

# Get Noticed! A Guide to Effective Yard Sign Placement

Thank you for helping The Pack grow! Your effort in placing these signs is a great way to recruit new families into our Scouting adventure. Here's how to make your signs count.

## 1. Prepare Your Sign

- **Use the Right Marker:** Standard Sharpies will fade quickly in the sun and rain. Use a permanent, industrial-grade marker (like a Sanford King Size) for text that lasts.
- **Keep It Simple:** A driver has only a few seconds to read the sign. Stick to the essentials:
  - Pack Number & Town
  - Contact Phone Number or Website

**2. Location, Location, Location!** The golden rule is to place signs where people will **slow down or stop**. Think about intersections, stop signs, busy crosswalks, and Exits to popular parking lots.

## 3. Prime Scouting Territory (Always Ask for Permission First!)

- **Schools:** Ask the Principal if you can place a sign near the parent drop-off or pick-up areas.
- **Family Hotspots:** Think like a kid! Ask businesses with heavy family traffic:
  - Ice cream shops, parks, and libraries
  - Supermarkets and family-friendly restaurants
  - Pediatrician/dentist offices and local sports fields
- **Community Partners:** Any business that has allowed our Pack to host a popcorn "Show and Sell" is a great place to start!

**4. Know the Rules** Before placing signs on public property (like town greens or telephone poles), please check our local town ordinances. If signs are restricted, don't be discouraged! Most of our best locations are on private property with permission from the owner. You'll be surprised how many businesses are happy to support a local youth program.

**Bonus Tip:** Put a sign out whenever the Pack is visible in the community—at campouts, service projects, or popcorn sales!

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