

urban  
outdoors  
VOLUME 2:  
Promoting Scouting  
and fundraising

Let's face it, the activities in 'Urban Outdoors 1 - The Activities Playground' are pretty cool things to do. You can also use them to help you:

- Increase the profile of Scouting through your local media
- Improve the connection with your community
- Get more young people and adults thinking and involved in Scouting
- Raise funds

To kick-off the launch of Urban Outdoors, we have produced some ideas for you to think about and try. We will be delighted to hear of your ideas and how they actually worked.  
E mail: [activities@scout.org.uk](mailto:activities@scout.org.uk)

## STOP! Hold on to your skateboard, for a moment....

Before you go rushing off, why not look at some other really useful resources available on ScoutBaseUK.

**Getting Scouting Noticed** - <http://www.scoutbase.org.uk/hq/pr/index.htm>

Click on 'how to work with the media' and download the Shouting for Scouting booklet. It really will help you increase your chances of media coverage (see if your District has a Media Relations Manager who can also help)

Also, click on 'local newspaper TV or radio station' for local contacts.

**Fundraising** - <http://www.scoutbase.org.uk/hq/fundraising/index.htm>

Index page for you to pick and choose your subject. Ideas are being developed all the time, so why not look at the Funding Points newsletters and get on the mailing list.

E mail: [fundraising@scout.org.uk](mailto:fundraising@scout.org.uk)

*All fundraising is strictly regulated by law. Make sure that you check out the Fundraising Factsheets on ScoutBase UK before you start.*

**Adult Support** - <http://www.scoutbase.org.uk/support/index.htm>

Your activity could be stopping adults in the street to watch (or take part), or getting them involved delivering some of the ideas. These may be people who can help you in the future!

For more information on how to get these people involved in Scouting, contact the Information Centre. New resources and information on recruitment, retention and support for volunteers will be available on ScoutBase. Call to check out the dates and latest information.

## Promoting Scouting and fundraising

The following ideas are designed to be used in conjunction with the activities ideas from 'Urban Outdoors 1 - The Activities Playground'. If you don't have a copy of this you can get one for free from the Information Centre or via the Urban Outdoors website - <http://www.urbanoutdoors.org.uk>

## City heights

### Promotion

Abseiling off public buildings needs some thought if trying to promote to the public, after all it is happening high up or even out of the way. Get your publicity at ground level sorted out - flyers, posters, and banners. Or use some of the other activity ideas.

If taking photographs for your press release, they will probably need to be taken from the top looking down on the happy smiling face of a young person.

## Access all areas

### Promotion

This activity will get you involved your local community. Why not extend it by inviting a local councillor or MP to discuss your findings.

For press coverage, try an angle along the lines of 'Scouts vote best access'.

## Behind the scenes

### Promotion

Discuss this with the manager of the cinema, theatre (or even bingo hall). They may have someone appointed to look after promotion and public relations. Look at the fundraising section below for possible ideas to get a story.

## Wheelie cool

### Promotion

Somewhere public, like a shopping centre. Set up a simple BMX obstacle course and use it (see the Wheelie Cool page). If you want to set up something more demanding (like a show), make sure that you practice and get it right.

You can invite members of the public to take part in some thing as simple as 'how long can you balance on the same spot'

For press coverage, why not use the title 'Scouts are wheelie cool'. Avoid the temptation to get too much in your photograph, or a long distance shot.

### Fundraising

Bucket rattling.

Individual sponsorship is a very common method.

Try and get a partnership going with the building owner. After all, their building will also feature in your press release.

Under Scout Association rules, members of the public are not permitted to use Scout equipment, facilities or instruction.

### Fundraising

This is also a community information project. Whatever money you raise from publishing your results should be shared with those who have a problem with accessing areas.

### Fundraising

Discuss with the cinema manager. Hire the cinema/screen for an off-peak period for the screening of a film. Sell tickets. You could also think about doing this with a bingo hall.

