

Marketing Your Unit!

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Why Do We Need To Market Our Unit?

- Visibility to your community
- Helps membership growth
- Builds a sense of pride for the community



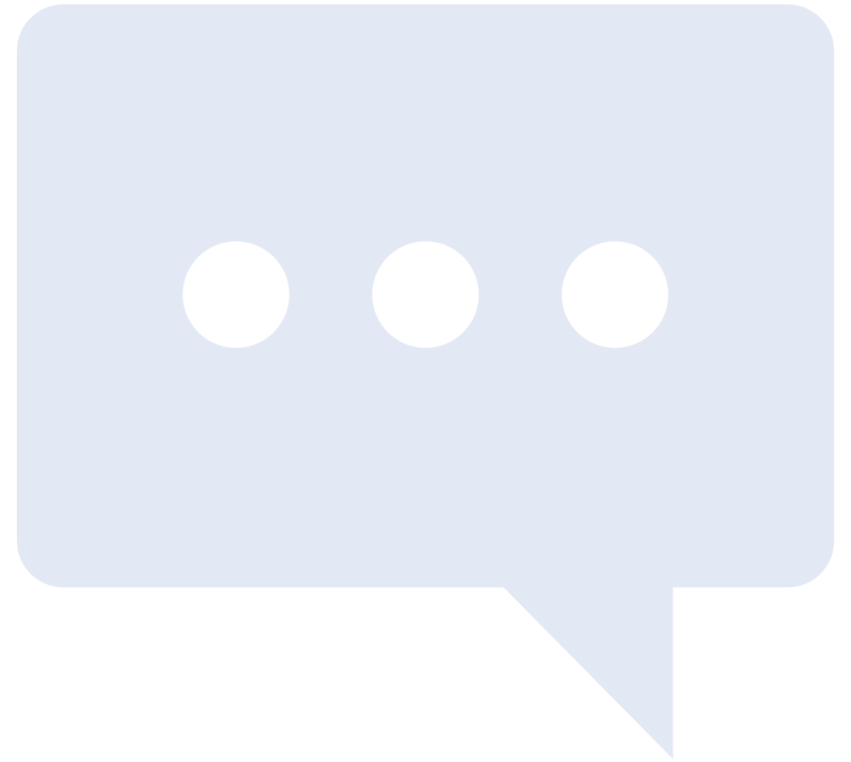
Social Media

- Facebook
 - Target Audience: Men and women ages 35-44
 - Make your unit Facebook a public Page (not a separate account or Group)
 - Page Administrator should be a registered volunteer who has valid YPT
 - Review the BSA's Social Media Guidelines
 - [Click Here To See BSA Social Media Guidelines](#)
- Instagram
 - Target Audience: Men and women ages 18-24



How Does Your Unit Use Social Media?

Discussion!



Sharing Your Unit's Story

- Share your unit's premier event to the community using:
 - Facebook (families post, local groups, etc)
 - Town/School Newsletters
 - Local newspapers (SUN newspapers, Courier Post)
 - [SUN Newspapers Press Release Form](#)
 - News Station Coverage (submit a story idea/press release)
 - [6ABC Action News](#) – Philadelphia/South Jersey
 - [NBC 10](#) – Philadelphia/South Jersey
 - [CBS 3](#) – Philadelphia/South Jersey
 - [Fox 29](#) – Philadelphia/South Jersey

Peer-to-Peer Recruitment

Ask me about Scouts
It's one of my favorite things to talk about!

facebook/Pack70XX
(856)867-5309
#Pack70XX

SCOUT ME IN



(856)555-5050
#Pack70XX

ON MY HONOR
TIMELESS VALUES



Ask me about Scouts
It's one of my favorite things to talk about!

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(856)867-5309
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Cub Scout
PACK
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SCOUT ME IN



Ask me about Scouts
It's one of my favorite things to talk about!

facebook/troop70XX
(856)867-5309
#troop70XX

SCOUT ME IN



In-Person Community Marketing



The best way to be seen in your community is to be present!!

- **Information booths at:**
 - Community Fairs (4H, WaterFest, Super Saturday, Wood Street Fair, etc)
 - Community Yard Sale Days
 - **Where does your unit set up info tables?**
- **Participation in Community Events:**
 - Parades
 - Service Projects
 - Flag Placements
 - Flag Retirements
 - Back-to-School Nights
 - School Festivals
 - Christmas Caroling
 - **What does your unit do in the community?**

Who To Know In Your Community!

- Get to these important people to help keep your unit recognized:
 - Police/Fire Chiefs
 - Mayor
 - Town Council Members
 - Recreation Department
 - Town Community Relations Dept.
 - **Who Does Your Unit Have Relationships With?**



**What Is Your Unit's Pitch to Youth
Let's Discuss!**



**What Is Your Unit's Pitch to Parents?
Let's Discuss!**

Scouting Lingo To New Families



Don't use it! New families will not know what SPL, ASPL, COR, BSA, Council, District, Den, or Patrol will mean.

Keep it simple for new families to understand how Scouting works!

BSA Membership & Marketing Hub

The Boy Scouts of America has a great website for all membership and marketing needs for your unit!

[Click Here to Access BSA's Membership & Marketing Hub!](#)