



PROMOTING YOUR UNIT

A TAC Ideas and
Resource Guide



TAC Adventures!



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April 2026

In Scouting, youth begin as their best-right-now selves and grow into their very-best-future selves. But just as importantly: Scouting is fun. Recruitment starts by showing that fun to others. When families see youth laughing, building, exploring, and taking on hands-on challenges, they want to be part of it. The most effective invitation is simple: **come join us.**

Many in your community may not yet understand what Scouting truly offers. That's why it's essential to make your program visible. Get out into your community and showcase Scouting through engaging, hands-on experiences. Hosting or participating in **Scouting Expos** is a powerful way to do this. Let families experience activities like backyard bass fishing, rope bridge building, and other interactive adventures that bring the program to life.

Share your story widely. Post photos, highlight activities, and celebrate your Scouts across multiple channels. A strong program is only part of the equation. You also need to actively promote it. Empower parents and volunteers to help spread the word. Personal invitations and peer-to-peer recommendations remain the most effective way to grow your unit.

To support your efforts, the Transatlantic Council's Range and Target Activities Chair is available to travel and assist with recruiting events, bringing engaging, hands-on Scouting activities directly to your community. To coordinate support, contact Joseph Schram at jrschram.tacscouting@gmail.com.

This guide provides resources to help you promote your unit, including templates, images, and ready-to-use materials. There's no need to reinvent the wheel. Use what's available to save time and maximize impact.

Originally created for the May 2021 Edelweiss District Roundtable, this guide has been updated multiple times, most recently in April 2026, to reflect current best practices and resources from Scouting America.

**Information listed is subject to change.
See links provided for updated details.
No endorsement implied.**

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Table of Contents

Scouting America Marketing Bootcamp2

Flyers, Signs and Other Handouts2

Social Media, E-Messaging and Peer-to-Peer: Free and Easy Publicity4

Newspapers and Local Media.....6

Photos and Videos (Tell and Show).....6

Peer to Peer – Word of Mouth – Kid to Kid – Parent to Parent.....6

Resources List7

Scouting America Marketing and Recruitment Resources

Watch the webinars from this year, 2025, and the two-session 2024 Marketing Bootcamp recordings to learn about Scouting America marketing plans and resources available. TAC has also created a YouTube Recruitment playlist with a number of valuable videos.

National Recruitment Resources: View recruitment webinars and slideshows.

View the 2026 SBSA Spring Recruitment Kickoff Webinar

BeAScout 101 – Tech Edition

TAC Recruitment You Tube Playlist

Flyers, Signs and Other Handouts

Many communities in the Transatlantic Council host events, such as back-to-school nights and newcomer fairs, to introduce newcomers to organizations within the community. During these events, you may showcase your unit with the help of:

Posters

This can be a trifold or regular poster. Highlight activities with **pictures**. Add your **contact information**, including **email address** and links to **social media** accounts and/or **website**. Consider using a **QR code** that anyone can simply scan with their mobile device to display a text, contact information or a website link. A quick Google search will point you to QR code generator websites. You may also enlarge one of our TAC flyers.

Keep it simple: Add a few bullet points with information families need. Include information about upcoming events. Some people may just quickly browse and won't have time to read ten paragraphs of text.

Parent Orientation Guide Handouts

General information about Scouting, meeting times, volunteer opportunities, and expectations for parents.

Flyers

A wide variety of National materials are at the **Marketing and Membership hub** at ScoutingWire or the **Recruitment Resources** page on Scouting.org with links to the Scouting America brand center, social media calendar and more. **Take advantage of Transatlantic Council-specific recruitment material.**

Many Scouting America flyer templates are front side only, or you can just use the front graphics, and then you can fill the backside with your messages and events.

You can make your own flyers with ***your own pictures of your own Scouts***, but be sure to receive written authorization from your Scouts' families (directly or as a sign-up for the event, or in the release signed by parents on Part A of the current Scouting America Health and Medical Record). Also, never list a Scout's full name: first names (with optional last name initial) only or use no names.

