



Creating a Better World
Créer un monde meilleur



It's **Bring A Friend 2009** Time!



What?

- ❖ *Bring a Friend 2009* Campaign is a Scouts Canada (Southwestern Ontario) initiative where youth members and adult members are encouraged to bring a friend(s) to their weekly section meeting.

When?

- ❖ *Bring a Friend 2009* can happen any time throughout the year but the Council-wide campaign will run starting February 1st, 2009.

Why?

- ❖ Scouts Canada is the country's leading youth organization offering fun and exciting outdoor adventure for boys, girls and youth aged 5-26 in communities across Canada. *We want to introduce **MORE** local youth to this movement!*
- ❖ Our leaders are a select group of adults who make a difference in the lives of young people in our communities. *We want **MORE** local adults to have this amazing opportunity!*

Where?

- ❖ *Bring a Friend 2009* Campaign will be happening throughout Tri-Shores & Battlefields Councils (across Southwestern Ontario). In Scout Halls, Church Basements, School gymnasiums, and Community Use rooms throughout Southwestern Ontario *new youth and new adults will be experiencing Scouting for the first time!*

How?

- ❖ It's easy! Follow this step-by-step *Bring a Friend 2009* Handbook and watch your section/group grow!
- ❖ Remember to have fun!!



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Bring A Friend 2009

Timelines - Important Steps to Success...

- Announce the event to the youth in your section. Engage them in the plans. Ask for their ideas and suggestions. Ask them to bring to the next meeting the names of three friends they'd like to invite. If the youth are excited about it....they'll *want* to bring friends. Remember....youth are our best Ambassadors!
- Check out G.A.P 100 Activity 114 (*Bring a Friend 2009* Event) for an overview.
- Plan the *Bring a Friend 2009* program with your Section Leaders - remember to incorporate youth input. (*See Program Agenda*)
- Inform your Area Team of your *Bring a Friend 2009* event. Remember! They are there to help you.
- Request Promotional materials from your Council Field Executive or Community Development Worker. They will ensure you have stickers, tattoos and other giveaways for your event.
- At this section meeting, have enough invitations (*see invitation template*) ready to accommodate 3 per youth and 3 per adult. You may wish to bring extra (just in case). Check to see if all youth have the names of 3 friends they'd like to invite. Have youth (and leaders) fill out and personalize their invitations. Be sure to provide pencils, markers, stickers and adequate time for completion.
- Ensure that invitations have been filled out completely with date, time, address and contact info for your *Bring a Friend 2009* event.
- With each youth invitation, include a letter to the "friend's" parents (*see template provided*)
- Ensure that parents are aware of the *Bring a Friend 2009* campaign. You may need them to remind their youth to distribute the invitations/parent letters.



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- Purchase supplies needed for the **Bring a Friend 2009** meeting. Make sure to buy extra!
- Remind youth that if they haven't handed out invitations already - **THEY SHOULD!**
- Arrange to have additional leaders and/or parent helpers to maintain supervision ratio for **Bring a Friend 2009** meeting.
- Encourage youth (and adults) to remind their "friends" about the upcoming **Bring a Friend 2009** meeting.
- Compile PR packages to distribute to each "friend". **(See PR Package Contents List)**

At the *Bring a Friend 2009* Event

*(See **Bring a Friend 2009 Night - Planning the program**)*