

Three Harbors Council - Membership Recruitment School Access & Promotion Contingency Planning
School Access Contingency Plan

Interaction Opportunity	"Ideal" Action	1st Contingency	2nd Contingency
School Open House / Meet the Teacher	Information Table attended by Unit Representatives (<u>in-person</u>) either in building OR outdoors (i.e. parking lot)	Information Table attended by School Representatives (<i>Teacher/Parent/PTA, etc.</i>)	Information Table - "Unattended"
School Night for Scouting Location	Conducted <u>in-person</u> at schools either inside building OR outdoors (i.e. playground, parking lot)	Conducted <u>in-person</u> at alternate site (<i>church, community center, park, etc.</i>)	Conducted virtually (<i>Zoom, Google Meet, etc.</i>)
School Talks - Classroom style	Field Staff member or unit volunteer promotes Scouting 2-3 minute talk (<u>in-person</u>)	Live school talk by Field Staff member or volunteer to promote Scouting (<i>Zoom, Google Meet, etc.</i>)	Pre-recorded video presentation played by teachers and/or virtually (<i>Zoom, Google Meet, etc.</i>)
School Talks - Lunchroom style	Field Staff member or unit volunteer promotes Scouting 2-3 minute talk (<u>in-person</u>)	Live school talk by Field Staff member or volunteer to promote Scouting (<i>Zoom, Google Meet, etc.</i>)	Pre-recorded video presentation played by teachers and/or virtually (<i>Zoom, Google Meet, etc.</i>)
School Talks - Assembly style	Field Staff member or unit volunteer promotes Scouting 3-5 minute talk (<u>in-person</u>)	Live school talk by Field Staff member or volunteer to promote Scouting (<i>Zoom, Google Meet, etc.</i>)	Pre-recorded video presentation played by teachers and/or virtually (<i>Zoom, Google Meet, etc.</i>)
Promotional Materials - Flyers	Distribute <u>hard copy</u> directly to students at schools	Ask SCHOOL to distribute <u>hard copy</u> to students	Ask SCHOOL to distribute <u>electronically</u> to students
Promotional Materials - Buddy Cards	Distribute directly to students at schools by current Cub Scouts to potential Cub Scouts	Email & text invitations from parents/Cub Scouts to potential Cub Scouts	
Promotional Materials - Yard Signs	Placement on school property	Place on Scout family yards near school	
Promotional Materials - Posters	Display at schools	Place in city parks	
Promotional Material - Council Facebook Geofencing	Your Pack's School Night as an event on council Facebook page to promote to potential Cub Scouts		
Promotional Material - Unit Social Media	Your Pack's School Night as an event on unit's Facebook page to promote to potential Cub Scouts		
Promotional Material - Direct Mail	Parent request for school directory to mail School Night information directly to families		
School Announcements	Verbally and/or Video		
Marquee / School Sign	Placement on school property		
School Newsletter	Provide content to school		
School Social Media	Provide content to school		
Promote School Night for Scouting using school text/phone message service	Provide content for message		
PTA Social Media	Provide content to PTA		
PTA Newsletter	Provide content to PTA		