

SCOUTS CANADA
GREATER TORONTO COUNCIL

GROWTH & RECRUITMENT

BEST

PROVEN

PRACTICES

This document is designed to provide Scouters, Group Committee
Members and
Professional Staff
with a variety
of
PRACTICAL SUGGESTIONS AND IDEAS
for
membership growth and recruitment of youth and adults.

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Beginning in 2000, the **Greater Toronto Council Growth and Development Committee** prepared a set of resources to encourage membership growth and development in the council. The initial members were:

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“Best Proven Practices for Recruitment” booklet conceived and researched by:

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PRACTICAL SUGGESTIONS
FOR
MEMBERSHIP GROWTH AND RECRUITMENT
WITHIN
THE

SCOUTING
PROGRAMME

APPOINT A SERVICE TEAM MEMBER

- The Area Commissioner may appoint a member of the area service team as a Deputy Area Commissioner for Membership Growth and Recruitment [DAC Membership Growth & Recruitment].
- The responsibilities of the DAC Membership Growth & Recruitment include:
 - Assist the Area Commissioner in the development of an area growth plan
 - Represent the Area on the Regional Committee for Growth and Recruitment
 - Coordinate the Area growth and recruitment activities
 - Provide assistance to various area Groups in the implementation of the Group growth and recruitment plans as needed
 - Monitor the progress and ensure the successful implementation of the Area growth plan

APPOINT A GROUP COMMITTEE MEMBER

- The Chair of the Group Committee may assign a member of the Group Committee with the responsibility for membership growth and recruitment of youth and adult leaders.
 - The responsibilities of such a person are:
 - Assist the Group Chair and the Group Committee in the development of a Group growth plan
 - Coordinate the Group growth and recruitment activities
 - Provide assistance to the Section leaders [Colony, pack, troop, company and crew] in the implementation of the section growth and recruitment plans as needed
 - Monitor the progress and ensure the successful implementation of the Group growth and recruitment plan
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SECTION - “BRING A FRIEND” NIGHT [YOUTH]

- The Section Leader with the assistance of the Group Committee organizes a “Bring a Friend” night for his/her section.
 - The Section Leader may plan such an evening with the assistance of the DAC Membership Growth & Recruitment.
 - Section Leader may involve the youth in planning such an event
 - During the event run an interesting, exciting and informative programme
 - Ensure a proper opening and closing ceremony
 - Ensure that “guest(s)” participate in the activities
 - Unusual and innovative game(s)
 - Simple pioneering project [Eg. Make a tripod]
 - Simple craft
 - Hands-on skill activity
 - First aid demonstration
 - Sing a song
 - Introduce a new cheer for the section
 - Tell an exciting story
 - Ensure that there is lots of fun and enthusiasm
 - Very briefly talk about upcoming section events and future activities
 - Special Area events
 - Hikes
 - Camping
 - Other outings
 - Recognize participation of “guest(s)” with a “Certificate of Participation” [Desktop publishing] or token badge etc.
 - Provide light refreshments
 - Hand out to the “guest(s)” relevant promotional material and an application form to take home
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GROUP AND/OR SECTION – “BRING A PARENT / NEIGHBOUR” NIGHT [ADULT]

- The Group Committee and the Section Leaders organize a “Bring a parent/neighbour” night
 - The Group Committee may plan such an evening with the assistance of the DAC Membership Growth & Recruitment
 - Design simple but appropriate invitations to be handed out to the parents of the Group/Section youth members [Involve the youth in the design of the invitations – Desktop publishing]
 - Explain the purpose of the evening [Eg. “Come spend an evening with us and bring a friend or neighbour”]
 - Clearly indicate the date, place and time
 - Invite the parents of the Group/Section youth members to bring a friend or a neighbour to a special evening
 - Hand out invitations to the parents of the Group/Section youth members well in advance of the event [Three to four weeks]
 - Ensure that every parent gets an invitation
 - Telephone parents to remind them of the event [One week prior to the target date]
 - Ensure that the programme of the evening is informative, exciting and appealing to adults
 - Briefly explain the mission and purpose of Scouting
 - Briefly explain the various Section programmes available
 - “Show off” youth members skills:
 - Game with knots / First-aid mock rescue
 - Pioneering / Craft(s)
 - Skit(s) / Song(s) / Cheers
 - Show-off youth - [Kids “love” to talk and parents are very proud to see their children perform]
 - Check youth presentations [Coaching] ahead of time to ensure quality of content
 - Have youth explain to parents programme activities – Hikes, camping, outings, Kub Car Rally, Popcorn drive, Apple day, etc.
 - Have youth talk about themselves [“What do I like best in Scouting?” ; Why join Scouting?” ; etc.
 - Show short segment of videotape of latest camping or other outdoor activity if available
 - Thank parents and their guests, and provide light refreshments
 - Hand out promotional material and other relevant information to parents [Brochures, registration form, telephone numbers, contact persons, etc.]
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INVITE A PARENT TO A SECTION MEETING

