



CIEC Flyer Approval and Publication Process

1. Purpose

To create effective event flyers that meet BSA requirements and encourage scouts and scouters to participate. Early and attractive promotional materials will make an impact on the success of the event. The largest mistake an event can make is late promotion to units and leaders. Units and families are busy, and their schedules fill quickly.

Before a flyer can be distributed at roundtables or e-mailed to unit leaders, it must first meet a set of standards (described below) and be approved by the District Executive/Staff Advisor.

2. Scope

All district and council events in the California Inland Empire Council. For either in person events or on-line events, with or without a registration fee, where registration is required.

3. Responsibilities

The event coordinator and District Executive/Staff Advisor are responsible for flyer creation and process.

4. Promotion

Reach your target audience. The most successful marketing plan allows for your target audience to hear about your event at least 5 – 7 times. Direct mailing (if applicable), Roundtable promotion, unit visitations, email blast, social media such as Facebook, Twitter, and Instagram, Council and District websites, phone calls, and personal contact are all effective tools to promote your event. **Don't rely on just one of them... use them all!**

Procedure

1. Create effective Flyer per the CIEC activity Planning guide example below

Flyer **MUST** be in an editable format such as Microsoft Word or Publisher. DO NOT send flyer in pdf, jpg, or any other format.

2. Submit Flyer with Budget

In order to start the flyer process, it must be accompanied by a completed budget form. If you need a budget form, please see your District Program Chair or District Executive/Staff Advisor. The budget form is an excel document.

Submit your flyer and budget to your District Executive/Staff Advisor for council approval. You may be asked to revise information, add information or remove items. Please respond ASAP with all revisions. **You can speed up flyer approval process, by having your budget approved before you submit your flyer for approval.**



3. Staff /Webmaster Approval

Once budget is approved, the final details of the flyer will be reviewed. District Executive/Staff Advisor forwards flyer to the following for approval and/or revision requests:

- Council registration staff
- Webmaster

Comments or recommendation for revisions should be returned to District Executive/Staff Advisor and Event Coordinator within two weeks.

4. Revisions & Resubmittal

- Simple grammar/spelling revisions will be made at council office by staff.
- Webmaster will insert online registration link.
- Substantial revision requests will be sent to Event Coordinator AND District Executive/Staff Advisor to make revisions.
- Once revisions are complete, event coordinator returns document back to District Executive/Staff Advisor.

Allow one week for staff to review revisions.

5. Staff /Webmaster Approval FINAL

After final approval from District Executive/Staff Advisor, Council Office Staff and Webmaster, final copy will be emailed to event coordinator with term FINAL in subject and converted to PDF. **UST THIS PDF FOR ALL PROMOTIONS OF THE EVENT.**

6. Online Promotion and Registration

Once the FINAL pdf is created, CIEC Webmaster will set up:

- online registration (including pdf download of flyer)
 - **NOTE: ONCE ONLINE REGISTRTION IS ACTIVE, THERE CAN BE NO FURTHER CHANGES, EXCEPT LOCATION OR DATE.**
- include in Monday Memo
- CIEC web page (either on Home Page or appropriate Program Area drop down page).

Allow one week for this to be set up online.

7. Office Registration

Office staff can begin to field calls and take registrations.

8. Registration Results

An Excel file with registrations will be sent to event coordinator upon request or every Friday until event date.

Registration files will be available to Event Coordinator via secure file location. Contact your District Executive/Staff Advisor for more information.



Flyer Guidelines and Suggestions

1. WHAT – EVENT NAME

- Event Name (Keep it consistent year to year if possible).
- Include your District Name and Logo (if district event).
- Include event details - such as what activities and /or rank advancement will take place (be sure to include any pre-requisites needed before attending).
- Include Event LOGO and BSA insignia where you can- BSA approved and licensed for use images can be found at <https://scouting.webdamdb.com/bp/#/>
- A full guide on how to use BSA images can be found here: <https://filestore.scouting.org/filestore/pdf/310-0231.pdf>
- Include council project code (This can be obtained from your District Executive/Staff Advisor).
- Use of United Way Logo is optional.

