**UNIT MARKETING STATEMENT FOR THE MEDIA**

Be Prepared—Anytime you work with the media be sure to provide them clear information for how to reach your unit. Provide a clear marketing statement, they will be appreciative and you will reap the benefits of being prepared.

Every time you place an article into the newspaper, local media, church bulletin, social media, or any other means of communication is an opportunity to introduce someone new to Scouting

**MARKETING STATEMENTS**

**OPTION 1:** Pack/Troop/Crew/Ship/Post \_(Number)\_, of Colonial Virginia Council is chartered by \_(Organization)\_ and meets \_(night/time)\_ at \_(Location)\_

AND/OR

**OPTION 2:** Contact \_(Name)\_, \_(Email or Phone)\_ for more information

OR

**OPTION 3:** Find your nearest unit at beascout.org

OR

**OPTION 4:** Talk with your District Executive about utilizing their email or the Council Service Number