

# Roundtable Membership Moment

## Yard Sign Advertisements

Yard Signs are a tried-and-true method of recruitment, especially for Cub Scouts.

Yard signs are typically made of plastic or cardboard, measure 24 x 18 inches, and have a wire or plastic frame that enables them to be inserted into the ground.

You can make your own sign with artwork that best advertises your unit or you can use ones designed by your local council or from the current national "Adventure On!" campaign.

Yard signs generally have an open area so that the sign can be customized using a permanent marker with your unit's information.

*(Hold up a sample of your council's yard sign here)*

You can use yard signs to advertise your unit or an upcoming event.

Order or pick up yard signs from your council at least two months before your recruiting event. That will give you time to personalize them and deploy them six weeks before the recruiting event for maximum visibility.

You can personalize your signs with the location, date, and time, and your pack number. If that is too much information for the limited space on the sign, consider a quick message and/or a QR code. The QR code can be produced easily and printed on weatherproof adhesive stock and can link the user to a web page, Facebook page, Google form, or a simple contact name and phone number. As a last resort, link to [www.BeAScout.org](http://www.BeAScout.org).

Place the signs where people will see them - the front yards of current pack members are great places to start! You can also ask to put your yard signs at schools, libraries, shopping centers, dry cleaners, gyms, coffee shops, bicycle stores, and outdoor outfitters, to name a few. Remember that people will be more inclined to take a picture for future use, rather than writing down the information, so write the phone number or information with BIG clear lettering.



If possible, set up a trackable QR code to get information about how many people have visited your site.

If you want something bigger than a yard sign, your unit can print a banner. Check with your council to see if they have banner templates for your open houses and recruitment activities.



And, while you're at it, make sure you ask people how they heard about your event and where the yard sign was. Use this information the following year to help your recruitment efforts be even more successful.

For more information, see the 2024 Recruiting Kit at <https://www.scouting.org/recruitment/>