

Scout Unit Leader Communication

You can communicate with Unit Leaders through:

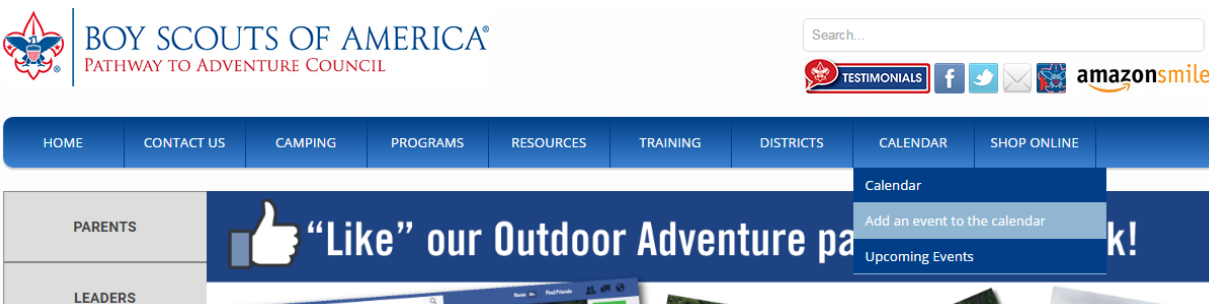
- **Newsletter articles** –use the [Newsletter Submission form](#)
- **Flyers** – use the [Promotional Request form](#) (see [Lead Times](#) description of options)
- **Website postings** - use the [Promotional Request form](#)
- **Calendar posting** - use the [Promotional Request form](#)
- **Facebook post** - use the [Promotional Request form](#)
- **Text message** - use the [Promotional Request form](#)

Newsletter Submission form is available on the PTAC web site, <http://pathwaytoadventure.com/> under Resources > Marketing.

There are four PTAC communities; Chicago, Calumet, Des Plaines Valley and Northwest Suburban. Each has a newsletter for their area which is published at least mid-month to over 7,000 community adult leaders. The Pathway to Adventure Council Newsletter is intended for all volunteers and community members throughout PTAC's service area. It is published at the beginning of the month with submissions needed by the 20th of the month.



Promotional Request form is available on the PTAC website. The quickest way to get to the Promotional Request is to go to the PTAC website, <http://pathwaytoadventure.com/> and select Calendar > Add an event to the calendar.



Complete only the relevant portions for the request and submit.

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LEAD TIMES FOLLOWING SUBMISSION DEPEND ON THE REQUEST:

- **Calendar** event notice only, plan 1 week to process the request
- **Calendar with Online registration**, plan 1-2 weeks to have the request processed and registration started
- **Flyer design and layout**, 7 business days after calendar event is posted and promotional request is made.
- **Flyer printing and distribution**, plan 1-2 weeks for request completion and delivery for roundtable distribution. All printing done through the promotional request in-house printing area requires an accounting/project code for the printing charge. If you opt to print your own flyer copies, you can deliver them to your District Executive for placement in the Community Service Center lobbies and roundtable distribution. Flyer printing and distribution through the roundtables or Community Service Center lobby can be requested through the promotional request in-house printing submission. Once printed the finished print jobs will be sent to District Executives for roundtable distribution and service centers for lobby placement. Flyers not for Roundtable; e.g. school recruiting, pancake breakfasts; need to have the original submitted/emailed to the District Executive for processing.
- **Facebook** (PTAC Facebook page) Use the promotional request form. Open to council-wide events only. Marketing Department will determine the best timing for the post.

Email is available in different forms and capabilities depending on the district. Some districts have an active email program for unit leaders; other districts have no email program. Your District Executive can tell you what email message capability is available and whom to contact.

Three Steps to assure your message gets the desired response

1. **Understand your event audience** - Who should, or would want to, attend, and who will influence the decision to attend or participate in the event? What would make them want to attend? These are questions to answer for Step One. Also, unless there is no event fee and expense, contact your District Executive or professional to get the accounting/project code associated with the activity budget. It will be needed for registration and any printing or other promotional expenses.
2. **Plan your event communications** in advance - five or more notices will assure your audience is aware of the message and motivated to respond. Use all appropriate communications capabilities and have a consistent message without being repetitive. Start the communications six or more weeks in advance. A "Hold the Date" notice is a good start. Gather the information needed for you messages:
 - What is the event, e.g. rocket launch party, Camporee. SMS instructor led course
 - What makes it special or desirable to attend
 - Where and when will it occur (address, dates and times)
 - What equipment or preparation is needed
 - Who to contact if there are questions
 - What is the cost, Will there be a discount, e.g. early registration or bring your own materials
 - Is there registration, What information needs to be collected at registration, When will registration end, Who will get the registration information
3. **Pick and submit requests** for the PTAC communications capabilities listed above depending on the event, audience you need to reach and following your communications plan.