

**MOOT • BUSH DANCE • CAR RALLY • BALL
ROVENTURE • TRAINING COURSE • FUNDRAISER
HARBOUR CRUISE • SELLING STUFF • BOOTING
INTER-CREW CHALLENGE • RAFT RACE • DINNER
CREW ANNIVERSARY • DEN WARMING • etc. etc.**



HOW TO SUCCESSFULLY PROMOTE YOUR ROVER EVENT

Start your promotion planning an absolute minimum of six months beforehand.....

1. Decide who you want to attract. eg. all Crews in NSW, only Crews in your own Region, Venturers, parents, the general public etc.
2. Design a flyer showing all details. If some details are yet to be finalised (eg. location), start with a "teaser" to get interest started. A more detailed flyer can be produced later. A well-designed flyer:
 - shows date, location, theme, and name of organisers - ie. Crew, RRC, SRC etc.
 - has eye-catching but clear graphics
 - emphasises what will be different or unique about your event
 - is printed on coloured paper (so it stands out from all the other stuff Crews get!) & provided online as a PDF
 - details cost, including any "early-bird" discounts
 - shows contact details for at least two of the organising team, including working hours numbers, mobile phone numbers, email address, website, Facebook page etc.... if possible
 - if necessary, lists any special requirements - eg. each Crew must bring a raft!
3. Do a direct mailing to all Crews in your Region, or possibly NSW, depending on the scope of your event. You can also get your flyer included with any RRC and SRC mailings. These are usually by email. Your RRC can provide Region mailing lists and/or email groups. Contact the State Office for the NSW Crews mailing list.
4. Place a promotional item with all details on your Region website's Rover page, the NSW Rover homepage and any RRC or SRC Facebook pages. Make sure your event goes on the calendar on all these websites, and you also list a link to any website or Facebook page you set up just for the event. If the event is of interest to Venturers - eg. Roventure - post information to Venturer pages too.
5. Use the RRC email bulletins/lists and any appropriate Rover-related Facebook pages or online forums to circulate promotional details of your event and get people talking.
6. Write an advance article about your event for your Region newsletters, or liaise with your RRC PR Officer to make sure they include details in their regular article. Possibly send an article to other Regions too. If it's a big event, send an advance article to magazines such as "*Australian Scout*".
7. Depending on what you decided in item 1. above, plan to visit lots of other Rover events in at least the preceding six months, to sell your event and hand out flyers. Always remember, if you support other Rovers' events, they will support yours.
8. Be at all your own RRC meetings with flyers, and do some creative promotion - eg. dress up in the event theme etc, make it memorable! Depending on who you are trying to attract, do the same at SRC and other Regions' RRCs.
9. Visit lots of other Crews to promote your event. Again, be creative! The personal approach is very important. And again, if you make the effort to go to see them, they will probably support you.
10. If you want to establish yours as an annual event, do some publicity afterwards to tell anyone who didn't come what a great time they missed! Put articles and photos showing how good it was in your Region magazine and on all the websites, Facebook pages etc. mentioned above - this also helps to raise your Crew's profile.
11. Be enthusiastic and be everywhere - you can never give an event too much promotion!