

Developing the Ideal Recruiting Flier

As you prepare for this Fall's Roundup, We are reminded that almost all research on what brought a mom and her son to a rally, says that **the Flier is the #1 way** they heard about it, and what caused them to attend. While we want to try to have as many methods as possible, to try to achieve the "7 contacts", I hope you will:

1. Take a fresh look at your flier and the messages on it (this being our #1 communication tool to get moms to bring sons to a rally)
 - a. Does your flier have the **best possible** message we can craft for parents, if this is going to be the **only** message they hold in their hands, our only chance to convince them to come to the rally)?
 - b. Does it tell them how Scouting is different and better than any other activity club or team?
 - c. Does it tell them how Scouting **will help their son be a better son and better, more successful young man**?
 - d. **Does it inspire them** to want to have their son join?
 - e. Does it answer their **questions about cost** (and in these times, share with them that they can earn their way, with popcorn)?
 - f. Does it "**drive them to your website**" for more info? Do you have a "Mission Family" type show on our website you wish every prospective parent would watch? Are you thoughtfully promoting this, on your Flier?
 - g. If you have any type of joining incentive, is it prominently advertised **on the flier** (the only way it can be an actual incentive)?
 - h. To recap, **does your flier REALLY** inform, differentiate, answer cost concerns, drive to your website, and inspire parents to bring their sons to our rallies?
 - i. And can you achieve items a – h above, with large print and simple sentences that are easy to read?
 - j. Finally, if you have significant foreign language speaking communities, are you getting someone from that community to help craft fliers in those languages? If not, can we really have any hope of getting them?

Thanks for all you are doing to ensure this is the best fall roundup ever . . . **for kids sake!!!**