

January 20, 2017

**Marketing Minute (Full Article)**  
**from Vicki Triplett, Marketing Committee**

The Marketing Committee would LOVE to have your photos and news from your Pinewood Derbies, Blue and Golds, Courts of Honor/Eagle Courts of Honor, and even your weekend outings! We WANT to share your stories for YOU and for our followers on social media. (Did you know that over 800 people follow our council Facebook page?)

We want to brag on our units and the HARD WORK and FUN they have. It inspires other units to try new adventures, and it shows the world that Scouting is alive and well in north central Indiana. By showing that Scouting is alive and well, it helps with funding and general support of our events and properties. Remember the new pool house at Cary Camp? It didn't just drop out of the sky, but because the donors SEE the benefits of what Scouting does for the youth of our area, they were willing to support that project!

Hopefully every unit has a Public Relations/Marketing person on their committee. Hopefully that person is sending unit news to the local newspaper. Why? Publish your news and photos - see how the community supports your unit through buying popcorn, giving donations, and welcoming your help at community events through service. You might be amazed at how it works!

Please send your photos and a brief description of your event to us at [Sagamore.PR@scouting.org](mailto:Sagamore.PR@scouting.org) so we can #ShareSagamoreSuccess with the world!