- Invite a parent or two to a section meeting to “see us in action”
This should be an ongoing process throughout the scouting year
- The Section Leader should plan an interesting, exciting and informative programme for that special evening.
- Lots of fun and plenty of the customary enthusiasm
- Invite parent(s) to participate fully in the activities of the section [For instance as a member of a patrol]
 - Briefly explain the origin and purpose of opening ceremonies
 - Grand Howl
 - Scout opening
 - Invite parent to participate and/or assist in:
 - A game
 - A craft activity
 - A short pioneer project
 - Badge work
- Thank parent and recognize parent's participation with a “Certificate of Participation’ [Desktop publishing] or a token badge.
- Hand out to parent appropriate and relevant promotional material and information.
- Ask parent(s) to talk to friends and neighbours about scouting [Spread the good word...!]

AREA COMMISSIONER , DEPUTY AREA COMMISSIONER(S)

Have I, personally, recruited ONE new youth for my AREA this year ?

GROUP COMMITTEE MEMBER

Have I, personally, recruited ONE new youth for my GROUP this year ?

SECTION LEADER

Have I, personally, recruited ONE new youth for my SECTION this year ?

**PRACTICAL SUGGESTIONS
FOR
MEMBERSHIP GROWTH AND RECRUITMENT
WITHIN
THE
COMMUNITY**

SCOUTING EXHIBITION TOUR

- PROFESSIONAL STAFF/ SENIOR VOLUNTEER STAFF INITIATIVE
- Identify a number of interesting and significant items of historical value and form an attractive “Scouting collection” to be displayed
- Take such a collection on an exhibition tour in the region – Heighten awareness of Scouting in COUNCIL
 - Exhibit may not last more than a week in any given place or area of Metropolitan Toronto [Etobicoke, Downtown, Scarborough and North York]
- The exhibit need not be large as long as it is of excellent quality and interest
Such an exhibition tour should be an on-going activity throughout the year
- Preparation and planning are essential
 - Establish an “Exhibition Committee” – Appoint a chair
 - Involve professional staff, Membership Development Workers and senior volunteer staff
 - Ensure commitment
 - Contact and develop appropriate partnerships with administrations of potential exhibition places, such as:
 - Regional and local libraries
 - City Hall and other public buildings
 - Large shopping Malls
 - Boards of Education
 - Community Centres, etc.
 - Choose a theme for the exhibit [Suggested themes]
 - “Scouting: Then and Now”
 - “The Tradition Continues”
 - “Scouting builds character”
 - “Scouting in our community”
 - “Over a Century Old and Still Going Strong”
 - “Be a Scout – Become a Leader!”, etc.
- Suggested items for display [Depending on the theme of the exhibition]
 - Gather appropriate items – some such items are already available at Scout House
 - Contact retired senior former Scouters and ask them to lend to the exhibition - on a temporary basis – some of their personal “cherished” items
 - Contact prominent persons in the council who have experienced Scouting and ask them to lend to the exhibition – on temporary basis – pictures of themselves as cubs, scouts, venturers, etc.
 - Sports personalities
 - Business and large corporation presidents
 - Radio and Television personalities
 - Former and presently active federal, provincial and municipal politicians
 - Former Lieutenant-Governors
 - Prominent authors, journalists, artists, actors, etc.

