

Activity Registrations Flyers and website promotion

Flyer Information

Flyers need to be consistent through out the council and districts. The same information should be on all flyers. The following information should be included:

- Date, time, location with complete address (street, city and zip)
- Cost – Is it single cost (no late fee), multiple cost (on time and late fee), multiple cost (youth/adult/staff fee)
- Registration cut-off (**THURSDAYS**)
 1. No cost activity - then cut off should be no earlier than one week prior to activity
ie: Activity on March 16 registration closes on March 7.
 2. Single cost activity – then cut off should be 2 weeks prior to activity
ie: Activity on March 16 registration closes on February 28; fees due by March 7 **OR**
Activity REGISTER ONLINE & PAY ONLINE registration closes one week prior to activity.
 3. Multiple cost activity – then cut off for on time should be 3 weeks prior with late fee cut off 2 weeks prior
ie: Activity on March 16 on time registration cut off 2/21; late registration 2/28; fees due 3/7
 4. Staff cost – no fee or single fee (reduced cost)
 5. Fee deadline
- Cancellation Policy –
- Details – what to is included in cost, what to bring, merchandise available for purchase, activities being done
- Registration – On line only, no more clip off registrations. EVERYONE registers! Who receives a copy of the registration?
- Contact information for volunteer chairperson
- Size limitations for course/classes
- Bottom of flyer must have council phone number (including 800 #), website and fax number

239-936-8072 OR 800-269-8072 - www.swflcouncilbsa.org - fax 239-936-7864

Additional Information

All flyers need to be electronically submitted in either WORD or PUBLISHER format. No other format will be accepted. No flyers are to be handed out until they have been reviewed and approved. Editing may need to be done. If you wish to promote your activity and your budget and flyer have not been approved that you hand out “Save the Date” flyers until budget and flyers are approved. Once the flyers are approved they will be sent back to volunteer chair and the professional advisor. TOO many flyers are coming in with incorrect information that has not been changed since the previous year(s).

NO registration fees and forms are to be sent to a volunteer. All registrations whether fees are collected or not need to go through the council service center. **All fees are due at least one week prior to the activity.**

Make sure that Lori has received ALL information and details for your activity. Use the Website Registration checklist to provide details/detailed information for the website. Information such as group registration, individual registration, what information you want collected about each person or not at all. If you need more space than the check list, submit on a second sheet. Once your activity goes “live” on the website, only the information that can be changed **without** resetting the activity is the date. NO fees can be changed/added once the activity is live.

District/Council Email Blast

Email blast can be sent out to help promote your activity. The volunteer chair should write up their blast via email to both Lori and the professional advisor. Lori is not responsible for writing your blast only reviewing for correct information. You may wish to consider sending them between every 3 to 4 weeks – possibly before registration cut-offs. Allow a week for your blast to be sent; if it can be done earlier it will be done earlier. Blasts and website work are usually done on Wednesday – “Website Wednesday”.

Council activities will also be posted to the Council Facebook page for promotion once the registration is open on the website.

Backdating/Promotion

Flyers and website promotion will be done upon approval of the budget. All budgets and flyers should be submitted electronically. All activities should be posted at least 90 days out in order to give volunteers time to register. Many activities are not going out early enough for proper promotion.

Budgets and flyers should be submitted during the month of June so that website work can begin as early as possible to appropriately promote your activity. Budgets and flyers sent in electronically can be sent to both Greg and Lori at the same time. This way Lori is aware of work that is coming up and can track it.

Council Camp Reservations

For ANY Council/District activity to be held at camp, a camp reservation form must be filled out and submitted electronically. The only reservation forms that will be accepted are those included in this packet or found on the Council website; NO modified or edited forms will be accepted. Any non-council forms will not be approved and they will be sent back to be staff advisor and volunteer chair. Forms are to be submitted to Justine Gonzalez and Lori Laumeyer. Once the reservation is reviewed for Council/district activity and is approved by Justine, it will be sent back to the volunteer chair and staff advisor. Should there be a conflict, both the volunteer chair and the staff advisor will be notified by Justine in order to resolve any facility conflicts. Reservations should be sent in by the end of June. Reservations submitted after June may not get the facilities they are requesting.

Who, What & When

What Items	To Whom	When
Budget & Flyers	Greg & Lori	6/30/2015 - nothing will go on the website until submitted and approved
Website Checklist	Lori	6/30/2015 - nothing will go on the website until submitted and approved
Camp Reservations	Justine & Lori	ASAP - no guarantee on facility until approved

Only a “place holder” with activity name and date will be placed on the website until all details about the activity are available.