

2021

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#ScoutSHARE
Digital
Toolkit



About #ScoutSHARE

#ScoutSHARE is all about sharing the story and impact of Scouting across the community and we need your help. The most powerful way to grow your child's unit or to grow the Scouting program is a parent talking to another parent about the value of Scouting, or a Scout inviting one of their friends to join them for the fun and adventure.

#ScoutSHARE Contest

Sharing the adventures you have with your Scout on Facebook, Twitter or Instagram using #ScoutSHARE from August 30–September 17 will spread the word and qualify you to win special prizes such as gift cards to Kroger, Amazon, and more!

WINNERS WILL BE DRAWN ON MONDAY DURING THE WEEKS OF:

August 30 (Bonus prize on September 1 for #ScoutSHARE Day), September 7 & 13.

WHY #SCOUTSHARE AND WHY SHOULD YOU INVITE OTHERS TO JOIN IN THE ADVENTURE OF SCOUTING WITH YOU?

-- Your child will be able to do Scouting with more of their friends

-- More Scouts means more parents to help lead Scouting programs

-- More Scouts will receive the values of Scouting along with the fun and excitement



#SCOUTSHARE DAY

SEPTEMBER 1, 2021

Encourage all Scouts to show their Scouting pride by sporting their uniforms for #ScoutSHARE Day!

SOCIAL MEDIA POST EXAMPLES

-- #ScoutSHARE Dare! Ask 2 of your Twitter pals to share their Scouting experience. Don't forget to use hashtag #ScoutSHARE!

-- TELL US: Did your Scout go to camp this summer? How was his experience? You can WIN Weekly prizes when you share your favorite Scouting experience. #ScoutShare Learn more at: gocubscouts.com

-- #ScoutSHARE day is a day for everyone, everywhere, to share Scouting! Find out how you can be part of the movement at gocubscouts.com

-- I remember when my son and I flew off the blob at camp. It felt like such a rush! What awesome memories do you have about camp? You can win awesome prizes when you share them on FB, Twitter or Instagram when you use the hash tag #ScoutSHARE. Learn more at: gocubscouts.com