

GAP 100
Activity Support

GAP 100 Reference #

101

What

“School Flyer Follow-Up”

Why:

- To help ensure the distribution to each child at every school in your group’s local Area.
- This activity over time, will help you to build a rapport with the schools in your Area.

What do I Need

- The contact information for all of the local schools in your Area.

Who Do I Need

- Someone from the group who will be committed to following up with the school and ask if the flyers have been distributed yet.

Preparation

- Be in contact with the individual who has agreed to deliver the school flyers. Ensure that they have been delivered before making a call to the school. To find out who delivered the flyers, contact your Council Field Executive.

How do I do it

- Speak to the individual who delivered the flyers. Wait 2-3 days after you have confirmed delivery has been made before making a call.
- Call the school. Introduce yourself to the Secretary, and your role with your group and Scouts Canada. Mention to him/her that you are aware that someone (give name if possible) delivered the flyers to their school and that you are hoping to follow up to see if the flyers have been distributed yet.

Follow-up:

- Once you have confirmation that the flyers have been distributed, send the secretary a personal ‘thank-you’ note. If possible, leave a token of appreciation with him/her (ie: Scouts Canada pen, package of Trail’s End microwavable popcorn, etc.)



Remember: The School Flyer Program is one of the most effective recruiting tool that we possess.

Don’t be afraid to do a service project for the schools in your Area to build a continued positive relationship.

Note ** If the school flyers are not being distributed, someone from the group should retrieve the flyers, and proceed in developing a plan for a ‘Flyer Blitz’