

Chapter Event Promotion Resource

Why Promote?

- The easier you make it for people to find out about events, the more likely they are to attend.
- If you don't promote your events no one will know about them, so no one will show up.
- Successful promotion coupled with exciting programs will make the Order more appealing and should increase the number of active members.

Ways to Promote

- **Duffle Bag**
 - Council Newspaper available to Scouts and Scouters
 - Must submit ad or article by the 1st of the month prior to issue month
 - For more information about the exact printing dates contact the Camping Secretary
- **Lodge and Chapter Website**
 - You can post on your chapter page on the Shawnee website.
 - Send information to webmaster@shawneelodge.org as early as possible.
- **Mailings**
 - The lodge will pay to send out 4 chapter mailings a year, one for each meeting.
 - On those mailings you can include service project information.
 - Submit information to Camping Secretary at the Greater St. Louis Area Council office about 1 month prior to your meeting/project otherwise no mailing will be sent.
 - Your district must pay for any additional mailings.
- **Email**
 - If you want to you can set up a chapter email list.
 - Probably the most efficient way to promote events.
 - Talk to the Lodge Webmaster for some ideas: webmaster@shawneelodge.org
- **Other**
 - Be creative, promote at other events, or promote whenever you see someone from the order by reminding them of activities.