



# BUS SHELTER AD



## TIME

30-60 mins



## RESOURCES

- Bus shelter ad template
- Art + crafts supplies
- Pencils + paper

## OUTCOME

Fun way to choose activities and develop presentation skills.



By asking youth members about how they would sell Scouting to a potential member, we can understand the key elements of the programme that they enjoy.

Working in small groups, create a bus shelter advert and ask the Cubs/ Scouts/ Explorers to take on the role of an advertising company and develop a bus shelter advert that will attract new members. The advert should show the things that they love most about Scouting.

Adverts can be hand drawn or created using images from magazines, newspapers, relevant websites, or photographs.

Once they have made their advert, each group should deliver a 'pitch' to sell their advert, and be asked to discuss the thinking behind their advert, and why it would attract new members. The activities can be discussed and ranked by importance, and ideally added to your programme.

The poster should be kept or used for a display.

A group discussion could be held before the advert creation to pull out the types of Scouting activities that could be highlighted in the advert.

## BADGE LINKS

