

A great shop window for Scouts

Creating a window display to support recruitment



Creating a window display to support recruitment

There are often several shops lying empty on the high street. Have you thought about asking whether you can turn these shop windows into a great advert for Scouts? It's probably easier than you think. Here are some ideas and inspiration for you. Don't forget to measure your success, recording how many enquiries you receive before, during and after you put on your display.

Benefits

- Attracts more attention than a single poster
- Promotes 'group chatter' in the community
- Builds links with businesses and public services such as libraries
- Promotes a sense of group identity and pride for the group to be seen as part of the local community
- Attract people who don't use social media

Actions to take

- Find a suitable location – an empty shop (contact the lettings agency, holding company or local authority) a charity shop or a local building like a library. Choose a highly visible place, likely to attract attention.
- Agree any up front cost for the space – ideally it will be free.
- Agree who'll be responsible for putting the display up/removing it afterwards and when.
- Make it interesting and eye catching. Think about what'll go in the window and the message you'll send about Scouts. Remember to focus on skills for life and include a call to action.
- Create on brand materials using the [Scouts brand centre](#)
- Take photos and share on social media – tag/link the business or place you have the display and thank them for their support.
- Include clear contact information so anyone who wants to respond knows how.
- Arrange for volunteers to stand outside at set times with more information to make the display interactive.
- Try including a QR code. It could be scanned to take the person direct to a pre-filled email enquiry.
- Include an 'activity' in the window – for example a 'spot the items list' is great for a Beaver Scout themed window.





Display in a library window using existing shelving – Lechlade Beavers and Cubs



Display created by Portishead Scouts in an empty shop



Window display in a shop window – Portsmouth Scouts

Things to avoid

- Avoid locations that are out of sight
- Keep costs to a minimum. An attractive window is good for business as well (and remind them you're a charity)
- Don't just think posters – what else can you include that'll bring Scouts to life?
- Think about the time a display will be in place. Avoid items that might spoil or look tired – or arrange for a volunteer to update the display from time to time.

Good luck, and send your display to communications@scouts.org.uk