



# Scouts Canada Communications Functional Team

September 2020



# ONE SCOUTS CANADA VOICE



# CFT

COMMUNICATIONS FUNCTIONAL TEAM

As a collaborative team of volunteers and staff,  
we help create branded resources and messaging support  
for Groups, Councils and other Functional Teams to drive  
standardized, integrated & consistent communications  
across Canada.

# HOW DO I CONNECT WITH CFT?



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Send us an email with a brief description of what you're looking for. Your request should meet at least one (or more) of Scouts Canada's business goals:

- Brand Relevance
- Program Relevance
- Youth Leadership
- Volunteer Engagement
- Member Recruitment
- Revenue Growth

...and...can this project be repeated to benefit the majority of our membership?





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HOW WE CAN HELP YOU



# HOW CAN WE HELP YOU?



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## Some examples of projects we've helped with:

- Virtual Campfire
- Social Media Coaching
- Brand Centre Collateral (Recruitment, Advertising, Social Media, Fundraising, etc.)
- Promotional Videos



# RECRUITMENT



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## BRING A FRIEND DOUBLE SIDED FLYERS

*This January, everything is better with a friend.*

Bring-a-Friends are a great opportunity to invite the community to experience the outdoor adventure and fun Scouting provides.

Plus you can  
**Win a pizza party!**

**Bring a Friend**

GREATER TORONTO COUNCIL

Details on back.

**Bring a Friend**

GREATER TORONTO COUNCIL

For youth, Bring-a-Friend adventures are a chance to show their friends, neighbours and family how awesome Scouting is, and to give their friends a chance to learn more about the incredible adventures and experience it offers.

For the Group, it provides an opportunity to fill their Sections and to connect with more parents and potential Scouters.

**So how do we best shout the Scouting spirit to our guests?**

At Scouts, our Mission to develop well-rounded youth better prepared for success in the world through a youth-led program.

The best Bring-a-Friend adventures demonstrate our Mission in action.

We all know our program helps youth develop well-rounded skills. It sets them up for future success by providing them with the skills and values to make a positive impact on society.

**Win a pizza party!**

Greater Toronto Council is offering a Pizza Party for each Section (Beavers, Cubs, Scouts) that brings in the most youth via a Bring a Friend event!!

Contest runs between January 1 to March 1, 2020.

Winners will be announced after March 1. Groups must register their Bring-a-Friend event with their CSS or the GTC Council Team to be eligible (we will need date, location, outcome).

**Bring a Friend**

GREATER TORONTO COUNCIL

## BRING A FRIEND BROCHURE

**A SCOUT IS**

...an Adventurer  
...Confident & Capable  
...a Community Builder  
...a Leader

**Beaver Scouts**  
Girls and Boys (Ages 5-7)

Fun and friendship are the cornerstones of the Beaver Scouts program. Beaver Scouts opens the door for youth to discover the world. It is filled with a little bit of everything—outdoor activities, games, and music. Along the way, Beaver Scouts meet new friends, learn cooperation and teamwork, and develop self-confidence.

**Cub Scouts**  
Girls and Boys (Ages 8-10)

Hikes, weekend camps and water activities (like canoeing and kayaking) are just a few of the fun outdoor adventures that Cub Scouts enjoy. With the Cub motto of "Do Your Best" youth are encouraged to try new and exciting activities, including STEM projects and cultural experiences.

**Scouts**  
Girls and Boys (Ages 11-14)

Scouts is about having fun while gaining valuable leadership skills and self-confidence. They enjoy outdoor adventures like mountain hiking, rock climbing and lots of camping. Scout Troops also work together with other young people to contribute to their communities.

**It starts with Scouts.**

**OUR MISSION**  
To help develop well-rounded youth, better prepared for success in the world.

**OUR VISION**  
Canadian youth making a meaningful contribution to creating a better world.

[Scouts.ca/join](https://scouts.ca/join)

**Learn more at Scouts.ca/join**

## CANADIAN PATH BROCHURE FOR PARENTS

**THERE'S ROOM FOR YOU ON THE PATH**

Over the past 100 years, parents have always played an important role in encouraging their child to challenge themselves in their Scouting program, and the Canadian Path is no different. A great way to start is to visit the Canadian Path website with your child. You'll find fun activities, trail cards, and a large selection of videos—many featuring real Scouts who explain the Canadian Path from a youth perspective. We've kept the material fun and engaging, and you'll find it all at [canadianpath.ca](https://canadianpath.ca).

**ADVENTURES**

See you on the Canadian Path

**FUN**

**THE CANADIAN PATH IS SCOUTS CANADA'S NEW ADVENTURE PROGRAM FOR ALL AGE GROUPS, WHERE YOUNG PEOPLE GROW THROUGH FIRST-HAND EXPERIENCES.** The Canadian Path is unique to Scouts Canada and is designed to grow and evolve throughout a child's years in Scouting. The longer they participate, the more they will learn and gain from the promise of the Path.

