

Marketing and Promoting Liberty Trek

Help spread the word about Liberty Trek!

- Print out the flyers available in the resource section of the Liberty Trek web page and have them available at Round Table
- Print out the one page Promotional Liberty Trek Flyer and tack it to your church's informational bulletin board. Put flyers in numerous church buildings in your locale.
- Show the Liberty Trek video at Round Table. This will help the Scout volunteers to get a better idea what Liberty Trek is and why they would want their Scouts to attend.
- Send emails with a link to the Liberty Trek web page to your fellow Scouts. Remember a key to getting people to open and look at your email is what you say in the subject. Here are a few suggestions:

IMPORTANT - Liberty Trek Information

IMPORTANT - Liberty Trek update

Register for Liberty Trek NOW

DON'T MISS THE LIBERTY TREK DEADLINE - late fees

Here's the link: <http://utahsociety.org/wordpress/home/scouting/liberty-trek>

In the body of your email message invite the Scout leaders to watch the video, and explore the resource material. Offer words that will help them get enthused about bringing their Scouts to Liberty Trek to have a tremendous patriotic experience.

- Follow-up with phone calls. You may be surprised how many people ignore their email. If you know your leaders cell phone numbers send a text asking them to please check their email for an important message.
- Invite a member of the Sons of the American Revolution or Constitution Day Committee of Utah to come to your Round Table to deliver a motivational invitation to come to Liberty Trek.

There may be other ways you can promote and encourage your Scouts to register and attend Liberty Trek. Thank you for your efforts!