

- ◊ rehearsed
- ◊ Able to turn the dotpoints in the speaker's notes into sentences!
- AJ2019 attendee/s
 - ◊ Know what they want to say, well-rehearsed
 - ◊ What was AJ2019 like ...
 - ◊ What did they gain from AJ2019 ...
 - ◊ Worth it ...
- Q&A responder
 - ◊ Probably a Leader is best
 - ◊ They need to be familiar with the FAQ
 - ◊ And not afraid to say: "I don't know but I'll find out ..."
- Committee member/s or keen parents
 - ◊ Prepared to step in at the right moment and propose fundraising ideas
 - ◊ Even ask interested parents to stay back in the kitchen for a cuppa and chat
 - ◊ Maybe form an initial committee on the night

The main message to Cubs, Scouts, Leaders, Venturers and Rovers

- Go to www.aj2022.com.au and register your Expression of Interest ASAP
- There is no obligation – but it helps everyone with likely numbers (some won't proceed, most will)
- Then add your name to the Participation poster in the hall so everyone knows!



AFTER THE LAUNCH ...

- Another video? Eg a Mutant Camels episode (from AJ2022 website)
- AJ2019 highlights video?
- Parents might linger for a cuppa, even a fundraising chat
- Remind all at the end of the meeting about the main message: register, then sign the poster
- Email reminders to all a week later: register at www.aj2022.com.au, then sign the poster
- **Deadline for launch and all EOIs is November 30**
- Scouts can still complete the EOI after 30/11 but it's better for everyone if they do it sooner.



Tips on running a great AJ2022 launch event for your Group

We approach AJ2022 with confidence despite the current global uncertainty. We need to be prepared: who's going, fundraising, program, gear.

And if the worst happens, and AJ2022 is delayed, we'll still be prepared. This will be the best-planned Jamboree ever!

A great Jamboree! A youth-led Jamboree for a new program!

WHO

Form a team

- A single-person effort rarely works
- Get others to help and share your goal

Who's on the team

- Leaders
- Youth
- Some who attended AJ2019
- Parents or committee

ROLES

Now that you have a team, meet and consider ...

Who's doing what

- Preparing the invitation
- Distributing the invitation
- Receiving RSVPs
- Following up families who don't respond
- Tidying up the hall
- Setting up a projector, speakers, screen
- Assisting with technology during presentations
- Refreshments

And speaking on the night ...

- Presenting the PowerPoint: SL? GL? Youth members, eg PLs?

- Sharing their AJ2019 experience: older Scouts, Venturers
- Answering AJ2022 questions: SL? GL?
- Ready to lead any fundraising discussion when it comes up: a couple of Scout parents?

WHEN, WHERE, WHO

Choose a date

- next week is too soon for busy people
- maybe 3 weeks away?
- enough time to invite everyone once, twice, ... and follow up non-replies

Choose a time



- The last hour of the regular Scout meeting is OK for Scouts
- But too late for some Cub parents?
- Maybe make your AJ launch the first half of the regular meeting
- (It actually should only take 30 minutes plus after-chats)

Identify your audience

- Eligible Cubs, who will be Scouts on January 3 2022
- Scouts will be under 15 on January 3 2022
- Parents of these Cubs and Scouts
- Leaders - Scout Section
- Leaders - other (there are roles for everyone)
- Venturers (including some who are Scouts now)
- Rovers
- Make a full list of names

GETTING YOUR AUDIENCE

Finalise your invitation

- the promotions kit includes an invitation template in Word
- change all the red bits to your details for your local event
- Include a contact person (email) for RSVPs and questions
- print hard copies
- create a PDF for email and



private social media

Getting the invitations out

- By hand via youth
- By email
- Via private social media (eg closed Facebook group)
- By mail (costly but effective)
- All the above
- By phone to those who don't respond

RSVP deadline

- Seven days prior
- Compare the invitation list with the replies

Start chasing those who've not replied

We're all busy and often put off dealing with an email or letter till later (or never).

Don't take it personally when people forget to reply.

But parents need to understand that this brief meeting is a oncer.

- Share the list of non-replies

among the team

- Start phoning
- Explain: one chance only – this launch won't be repeated, so check it out - no obligation

THE LAUNCH EVENT

Preparation

- Hall tidy?
- Kitchen and toilets clean?
- AJ2022 posters on the wall?
- Screen
- Projector and speakers
- Computer
- PowerPoint, video – already on the computer
- Table
- Chairs set up

Presenters

- Main presenter – Leader, Patrol Leader?
 - ◊ Familiar with the PowerPoint script, well-