



Campaign Kit For

# Recruitment Marketing

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# Welcome to Your Campaign Kit for Recruiting!

**A strong home starts with a solid foundation.  
The same is true for marketing!**

This campaign kit provides step-by-step tips to host a successful joining event. From planning to promotion to follow up, the kit includes a set of integrated marketing elements designed to work together to help you build the solid foundation needed for a successful event.

Are there other things you could do? Yes! But we strongly recommend you start with these key elements and work your way forward. Along with campaign elements, you'll also find links to helpful how-to's and marketing resources.

Ready to build a great campaign? Fantastic! So, grab your tools and let's get to work!

# Know Your Audience: Mom

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- In marketing and promotion, it's important to know your audience. For Cub Scouts, the target audience is typically a mom.
- As you develop your campaign, it's critical you keep Mom in sharp focus to make sure your message is heard by the right audience at the right time.
- To help, we've combined dozens of data sources to construct a "Persona," a fictional profile of the person you need to reach.
- Get to know Mom in the next slide and always remember to speak to her as you roll out your campaign!



# Who is Mom?

*"I'm a busy mom and I worry about my kids being under pressure and being safe. I'm looking for things we can do together and help prepare them for life, especially given the challenges our world faces."*

## A BIT ABOUT MOM...

- ▶ A bit skeptical. Question marketing and will search the web and social media to validate info.
- ▶ Spread thin so make things easy. Have less than an hour a day for themselves.
- ▶ They worry about their kids. Covid has only made it worse.
- ▶ Doesn't have a relationship with Scouting in her family.

## DEMOGRAPHICS OF TODAY'S TARGET MOM

38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree

Mosaic: Council Market Analysis, Kids and Cabernet

## WHAT MOM WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

## WHERE DOES MOM GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on ave. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child's school. Facebook still rules.

### Social Media



### Audio



### Streaming



## TOP INTERNET USES

- ▶ Obtaining childcare information
- ▶ Making purchases for business use
- ▶ Watches TV or movies online, visits TV networks, TV show websites and/or looked up movie listings or showtimes
- ▶ Looked for recipes
- ▶ Obtained information about entertainment or celebrities
- ▶ Obtained financial and medical information
- ▶ Made travel plans

## QUESTIONS MOM HAS ABOUT SCOUTING

- **Will my children be safe – it's the first and foremost measure to be addressed.** Scouting has the most comprehensive youth protection policies of any youth organization. It is the organizations #1 priority.
- **Is Scouting relevant anymore? Is it for families like mine?** Scouting builds respect for others, character, fitness and leadership. It prepares them for life.
- **Will my kids get exposure to new things and opportunities?** Scouting is all about trying new things and new experiences. It's an amazing adventure for the whole family.
- **Can girls join?** Yes, girls are part of Scouts BSA and Cub Scouts. And Scouting is for the whole family.
- **What will it cost (we don't want to do fundraising!)?** Scouting is competitively priced to fees for other youth organizations and if needed, it finds ways to make the program affordable.

### Internet Usage



### Brand Affinities






# Plan for Measurement

How do you know something works? You measure it!

Measurement is an important part of every campaign. It helps you learn what parts of your campaign worked, which need to be improved and when you've reached your campaign goals!

Measuring your campaign's effectiveness depends on the tactics you're using. For this campaign, here are some easy things to measure.

- **Social media engagement** – Facebook analytics makes it easy to track likes, comments, shares and visits to an event page
- **Fliers, yard signs or posters** - Use QR codes to track click-thru rates.
- **Emails** – Track opens and click-thru rates
- **Attendance at events** - How many people stopped by the event? How many new scouts signed up?



What else can you measure related to your event? And how can you improve? Talk about measurement upfront with your leaders and parents.

**Remember: Progress is made where progress is measured!**



# QR Codes Make it Easy!

QR codes make it easy to pull up web sites from your phone. Just point your camera and click!

For Scouting , it QR codes are an incredibly valuable way to connect fliers, posters, yard signs and more to your event.

Remember those busy Mom's we need to reach? QR codes are also widely adopted by busy families as a fast and efficient way to find info they're interested in.

