

Ready Set SCOUT Together!

Ready Set SCOUT! is a Queensland-wide recruitment campaign designed to deliver a clear, consistent message simultaneously across Queensland. If delivered by all Groups, Districts and Regions and shared by Leaders, Adult Supporters and families it has the potential to reach an audience of thousands. The 2022 campaign focuses on joining Scouts together, parents as leaders and children as youth members. Both videos and images will be used in this promotion so keep an eye on the Scouts QLD Facebook to share videos, photos will be available to download on our website. The object of this program is to direct people to the Scouts Queensland website in order to register their interests in joining. Groups will be sent details of inquiries in their area.



Scouts
QUEENSLAND

Schedule each photo post with the prescribed caption on your Group's public facing social media pages for Friday each week at 6pm.

Share each video once posted on the Scouts QLD Facebook.

Encourage your Leaders, Adult Supporters and Families to share your posts.

Boost one post a week if able. Follow the 'how to' guides provided.

Display these posters at your Scout hall and around your community.

Ask local schools, community centres and shopping centres to display them on their noticeboards.

The QR Code directs people to the Scouts QLD Website.

Week 1

Why did you join Scouts?

6pm, Tuesday 25 January



Ready Set SCOUT Together!

6pm, Friday 28 January

Week 2

Why did you join Scouts as a Leader?

6pm, Tuesday 1 February



Ready Set SCOUT Together!

6pm, Friday 4 February

Week 3

What do you enjoy about being a Scout?

6pm, Tuesday 8 February



Ready Set SCOUT Together!

6pm, Friday 11 February

Week 4

What do you enjoy about being a Leader?

6pm, Tuesday 15 February



Ready Set SCOUT Together!

6pm, Friday 18 February

Week 5

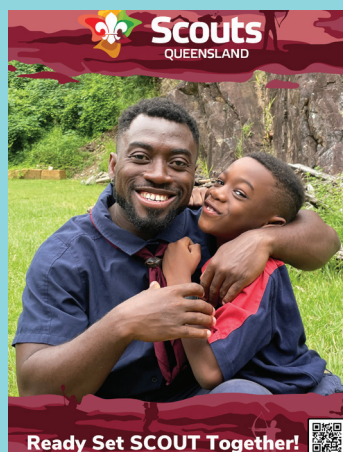
What do you like about your parent being a Leader?

6pm, Tuesday 22 February



Ready Set SCOUT Together!

6pm, Friday 25 February



SCAN ME

Ready Set SCOUT Together!

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Week 6

What do you gain from being a Leader at Scouts?

6pm, Tuesday 1 March



6pm, Friday 4 March

Week 7

What is your favourite Scouting memory with your family?

6pm, Tuesday 8 March



6pm, Friday 11 March

Week 8

Why should other parents volunteer with Scouts?

6pm, Tuesday 15 March



6pm, Friday 18 March

Week 9

What can people do in Scouts?

6pm, Tuesday 22 March



SCAN ME