

Unit Outreach Plan

Ideas	Materials Needed	Plan – Date, Who
<p>Tech & Social Media</p> <ul style="list-style-type: none"> <input type="checkbox"/> Facebook Testimonials <input type="checkbox"/> Instagram Invites <input type="checkbox"/> Create Unit Promo Video <input type="checkbox"/> Geofencing (Leo) <input type="checkbox"/> Unit Brags! 		
<p>Geographic Solutions</p> <ul style="list-style-type: none"> <input type="checkbox"/> Yard Signs <input type="checkbox"/> Door Hangers 		
<p>All About Flyers (Posters)</p> <ul style="list-style-type: none"> <input type="checkbox"/> Flyer churches, community boards, coffee shops, etc. <input type="checkbox"/> After School Flyer Handout <input type="checkbox"/> Ethan/Ellie with Flyers <input type="checkbox"/> Flyers to Businesses <input type="checkbox"/> Flyers at After School Sites <input type="checkbox"/> Poster Campaign (encourage Scouts to help, event specific posters too) 		
<p>Billboards & Displays</p> <ul style="list-style-type: none"> <input type="checkbox"/> Display case / bulletin boards at schools, churches, & coffee shops <input type="checkbox"/> Gallatin Valley Mall Display Case <input type="checkbox"/> MSU Community Board @ SUB <input type="checkbox"/> Community Marquee Boards 		
<p>Make it Personal</p> <ul style="list-style-type: none"> <input type="checkbox"/> Invite-a-friend campaign - utilize buddy cards and invite to join night. <input type="checkbox"/> Parent to Parent Campaign (encourage parents to contact friends and post online to join) <input type="checkbox"/> Customized invitations (similar to birthday party invitations) <input type="checkbox"/> Personal phone calls / email invites to 5th graders (or AOL/WEBELOS Dens) 		
<p>Visible Scouting</p> <ul style="list-style-type: none"> <input type="checkbox"/> School carnival or festival booth with activity <input type="checkbox"/> Parades <input type="checkbox"/> Promote Scouting through service projects <input type="checkbox"/> Promote Scouting while fundraising (use handouts, small flyers, etc.) <input type="checkbox"/> Articles – Local or School Newspaper 		
<p>Other Ideas?</p> <ul style="list-style-type: none"> <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ 		