Here are some helpful links (and QR codes!) to [Scouting America's QR codes for online registration](#), a Google how-to for creating your own QR codes right from [Google's Chrome browser](#) and a handy [QR Code Generator](#).

SCAN ME

## QR Codes for Online Registration



On [Scouting America's Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

## Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google's Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!



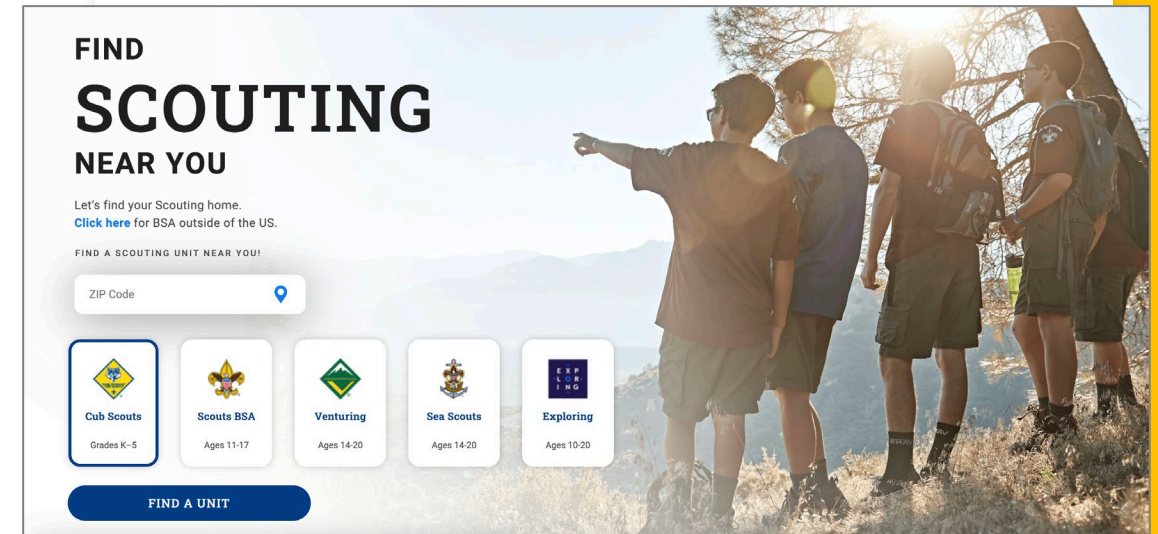
# Update BeAScout.org

Sending families to [BeAScout.org](https://BeAScout.org) is the surest way to capture and track those interested in joining.

Before you begin your campaign, it's important to make sure the information on your [BeAScout.org](https://BeAScout.org) pin is up to date!



Find out how to update your pin here [BeAScout.org](https://BeAScout.org).





