

Checklist for Meeting with a School Administrator

School District: _____

Date of Meeting: _____

School Name: _____

Person(s) Attending: _____

Administrator Name: _____

Before the meeting:

- Work with any local Scouting Unit(s) to identify the right person(s) to meet with the school.
- Confirm administrator's name, review school calendar for upcoming events.
- Bring any applicable material, including business cards and relevant local Scouting information.

During the meeting:

- Thank them for meeting with you and for their school's participation in the past. Mention the importance of Scouting; Scouts have nearly twice the rate of graduating from college than non-Scouts, develops character, citizenship, etc. Reference the Tufts and Scouting EDGE studies that was conducted regarding the effectiveness of the Scouting Programs.
- Share the number of Scouts recruited last year _____, goal for this year _____, and number of Scouts in the local Unit(s) _____.
- If a school has a marquee or a billboard, inquire about the possibility of putting an announcement on it. Also inquire about school PA announcements (involve Scouts). Arrange to have reminder announcements made several days in a row before Join Scouting Night. Utilize PTA newsletters and e-notices.
- If a school has a website, ask if we could post a flyer advertising the Join Scouting Night and send an email blast.
- Confirm that you can distribute marketing materials. Tell the principal the date you will deliver the materials and that the materials are inviting youth and their parents to attend a Join Scouting Night.
- Take home folders: Ask the principal how much time they need to have a flyer for the 'take home' folders that students take home.
- Display flyers and Yard Signs in prominent locations. Use high traffic areas like the main entrance to the school, in the cafeteria, etc. Yard signs should be put in an area that parents will see during drop off and pick up.
- Ask the principal if "Scout Talks" are allowed in school during the day. If not, ask if car lines are acceptable before / after school.

After the meeting:

- Prepare any marketing materials that need to be delivered to the school.
- Send a thank-you note to the principal.
- Follow-up with the appropriate Unit regarding school access and scheduling a Join Scouting Night.