

# 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: \_\_\_\_\_

<p><b><u>Top 10 List</u></b></p> <ul style="list-style-type: none"><li><input type="radio"/> 1. Pack Information Sheet</li><li><input type="radio"/> 2. Organize Visits / Scheduling</li><li><input type="radio"/> 3. Flyers</li><li><input type="radio"/> 4. Youth wear uniform to school</li><li><input type="radio"/> 5. School Visits / Boy Talks</li><li><input type="radio"/> 6. Stickers/Tattoos</li><li><input type="radio"/> 7. Yard Signs</li><li><input type="radio"/> 8. Picture Boards / Power Point</li><li><input type="radio"/> 9. School Open House</li><li><input type="radio"/> 10. Update your Be a Scout.org map pin and regularly follow up with leads.</li></ul> <p><b><u>School</u></b></p> <ul style="list-style-type: none"><li><input type="radio"/> 11. PTA/PTO Presentation</li><li><input type="radio"/> 12. Be Involved in School Activities</li><li><input type="radio"/> 13. Intercom Announcement</li><li><input type="radio"/> 14. Video Announcement</li><li><input type="radio"/> 15. Display Case</li><li><input type="radio"/> 16. Personal Letter of Invitation</li><li><input type="radio"/> 17. School Marquee</li><li><input type="radio"/> 18. Follow up School Night</li><li><input type="radio"/> 19. Parents Lunch w/ son</li></ul>	<p><b><u>Pack Families</u></b></p> <ul style="list-style-type: none"><li><input type="radio"/> 20. My Best Friend / "Buddy Card"</li><li><input type="radio"/> 21. Invitation Letter</li><li><input type="radio"/> 22. Personal Phone Calls / Email Invitation</li><li><input type="radio"/> 23. Promote at Church and Other</li></ul> <p><b><u>Community</u></b></p> <ul style="list-style-type: none"><li><input type="radio"/> 24. Local Newspaper</li><li><input type="radio"/> 25. Display Boards a Community Events</li><li><input type="radio"/> 26. Patriot Day Flag Ceremonies</li><li><input type="radio"/> 27. Pack Special Events in the Community</li><li><input type="radio"/> 28. Volunteer for Community Events</li><li><input type="radio"/> 29. Church Bulletin Inserts</li><li><input type="radio"/> 30. Sports Fields / Recreation Centers</li><li><input type="radio"/> 31. Parades</li><li><input type="radio"/> 32. Community Marquees</li><li><input type="radio"/> 33. Pack Website and/or Public Facebook account</li><li><input type="radio"/> 34. Libraries</li><li><input type="radio"/> 35. Church Sunday School Presentations</li><li><input type="radio"/> 36. Business Window / Counter Displays</li></ul>
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## 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.