# Set Up Your Facebook Page

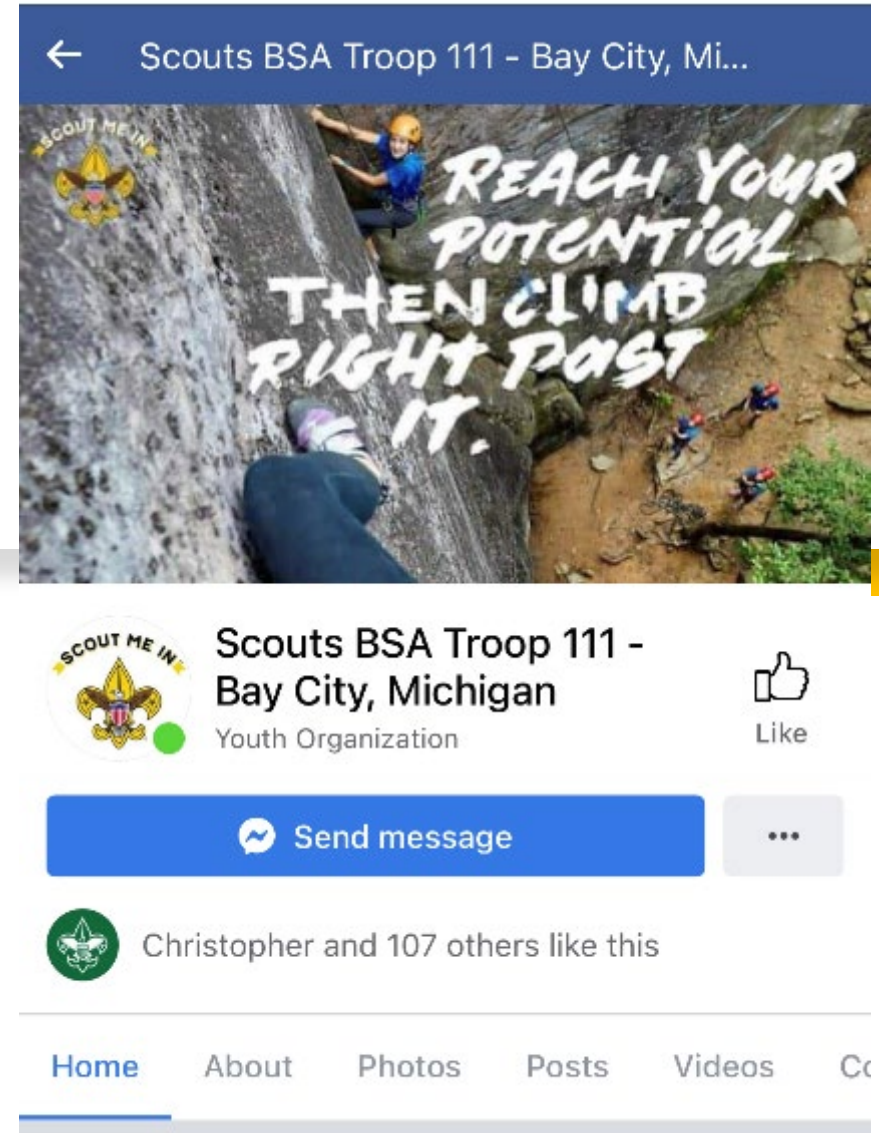
Make sure you have a [Facebook page for your unit](#). Post photos and video so people can see the fun Scouts have in your unit.



Learn how to set up your own Facebook page.



Or use Facebook's handy page creator tool.