- Significant newspaper articles and photographs on Scouting through the years
Such articles and photographs should be framed in an attractive and tasteful manner prior to the exhibit – These articles should form part of a permanent collection and used judiciously as per the chosen theme of the exhibit at any given time.
 - Contact The Toronto Star, The Globe and Mail, etc.
 - Explain the purpose of the exhibit
 - Ask to look at their archives
 - Request permission to photocopy such articles and photographs
 - Central Library may be another source for archival material
 - Pictures and articles from BP's visit to Toronto
 - Framed awards and other items of recognition of COUNCIL Scouting from Provincial and Municipal authorities
 - The mission statement, promise and law
 - Design and print separately
 - Desktop publishing – Fonts should be large
 - Place in appropriate frames
 - Badge collections tastefully and attractively framed
 - "Scouting on stamps" stamp collections tastefully and attractively framed
 - Former and old uniforms in good shape could make a striking contrast with present day uniform
 - Canes and staffs of Leaders – Choose well decorated items
 - Wood panes displaying the various knots
 - Posters and other promotional material
 - Camping sites maps and pictures
 - Banners and flags
 - Videotape and power point presentations
- Label all exhibit items
 - Contact local mass media to promote exhibit – Place, dates and hours of exhibit
 - Ensure presence of knowledgeable Scouters and youth at the exhibit at all times
 - Ensure commitment
 - Prepare schedule and distribute to all concerned
 - Retired senior former Scouters may be willing to serve for a few hours
 - Ensure service of Scouters and youth from AREAS and GROUPS close to the place of the exhibition
 - Send "Thank you" letters and/or "Certificates of Appreciation" to all contributors, participants and organizers of the exhibit
 - Return "temporarily lent" items to their owners
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DESIGN A GENERIC FLYER

- Design a generic AREA flyer for growth and recruitment of new members [Youth & adults]
 - A small Area team may be established to design the flyer and ensure its distribution. Such a team may include:
 - Area Commissioner
 - DAC Membership Growth & Recruitment
 - Membership Development Worker [From Scout House]
 - One or two representatives from various Groups in the Area
 - Senior youth from the area [Some youth possess excellent and extensive computer and graphic skills – Be wise in the use of all resources!]
 - Ensure that the flyer is attractive, informative and accurate
 - Use colour if possible
 - Use glossy paper if possible
 - Aim for a simple but striking design
 - Use appropriate “fonts” and “font size” – While the use of different size of the same font is advisable, the use of more than two different fonts create a “busy and unattractive” look
 - Double check flyer information for spelling errors and possible design flaws prior to printing [Logos, telephone numbers, e-mail addresses, message conveyed, etc.]
 - Avoid from putting on dates on the flyer so that the flyer may be used repeatedly ensuring thus its generic nature.
 - The flyer may be professionally printed
 - Ensure assistance and collaboration of “friendly” printer [Partnership]
 - Shop around for printing costs [Large printed quantities cost less]
 - Recognize “Printer’s Name” on the flyer [Free advertisement for Printer]
 - Target flyer distribution
 - Flyer distribution may be Area-wide
 - Saturate a particular neighbourhood in the Area
 - Distributed to elementary and secondary schools, community centres, etc.
 - Available in supermarkets, local bank branches, etc.
 - Area youth members should ensure the distribution of the flyer
 - Flyer distribution is an ongoing process. Ensure that flyer distribution takes place several times during the year.
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DESIGN A GROUP / SECTION FLYER

- Design a GROUP / SECTION flyer for growth and recruitment of new members [Youth & adults]
 - A small team may be established to design the flyer and ensure its distribution
Such a team may be composed of:
 - Group Committee volunteer responsible for Growth and Recruitment
 - One or two Section Leaders
 - One or two senior youth [Some youth possess excellent and extensive computer and graphic skills – be wise in the use of all resources!]
 - A parent(s)
 - DAC Growth and Recruitment
 - Ensure that the flyer is attractive, informative and accurate
 - Secure the availability of a powerful computer and appropriate printer to ensure the quality of desktop publishing capability
 - You may use a one page format [8½ x 11] – one side or double sided
 - You may use one page folded in half – one page becomes four [4] half pages
 - Aim for a simple but striking design
 - Use appropriate “fonts” and “font size” – While the use of different size of the same font is advisable, the use of more than two different fonts create a “busy and unattractive” look
 - Double check flyer information for spelling errors and possible design flaws prior to photocopying or printing [Logos, telephone numbers, e-mail addresses, etc.]
 - Photocopying or printing of flyer
 - Provide sufficient amount of paper for photocopying or printing
 - Ask parent(s) for assistance – some parents may have access to a copier or other duplicating device
 - Target flyer distribution
 - Local community – Shops, supermarkets, bank branches, etc.
 - Homes in specific neighbourhood streets
 - Church Sunday congregations and other places of religious worship
 - Neighbourhood elementary and secondary schools
 - Group and/or Section youth members should ensure the distribution of the flyer
 - A letter or certificate of “Appreciation for your Assistance” should be given to all those who participated in the design and distribution of flyer
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INFORMATION CENTRES

