



Troop Marketing Plan



Troop # _____ Chartered Partner _____

Current membership total _____ Recruiting goal total _____ (# new youth)

Troop operations that need attention:

5th grade Webelos _____ in Pack # _____

Activity date with Webelos _____ Webelos Parent orientation date _____

Troop Open House date _____ Bring a buddy activity date _____

Other Recruiting Plans

Recruiting Date(s) _____ Location(s): _____

Troop Membership Chair or recruiting event coordinator: Name _____

Phone number _____ E-mail _____

Names of parents identified and/or recruited to help:

Materials needed: Flyers _____ Posters _____ Postcards _____

Year-round recruiting guide Yard Signs _____ Banners _____ Sample e-mail _____

Other: _____

District level support from _____ (Commissioner, District Executive, other), phone # _____ and E-mail _____.

(Complete and share with your unit commissioner or district executive. If you need help call 804-355-4306.)