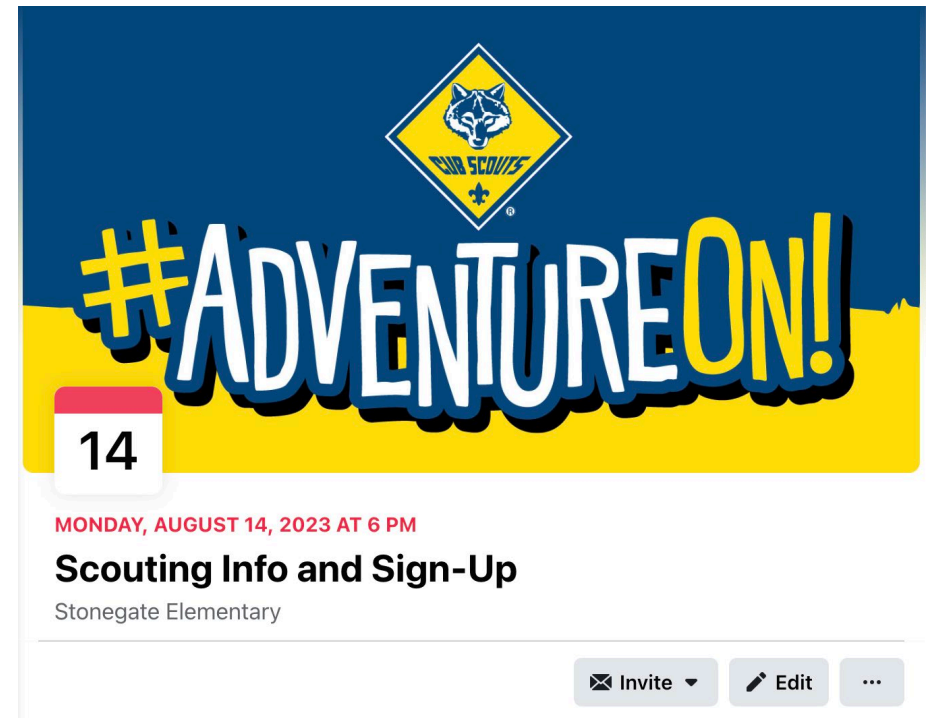
# Build Your Campaign

## Let's get to work setting up the 5 key elements of your promotional plan.

1. Making the Most of Social Media: Create Your Facebook Calendar Event
2. Boost Your Facebook Calendar Event
3. Set up a 6-week social media campaign
4. Hyperlocal Marketing: Fliers, Yard Signs and Posters – with QR codes!
5. Spreading the Word: Mobilizing Your Scouting Family

# Step 1: Create a Facebook Calendar Event

- Every campaign needs a "landing page" where interested families can be directed to learn more about your event. For Scouting, Facebook Calendar Events are an effective tool for lots of reasons.
- A [Facebook Calendar Event](#) is a calendar invitation you set up for events like joining nights, meetings and more. Events are easy to create and make it simple to reach people you want to invite to your joining event. Best of all, Moms are familiar with events and very comfortable using them.
- Important: To use Facebook calendar events you'll need an [organization page for your Scout unit](#).



# Increase the Impact of Your Facebook Calendar Event



## Add a Great Image or Video

A picture or video is worth a thousand words, so be sure to add a photo, logo, or video to your invite. Looking for photos? [The Scouting America Brand Center has everything you need.](#)

## Write a Compelling Description.

Tell people why they should attend and any information about your Scouting unit or event.

## Include your unit's registration URL.

Make it easy for people can register immediately. [Find out more about how to find and use your unit's registration URL.](#)



Learn How to Create a  
[Facebook Calendar Event](#)



MONDAY, AUGUST 14, 2023 AT 6 PM

## Scouting Info and Sign-Up

Stonegate Elementary

Invite Edit ...

### Join Cub Scouts!

Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location).

If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls. It's fun for the entire family.

**Come by our sign up and join the fun!** Can't come to the sign-up event? Join online at (URL)

# Sample Copy for Your Facebook Calendar Event

(Customize these for your pack!)

## **Join Cub Scouts!**

*Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location)!*

*If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls.*

**Come by our sign up and join the fun!** Can't come to the sign-up event? Join online at (URL) or Message us or call for more information.

## **Join Cub Scouts.**

### **Join the Adventure!**

Time to get outside with Cub Scouts! Cub Scouting is fun in the outdoors with camping, crafts, friends, and much more! And yes - it's for boys AND girls!

Join at our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

## **Sign Up and Get Outdoors with Cub Scouts! (For Boys AND Girls!)**

Cub Scouting is fun with friends in the outdoors! It's camping, crafts, pinewood derby cars, hands-on learning and so much more!

Drop by our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

## **A Picture is Worth 1,000 Words**

Be sure to include a great photo of the Scouts in your unit. Don't have a photo? Use one from the [Brand Center](#).





# Step 2: Boost the Calendar Event

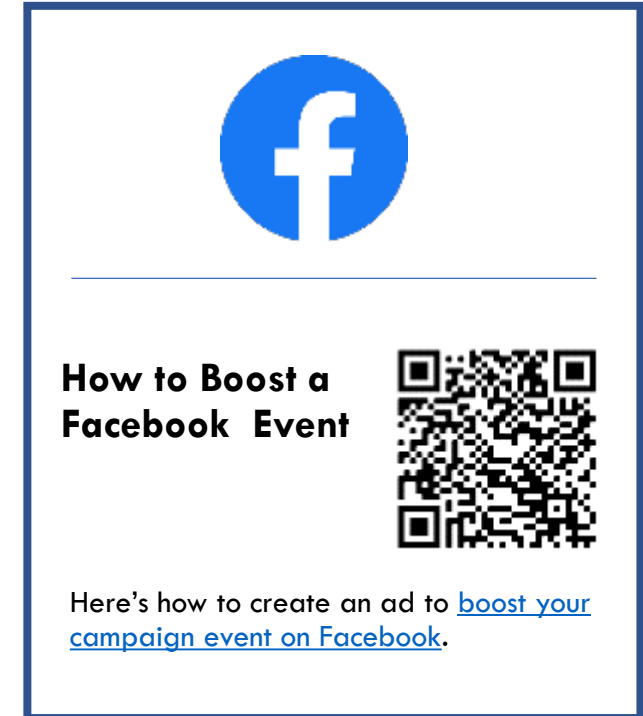
Once you've created your Facebook calendar event, boost the Event so it will be seen by more people.

