

HOW TO WORK WITH SCHOOLS TO RECRUIT NEW FAMILIES



Interaction/Opportunity

- Open House or Meet the Teacher Night

Ideal Action

- Info Table attended by Unit Rep. in-person either in building or outdoor location at School

If not Feasible, ask for...

Contingency #1

- Info Table attended by School Rep. (Teacher, Parent, PTA, etc.)

If not Feasible, ask for...

Contingency #2

- Info Table unattended

Interaction/Opportunity

- School Talks

Ideal Action

- Field Staff Member/ Volunteer promotes Scouting in-person with a 3-5 minute talk.
 - Ideally Room to Room
 - Lunch Room
 - Assembly

If not Feasible, ask for...

Contingency #1

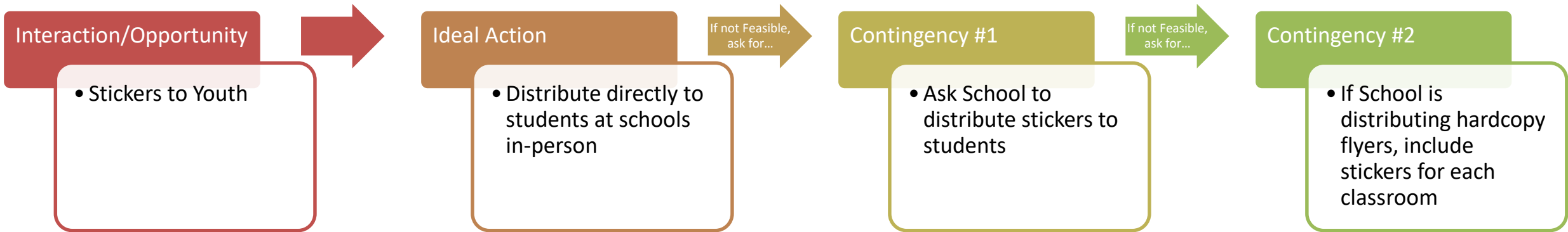
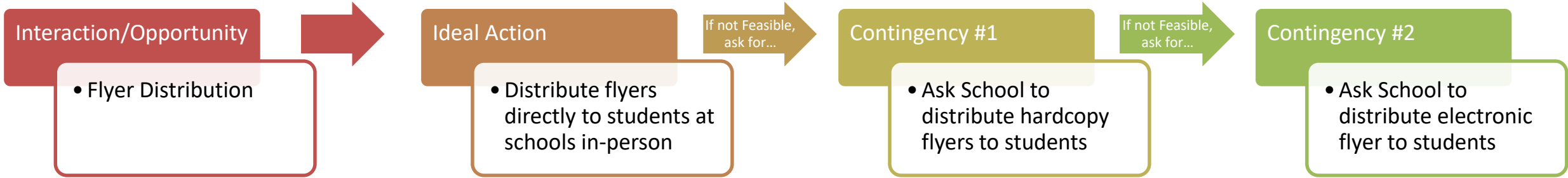
- Live School Talk by staff member or volunteer to promote Scouting using a video chat

If not Feasible, ask for...

Contingency #2

- Use pre-recorded School Talk video played by teachers





Yard Signs

- Place on School Property
- Place in other High Traffic areas in the community

Marquees/Signs

- Ask School to display on School Marquee/Sign
- Ask Charter Org to display on Marquee/Sign
- Ask Unit Volunteers that are Business Owners to display on their Marquees/Signs

School Announcements

- Provide script for verbal only announcement
- Provide school talk video for video announcements



School Newsletter

- Provide content to School

School Social Media

- Provide content to School
 - Scanned Flyer in JPG/PNG format
 - Graphic Specific to their Sign Up Night
 - School Talk Video for their School

PTA Social Media

- Provide content to PTA
 - Scanned Flyer in JPG/PNG format
 - Graphic Specific to their Sign Up Night
 - School Talk Video for their School



PTA Newsletter

- Provide content to PTA

School All Call/Text

- Provide content to School for an “All Call” or Text if possible

Community Social Media

- Post Content to Community Groups and Buy/Sell/Trade Pages
 - Scanned version of Flyer
 - Graphic specific to the Community
 - School Talk video specific to the community

