



BOONE TRAILS DISTRICT PUBLIC RELATIONS GOAL:

Our goal is to foster a better relationship between units and chartering organizations; to utilize the commissioners staff to service units which will enhance positive public awareness; to submit press releases and photo opportunities to local community newspapers, maintain good communication with district operating chairpersons and committees; and encourage scouters and units to identify newsworthy items of interest for publication in local media sources.

Annual Plan on How To Build Unit Public Relations

<p>AUGUST ROUNDTABLE FOR ACTION IN SEPTEMBER</p> <ul style="list-style-type: none"> ✦ Schedule annual program planning with input from unit leaders, IH, chartered organization rep, and unit commissioner. ✦ Display yard signs at subdivision entrances in your unit's territory alerting public of your School Night to Join Scouting date, time and location. ✦ Schedule 9/11 remembrance to honor our country's soldiers, policemen, and firemen. ✦ Have uniformed leaders attend your elementary school's open house with photo display of pack's activities; distribute pack newsletter to interested scouts/parents with Cubmaster contact information. 	<p>SEPTEMBER ROUNDTABLE FOR ACTION IN OCTOBER</p> <ul style="list-style-type: none"> ✦ Direct contact leaders to attend upcoming October roundtable to sign up for annual Pow Wow. ✦ Conduct a unit uniform inspection ✦ Submit photo and names to chartered organization of newly recruited scouts and leaders for publication in newsletters or bulletins.
<p>OCTOBER ROUNDTABLE FOR ACTION IN NOVEMBER</p> <ul style="list-style-type: none"> ✦ Prepare photo or video display of troop's participation in previous camporees to be shown at troop meeting to encourage participation in upcoming fall camporee. ✦ Present ceremonial first Scouting for Food bag to local mayor at board of alderman meeting, director of assigned food pantry and/or manager of drop off site location. ✦ Commissioner and training staffs to host sign-up for annual Pow Wow training. ✦ Perform flag raising at school in honor of Veterans Day. ✦ Provide your unit commissioner with an inventory of scouts. 	<p>NOVEMBER ROUNDTABLE FOR ACTION IN DECEMBER</p> <ul style="list-style-type: none"> ✦ Send holiday card with unit photo to your institution head. ✦ Display photos of unit's participation in annual SFF drive at chartered organization. ✦ Commissioner and activities staff to host sign-up for annual district award of merit dinner; submit candidates for Boone Award. ✦ Commissioner and training staff to host sign-up for annual University of Scouting training. ✦ Sign up Eagle Scouts to attend council Eagle Reception. ✦ Give a can of popcorn to your custodian.
<p>DECEMBER ROUNDTABLE FOR ACTION IN JANUARY</p> <ul style="list-style-type: none"> ✦ Commissioner and activities staff to host sign-up for annual district award of merit dinner; submit candidates for Boone Award. ✦ Commissioner and training staff to host sign-up for annual University of Scouting training. 	<p>JANUARY ROUNDTABLE FOR ACTION IN FEBRUARY</p> <ul style="list-style-type: none"> ✦ Invite principal and PTO members to Blue & Gold or Court of Honor. ✦ Uniformed scouts to attend church services on Scout Sunday to celebrate the February 8th anniversary of scouting. ✦ Submit an annual report at a regular meeting of the sponsoring institution. ✦ Set up window display at a shopping mall, neighborhood business or sponsoring institution to celebrate anniversary of scouting. ✦ Invite institutional head to unit Pinewood Derby. ✦ Prepare photo or video display of troop's participation in previous camporees to be shown at troop meeting to encourage participation in upcoming winter camporee. ✦ Schedule a Family Friends of Scouting campaign presentation during Blue & Gold Banquet, Court of Honor or other gathering of members and parents. ✦ Schedule a formal charter presentation by unit commissioner; invite IH and chartered organization rep to pack meeting.

