Your Pack’s Marketing Plan and Flyer Request Form

Together we can give every youth the chance to Join Scouting.

Our Pack commits to using these selected methods of invitation to promote our Pack’s Join Scouting Night and throughout the year as part of our membership plan.

Pack Number: ____________ Membership Chair: __________________________

**Top 10 List**
- 1. Pack Information Sheet
- 2. Organize Visits / Scheduling
- 3. Flyers
- 4. Youth wear uniform to school
- 5. School Visits / Boy Talks
- 6. Stickers/Tattoos
- 7. Yard Signs
- 8. Picture Boards / Power Point
- 9. School Open House
- 10. Update your Be a Scout.org map pin and regularly follow up with leads.

**School**
- 11. PTA/PTO Presentation
- 12. Be Involved in School Activities
- 13. Intercom Announcement
- 14. Video Announcement
- 15. Display Case
- 16. Personal Letter of Invitation
- 17. School Marquee
- 18. Follow up School Night
- 19. Parents Lunch w/ son

**Pack Families**
- 20. My Best Friend / “Buddy Card”
- 21. Invitation Letter
- 22. Personal Phone Calls / Email Invitation
- 23. Promote at Church and Other

**Community**
- 24. Local Newspaper
- 25. Display Boards a Community Events
- 26. Patriot Day Flag Ceremonies
- 27. Pack Special Events in the Community
- 28. Volunteer for Community Events
- 29. Church Bulletin Inserts
- 30. Sports Fields / Recreation Centers
- 31. Parades
- 32. Community Marquees
- 33. Pack Website and/or Public Facebook account
- 34. Libraries
- 35. Church Sunday School Presentations
- 36. Business Window / Counter Displays

**Flyer Order Form:**
Flyers Needed by date: ____________

School(s)/Organizations to be distributed at: __________________________

**Unit Contact Information (to be printed on flyer)**
Name: __________________________ Email: __________________________

Phone Number: __________________________

**Date and Time (Am or Pm) of the Unit Recruitment Event/Night?**
Where is the Unit Information Night being held? (Include specific location instructions, EX: Address, landmark directions etc…)

**Distribution Policy** Anyone submitting a request for flyers for printing and distribution agrees to the following: 1) The Cornhusker Council, BSA provides the printing and fabrication of all flyers for purposes in support of your efforts to recruit for your neighborhood Cub Scout Pack and agrees to help distribute them upon your request, 2) You will ONLY submit the flyer created from this request to requested school building. 3) ONLY flyers furnished by the Cornhusker Council, and authorized by your District Office are authorized for distribution. No other items or pieces of information are authorized or acceptable. 4) Comply with all School Building distribution requests as outlined.