**CANADIANPATH.CA**



# RECRUITMENT



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## BRING A FRIEND VALENTINES DAY CARDS

### BRING A FRIEND POSTCARDS



<p>GREATER TORONTO COUNCIL</p> <p>SCOUTS is the start of something great. That's why, I would like to bring a FRIEND.</p> <p>THIS CARD IS GOOD FOR 2 (TWO) FREE SESSIONS.</p> <p>Scouts.ca/join</p>	<p><b>Join me for a Scouting Adventure.</b></p>
	<p>Group</p>
	<p>Contact</p>
	<p>Location</p>
	<p>Night and time</p>
	<p>Follow our Group on Social media</p>



### SOCIAL POST GRAPHIC



*Scouts is always better with a friend like you.*

To:

From:

SCOUTS is the start of something great. That's why, I would like to bring a FRIEND. THIS CARD IS GOOD FOR 2 (TWO) FREE SESSIONS.

Contact info:

GREATER TORONTO COUNCIL



# SOCIAL MEDIA



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## FACEBOOK COVER IMAGES



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## PAID FACEBOOK CAROUSEL ADVERTISING



## SOCIAL POST IMAGES






# EVENT PROMOTION



# CFT

## EVENT GUIDES

EVENT GUIDE




**GEAR UP FOR SUMMER**

**URBAN SCOUTERCON**  
GREATER TORONTO COUNCIL

Saturday, April 13, 2019  
9 AM – 4:45 PM

John Polanyi Collegiate Institute,  
640 Lawrence Avenue West, Toronto

**KEYNOTE**



**Not more Civic Broccoli (Future of Scouting in Canada)**  
Mark Little, Executive Director Scouting  
Experience will provide a brief update on Scouting in Canada - key trends in youth development, the landscape of volunteerism in Canada and key past, current and future focus areas for Scouting.

**SESSIONS**


**3D printing at Toronto Public Library**  
Learn about the Digital Innovation Hubs at Toronto Public Library with an introduction to 3D printing and everything you need to know to use 3D printers at the library.  
Innovation, Learning & Service Planning Team,  
Toronto Public Library

**Camps on TRACKS (full morning trainer course)**  
Become a TRACKS certified trainer! Using evidence-based peer-mediated approaches, the TRACKS program supports adult leaders to teach children the skills to be better friends to their peers with disabilities and social challenges. TRACKS creates an inclusive place where all KIDS have fun and belong!

**Campfire Song Spectacular!**  
Sing out loud, sing out strong! Want to improve your song leading abilities, find out how. Learn about the different types of songs, how to teach and lead a song for an audience, and some of the traditions around songs at the campfire. Come and learn songs, both old and new.  
Mark Hammar, DCC - Programs, CEC

**Canadian Path at Haliburton Scout Reserve**  
Join a conversation about the opportunities and many resources available for Scouts and Venturer Scouts to have fun, great summer adventures at the Haliburton Scout Reserve. Learn about all the camp has to offer our youth!  
Ken Shigaishi, Camp Director, Haliburton Scout Reserve

**Camps on TRACKS**  
It is implemented by teaching peers the skills they need to interact with each other, in order to make their adventures a fun and rewarding experience for all. Teaching peers is essential to the approach, as it allows them to naturally prompt for appropriate social skills in the program setting. In these peer-mediated interventions, peers who are typically developing are trained to initiate social interactions with and respond to social interactions from their peers with disabilities. Camps on TRACKS is named for the skills that are taught to peers in a child-friendly acronym. These six components in the Camps on TRACKS program provide peers with strategies to interact with peers with social challenges. The training program teaches best practices in supporting youth to make friends and how to interact with peers who may have social challenges. Peer-mediated approaches have many advantages over adult-mediated approaches, such as the abundance of peers, and the decrease in demands on adult interventions. The skills can be practiced in multiple settings with multiple peers and incorporated into the natural context of activities, making them well suited to inclusive settings such as meetings or at camp.  
Ashley Parker, Camps on TRACKS Project Lead, Thames Valley Children's Centre