What is boosting? Boosting is paid advertising and an essential step in promoting your event. For as little as \$1 a day, Facebook will promote your event to an audience that is broader than just people who follow or like your page.

This allows you to precisely target who will see your event. For example, you can geotarget parents of elementary school-age youth in a certain geographic such as a zip code or radius around a school or meeting place.

Taking it a step further, you can even geotarget the times and places parents gather - and spend time on their phones! Think Little League games, soccer tournaments or even pick up times at schools.

For tips to selecting the best geotarget settings, review the options on the next slide...



*Boosting is a powerful, cost-effective marketing tool that's easy to use!*

# Choosing the Best Geotargeted Audience

## Audience Selections

- **Geofencing Target:** Men & Women age 25-49
- **Interest Targeting:** Parents, Parents of Elementary Age Kids, Parents of 1<sup>st</sup> Grade, Parents of 2<sup>nd</sup> Grade, Parents of 3<sup>rd</sup> Grade, Parents of 4<sup>th</sup> Grade
- **Secondary Interest Targeting:** Outdoors, Camping, Hiking, STEM
- **Fence Radius: Generally** 2-4 miles around a joining event location . In dense urban areas, you may fence 0.5 miles. In more rural areas you may fence 10 miles. Use the walk/drive distance as a rule of thumb. Fence only as far out as the reasonable person would drive weekly to attend a Den/Pack Meeting.

## Do's & Don'ts

- The more targeting info you enter, the narrower your audience will become. Go too narrow and you'll quickly cut out most of your audience.
- You can hold a joining event at one location, but fence around other locations. If you fence around multiple locations, the system will spread your budget across all the locations you fence. In that case, increase the spend so the dollars are not spread too thin to be effective.

## Places to consider fencing around?

- Anywhere families are visiting. You do not need permission to fence around a location. It is an invisible fence.
- Consider schools, family-oriented restaurants, parks, playgrounds, rec centers, grocery stores, stadiums and sports venues, etc. Remember that being local is key. Fence locations that are near the joining event location.

# Step 3: Launch Your Own Social Media Campaign

Launch a three-to-six-week social media campaign on Facebook to build awareness of your pack and invite families to join. We've made it easy!



Week	Post	Topic	Post Language	Hashtags	Suggested Image from Brand Center (or Similar Pack Image)	Sitelink (BeAScout or Pack Website)
1	1	Fun, Family & Friends	From taking your first hike...to roasting your first marshmallow around the campfire...Cub Scouts is about fun, family and friends! It's about finding adventure in the world around you. Don't let adventure pass you by! Check out our Pack today! For info, contact (insert pack contact info).	#AdventureOn #BeAScout #CubScouts		<a href="http://www.beascout.org">www.beascout.org</a>
1	2	Best Future Self	What does their future hold? Are they destined for greatness? Will they impact the world around them? The best way to find out is through Cub Scouts! Scouting's character and leadership programs help young people become the best future version of themselves. Oh yeah... and...it's fun! Join today! For info, contact (insert pack contact info).	#AdventureOn #BeAScout #CubScouts		<a href="http://www.beascout.org">www.beascout.org</a>

- In the Brand Center you'll find a sample [6-week schedule of posts](#) to get you started. You can add your own content. The important part is to post regularly to show the fun and adventure youth have in your Cub Scout pack.
- Note: Save time by creating your posts in advance in advance, and then use [Facebook's scheduling tool](#) to plan out when they'll post!



## How to Schedule a Facebook Post



Did you know you can create and schedule your entire set of Facebook posts at once?

