



## Fuel the Fall Marketing Brainstorm Session

May 12<sup>th</sup>, 2026 | Virtual and Scout Achievement Center

### Purpose Statement

This session is designed to listen first. We want to learn directly from our volunteers: what's working, what's not, and what ideas will help us reach more families this fall. Your frontline experience is critical to building a marketing approach that is practical, effective, and impactful.

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### Session Goals

- Gather honest feedback from volunteers
  - Identify barriers to successful recruiting
  - Surface new, creative marketing ideas
  - Understand what tools/resources volunteers actually need
  - Build alignment between “corporate” and unit-level realities
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### 90-Minute Agenda

#### 0:00 – 0:10 | Welcome & Framing

- Thank you! We are thrilled you're here and willing to share!
  - Remember: *“This is a listening session—not a presentation”*
  - Our expectations:
    - Open, honest feedback encouraged
    - No wrong answers
    - Focus on solutions, not just problems
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#### 0:10 – 0:25 | What's Working

##### Prompt Discussion:

- What has worked well for recruiting in your unit?
- What messaging resonates most with families?
- Where are you finding success (schools, events, social, word of mouth)?
- What's one thing you've done that others should copy?

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## **0:25 – 0:45 | Challenges & Barriers**

### **Prompt Discussion:**

- What are the biggest challenges you face when recruiting?
- Where are we losing families in the process?
- What makes it hard to explain Scouting to new parents?
- What tools or support feel missing today?
- What's frustrating about the current process?

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## **0:45 – 1:10 | Ideas & Opportunities**

### **Prompt Discussion:**

- If you had a marketing budget, what would you do?
- What should we START doing?
- What should we do MORE of?
- What should we STOP doing?
- How can we better reach:
  - Busy families?
  - Younger parents?
  - New communities?

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## **1:10 – 1:20 | Tools & Support Needed**

### **Prompt Discussion:**

- What would make recruiting more effective for you this fall?
- What ready-made materials would you actually use?
- What kind of communication from council would help most?
- How can we better support your time and effort?

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## **1:20 – 1:30 | Wrap-Up & Next Steps**

- Summarize key themes heard
  - Share how feedback will be used
  - Reinforce appreciation
  - Invite continued input
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