HOW TO WORK WITH SCHOOLS TO RECRUIT NEW FAMILIES
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

Contingency #1

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

Contingency #2

- Use pre-recorded School Talk video played by teachers

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

Contingency #1

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

Contingency #2

- Info Table unattended
Interaction/Oppportunity
- Stickers to Youth

Ideal Action
- Distribute directly to students at schools in-person

If not feasible, ask for...
Contingency #1
- Ask School to distribute stickers to students

Contingency #2
- If School is distributing hardcopy flyers, include stickers for each classroom

Interaction/Oppportunity
- Flyer Distribution

Ideal Action
- Distribute flyers directly to students at schools in-person

If not feasible, ask for...
Contingency #1
- Ask School to distribute hardcopy flyers to students

Contingency #2
- Ask School to distribute electronic flyer to students
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
<table>
<thead>
<tr>
<th>School Newsletter</th>
<th>School Social Media</th>
<th>PTA Social Media</th>
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<tbody>
<tr>
<td>• Provide content to School</td>
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<td>• Provide content to PTA</td>
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<td>• Scanned Flyer in JPG/PNG format</td>
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<td></td>
<td>• Graphic Specific to their Sign Up Night</td>
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<td>• School Talk Video for their School</td>
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- Provide content to PTA

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

- 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