

CUB SCOUT RECRUITMENT

5 STEPS TO MARKETING SUCCESS

1

ORDER FLYERS

Talk to your district professional and order printed flyers advertising your pack's Sign-Up for Scouting night

2

DESIGN AN IMAGE

Using our Design Portal, create a custom image with your pack's Sign-Up for Scouting Night info.

3

SHARE EVERYWHERE

Have your pack parents share your custom image on their personal social media pages - Facebook, Instagram, NextDoor, etc.

Images in Design Portal fit all social media channels

4

REQUEST A VIDEO

Request a custom video on our recruitment resources website and post directly on your story and feed.

5

BE SEEN AT SCHOOL

Make sure your pack is represented at "Meet the Teacher" nights and host a Scout Talk when possible.

LEARN MORE | [HOAC-BSA.ORG/RECRUIT](https://hoac-bsa.org/recruit)