

February 2005



**To: all GSLs
District Recruitment Campaign Managers
DCs**

From: Paul Brooks ACC (Development)

Your recruitment campaign materials

With this letter are the materials to support you in your recruitment campaign.

Materials enclosed:

- "Programmes on a Plate" for Beavers, Cubs, Scouts, Explorers & District.
- "General Points" – to get the best out of your campaign, read these!
- "Planning your Event – Before and After" – essential reading.
- "Welcome to our ..." – a suggested form to give to your new recruit(s) on their first night.
- "A Short Quiz" – you might find this handy as a way to start a conversation with someone.
- An ideas brainstorm – if you don't like the Programme on a Plate, one of these will suit you!
- Wish List – please fill in and return to your Campaign Manager

These can of course be adapted – Beavers could use the Cub idea, for example.

Electronic versions of all these are available on the web site: www.avonscouts.org.uk - follow the link to the recruitment campaign.

Something missing from your pack? Any questions? Need help? Contact: paul.brooks@avonscouts.org.uk

Please let your District Campaign Manager know what events you are running – you never know, you might be on the TV or in the paper!

CAMPAIGN DATES
Monday 7th to Sunday 13th March 2005

What the County is giving:

- £10,000 of advertising, leaflets, etc. – use it or lose it!
- Advertising on radio, TV, in newspapers – use it or lose it!
- A forwarding service for email, phone & letter enquiries
- Whatever practical support is possible to Groups & Districts
- Coordination & overall framework

Please contact me with any queries or problems.

Paul



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