

Scouts Canada Fall Recruitment Campaign



What we are doing

By now, everyone in your house has scrolled the entire internet, explored every nook of the backyard, and eaten a lot of bread. We've all earned a lot of 'new badges' over this pandemic—whether we wanted to or not.

Luckily, registration is here and it's time to get back to Scouting! With the release of a limited series of cheeky pandemic badges, we're reminding our current members and new youth that while pandemic hobbies like being a house potato or boredom specialist are fine for 'sheltering at home', it's time to get back to Scouts.

With new digital ads on websites and social media channels, Scouts Canada is encouraging returning and new Scouting youth to join us for a new Scouting Year, which will begin on January 1, 2021.

In addition to extending current 2019–2020 memberships to December 31 at no cost, Scouts Canada is also offering a Free Trial for the remainder of 2020 to new youth interested in testing the waters. We've also modified our [refund policy](#) to offer more flexibility to families in these changing times.

How your Group can grow

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

Encourage kids in your Section to invite their pals to try Scouting this fall for free! Connect with more parents and potential Scouters while expanding your Section. [Free Trial Sign-Up](#)

Have you earned a pandemic badge or two? Has a friend or family member become an expert in videogame studies, living room athletics or having no bedtime? Share a pandemic badge on social media and tag @scoutscanada and a friend! [Explore Pandemic Badges](#)

Here is some suggested wording posting on social media:

Option A

Have you worn the same outfit for 3 days? Made a habit of eating ice cream for breakfast? We've all earned our pandemic badges. Now it's time to get back to Scouts! Register for 2021 or try for free until December 31 at [Scouts.ca](#).

Option B

Registration for 2021 is now open. It's going to be: Fun! Safe! Outdoors! Not sure? Try Scouting for free until December 31. The wait is over, it's time to get back to Scouts! [Scouts.ca](#)

Option C

Tired of being a boredom specialist? Have you become a total house potato? We've all earned our pandemic badges. Now it's time to get back to Scouts! Register for 2021 or try for free until December 31 at [Scouts.ca](#). The wait is over!

Email Footer

Help spread the word by downloading this new Pandemic Badge email footer [here](#)!



Scouts.ca

If you have any questions please contact social@scouts.ca

It starts with Scouts.