FEBRUARY ROUNDTABLE FOR ACTION IN MARCH

- ✿ Display yard signs at subdivision entrances in your unit's territory alerting public of your Spring Recruitment date, time and location.
- ✿ Schedule a formal charter presentation by unit commissioner; invite IH and chartered organization rep to troop meeting.
- ✿ Submit photo and names to chartered organization of newly trained leaders for publication in newsletters or bulletins
- ✿ Provide date, time and location of troop and Venture open houses to PR chairperson in order to submit press release to newspapers. Include information such as troop rally to be held for 5th & 6th grade boys and will feature model campsite, planned outdoor activity and display of past scouting activities. Provide PR chairperson with photos of event for follow-up press release to newspapers.
- ✿ Venture units should consult with sister troop and call dropped Boy Scouts and invite scouts to Venture open house or activity. Provide PR chairperson with date, time and location of rally in order to submit press release to newspapers. Provide PR chairperson with photos of event for follow-up press release to newspapers.

MARCH ROUNDTABLE FOR ACTION IN APRIL

- ✿ Organize Earth Day activities in conjunction with local parks and cities.
- ✿ Set up OA ceremonial team to perform at graduation.
- ✿ Produce video of Big Event to be used as a recruitment tool Boy Scouts and Girl Scouts.









APRIL ROUNDTABLE FOR ACTION IN MAY

- ✿ Prepare photo or video display of troop's participation in previous camporees to be shown at troop meeting to encourage participation in upcoming spring camporee.
- ✿ Participate in veterans annual Run for the Wall during stop at Wentzville; Run for the Wall is a cross country trip by veterans from Los Angeles to Washington DC to visit the Vietnam Veterans Memorial Wall.
- ✿ Prepare photo or video display of pack's participation at summer day camp to be used as a recruitment tool at upcoming member drives.
- ✿ Volunteer for setup and cleanup at area Relay for Life events for the American Cancer Society; St. Charles relay in May – O'Fallon relay in June – St. Peters relay in July.
- ✿ Promote May 25th as National Missing Children's Day by conducting a fingerprinting program, including distributing safety programs and materials to help keep children safer from abduction and exploitation.
- ✿ Submit photo and names to chartered organization of Cub Scouts that attended Lone Wolf Webelos evening camp for publication in newsletters or bulletins

MAY ROUNDTABLE FOR ACTION IN JUNE-JULY

- ✿ Arrange for direct contact leaders to attend August program preview.
- ✿ Prepare photo or video display of unit's summer camp experiences to be used as a recruitment tool during annual membership drives.
- ✿ Collect unserviceable flags and attend annual flag retirement at Frontier Park.
- ✿ Participate in a parade or other activity as part of unit's summertime activity.
- ✿ Participate as a food vendor in August Festival of the Little Hills.
- ✿ Submit photo and names to chartered organization of Cub Scouts that attended Cub Scout Summer Day Camp for publication in newsletters or bulletins

THROUGHOUT THE YEAR

-  Prepare poster board of pictures of service project for display at school, church, or civic organization.
-  Invite local dignitaries to Eagle Courts of Honor.
-  On regular pack meeting nights, have Cubs wear activity shirt to school to promote interest in joining scouts. Have Cubs pass out a card with date, time and place of and invite prospective scouts to attend regular meeting.
-  Request proclamation by mayor on significant unit achievement; ie notable anniversary years such as 5, 10, 15 etc.
-  Provide unit announcements for regular release in the official bulletins of your chartered organization.
-  Submit your unit's event on community on-line calendars.
-  Post flyer at local store, library, or day care advertising date, time, place of your monthly pack meeting with name and number of contact person.
-  **Submit photo and names to chartered organization of Boy Scouts that completed merit badge requirements for publication in newsletters or bulletins**

***SUBMIT DIGITAL PHOTOS, CAPTIONS, AND STORYLINES OF THESE EVENTS, AND MORE,
TO BOONE TRAILS PUBLIC RELATIONS CHAIRPERSON @ anngastler@charter.net FOR RELEASE TO LOCAL NEWSPAPERS.**