- Promotional scouting material and/or attractive flyers should be made available to the community at the premises of:
 - Community Health Centres
 - Community Centres
 - Doctors and dentists offices
 - Real Estate offices
 - Bank branches in the neighbourhood
 - Barber shops, hair salons
 - Supermarkets, drugstores, local restaurants, etc.

 - Establish a partnership
 - Develop a friendly and collaborative relationship with the owner, manager or person responsible for the targeted premises
 - Explain the purpose of the request – Talk about scouting
 - Ask and obtain permission
 - Leave promotional material in a prominent place readily accessible to the public

 - Monitor the process
 - Keep records - Leave exact number of promotional material
 - Record flow - Periodically check premises to ensure that promotional material is being used
 - Replenish – ensure that promotional material is always available to the public
 - If promotional material is not “moving” change location or change premises

 - Always thank the owner, manager of the premises
 - Send a “Thank you” letter
 - Present a “Certificate of Appreciation”
 - Invite the person to a scouting meeting and make a special presentation
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ANNUAL DIRECTORIES

- Place an insert or advertisement in the local community annual directory
 - Obtain copies of such directories
 - Look at advertisements and/or inserts
 - Analyze the details – Size, colour, font type, message conveyed, etc.
 - Inquire about the circulation of the directory – What is the target audience ?
 - Design one or two “drafts” of insert and/or advertisement
 - Involve Group Committee members
 - Interested parent(s)
 - Senior youth
 - Ensure that the designed draft conforms to the printing guidelines of the target directory
 - Ensure that the insert and/or advertisement is attractive, accurate and informative
 - Develop a friendly and collaborative relationship with the publisher of the local community annual directory and/or associations publishing annual directories.
 - Explain our mission, principles and excellent work - Heighten awareness
 - Explain the purpose of the request – Be candid
 - Request assistance – People are kind and willing to help a good cause
 - Ask to include in the directory an insert or advertisement on Scouting free of cost – We are a non-profit organization
 - Show a “draft(s)” of such an insert or advertisement – Be prepared !
 - Inquire about the printing deadlines for inclusion of insert and/or advertisement in the directory
 - Finalize design of insert and/or advertisement
 - Meet the printing deadlines for submission of insert and/or advertisement
 - Recognition
 - Send a “Thank you” letter or “Certificate of Appreciation” to the publisher
 - Invite publisher to a special Group or Section event to see us in action
 - Recognize support publicly – token gift, badge, “Certificate of Appreciation”, etc.
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COMMUNITY NEWSPAPER

- Advertise Scouting in the local community newspaper

FOLLOW SIMILAR PROCESS AS IN ANNUAL DIRECTORIES
OUTLINED ABOVE.

In addition:

- Develop a friendly and collaborative relationship with a reporter of community newspaper
- Invite key newspaper person to a Group or Section meeting to see us in action
 - Explain our mission, principles and excellent work – heighten their awareness
 - Outline the Group's or Section's involvement in and service to the community.
 - Ask them to write a short article about Scouting in the local community newspaper
- Write and contribute article to the local community newspaper
 - Write an article about benefits of Scouting, mission, principles, etc.
 - Write an article about service to the community
 - Write an article about the youth's achievements
 - Write an article about the youth's and adult's recognition and awards
 - Write an article about a "good turn" story
 - Write an article about upcoming special events
- Involve senior youth in writing such articles
- Always remember to thank and recognize appropriately newspaper person, editor, publisher, etc. for their support

