Programme Posters

cubs

SCOUTS

YOUTH APPROVED

Time

30 mins

Resources

- Arts and craft material
- Images of Scouting or other activities

Outcome

Collection on pack or troop views on a range of subjects.

Premise

By asking youth members their opinion on how they would sell scouting to a prospective member we can understand the key elements that spark interest.

Method

Working in groups, the Scouts or Cubs are to assume the role of an advertising company tasked with developing a poster to attract new members. The poster should show the things that they love about scouting. Posters may be hand drawn or created using existing images from magazines, newspapers, relevant websites or their own photographs.

The groups should prepare an advertising pitch to 'sell' their 'advertising campaign'.

Each group will deliver their pitch and be asked to discuss the reasons why they chose the design and information for their poster and why their poster will attract new members. The highlighted activities can be discussed or ranked for importance, and programmed if relevant. The poster should be retained or used for a display.

Optional

A brainstorming session could be held immediately prior to the poster creation to pull out the types of Scouting activities that should be considered. The brainstorming session should be structured to follow the headings of the balanced programme.

BADGE LINKS

Scouts Scotland

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