

# Scouts Canada

## Winter Recruitment Campaign

### What we are doing:

Scouts Canada has new digital ads on websites and social media channels that will encourage new Scouting youth to join us for the remainder of this Scouting season. We are offering a \$50 discount for those who join now.

With the messages “**The Adventure of a Lifetime**” and “**It starts with Scouts**”, these ads show potential parents how Scouting empowers youth with the confidence, teamwork, and discovery they need to grow into well-rounded individuals who are better prepared for success in the world.

### How your Group can grow:

Share your Scouting adventures with your friends and connections to show what we have to offer.

Host a Bring-a-Friend event where kids in your Section can invite their pals to try Scouting. Connect with more parents and potential Scouters while expanding your Section! 🟢 **Bring a Friend**

Take advantage of one or more campaign images and post it using your Group’s (or your personal) social media accounts. 🟢 **Campaign Images**



The Adventure of a Lifetime



### Here is some suggested wording:

#### Facebook

The Adventure of a Lifetime. #ItStartsWithScouts! Find out how Scouting gives youth the skills and character they need to achieve their full potential as they grow. Interested in joining Scouts? Join a Group near you right now for winter and spring 2020, and save \$50 on fees! You can learn all about Scouts Canada on Facebook at @Scouts Canada or by visiting [www.Scouts.ca](http://www.Scouts.ca)

*(Make sure “@Scouts Canada” tags our Facebook page)*

#### Instagram

Find out how Scouts prepares boys, girls and young adults for the adventure of a lifetime! Join now for this year’s winter and spring 2020 season and save \$50 on registration! Visit @scoutscanada to see more. #Confidence #Teamwork #Discovery #ItStartsWithScouts

*(You can add your own Group’s hashtags at the end if you like)*

#### Twitter

Boys, girls and young adults have the adventure of a lifetime in Scouts! Find out how @scoutscanada helps young people build skills and character for a lifetime of success. Interested in joining Scouts? Save \$50 on fees by joining now:

<https://www.scouts.ca/join/register.html>

If you have any questions please contact [marcom@scouts.ca](mailto:marcom@scouts.ca)



It starts with Scouts.