2. WHERE

- Include the location name and address for the event
- Where do they send check payments? Please use:
Please mail completed form and fees to:
BSA-CIEC
Name of event
1230 Indiana Court
Redlands, CA 92374
- Under no circumstances can registration forms be returned to an address of a volunteer or unit.
- Where to register online include the following:
REGISTER ONLINE AT <http://www.ciecbsa.org/xxxx> (get address link from the CIEC webmaster).

3. WHEN

- Full date of event prominently displayed, include the year to help quickly identify.
- Registration Deadline no less than 2 weeks from event date.
- **There are no early birds or late fees – standard registration fees only.**

4. WHO

- Who can attend the event – be clear as new families are unfamiliar with some terms.
- Who is the event leader and how can they be contacted (email address required).

5. COST- How Much and for whom

- Clearly state the cost and what it includes.
- Include the cost breakdown – i.e., cost for adults vs Youth.



6. INFORMATION TO COLLECT

- Include the types of information you want to collect -THIS INFORMATION COLLECTION WILL BE DUPLICATED ON THE ONLINE REGISTRATION.
- If you do not have a mail in registration be sure to include a document with information you would like collected on participants, consider whether you need the following:
 - **Cub Scouts** – Unit #, District, Ranks, age, gender
 - **Scouts BSA** – Unit #, District, Rank, Patrol, age, gender
 - **Crews** – Unit #, District, Rank, age, gender
 - **Adults** – Unit #, District, position, registered with BSA
 - **Tagalong** – (NON BSA YOUTH) age, gender
- Do you need to know about food allergies or restrictions?
- Do you need to know about any special needs at registration?

OTHER CONSIDERATIONS

- Do not use logos, trademarks or images belonging to others, that we do not have approval to use. If you are unsure of the copyright license do not use it.
- Keep in mind your flyer may appear in color and black and white, so keep colors simple and photo images clear.

APPROVAL TIMELINE - SUMMARY

- For faster flyer approval, have your budget approved before you turn in flyer approval.
- 2 weeks from turn in for District Executive/Staff Advisor to review and route to registration and webmaster for comments back to event coordinator (Step 3 above).
- Word document returned to event coordinator for substantial revisions-if needed.
- 1 week for staff to review revisions (Step 4 above).
- Once event coordinator receives FINAL pdf from staff, allow 1 week for online promotion and registration to be enabled (Step 6 above).



BOY SCOUTS OF AMERICA®

CIEC Program
Committee

Rev. 1.3

5/2020

Flyer Sample with Matching Highlights to Sections:



Temescal District Webelos Woods Campout

Hidden Valley Nature Center

11401 Arlington Ave, Riverside CA

November 1 – 3, 2019

ATTENTION WEBELOS AND ARROW OF LIGHT SCOUTS!!

YOU are invited to join Scouts BSA for a weekend of Scouting FUN!

ACTIVITIES INCLUDE:

Outdoor Scout skills activities, Webelos and Arrow of Light Adventure requirements, tasty cracker barrels, camping fun, and TWO campfires!

	Registration Fee
Camping Webelos <small>(includes camping Friday and Saturday, cracker barrels, patch and all activities)</small>	\$25.00 each
Camping Adults <small>(includes site parking fee, camping Friday and Saturday and cracker barrels)</small>	\$5.00 each
Saturday only Webelos (no camping) <small>(includes patch, cracker barrels, and all activities)</small>	\$20.00 each

Register online at www.ciecbsa.org/xxxxx

Registration Deadline is October 18, 2019

For more info: Name of Event Coordinator email address

Please register online or mail completed form and fees to:

Temescal District Webelos Woods 11.1-11.3

BSA-CIEC
Temescal Webelos Woods
1230 Indiana Court
Redlands CA 92374

Project Code #152

	REGISTRATION FEE	Sub-Total
CAMPING WEBELOS (Total)	# _____ x \$25.00 =	\$ _____
CAMPING ADULTS (Total)	# _____ x \$5.00 =	\$ _____
SATURDAY ONLY WEBELOS	# _____ x \$20.00 =	\$ _____
(Payable to: BSA) GRAND TOTAL =		\$ _____

	Male		Female	
	# of Youth	# of Dens	# of Youth	# of Dens
How many Webelos Scouts will attend:				
How many Arrow of Light Scouts will attend:				

PACK # _____ DEN NAME(S): _____

ADULT LEADER CONTACT: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