**GEAR UP FOR SUMMER**

**URBAN SCOUTERCON**  
GREATER TORONTO COUNCIL

## CUSTOM EVENT CREST DESIGN



## EVENT FLYERS



**ADVENTURES**

**June 22**  
Scout Day @ Canada's Wonderland

**July 20**  
Basketball - Niagara River Lions vs. Fraser Valley Bandits

**July 26/27**  
Sleepover @ The Toronto Zoo

**August 10**  
WildPlay Element Parks, Niagara Falls

**August 24**  
OAS Paddling Skills Day, Rouge Park

**August 16 - September 2**  
CNE Service Corps

**June 1 - August 31**  
Geocaching group challenge

**July 6**  
Sailing Day (TBD)

**PLUS**

## SOCIAL EVENT POSTS

**APRIL 13TH**

**GEAR UP FOR SUMMER**

**URBAN SCOUTERCON**  
GREATER TORONTO COUNCIL

**2019**

**REGISTRATION IS NOW OPEN**



**Play Pokémon Go Without the Pokémon**

**Go Geocaching All Summer Long!!**




**FREE SAILING ONLY 30 PARTICIPANTS**

**Feel like a Pirate without the scurvy.**





# EXTERNAL ADVERTISING SUPPORT



# CFT

## PAID TRANSIT ADS

# ADVENTURE

We are looking for Volunteer Leaders to get involved in everyday Adventure. You can give as much or as little time as you like and you can fit volunteering around your work and family commitments. Visit [gtc.scouts.ca/needU](http://gtc.scouts.ca/needU) to find out more about volunteering with Scouts Canada in Toronto.

We can't *Scout* without U.




[gtc.scouts.ca/needU](http://gtc.scouts.ca/needU)

# VOLUNTEER

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# COMMUNITY

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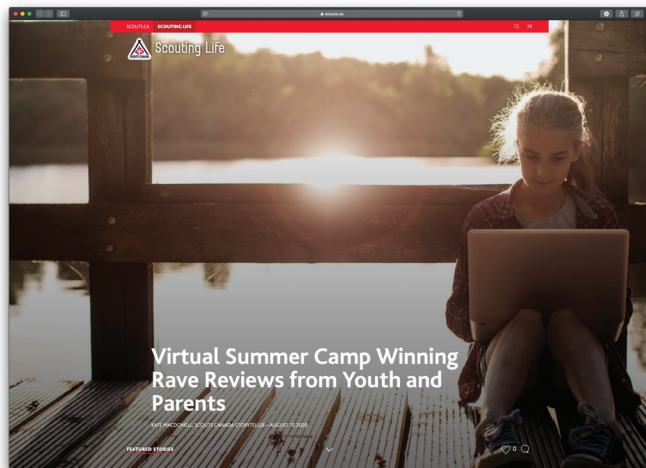
# STORY TELLING



# CFT

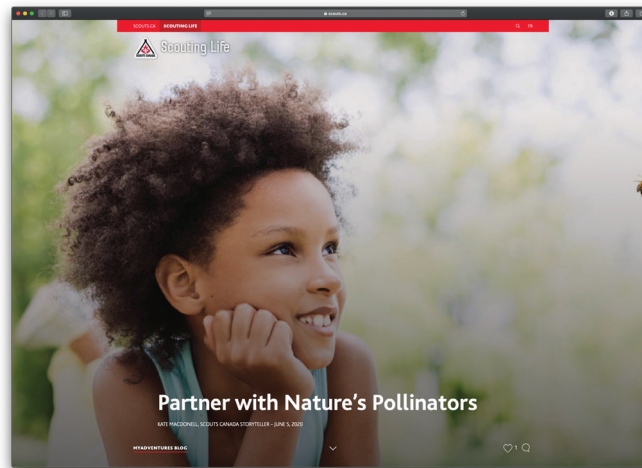
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## SCOUTING LIFE ARTICLES



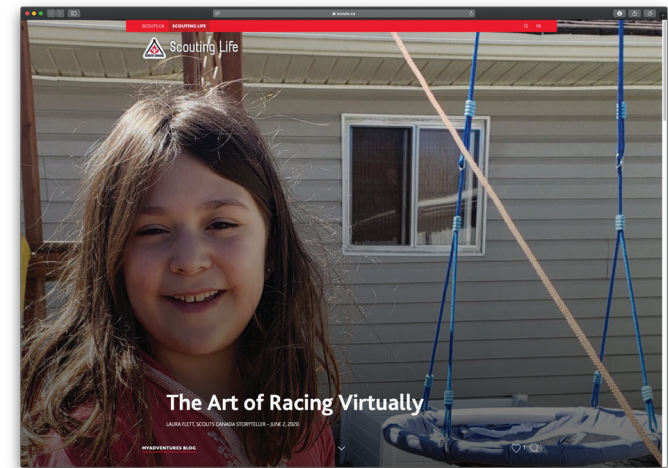
### Summer Virtual Camp

[CLICK HERE FOR ARTICLE](#)



### Partner with Nature's Pollinators

[CLICK HERE FOR ARTICLE](#)



### The Art of Racing Virtually

[CLICK HERE FOR ARTICLE](#)