

 **Adopt the 7 Points of Contact marketing approach**

From the list below, select at least 7 ways to promote your unit on a year-round basis. You can probably develop additional methods, but know that the council is prepared and eager to assist with your marketing needs.

Ideas for 7 Points of Contact			
Flyers distributed to youth, direct contact method	Direct mail invitations to families from a school list	Peer-to-peer Recruitment	Develop a informational brochure to distribute
Fun at Every Turn Game on CD-ROM to 1 & 2 Graders	Career and Hobby Interest Survey	Marketing your unit at community events	Utilize the www.joincubs.com site in all of your efforts
Newspaper Ad in local paper throughout the year	High Adventure Survey placed in church bulletin	Recruit right off the soccer or football field	Set up tent and serve cobbler from Dutch oven in public
Develop a good relationship with your local school	Church Bulletin Inserts, Door Hangers, & Tray liners	Boy Talks in schools and churches	Utilize your resources through families and work.
Do a local radio interview promoting your unit's fun	Set up table at school Open House – sell the sizzle	Get out of the church basement, be seen in town	Develop a unit web-site
Yard Signs and posters blanketing the community	Utilize the Boy Scout peer recruiting internet CD-ROM	Have local dry cleaners put invitation on clothes bags	Conduct a Join Scouting event or activity
Local business marquee advertisement	Provide press releases to the local paper year-round	Enclose invitation in Scouting for Food bags	Recruit a Unit Public Relations Chair