

GAP 100
Activity Support

GAP 100 Reference #

119

What

Library Talks/presentation

Why:

- To promote Scouting or an event in the community and reach out to the general public for the purpose of recruitment and education on a group or section activities. This may include but not limited to P.A. Days, Afterschool programs or March Break initiatives.

What do I Need

- A display that is current or specific to the event or group you are promoting. The display should show local activities that the group has been involved in and highlight community events.(Parades, scout week activities etc)

Who Do I Need

- Council Field Executive, Community Development Worker, service team, a volunteer or combination thereof.

Preparation

- Book appropriate time at the library and make use of the display booths to set up materials to promote the day/night you are coming. Have survey cards ready for people to fill out. Make sure PR materials are current and neat. Have handouts ready and be sure to have a youth activity for kids to do while you speak to parents.(colouring pages, cootie catcher) Have DVD's playing where available with your display and perhaps have the library set out scouting/or outdoors books. Use the bulletin boards and local press to promote your activity. (Radio or Newspaper) Invite local leaders and service team to offer support. Include local history to show where the groups been and where it's going now. Have a local group info and registration forms at the ready.

How do I do it

- On the day of the presentation arrive early and make sure the area is clean and clear of clutter. Be sure of your speaking points perhaps script a few words about the local group that you will be asked about. Anticipate inquiries and be ready with answers or prepared to take their name and follow up after. Begin with the DVD's playing and change them often. Bring people into the conversation by pointing out points of interest in the video that may interest them. The youth will relate to activities the parents will enjoy the testimonials. These ice breakers will allow you to lead the conversation towards recruitment and discussions about the group. Close by getting contact information from people and share it with the local service team/group to follow up.

Follow-up:

- Call back all inquiries and direct them to the groups. Have groups call back and invite inquiries out. Thank the library for hosting you.