



#ADVENTUREON

ATTENTION: FOR UNIT LEADER USAGE

FOUR SUGGESTED RECRUITMENT COMMUNICATIONS TO POTENTIAL PARENTS

MESSAGES CAN BE SENT VIA EMAIL OR TEXT MESSAGE

1. Invite to event: Scouting Is Family FUN!:

SUBJECT LINE: Scouting is FUN for the whole family!

COPY:

Hi there,

We're so glad that you're interested in Scouting!

Scouting is designed to be a fun experience for the whole family.

Your (future) Scout will learn about themselves and the great outdoors – and the best part? Your entire family will get to share in the excitement. We want to tell you more about this journey. Join us (<date>) at <time/place> to see how much fun the <"Cub Scout"/etc> program is.

Bring the family and check it out!

<LINK TO FB EVENT TO "RSVP"> or <in-person event>

See you soon,

<INSERT NAME>

2. Thank You and Welcome:

PICTURE:

Something fun from the event

SUBJECT LINE: Thank you for your interest in Scouting!

COPY:

Hello, and THANK YOU for joining us yesterday to discover more about the <program name> program!
It was great to meet you!

Keep watching your email and our social media accounts for more <specific unit (Pack XYZ)> fun. If you missed out on yesterday, or if you have another friend who would be interested, send us an email and we'll be in touch.

This will be an exciting year and we can't wait to share our adventures with you.

See you again soon,
<INSERT NAME>

3. New Parent Announcement: Announce any FAQs for new parents

SUBJECT LINE: Get answers to your Scouting questions

COPY:

Welcome, new parents!

We're so glad that you're now a "Scouting" family. At this point, you probably have questions. Here are some answers to a few of the usual FAQs that we get, and also a few suggestions for how you can prepare to have the best Scouting year.

<Scout Shop uniform deal/promo, first meeting info and what to bring to the first meeting, etc>

If you still have questions, send them to <insert contact info>.

Here's to a great season of Scouting!
<INSERT NAME>

4. It's not too late to invite to join *(2 weeks to a month later send out to new or potential parents)*

Keep recruitment efforts going
Keep sharing, keep inviting

SUBJECT LINE: Scouting's always more fun with more friends!

COPY:

Hey there,

Did you know there's still time to invite other friends and families to join Scouting? More friends means more fun, and we are all in for an extra-large helping of fun!

Help us spread the word – invite your friends to check us out, too.

Thanks for spreading the joy of Scouting!

<INSERT NAME>
