

FACT SHEET – MARKETING

LOCAL MARKETING FOR GROUPS/DISTRICTS



Scouts Victoria has prepared this Fact Sheet to provide ideas for Groups and Districts for their own marketing of Scouting in their local communities.

The visibility of Scouting in the community is an important way to ensure that the public can see the great impact that we have in our local areas and communities. It is also a great way to promote Scouting and encourage new members to join – both as youth members and adults as volunteer leaders. Plus it also gets supporters onboard.

Ideas to raise your local profile may include:

Schools

- Get in contact with your local schools as. They can be a great resource, as they often hold fairs and events where you can hold a stall to promote your Group.
- Schools also circulate newsletters where you can place an article or advertisement about your Group. This is a good targeted approach, as local schools are often your key audience.

Community Events

- Keeping track of local fairs and events in your area.
- These events are excellent in terms of marketing your Group as they are a direct connection between your Group and potential members.
- Holding stalls at these events not only creates visibility for you, they also allow for a more personal approach when recruiting members.

Local media

- Write media releases for local print media and make contact with them.
- Being proactive and providing local media with information about your upcoming events and news increases your chances of having it published, rather than waiting for journalists to approach you.
- It also fosters good relationships with journalists who may then contact you when they are looking for local stories.
- This in turn increases the chances of having media attend your events which is fantastic for visibility.

Businesses

- Holding events such as sausage sizzles at your local Bunnings, Coles or Officeworks.
- It might seem like a simple event, however these can often be the most effective.
- Having a presence outside big business is always important and offers the chance to interact with community members who may not otherwise be in your expected target audience.
- And at the same time you're fundraising for your Group

Online

- Creating Facebook pages or websites with information about your Group.
- Marketing is increasingly moving online, and these platforms are quick and easy ways to showcase information about your Group.
- See our Fact Sheet - Digital Online Guide

Other ideas in brief:

- Reach out to your local state and federal MPs and local council representatives
- Create a newsletter or promotional piece specifically about your group to circulate when at community events, talking to MPs etc. Include good photos and contact details.
- Invite business supporters, MPs etc to ARAP events.
- Real Estate boards – contact your local agents to explore the possibility (they are often quite receptive to the idea)
- Order signage through Selby's for your hall plus mobile banners, marquees for outside events – email hallsignage@scoutsvictoria.com.au to access order form
- Sell Christmas trees at Christmas time – a lot of people associate Scout Groups with this annual activity so use it to further promote membership while raising much-needed funds.
- Use fundraising campaigns as coordinated by Scouts Victoria to also promote your group at a local level ie Ritchies Scout Month during May and Monster Raffle (information updates included in weekly Be Informed enews).

Marketing material available to you from Scouts Victoria:

- Members of Scouts Victoria, can borrow and order various promotional material such as pull-up banners, brochures and posters from us.
 - See the Fact Sheet for Promotional Material
 - If you have Extranet access you can book equipment and place orders for materials through the Extranet. Go to the 'admin' tab then 'book equipment' or 'promotions' on the left hand side.
 - If you do not have Extranet access please email the marketing team at marketing@scoutsvictoria.com.au if you would like to order any promotional equipment or materials.
 - Please book equipment well in advance as equipment is popular
- The Scouts Victoria Branding Kit is available to use and can be shared with Leaders and others for their reference. It includes various formats of the following:
 - the 'Prepare for Adventure' logo
 - the Scouts Australia fleur-de-lis logo (in different directions - from the top, left and right) in a ribbon border so it can be used over colour, photos and texture
 - templates of business cards, letterhead and PowerPoint slides for local adaptation

Importantly, there is also a Style Guide, explaining details like colours and fonts.

The branding kit can be found at this Dropbox link:

https://www.dropbox.com/sh/tcuka7pxwgpmbqu/AAA96ao9XnjVpxn-j_EBneQra?dl=0

If you require more information or have any questions please contact the marketing team at Scouts Victoria on marketing@scoutsvictoria.com.au.

Please also keep an eye out for new opportunities to market your Group as organised by Scouts Victoria by reading each week's edition of Be Informed (our enews).