



## Your Pack's Marketing Plan

### The "Top 40"

Below are the "Top 40" ways your pack can help give every boy in the Middle Tennessee Council the opportunity to join Cub Scouts.

The Top 10 list is what the Middle Tennessee Council staff will work with your unit to accomplish.

Please attempt to do at least 5 items from the sections Pack families, school, and community.

**Together we can build a family adventure through Scouting.**

#### **Top 10 List**

1. Pack Information Sheet
2. School Visits and Boy Talks
3. Flyers
4. Youth wear uniform to school
5. Stickers
6. Yard Signs in neighborhood & school
7. Banner at local grocery store or gas station
8. Unit Picture Boards and/or Power Point
9. School Open House
10. Update your BeAScout.org map pin & follow up quickly with leads

#### **Pack Families**

11. Recruit Grade level marketers
12. Adults in uniform in pick-up lines
13. Information Business Cards
14. My Best Friend recruitment
15. Invitation Letters
16. Personal Phone Calls and Email Invitation
17. Promote at Church and Other

#### **School**

18. PTA/PTO Presentation
19. Be Involved in School Activities

20. Service Projects for School
21. Thank yous & Pride Points to front office
22. School Text Blast
23. Intercom Announcements
24. School Marquee
25. Parent Lunch with son
26. School Display Case

#### **Community**

27. Radio
28. Local Newspaper
29. Schedule visit to major news station
30. Display Boards for Community Events
31. Patriot Day Flag Ceremonies
32. Pack Special Events in the Community
33. Volunteer for Community Events
34. Church Bulletin Inserts
35. Sports Fields and Recreation Centers
36. Parades
37. Community Marquees
38. Pack Website and/or Facebook account
39. Community Access Television
40. Church Sunday School Presentation