Spending some time planning and [scheduling posts](#) and they'll happen automatically!



# Step 4: Go Hyperlocal with Fliers, Yard Signs and Posters

“All Scouting is Local.”

Because Cub Scout packs are community and neighborhood based, yard signs, fliers and posters are a good way to reach families in your area. Don't just rely on schools! Distribute join Scouting fliers, posters, and yard signs in and around libraries and friendly businesses.

- ☐ Ask local business to distribute fliers, for example local pizza restaurants may joining fliers to the top of pizza boxes.
- ☐ Place yard signs where families go. Fast-food drive-thrus, where school supplies are sold. Don't forget your own home.
- ☐ Make sure every flyer, poster or yard sign design includes a QR code to help direct families to your campaign event page. You can even create a unique QR code for each design to measure which type performed the best.



Join Cub Scouts today at [beascout.org](https://beascout.org)

## The Scouting America Brand Center...

The [Scouting America Brand Center](https://beascout.org) is the place to find videos, fliers, social media images and plans, posters, peer-to-peer cards and so much more!



AdventureOn2... CSBC.pdf 152

AdventureOn2... CSBC.pdf 98

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AdventureOn2... CSBC.pdf 215

AdventureOn2... CSBC.pdf 205

AdventureOn2... CSBC.pdf 104



Join Cub Scouts today at [beascout.org](https://beascout.org)



### JOIN CUB SCOUTS!

INFO SESSION TUESDAY, MAY 31ST  
STONEGATE ELEMENTARY SCHOOL

Do you have a son or daughter in kindergarten to 5th grade who is interested in Cub Scouts? Pack 841 is holding an information session where you can learn about all the fun activities Cub Scouts have to offer!



## Step 5: Mobilize Your Scouting Families

*“More hands make light work.”*

Reaching families, inviting them to join and onboarding them can be a lot of work if you go it alone. *Make sure you ask every leader and parent in your unit to help.*

Explain the joining event to your parents and leaders. Break up the tasks and ask people to help.

Ask your families to:

- Invite their friends and family to visit meetings – and join
- Share posts about the pack and the joining event on their social channels
- Distribute posters and fliers to local businesses and organizations
- Share news of the joining event to parent teacher association meeting, other and other groups organizations they may be part of.
- Drop off fliers to local after-school care centers
- Put up fliers and posters on community bulletin boards, coffee shops, grocery stores, etc.

# Timelines and Schedules

**Planning is the key to successful marketing efforts (and almost every other effort, too!)**

We highly recommend good **old-fashioned backdating**. For example, if you are planning a joining night, grab a calendar and count backwards from the date of your joining event. Schedule out all your marketing activities!

For example:

- Note the event date
- Start posting on your Facebook page 3-6 weeks prior to your event
- Set up and boost your calendar event 2 weeks prior to your event
- Distribute fliers in schools 10 days to 2 weeks prior to your event
- Place yard signs at school 1 week prior to your event
- ... and more...

Don't skip this step! Map it all out... then meet with other leaders and parents to decide who can help cover all your marketing tactics.







## Resources

Find all your #AdventureOn marketing assets on the Scouting America Brand Center.

### Adventure-Themed

- Deliver brand promise through outdoor imagery
- Dozens of digital and print assets available
- Available on the Scouting America Brand Center

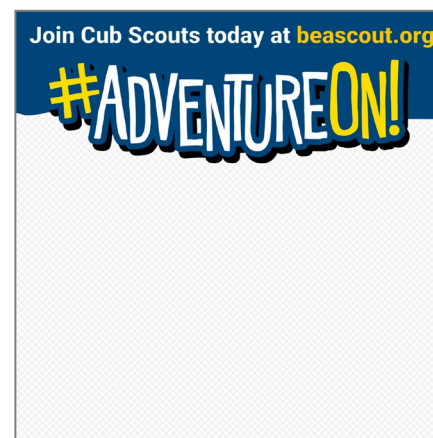


Web Banners



Bookmarks

### DIY Headers/Footers



Social Images



Posters & Fliers



Post Cards



Print Banners

**#ADVENTURE ON!**

Good luck!