

In Scouting, youth grow into their best future selves, but just as importantly, they have fun doing it. Recruitment starts by showing that fun. When families see Scouts in action - building, exploring, and laughing - they want to join. The best invitation is simple: **come be part of it.**

This guide includes links to a number of ready-to-use resources to help you succeed. No need to reinvent the wheel. Updated April 2026. For questions, assistance, and suggestions, reach out to TAC's Communication Committee at TACScouting@gmail.com or your district's Membership Chair.

Unit Promotion Guide: [2026 Promoting Your Unit Guide](#)

Seven-page guide providing TAC units with on- and offline promotion Resources.

Council Signatures: Transatlantic Council, Scouting America Council Signatures
Colored, black, and white [[Download in PNG format](#)]

America 250: [Graphics](#) related to the 250th Anniversary of our nation.

Social Media Guide: [TAC Social Media Handbook](#)
Guide for units, districts, program leads, and council leads providing key information about social media management, guidelines and resources available.

Newcomer Flyer: [Letter-sized PDF file](#) inviting youth to join Scouting. Ideal for any bulletin boards, school newsletters, etc.

Program-Specific: [Program-Specific Flyers](#)
For each program (Cubs, Scouts BSA, Sea Scouts and Venturing), you may choose from a flyer with a small white bar on the bottom giving you the option of adding a call for action or your contact information or if you need more space, download the white space option which provides you with more space to include your unit(s) contact information and more.



Military-Connected:

[Newcomer Military-Connected Flyers](#)

Letter-sized PDF file specific to Military Base communities inviting youth to join Scouting. Ideal for any bulletin boards, school/unit/installation newsletters, etc. These flyers are not Program-specific.

Recruitment Videos:

Our **[YouTube Recruitment playlist](#)** features videos from TAC and the latest BSA recruitment webinars - lots of tips, especially for recruitment of older Scouts.

TAC Transfer Guide:

The Council created a guide to assist you with transfers outside of Council and within the Council. It's a valuable resource for New Member Coordinators. **[\[PDF file\]](#)**

Commissioner Graphics:

Graphics created for Roundtables and other meetings to share valuable information, including activities, Sporting Clays, training, recognition **[\[Link to Google Drive folder\]](#)**

Background Images:

[Video Conference Background Images](#)

TAC Calendar:

View District and Council events at **<https://tacscouting.org/calendar>**
You can easily incorporate the TAC Calendar into your personal or unit calendar using this link: <https://scoutcal.com/BSA802>

Google instructions:

1. Open Google Calendar.
2. Go to "Other calendars" and click the plus sign to the right of it.
3. Select "From URL", paste the following URL into the textbox, and click "Add Calendar".

TAC Social Media:

[Facebook](#)

[Instagram](#)

[YouTube](#)

[TAC Nation Facebook Group](#)

LinkedIn: **[TAC](#)**, **[TAC NESAs](#)**, **[TAC Alumni](#)**

[LinkTree](#)