CHURCH / SPONSOR NEWSLETTER

- Advertise Scouting in your Sponsor's newsletter
- Design a standard advertisement to be published periodically [Four times a year] in the Sponsor's newsletter

FOLLOW SIMILAR PROCESS AS IN ANNUAL DIRECTORIES
OUTLINED ABOVE

- Ask Sponsor [Reverend, pastor, rabbi, imam, priest, etc.] to say a few "good words" about Scouting and your Group/Section to their congregation
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LOCAL LIBRARY DISPLAYS

- Take every opportunity to set up a display on Scouting at the local community library several times during the year.
 - Establish a friendly and collaborative relationship with the Head Librarian or Manager of the local library branch - Partnership
 - Explain our mission, principles, programs and excellent work in the community
 - Explain the purpose of the request – Be candid
 - Request permission for the display
 - Confine display to printed promotional material [Posters, pamphlets, books, etc.]
Libraries are not particularly partial to “food” , “crafts” or “pioneer projects”
 - Obtain appropriate dates – Aim for at least a week-long period
Scouting week is a very good time to do a library display
 - Ask and obtain adequate space
 - Ensure that the space provided is strategically located so that it will be noticed by the public – Main foyer, circulation desk, entrance/exit, etc.
 - Obtain display material from Scout House ahead of time
 - Set up the display with the assistance of youth in your Group/Section
 - Remove or dismantle display at the appropriate date
 - Always remember to send a “Thank you” letter or “Certificate of Appreciation” to the Head Librarian or Manager
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MALL DISPLAYS

- Take every opportunity to have an AREA-wide Mall display on Scouting several times during the year.
- Planning is essential
 - Involve the area service team
 - Field Executive
 - Membership Development Workers [Scout House]
 - Senior youth

FOLLOW SIMILAR PROCESS AS IN LOCAL LIBRARY DISPLAYS OUTLINED ABOVE

In addition:

- Ensure that allocated space in the Mall is adequate and strategically located
 - Choose carefully material to be displayed
 - Banner with “Scouts Canada” logo and flags prominently displayed
 - Emphasis on outdoors – canoes, tents, equipment, etc
 - Pioneering projects
 - Camping sites – maps, brochures, flyers, etc
 - Videotapes and power point presentations – check equipment ahead of time
 - Hands-on presentations – Invite the public to participate
 - Demonstrate Crafts
 - Knots, lashing, etc.
 - Ensure that adequate quantities of promotional material is available for distribution to the public
 - Ensure that youth and Leaders are willing and able to participate in shifts
 - Ensure firm commitment, design schedule and distribute schedule to all concerned ahead of time
 - Ensure proper attire – uniforms
 - Always send a “Thank you” letter or “Certificate of Appreciation” to the Mall administration
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ARTS AND CRAFTS SHOWS

- Participate in the local community Arts & Crafts Show annual event
- Participation in such a show may also be a fundraiser activity
- GROUP and/or SECTION initiative [Several Groups or Sections within the same area may combine their efforts]
- Planning is essential – Plan ahead of time
- Contact organizers of local community Arts & Crafts Show [Telephone numbers of organizers, dates of Show, etc., may be obtained at the local community library or from the local community newspaper]
 - Explain mission, principles and purpose of participation – Be candid
 - Request permission to participate at the Show free of charge or for a nominal minimum premium
- Set up attractive display table(s) with scouting crafts [Troop, Pack and Colony]
 - Set up banner with “Scouts Canada” logo, flags, posters, etc.
 - Ensure availability of promotional material, posters, flyers, brochures, etc.
 - Demonstrate the making of “some” of the crafts displayed
 - Invite public to participate in the making of crafts
- Ensure proper attire – uniform
- Always send a “Thank you” letter or “Certificate of Appreciation” to show organizer(s)

STREET FESTIVALS AND PARADES

- AREA or GROUP participation
 - Youth and leaders in uniform [Appropriate and spiffy attire a must]
 - Ensure banner(s) with “Scouts Canada” logo and various flags are prominently displayed
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PRACTICAL SUGGESTIONS
FOR
MEMBERSHIP GROWTH AND RECRUITMENT
AT
THE
SCHOOLS

