

3.3 Promotion



Promotion combines publicity, public relations and all other marketing tools, and can be targeted at individuals (face-to-face, e-mail, postal, telephone, mail drop), local media (newspapers, radio, television), meetings and display points (web sites, libraries, colleges, schools, companies). Promoting your Scout Fellowship, therefore, is a local responsibility and every member has a part to play in presenting a positive and forward-looking image.

Publicity for the Scout Fellowship is necessary to:

- Increase the understanding of the Scout Fellowship's place within the Scout Association and the support it can offer to the members
- Help raise local and national awareness of Scouting
- Recruit and welcome new members from both within and outside the Scout Association
- Inform newcomers in the locality about a Scout Fellowship's existence and how to get in contact.
- Gain support for fundraising events, service projects and other activities
- Support other groups and organisations in their enterprises

Good public relations are invaluable and a Scout Fellowship should ensure there are links to:

- the young people and adult leaders of the Scout Association, and through them, the parents, Friends of Scouting groups and other supporters
- members of the Guide Association and Trefoil Guild
- many individuals and groups with whom Scout Fellowship members are involved in various activities
- the general public.

Although all the members have a responsibility for promoting the Scout Fellowship, it is a good idea to appoint specific people to co-ordinate the work. These roles could include your own Public Relations Officer, Recruitment Officer, and Liaison Officer (see factsheet 2.10 'Liaison Role')

Methods of promoting a Scout Fellowship vary according to purpose and opportunity. They might include:

- eye-catching posters
- colourful notices
- hand-outs at events
- articles in church magazines and in-house magazines
- reports of interesting events in local newspapers or on local radio
- personal letters
- official publicity leaflets
- newsletters
- website
- word of mouth by a short talk at meetings of local organisations or even chance conversations
- wearing badges or identification outside the meeting place
- roadshow
- display boards

Remember : always put contact information on your material!

Places to promote a Scout Fellowship might include:

- Scout and Guide HQ
- sports and church halls
- coffee mornings
- fairs and fetes
- doctor and dentist waiting rooms
- schools, colleges and universities
- libraries, theatres, cinemas, local shops

Whatever promotional methods are used, the aims are the same: to ensure people know what the Scout Fellowship is, what it is doing, what it can do, and how to join in.

Some examples of wording for publicity material is given in the 'Resources' section of this file.

Where to get help and more information:

- The Venture Scout Book – 'Getting Noticed' – from the Information Centre
- Your District/County Public Relations Officer
- Area/County Advisers
- Other Scout Fellowships
- Scouting Magazine
- ScoutBase