When designing your flyers, keep the following in mind:

- Simplicity
- Clarity
- Brevity
- Bold
- Call for action

Detailed information about flyer design can be found here:
<https://scoutingwire.org/use-these-best-practices-for-scout-flier-design/>

You're not limited to one flyer for your program year – you can update and circulate a list of your fun activities/program and pictures of your unit any time of the year.

You can put a QR Code on a flyer that will link to your online application for your unit. The Key 3 Leaders of your unit can find your unit's personalized invitation code or QR code through the **Invitation Manager** link at www.my.scouting.org. All of the unit's registration links can also be found at <https://tacscouting.org/membership/>.



Find more about the Invitation Manager, your my.Scouting leads resource tool [here](#).

Scouting America and America 250

- **Scouting America Brand Guidelines**: Mission, vision, brand positioning, signature, colors, fonts, email signature and more.
- **Scouting America Brand Center Resources**
- **America 250 Resources**: Graphics and brand guidelines for America 250.



Flyer Creation Tools and Websites

- PosterMyWall - <https://www.postermywall.com/>
- Canva - <https://www.canva.com/>
- Adobe Spark - <http://spark.adobe.com>

Freely-usable Images Websites (creative-commons usage)

- Pixabay - <https://pixabay.com/>
- Unsplash - <https://unsplash.com/>

Review the Scouting America Brand Guidelines here.

Please note that these are just a few options. These services are not endorsed by the Transatlantic Council nor Scouting America. If you know of additional resources, please send us an email, so that we may update this guide: TACScouting@gmail.com.



Social Media, E-Messaging and Peer-to-Peer: Free and Easy Publicity

There are lots of paths to promote your unit using social media, electronic messaging and even traditional media – pick all you like. Watch [Social Media Bootcamp for Scouting Volunteers](#) and [Simple Social Media for Scout Units](#) to learn key social media concepts published on YouTube.

Just like we created this guide originally in 2021, we now also developed a **TAC Social Media Handbook**. This guide is brand new and in its final drafting stages. Check it out and email any feedback to TACScouting@gmail.com.

The benefits of social media and electronic messaging – they are free, easy for your families to share, and can go viral if they do share. Digital media can be used to share your flyers that have your calendar of fun activities – and so much more.

Just like we created this resource originally in 2021, we now also developed a **TAC Social Media Handbook**. Check out the 2025 version of this guide and email any feedback to TACScouting@gmail.com.



Possible routes that don't involve printing and delivery include:

Websites

- Your own Unit Website
 - Tip: Troops, utilize the Troop Webmaster position.
 - Free website platforms include: Google Sites and Wix.com
- School Website (Can you link there? Can you ask to post announcements, pictures, video?)
- Church Websites
- Local community websites

Email Blasts and Newsletters

- Unit email lists of actual members and “maybe” members (people who contacted you or attended an event but haven’t decided)
- School Email Communications (ask if you can add stories, pictures, video and contact links – enlist parents to communicate with other parents at their grade level)
- Church email blasts (ask if you can add stories, pictures, video and contact links)
- Local community email lists
- Your Charter Organization newsletter

Social Media – Where do your families live and share online? Facebook, Instagram, Blogs, YouTube and more.

- Be where your families live and empower your families to share with their friends and their groups.
- If you have a Facebook group, don’t let your families think “only the leaders can post”. Encourage them to post – and give praise in comments when they do (“what a great picture” “that was a fun event”).
- **Interact** with other sites in your community, like:
 - Church and School Facebook Groups, Twitter handles from those groups.
 - PTA/PTO groups
 - Community Groups
 - Local News Sites

You can use the comment section of other organization’s account to thank them for their support, for a grant, for attending an event that you hosted.

- Use your unit’s Facebook Page to promote your unit’s Virtual/In-person Kickoff/Open House. Encourage each member of your unit to share the Facebook Event to their network to promote your awesome unit and recruit new members!
- Follow the Transatlantic Council Facebook page and join our Facebook group TAC Nation – Scouting America - Scouting Overseas. Don’t underestimate the power of Instagram to promote your unit to older youth, their families and friends. Follow TAC on Instagram for sample posts.
 - Leaders: Don’t do it all yourself!
 - Parents can share any posts from a Facebook page and show their friends and groups that they belong to what Scouting is all about.



