



## “GETTING THE WORD OUT FOR SCHOOL NIGHT” Cub Scout Marketing Ideas

- Boy Talks – Parents talk to the boy’s at school about joining Cub Scouts
- Distribute fliers directly to boys when conducting boy talks at school
- Posters in school
- Posters/fliers in businesses, churches, etc.
- Boys wear uniforms to school the day of rally
- Parents who are leaders have lunch with their son on day of rally wearing their uniform
- Put messages on the marquee at schools and businesses
- Pack set up Pinewood Derby, push mobile or some kind of activity or display at your school during the week of School Night.
- Cubs conduct the school or PTA flag ceremony prior to School Night.
- Public Address (PA) announcement/reminder in school on day of rally
- Articles in local newspapers, as well as school and church newsletters
- Spots on local radio stations
- Shoe polish messages on Pack family cars when they drop off and pick up their kids at school.
- Leaders in uniform standing in front of school as children release from school on the day of rally
- Boys in den meeting make yard signs and then place them out in their own yard
- Chalk messages on sidewalk
- Mayoral proclamation in your town
- Fliers in or messages on grocery bags
- Banners or portable signs on well-traveled roads
- Campaign for parent to sell another parent
- Display/posters in stores where school supplies are sold
- Do more recruiting through chartered organization to recruit Cub Scouts
- Boy to boy recruitment with possible incentives