You may also be able to negotiate a deal for on-peak periods, whereby tickets can be sold on commission, or sale-or-return basis, to the public, family or friends.

Approach a film distributor for a preview copy of a new film. Screen it at a local hall. Sell tickets.

Sponsored Nights Away in a cinema.

### Fundraising

Bucket rattling.

Sponsored stunts e.g. 'how long can you stay still on the spot', how many 'bunny hops' in a minute.

Approach local bike shop for loan of kit, sponsorship.

Letting people have a go, for a charge or donation.

## Spinnin' around

### Promotion

Combine it with one or two other activities for an Urban Outdoors display.

Hold an all-day event. How many hours, in total, can the group do?

### Fundraising

For the all-day event, sponsorship forms for everyone. Set your target for each individual carefully.

Approach someone with some pretty advanced skills and hold a fee-paying workshop.

## Don't kill the groove

### Promotion

Practice and get to a certain skill level. Seek an interview with a local radio station and combine it with a behind the scenes tour.

### Fundraising

Hold a 'dance'. (Make sure that the venue has a licence to do so)

Seek sponsorship from your local record shop to back the event or supply records.

## Don't string me along

### Promotion

Hold an event in a local park, but choose your day carefully e.g. Sunday or when something else is taking place. Design a message banner for the kite, or tail. Make sure that you have plenty of ground level publicity material.

Think about the press photograph. A shot taken a long way off will not tell a story. How about a lot of faces around one or two kites?

### Fundraising

Bucket rattling.

Let the public have a go, and charge an amount for, say, 5 minutes.

Hold a kite making work shop whilst doing the public display.

Hold a Chinese fighting kite competition and charge entrance fee.

## Streetwise

### Promotion

This is a community service project so invite local people along. Put posters in local shops and other public places such as schools and libraries.

### Fundraising

Make a small charge, or ask for a donation. Since it is a community service project, remember to share the money with the organisations you have asked to come along and help.

## Living in a box

### Promotion

Do it! In the information you supply the media tell them why. Also see the 'soup kitchen' idea in Fundraising.

Approach a local supermarket and ask them to donate soup and rolls for the evening, and the cardboard boxes. If it is one of the big chains, you may suggest to the manager that they should contact their public relations department for some support.

### Fundraising

Sponsored sleep out.

Hold a soup kitchen before you start and invite local councillors, MP, District Scouters.

## Urban hymns

### Promotion

Use as a competition to promote a specific event/activity

### Fundraising

More just for the fun of it, but could charge an entry fee if a competition or if holding an event to choose the best one. Don't forget the opportunity for media coverage.

## Cutting edge

### Promotion

Great photo opportunities from this activity. It may pay to think about producing one big piece rather lots of small ones, or a combination of both. Why not hold it in a public place and get people involved.

### Fundraising

Bucket rattling.

Charge a fee to come and see, or have a go.

## Off your trolley

### Promotion

With the kind permission of your local supermarket, in their car park. You can construct a simple obstacle course, perhaps pushing a number of trolleys in a 'snake'.

### Fundraising

Bucket rattling

See if your supermarket will allow you to borrow a few trolleys for a couple of hours for a sponsored push and bucket rattling event around your area.

## Half-pipe dreams

### Promotion

See 'Wheelie Cool'.

### Fundraising

See 'Wheelie Cool'.

## Wonder wall

### Promotion

Wouldn't it be great to do this on a billboard? Ask.

You don't necessarily need one large space, two or three smaller ones could be just as effective. Cover the walls with wall-paper liner available from DIY shops (unless you have permission to spray directly on to the walls).

Get people to have a go. It is not just young people that can (or want) to do this.

### Fundraising

Charge people to have a go. You can set up a number of smaller cards to get more people doing this.

If some of the work is really good, what about a sale or auction?

## Give it stick

### Promotion

Set up a mini league or competition and get the local community involved.

Do you have a local ice hockey team? Get one or two of the players ( or the whole team!) involved to boost your publicity.

