



Membership Moment  
Week of July 16, 2021

Greetings, fellow Scouters! Membership Moment is our feature in the Frontiersman where we will present one or more quick topics to help grow membership in your unit and in Catalina Council.

## **Yard Sign Blitz**

It's time! Between now and roughly August 15<sup>th</sup>, it's our Yard Sign Blitz! We want to get it out there that scouting is open for business! Let's talk specifics.

Signs are available for pick-up at the scout office, and we have some within closer reach for the Cochise District. We're also looking for people to serve as distribution hubs for yard signs for other units to come pick up farther afield than the scout office and/or outside of weekday office hours. Please let us know if you can help with that!

We're asking each unit to start with ten (10) yard signs in their general area. We'll make more available to our motivated units later in the blitz once others have had a chance.

### ***A Scout is Helpful***

Ask families from your unit to help with your unit's yard sign blitz efforts. Your key people for this don't have to be registered scout leaders, nor particularly masterful of the nuances of BSA trivia. A little time and a can-do attitude if what's needed!

### ***Beat the Heat and Watch the Weather***

Given temperatures in Southern Arizona, plan suitable times for outside sign efforts: earlier in the morning or around dusk. Be safe! Also remember that monsoon winds are a reality. Seek spaces where your yard signs might be less vulnerable to those storms.

### ***Target High-Traffic Areas***

Not all of us live on high traffic streets, so the word "yard" in the term "yard sign" is not literal here. Consider the following approaches for higher traffic and maximum visibility:

- Ask friends and neighbors at higher traffic locations if they will let you put a sign up.
- Try for areas near school drop-off and pick-up travel paths.
- Ask the families in your unit to each identify one quality location. Better yet, get them to post it for you.
- Ask local churches or places of worship about placing signs at their entry-drive or at high-visibility corners of the property. Start with your chartered organization if applicable, but if your unit members are congregates at other locations, try those next. You could cold-call try for other venues too.
- Got a small business, or a friend who does? That might work...
- Will your nearby fire station, swimming pool, charter school or other local service provider allow you to post there?
- Work *with* HOAs, not against. Some HOAs may restrict signs in yards or certain areas but might make it up to you by allowing them by the neighborhood center or HOA office.
- Are there any local events or festivals in your area? If you don't have it in you to set up a booth or table at all of these events, maybe a yard sign can go in a key spot for the duration of the event.

### ***Mobile Publicity***

- Think you can get a yard sign to stay put on the tailgate of your truck, or the side of your minivan?
- If not, maybe a message in vehicle window paint instead.
- Headed to the park for a soccer game or other kid event? Lean a yard sign against the back of your folding chair for the duration.
- Seen any fancy sign-twirler videos online? Think your kids could do shtick like that as the cars drive away from back-to-school night or the like? (Be safe!)

Take pictures of your yard signs out and about and post them to social media! Use *#azscouts* so we can find them!

Have any yard sign location ideas we didn't list here? Send them (and your pictures) in to us at [membership@catalinacouncil.org](mailto:membership@catalinacouncil.org) for us to share in the future!

### ***A Scout is Courteous and Clean***

Remember to keep track of where your signs are and have a plan to get them cleaned up when your recruiting season ends.

--Scott Madsen

Catalina Council Membership Chair

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