



## Promoter Award

**Week-in, week-out your Scout Group, Explorer Scout Unit or Scout Network Unit meets in the heart of your local community, but how many members of that community are not aware that Scouting is happening just a stone's throw away from their home, school, church etc.?**

**How many young people miss the opportunity to join and benefit from Scouting just because they don't know where and how to get involved?**

Good public relations are important because they help strengthen the positive image of Scouting in the local community. This makes it easier to attract support and tell people about modern Scouting. Like everything in the media, it is vital that stories about Scouting are presented in a positive way, hopefully with an exciting and inspiring element.

Our Promoter badge has been designed to help you publicise your Group or Unit within your local community and help you grow your membership, both young people and adults, gain increased recognition for Scouting and help ensure everyone knows how to be part of the adventure.

### The challenge

To gain our Promoter badge your Group, Section or Unit members need to complete at least two of the following:

- Get your Colony, Pack, Troop, or Unit's 'Scouting adventures' in print, in the local paper or on a website (not including Scouting websites!)
- Design and create a poster, video or similar about your section and arrange for it to be displayed in your classroom at school or put on public display.
- Take an active part in a publicity event or project to gain community awareness (at a school fete, supermarket, community fun day etc.)
- Or any other proactive way of 'Shouting about Scouting' locally.

### Where are the badges worn?

Young people...

The badges are worn on the left amongst the activity badges that the young person has earned.