

**GAP 100**  
**Activity Support**

GAP 100 Reference #

102

**Flyer Blitz**

*Types of Use*

**What**

- ✓ Distribution in local school (contact Council Field Executive)
- ✓ Post flyers at local community centre, arenas, libraries
- ✓ Windshield Flyer Blitz
- ✓ Door-to-door drop off (utilize youth in uniform)
- ✓ Ask local store (grocery, video rental, etc.) to place a flyer in the bag for all of their customers.
- ✓ Place information for most local groups at model homes for new housing developments. Offer to provide a welcome package to new homeowners with children. (Contact your Council Field Executive)

**Why:**

- To bring about awareness of Scouting in your local community and to provide people with the appropriate resource information to contact Scouts Canada for more information on our programs.

**What do I Need**

- Extra 'school flyers'; Scouts Canada brochures, preferably something that has information specific to the group or Area that you are promoting.

**Who Do I Need**

- Determine the avenue through which you wish to distribute your flyers. Will you be doing a door-to-door drop off? Or posting flyers in the local library?
- Once you have determined how and where you will distribute your flyers, you can then determine how many people will be needed to complete the task, and who the most appropriate person to complete the task is.

**Preparation**

- Contact your Area Commissioner or Council Field Executive to obtain the appropriate materials.

**How do I do it**

- Contact those assisting in the distribution to arrange date, time, etc. if necessary.
- Make sure that the individuals who are listed on the flyers are prepared to receive calls and give appropriate and up-to-date information.

**Follow-up:**

- Regularly check in with those assigned to take phone calls.
- Reward those who have assisted your efforts. (ie: BBQ after flyer blitz)