

How to Promote Your Group within the community



What is Scouting

- Scouting is:
 - Education for Life,
 - a Movement for Youth,
 - International,
 - Open to All,
 - Fun with a Purpose,
 - A Challenge for Adults,
 - Voluntary,
 - Non-Political,
 - Non-Governmental.



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What is Scouting

- Scouting is:
 - A method
 - Making Personal Commitment
 - Learn by doing
 - Working in Small Groups
 - Stimulating Programs
 - A code of living
 - A spiritual dimension
 - A social dimension
 - A personal dimension



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Why Promote Scouting in the Community

- We have a great program!
- We have a lot more to offer than other youth activities
- We need to sell Scouting to the family as a family activity, and groups need to maximize the *family experience* with your program
- Enrich the local community & family ties

- For Adults, we offer the opportunity to:
 - spend quality time with their children
 - gain valuable leadership and team skills
 - develop new friendships and make a positive impact on their community
 - and have fun too!



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What are you promoting and to whom

- What
 - Value
 - The program - fun and safe
 - A family affair
- To Whom
 - Parents
 - Youth
 - Community Groups



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Ways to promote

- School Talks,
- Newsletters,
- Partner newsletters,
- Community Service Events
- Fun Nights
- Sharing of major activities/ successes,
- Local media,
- Public Access media,
- Service organization presentations,
- Group events
- Family activities/events



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Resources you can use

- Brochures
- Displays
- Video's



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What has worked for you?

- Do you have any success stories you'd like to share?



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