



How to Tell the World about Scouting

Introduction

An effective campaign requires a very good understanding of your target audience(s) and who it is that you are trying to persuade to join Scouting. Understanding your target audience helps you craft the right messaging and calls to action that raise awareness of your brand/campaign with an aim to invite new members to your National Scout Organization/Association. Understanding your target audience also helps you determine which channels you should use to reach them with your messaging.

In Scouting, we are accustomed to communicating with those who are already part of our Movement and are familiar with Scouting terminology and impact. However, in a campaign focused on attracting new members, our communication and messaging must shift in order to connect with those less familiar with Scouting.

This resource provides some guidance on identifying your main audience and outlines some key messaging you can use for external audiences when presenting Scouting.

Getting to know your target audience

Knowing exactly who you are trying to reach and your objectives in reaching them helps you to focus your efforts in making your message appeal to the right audience, who can join Scouting.

Below are some guiding questions to help you narrow down your audience(s) demographic and enable you to think about where they are best reached. Remember that the more specific your answers are, the better understanding you will have of your target audience

1. Who are we trying to reach? (*i.e., parents, girls, children, youth etc.*)
2. What are their age groups?
3. What do we know is important to them?
4. Is there a medium that our audience is tuned into? (*i.e., Facebook, local children's tv show, local teenage radio programme, etc.*)
5. Is there a famous radio station/show among youth and children in my country?
6. Is there a famous television station/show among youth and children in my country?
7. What kind of content will most likely appeal to our audience?
8. How can we make our membership more diverse and inclusive? Any specific groups we want to reach?

Once you answer questions like these in detail, you will have a clearer idea who you will be reaching and align your communication and outreach strategies to get to them. The best campaigns are focused campaigns with clear 'calls to action'. Your Call to Action should be along the lines of: "Join Scouting", "Become a Scout", "Become a Scout volunteer", "Volunteer for Scouting".

Social media post examples

This section provides some messaging and sample social media captions that you may use to communicate and raise awareness about Scouting to others. You can adapt the captions to fit your local context with local information. You should accompany the captions with some relevant photos of Scouts that reflect the caption, whether photos from your country or from World Scouting's photo album on Flickr.

General Scouting

- Scouts love camping & hiking - and SO much more! 🏕️🧗🏠 Besides excelling in outdoor skills, Scouts are active community members, always seeking to better their communities. 🙌 Follow @WorldScouting to see what #Scouts have been up to around the world & join the Scout family now <insert link>



- Part of the Scout Law is that a Scout's honour is to be trusted & loyal. It's no wonder why #Scouts make such great friends! 😊 The Scout Movement is 54 million strong, extending a Scout's network of friends to 200+ countries & territories worldwide. Join our global Movement <insert link>
- A Scout is a friend to all. 😊 This is ingrained in the Scout Law and is practiced by millions of #Scouts worldwide who work together through outdoor adventures & community development projects. Tag a friend you have in Scouting and join the family <insert link>
- Through its unique combination of adventure, community service, education & fun, Scouting is constantly evolving to adapt to a changing world and meet the different needs & interests of young people across the globe. 😊 #Scouts are creating a better world! 🌍

World Scouting

- Did you know there are over 57 MILLION members of the World Scouting family? 😊🌟 We are the world's largest educational youth movement, helping young people gain #Skills4Life while giving back to communities & forming lifelong friendships. 👥 Follow us for more Scouting info & become a Scout today <insert link>
- There is always more to learn - both inside & outside of the classroom. 📖 #Scouts gain unique skills & experiences by learning to connect with nature, make new friends, achieve common goals, and solve problems in their communities. 🌟 This is the power of non-formal education! ➡ Follow @worldscouting & learn more at: www.scout.org/what-we-do

Local Scouting

- **To young people:** Are you looking for a new activity that will allow you to meet new friends, learn about yourself and have fun? Scouts are what you need! Join our Open Scout Day to meet other Scouts and experience what Scouting is. Register here.
- Did you know that all over the world, young people take part in Scouting adventures and develop skills for life? Join us to be part of the Scouting family, our local group would be happy to welcome you and introduce you to the Scouting experience
- **To adult volunteers:** Scouting provides a way to equip young people with skills for life. If you would like to create a better world by contributing to this fun & educational journey of children & youth, explore the opportunities Scouting provides for adults here!
- Scouting facilitates an exciting & fulfilling journey of personal progression in becoming an active part of societies we live in. Would you like to support other adults who spend their time delivering Scouting programmes? Take a look at the variety of opportunities we offer to adults!
- **To parents:** Do your children love outdoor activities and making friends? Are they eager to learn new skills and go on adventures? Then Scouting is the perfect fit! Our local Scout group would be happy to welcome them for a discovery day. For more information visit <insert link>
- how to contribute to the active campaign
- Identify which local groups will be involved and what are their logistical needs (tech support etc)

