



BOY SCOUTS OF AMERICA®

Membership Minute

Susquehanna District Roundtable

04-January-2024



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January Membership Moment

Press Coverage for Community Service

- According to a national survey, more than half of prospective Scout parent do not know that Scouting still exists.
- Positive publicity will help your unit and the Council.
- Assign a parent who is not actively leading your event to contact news organizations. Take a few photographs with a phone and write up a short synopsis of what the unit did, when they did it, and send it to the online or print newspaper in your community. Include contact information so a reporter can follow up. Most media have online places to post stories.
- Press coverage is one way we can keep Scouting in the forefront of everyone's minds and let them know that we are out there helping the community on a regular basis. Press coverage can also help with your recruiting activities, especially if you put your contact information at the end of the press release. People may want their children involved in a character and citizenship building program that teaches service and then contact you about joining.





Resources for Publicizing BSA in the Community

- Community Newspapers (Merchandiser, Advertiser, Pennysaver)
 - [Engle Printing and Publishing](#)
 - Email – news@engleonline.com, Phone – 1.800.800.1833
- LNP Lancaster Online
 - Online page to submit your news [HERE](#)





District Membership Committee

- First meeting was held via Zoom on 14-December-2023
- Had 10 people in attendance from all school districts, except Penn Manor
- Goal of committee will be sharing best practices and opportunities
- Committee will be meeting quarterly over Zoom
- Outcomes of each meeting will be shared with unit leaders through email. December meeting information just shared this week.

