

Scouts Victoria

A Guide to Local Community Events



Promoting and advertising Scouts in your own backyard is crucial for driving membership growth. Community events such as fairs and festivals are valuable opportunities to raise awareness of your Scout Group in the local community and encourage families to come along and give Scouting a go. Below are a handful of opportunities where you can promote your Scout Group and engage with local families face-to-face.

Promotion at a Community Fair, Fete or Festival

Community events such as fairs and fetes are worthwhile opportunities to meet new families and engage in active conversation about the benefits of Scouting. With families and members of the community likely to be present, piggybacking on these events is the ultimate way to generate new membership leads and build momentum.

Preparing for community events usually involves contacting the event organiser and enquiring about ways to volunteer, participate in a festival activity such as a parade, set up an exhibitor stall or run activities. There is often a small fee for stall holders, however, be sure to enquire about any Not-For-Profit discounts. If you have the option of using your own display stand or marquee, remember that Scout Victoria Branch has its own Scouts-branded marquees available for hire.

Your display should include plenty of colourful information brochures for you to hand out to parents, an efficient and respectful way to gather contact details, and small goodies such as stickers and tattoos (available from Scouts Victoria Branch) for children. Depending on your assigned area, you could also organise a number of Scouting activities for children to get involved in – for example, knot tying, a rope bridge or even a rock-climbing wall!

Remember that promoting at community events is all about showing the community what Scouting is about. This extends to wearing your Scout uniform with pride, having a mix of youth and adult members present, and showing your passion for Scouting and the opportunities it offers for not only children and young people, but the whole family!

Promotion as Part of a Scout Fundraising Activity

As you are aware, fundraising plays an important role in supporting the Scout Group at the local level. Some Scout Groups fundraise right throughout the year, while others hold one or two fundraising initiatives such as the Monster Raffle and Christmas tree sales. These activities not only offer valuable opportunities to raise funds for the Group, but to raise community awareness of Scouting in general.

It is important to have uniformed adults and youth members present to communicate with families and talk about how fun Scouting is! Some Scout fundraising activities are promoted via a letterbox drop, which can also serve the purpose of promoting youth membership and contain relevant Group contact details.

Promotion at a Shopping Centre or a Large Retailer

A promotion at a shopping centre is a great opportunity to be seen out and about in the local community. Some Groups have held this type of promotion at a Bunnings sausage sizzle, within a large shopping complex, or in car parks near a large shopping centre. This activity is best when supported with a display stand and a large banner, as well as a mix of informational brochures, stickers and tattoos to hand out to customers and passers-by. Such an activity will require permission and usually an advanced booking.

Promotion at a Local Sports Day

Local sports days such as little athletics are great opportunities to engage with young families in the local community. Uniformed volunteers, adult helpers and youth members can be involved in distributing leaflets. A great way to facilitate additional communication with families is to have a sausage sizzle or drinks stand. Other options are to set up a stand with a Scouting display and for the adults to actively speak to families about the benefits of Scouting.

Promotion at an Election Day Polling Station

Everyone knows how long queues at an Election Day polling station can get. What better way to capitalise on high foot traffic, engage in conversation and promote Scouting than by running an Election Day barbecue or bake sale! In the months leading up to a local, State or Federal election, be sure to contact the Polling Station organiser to enquire about setting up a stall. On the day, bring along some Scouts brochures and stickers to hand out!