contact.

Radio Announcements – There is a sample radio announcement in the “National” folder. Do try and coordinate with other packs in the listening area so the radio station will be more amenable to airing the announcement. This contact needs to be made several weeks ahead – ask them the lead time required. Hopefully, all the packs in the area will be doing their recruiting on the same night. If not, try to include all the dates/locations.

Cable TV stations – There are community information bulletin boards for most communities. Local municipalities might also have community announcements on their station. Contact them several weeks ahead of your recruiting night. Be sure to provide all the necessary information, but don’t make it a long message.

Web pages – contact your Chamber of Commerce, local municipality, newspapers and radio stations that have web sites, and other local pages that people read – Downtown Development Authorities, Welcome Wagons, Shopping Districts, etc. Remember to keep it simple while containing important information.

Newspapers, local coupon distributors, local magazines. Any print promotion you can get is valuable. Make sure to provide complete info, along with a contact person to call for additional information. Try to use an “in” – someone who knows a person who works there or has developed a relationship – to find out the appropriate contact person.

Grocery bags, tray liners, placemats at restaurants – Any place, again, that families go, try to get the information out. These things require quite a long lead time. If you need help developing any of these materials, please contact your District Executive or Membership Chairperson. These efforts can be a year-round recruiting tool.

Recruiting Flyers. This is our most traditional tool, but handing out through the schools is not the only thing we can rely on any longer. If you can get into your local schools to do a boy talk, that’s great. At the very least, push hard to get your flyers distributed. Remember that a lot of school systems utilize packets that go home only once a week. Be sure to contact your local school far enough ahead to find out the day these are distributed. Work with the school personnel to make sure they go out in a timely manner. The closer you can get the flyers distributed to the date of the roundup date, the better. Families have a very short-term memory most of the time,

Sunday School/other Youth Program events at churches. Try to get time to speak with the kids the week of your roundup. Have flyers available and any other gimmicks your pack uses. Stickers are great in this situation.

Marquees/Sign boards – work with any local churches, movie theaters, banks, other businesses, schools that have marquees or marquee-type boards. Check to see if there is access to a portable sign. Message needs to be short and catchy. Any location you can get is great, but if there’s a choice, go for a high traffic location. Electric scrolling signs are wonderful - “Do Your Best” to get your roundup info included.

Booths at local events – Art Fairs, Fall community events, Farmer’s Markets, parades. Have Scouts in uniforms participating and/or handing out information about joining. Most events make room for non-profits.

If you can actually have a booth, make sure to have pictures, Derby racecars, crafts, etc. on display to show how fun and exciting your pack program can be!

Displays – We traditionally do a pack display in February to celebrate Scouting's Anniversary. Why not try to put a display at libraries, businesses, schools prior to roundup? Make sure to provide some way for families to take the roundup information away with them – flyers are great if there's a way to provide them near the display.

Yard Signs - A must!!! Look for locations near well-traveled routes. Ask homeowners who live near the school for permission to put up a sign. Think churches, recreation centers, your roundup location, etc.

One-on-one recruiting – Boys and adults should be inviting other boys and families to join their pack. Phone calls, letters and speaking to service organizations or other groups that pack families are members of all are good methods of recruiting. Provide recognition to those who take the time to do this recruiting. Patches, certificates or public recognition all work.