

The following plan is a suggested update to current School Night for Scouting (SNFS) plans in order to reach the most youth in our service area if School Districts within our Council modify our access to Students.

We will be finalizing a School Night for Scouting “Menu” to use with units to solidify a strong partnership in planning and execution of the School Night for Scouting plan.



Plan 1 – Business as usual

Modification

- Virtual component – PTO/School Social Media
- Follow guidelines – spacing, max capacity, masks, etc.
- Pre-flyer – 7-10 Days
- School Rally with 2nd flyer
- Sign-up at schools
- Follow-up applications
- Peer to peer recruiting
- Flyer distribution
- Follow-up Flyer with code/email---Ensure where available to work with school for virtual students.
- Charter Org, Food Distribution sites, Afterschool care flyers
- Build Unit Promo Packages: Posters, yard signs, etc.

Timeline

- 28 Days before School Talk – SNFS Lead and Team recruited
- 21 Days before School Talk – PTO/School Social Media and Geofencing data submitted*
- 17 Days before School Talk – Unit help secured
- 14 Days before School Talk – Flyer request submitted (much earlier if possible)
- 10 Days before School Talk – 1st flyers delivered
- 5 Days before School Talk – Yard signs and posters displayed at school, Charter Org, and community/social locations, Roundup box prepped, give-away secured, 2nd flyers ready
- 2 Days before School Talk – Access to school confirmed
- Day of School Talk – Rally completed, 2nd flyer handed out
- Day of Roundup – Call school to make reminder announcement and access to school
- Day after Roundup – Apps, money, extra materials turned in
- 5 Days after Roundup – All follow-ups contacted
- 7 Days after Roundup – Principal and Unit Thank you cards mailed
- 14 Days after Roundup – Re-flyer complete, if necessary, with QR code/email

Plan 2(a) – Modified – Still in front of kids, assembly or otherwise, still have Roundup

Modification

- Increase number of yard signs and posters
- 1st flyer 14 days out
- 2nd flyer 5 days out
- Be prepared with Video Option for Rally

Timeline

- 28 Days before School Talk – SNFS Lead and Team recruited
- 21 Days before School Talk – Flyer requested. Geofencing data submitted*
- 17 Days before School Talk – Unit help secured
- 14 Days before School Talk – 1st flyers delivered
- 5 Days before School Talk – Yard signs and posters displayed at school, Charter Org, and community/common areas, Roundup box prepped, give-away secured, 2nd flyers ready. More yard signs and posters than Plan 1, 2nd flyer delivered
- 2 Days before School Talk – Access to school confirmed
- Day of School Talk – Rally completed
- Day of Roundup – Call school to make reminder announcement and access to school
- Day after Roundup – Apps, money, extra materials turned in
- 5 Days after Roundup – All follow-ups contacted
- 7 Days after Roundup – Principal and Unit Thank you cards mailed
- 14 Days after Roundup – Re-flyer complete, if needed

Plan 2(b) – Modified – Still in front of kids, assembly or otherwise, Roundup is offsite

Modification

- Roundup location bolded on flyer
- Virtual component
- Announcement script with location for receptionist
- School talk display (campsite, pinewood derby trophies and cars, etc)
- Be prepared with video school rally
- Portable sound system for school talk
- School talk during rotation (lunch)

Timeline

- 28 Days before School Talk – SNFS Lead and Team recruited
- 21 Days before School Talk – Flyer requested (Roundup location in larger, bold font with physical address). Geofencing data submitted*
- 17 Days before School Talk – Unit help secured
- 14 Days before School Talk – 1st flyers delivered
- 5 Days before School Talk – Yard signs and posters displayed at school, Charter Org, and community/common areas ed, Roundup box prepped, give-away secured, 2nd flyers ready. More yard signs and posters than plan 1. 2nd flyers delivered
- 2 Days before School Talk – Access to school and Roundup location confirmed
- Day of School Talk – Rally completed. Script given to receptionist
- Day of Roundup – Call school to make reminder announcement and where the Roundup will be held
- Day after Roundup – Apps, money, extra materials turned in
- 5 Days after Roundup – All follow-ups contacted
- 7 Days after Roundup – Principal and Unit Thank you cards mailed
- 14 Days after Roundup – Re-flyer complete, if needed

Plan 3 – No access – Zoom/Video

Modification

- Community Facebook Pages
- Mass mailing to all available youth
 - Where do we find data?
- Zoom sign-ups---Standard presentation that is customizable
 - Orientation, leader presentation, parent questions, sign-up link, etc.
 - Link emailed by school/website links
 - Zoom max meeting number
- All media blast
- Recruit by neighborhood
- “Next Door” app
- Food Delivery service flyers, Chick-fil-a, Pizza boxes, etc. Partner with as many as possible
- After school recruitment – BGC, YMCA, etc
- Posters in public locations – give to Units
- Partner with bus/transportation
- Billboards
- UT Jumbo Tron at Scout Days
- Back to School Bash
 - Swag with join link
 - Slime with label and link
- Drive-thru Recruitment at schools
- Update and streamline www.easttntscouts.org/snfs

Timeline

- 28 Days before Roundup – SNFS Lead and Team recruited. Video recorded for school to play during announcements. Ensure Unit has Be a Scout Pin updated and online applications enabled. Zoom link created.
- 21 Days before Roundup – Flyer request submitted, Zoom link in larger, bold font. Geofencing data submitted*
- 17 Days before Roundup –Radio, TV, Social Media advertisement blitz.
- 14 Days before Roundup - Video submitted to school to play for students during announcements. 1st flyers delivered, if allowed.
- 5 Days before Virtual Roundup – Yard signs and posters displayed at school, Charter Org, and community/common areas, Roundup box prepped, give-away secured, 2nd flyers delivered. More yard signs and posters than plan 1. Zoom link sent to volunteers.
- Day of Virtual Roundup – Ensure Units are ready to accept online applications and contact new Scouts
- Day after Roundup – Follow-up with all Units
- 5 Days after Roundup – All new Scouts and Leads contacted by Unit and SNFS Team.
- 7 Days after Roundup – Principal and Unit Thank you cards mailed. SNFS give-away delivered to Units for new Scouts
- 14 Days after Roundup – Re-flyer complete, if allowed, with Be a Scout information.

Plan 4 – Council Coordinated – 252 Elementary Schools in 2 weeks.

Modification

- Early Blitz – not stand alone
- In front of students
- 252 elementary schools
 - 3 weeks = 28 schools/day
 - 2 weeks = 42 schools/day
- 16 Full time staff, 3 program aides, 12-15 volunteers (CBT Staff, Eagle Scouts)
 - **Target list of school talk presenters from each District Executive**
- Council Venmo

Timeline

- 28 Days before School Talk – SNFS Lead and Team recruited. Temporary staff hired, if needed.
- 21 Days before School Talk – Flyer request submitted. Geofencing data submitted*
- 17 Days before School Talk – Unit help secured
- 14 Days before School Talk – All Teams, Talk Leads assigned to a School.
- 10 Days before School Talk – 1st flyers delivered
- 5 Days before School Talk – Yard signs and posters displayed, Roundup box prepped, give-away secured, 2nd flyers ready
- 2 Days before School Talk – Access to school confirmed
- Day of School Talk – Rally completed, 2nd flyer handed out,
- Day of Roundup – Call school to make reminder announcement and access to school
- Day after Roundup – Apps, money, extra materials turned in
- 5 Days after Roundup – All follow-ups contacted
- 7 Days after Roundup – Principal and Unit Thank you cards mailed
- 14 Days after Roundup – Re-flyer complete, if needed