#ADVENTUREON!



Newspapers and Local Media

You may be able to get your unit's news in the local "hard" newspaper and/or their online space. News organizations and other groups love content – whether newspapers or community groups or churches, schools, etc.

Here is an example of an article Cub Scout Pack 96 submitted to their paper. You could write about a Pinewood Derby, crossover to a Troop, a campout, a historic trail hike, an Eagle project – anything that you do. Also include high-resolution images, if possible, with a tag line answering the questions who, what, where and when.

No media method works every time for everyone, but every media method works some of the time for someone. The biggest communication failure is the failure to communicate.

Photos and Videos (Tell and Show)

Using electronic and social media, your unit promotion can take off, because you don't just "tell" people about your unit, you "show" them.

Your own photos and videos are best – they show what your Scouts and Families do. Your own photos and videos are most likely to be shared on social media or shared by parents with their kids.

Use photos wisely – take a lot but share the best ones in your social media channels.

You'll love those photos and videos at the end of the year for your Blue & Gold Banquet, Court of Honor, and sign-up events for new families.

Peer to Peer – Word of Mouth – Kid to Kid – Parent to Parent

This works too! Actually, this works **best**. The recommendation of a friend or fellow school parent will mean more than the testimonial of even the best Pack/Troop/Crew/Ship Leader. Kids can invite kids, parents can invite parents, and that's how you grow.

- **Personal Follow Up.** If you or a welcoming New Member Coordinator reaches out to someone you know or someone you met at a sign-Up event and invite them to a fun unit welcoming event, that is more powerful than a group ask.
- **Empower Your Scouts.** Give them "peer to peer" cards that say, "join us" (and maybe have a QR code to connect to your welcome page – kids will want to have their parents show them on their phones, if they don't have their own). Ask your older Scouts to share your social media stories. They may earn their recruiter strip.
- **An Incentive For Your Scouts.** Is there a badge for Recruiting? There sure is – the Recruiter Strip – so show your Scouts and families what they can get when they bring a friend to your next meeting.
- **Re-brand a Welcoming Event.** Are you having a Welcoming Event at the next meeting? Maybe give it a new name for your Scouts: call it "Bring a Friend Fishing Day", or "Bring a Buddy Bike Ride", or "Scout Out New Places With New Friends".



Promoting Your Unit Resource List

Be Prepared to Promote your Unit:

- Know your audiences.
- Make a plan utilizing online and offline means.
- Plan for Measurement (attendance, email and social media engagement)
- Remember, QR Codes and direct registration links from your My.Scouting invitation manager make it easier to register
- Execute a social media campaign using resources below.
- Launch offline campaign: flyers and signs in your community.
- Spreading the word: Mobilizing your Scouting family.

Utilize the resources below to tell the story of Scouting.

TAC Recruiting Flyers: Customizable flyers for your program and your community in jpg and PDF format.

TAC Social Media Handbook: Social media 101, social media and youth protection, considerations for use, social media tools, instructions for Facebook, Instagram and YouTube.

National Brand Center – Scouting America-branded flyers, posters, photos, social media images, videos, email templates, and much more

Flyer Creation Tools and Websites

- PosterMyWall - <https://www.postermywall.com/>
- Canva - <https://www.canva.com/>
- Adobe Spark - <http://spark.adobe.com>

Stay connected with the Transatlantic Council:

Tag our social media accounts to share your Scouting story!

Facebook Page: <https://www.facebook.com/TACScouting/>

Instagram: <https://www.instagram.com/TACScouting/>

YouTube: <https://www.youtube.com/@TACScouting>

LinkedIn: <https://linkedin.com/company/TACScouting>

Download the entire seven-page Transatlantic Council Unit Promotion Tool Kit and share it with other Scouters.