### Fundraising

For mini-league or standard competition, charge a fee to play.

If you are doing an exhibition match, charge an entrance fee.

What about a sponsored 24 hour hockey-thon as a Group or District event?

## Video nation

### Promotion

Show video in window of local TV shop. Have cards produced to explain what people are watching.

Where else uses TV screens? Some Doctor's surgeries, bus companies, post offices. Have a look.

Contact your local schools to see if the video can be used with citizenship. It might be a great idea to speak to them before making the video, they could have the contacts and resources to help.

Talk to your local television company for tips (you never know, you might get them to show part of it)

Use the video to provide another feature at an event.

### Fundraising

If the video is looking at a particular problem or issue, publicise that fact on cards near the screen. Rattle that bucket!

Build in a donation messages at the start and finish of the video, with contact details.

## Grub-u-like

### Promotion

Get your results published in the local press as a consumer survey with a picture of the owner of the winning shop. Don't just think about a 'chip' survey. What about foods linked to cultural/ community festivals - we have a country with a great deal to offer.

### Fundraising

Sponsored or pay a fee to 'scoff' but be clever. How about the number of baked beans you can eat in a minute, using a cocktail stick. Or, the number of cream-crackers (you'll be amazed at how few you can eat).

Sponsored no-fast-food week (or month!). Now, that would be a challenge for some!

## Backyard beasties

### Promotion

Thinking about doing this at dusk, or night? Ask your local police, Territorial Army base or wildlife society if they have night vision equipment and get them involved in your press release.

Young people with magnifying glasses towards the camera can make a good picture. Another photo opportunity.

How about undertaking a big clear-up of a piece of waste ground (see Scouts Go Green resource).

### Fundraising

If you take some good pictures of wildlife, how can you use them? Sell the pictures or design and print festive cards using a computer.

Sponsored big clear-up.

## Digging in the dirt

### Promotion

Contact your local historical or archaeological society, Regional/Country Heritage or National Trust and work on some joint publicity. Why not stage a one-day or weekend Time Team event and get the story in to the local media.

### Fundraising

You may find some valuable items. Talk to the experts about how these can be used.

Run a treasure hunt and charge a fee. Bury or cover items and give clues in the form x paces west from the Old Oak Tree.

## Trade secrets

### Promotion

Lots of possibilities here and very much depends on what you pick. Think about what story you can tell about young people getting involved.

### Fundraising

Again, lots of possibilities. What can you think about? Sponsorship, workshops, challenges?

## Extreme challenges

### Promotion

Lots of big and wacky ideas can be used for very good stories and photographs.

### Fundraising

This all depends on what you choose to do. Sponsored challenge, bucket rattling, and sponsorship from the provider of any equipment.

## Only safari you can go

### Promotion

Since you will be moving around your local area, produce posters to raise your profile. Don't just rely on uniform.

Take obscure photographs of places in your area and see if your local paper will run a 'spot the place' competition - 'Can you Scout around?'

### Fundraising

Run a 'find the place' event and charge a fee to enter.

## Other ideas

### How many in a.... events?

People in a passport photograph, car, superloo, cardboard box or telephone box. Not only for promotion, but can be used for competitions and fundraising.

### Jail break

How far can you get for a £1 in three hours (or longer) competition. If you want a little more control, how much clothing can you get in to a couple of plastic bags (you will need to give these out!) and make the longest line by tying them together.

### Big Brother

Hold it in a shop window

### Escalator up a mountain

Good idea for promotion and fundraising in a shopping centre, with the owner's permission. Go up and down the escalator to the equivalent height as Mount Everest.

### This art is rubbish

Sponsored clear-up of a public area. What can you make out of the rubbish, on the spot?

### Duck racing

Number-up some plastic ducks and charge people to race them.

### Monopoly run

More and more places now have monopoly sets dedicated to their areas. How many places can people visit in a set number of hours and bring back some evidence. Charge teams to take part.