SCHOOL PARENTS NIGHT

- GROUP and/or SECTION participation in School Parents Night
 - Meet with Principal of school [Elementary and Secondary]
 - Develop a friendly and collaborative relationship with Principal
 - Explain our mission, principles, excellent work and purpose of meeting – Be candid
 - If possible meet vice-Principal(s) and support staff at the main office
 - Request school calendar of events
 - Planning is essential
 - Assign responsibilities
 - Involve youth – ensure firm commitment for their participation
 - Ask assistance of DAC Growth & Recruitment
 - Ensure availability of promotional material
 - Contact School Principal or person responsible for parents night at the school a few days prior to the event and make the necessary arrangements
 - Set up
 - Arrive at school ahead of appointed time
 - Set up a table at a strategic location [Main entrance of school, foyer, etc.]
 - Ensure that banner with “Scouts Canada”, flags, posters, etc. are prominently and tastefully displayed
 - Ensure availability of promotional material
 - Ensure proper attire of Section Leader(s) and youth [uniform is strongly recommended]
 - Throughout the evening
 - Talk to students about Scouting
 - Talk to parents about Scouting
 - Talk to school teachers about Scouting – heighten awareness
 - Distribute promotional material/ flyers, etc.
 - At the end of the evening
 - Dismantle set up – Leave the area very clean and tidy
 - Assist school staff – if necessary - in the cleaning and tidying up [A good turn !]
 - It is essential that a “Thank you” letter and a “Certificate of Appreciation” are sent to the School Principal and the staff following the event.
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SCHOOL GUIDANCE OFFICE

- AREA, GROUP and PROFESSIONAL STAFF initiative
- Meet with School Principal [Elementary and Secondary] and develop a friendly and collaboratively relationship
 - Explain our mission, principles and excellent work
 - Explain the work done and service provided by Scouts within the community
 - Explain the Toronto District School Board's (TDSB) policy on the Ministry of Education requirement of "40 hours of community service" for student's graduation and how it is linked with Scouting
- Meet with responsible teacher for Guidance [Elementary] or Head of Guidance Department [Secondary]
 - Explain our mission, principles and Scouting links to the education curriculum [Development of leadership skills, problem solving, team work, community service] - More often than not, Guidance teachers and/or councilors are not aware of our programmes and excellent work
 - Heighten awareness
- Ask Guidance teachers and staff in Guidance Office to promote Scouting and heighten the awareness of students
- Supply Guidance teachers and Guidance office with promotional material for distribution to students
 - Provide poster(s)
 - Provide flyers
 - Ensure that poster(s) are displayed in a prominent and accessible place
- Follow up and periodically visit Guidance office to ensure availability of promotional material
- Send "Thank you" letter or "Certificate of Appreciation" to School Principal and Guidance personnel

SCHOOL COORDINATOR FOR CO-OP PLACEMENTS - SECONDARY

FOLLOW SIMILAR PROCESS AS IN
SCHOOL GUIDANCE OFFICE
OUTLINED ABOVE

SCHOOL LIBRARY DISPLAYS

FOLLOW SIMILAR PROCESS AS IN
SCHOOL GUIDANCE OFFICE
OUTLINED ABOVE

In addition:

- Take advantage of Scouting week
- Request display space – Many school libraries have glass cases for various displays
- Display
 - Books on Scouting
 - Pictures
 - Pictures of prominent persons who have been in scouting – role models
 - Exceptional scouting arts and crafts
 - Various badges, medals, pins, awards, etc.
 - Ensure that there is a short description label identifying each item displayed
- Provide School library with a framed poster on Scouting to be permanently displayed in a prominent and visible space

SCHOOL MONTHLY NEWSLETTER

- Ask School Principal's permission to enclose a flyer with the school newsletter to be mailed at home to parents
- Flyer should be attractive, informative and accurate [See DESIGN A FLYER outlined above]
- Take sufficient number of flyers to school two or three days prior to date of mailing
- Volunteer to “stuff the envelopes” – involve youth

SCHOOL REPORT CARDS

FOLLOW SIMILAR PROCESS AS IN
SCHOOL MONTHLY NEWSLETTER
OUTLINED ABOVE
