



WRITING SEMINAR

Cindy DiFillipo
Award Winning Professional Writer/Producer



VIEWER BENEFIT:
WHAT WILL THE
AUDIENCE LEARN?

- **Improves Life** – How will this improve something in your viewer's life?

- **Takes Action** – Encourages the viewer to take things one step further

- Invite your audience to witness the next meeting to “see for themselves”

- Direct the viewer to click on your website

- Check out an article with fun facts.

- **Improves Core Motive** - Helps us live, grow and develop:
Scouting...

- Improves health

- Learn Lifelong Skills

- Leadership Opportunities

- Offers ways to help and improve our community

IF YOU HAVE A CHILD
AGES 11-17 WHO
ENJOYS BEING
OUTDOORS, LEARNING
NEW SKILLS, AND
HELPING THE
COMMUNITY, PLEASE
CONSIDER JOINING
SCOUTS!



SCOUTING IS OUTING!

TROOP 22
AMHERST
MONDAYS
7:00 - 8:30 PM

FOR MORE INFORMATION,
EMAIL: T22AMHERSTNH@GMAIL.COM
OR SCAN THE QR CODE BELOW



Scout with us!



WATER COOLER
INTERESTING
INFO/FACTS

- Create Intrigue:
 - (show a picture of a knot) and ask “Do you know what this is used for?”

- Sell Scouting:
 - Our scouts learned to tie a bowline knot during tonight’s meeting. This knot is used in sailing and to sometimes rescue people.

- Share interesting facts:
 - Did you know this knot is easy to tie AND untie? It’s also known as the King of Knots because of it’s importance!

- “Sell” Scouting:
 - Our Scouts are learning important knot tying skills now. Contact us to check out our next meeting!



Published by Cindy Terrazzino DiFillipo · January 27 · 🌐

Challenge ACCEPTED! Troop 19 Scouts are learning how to light fires without a match. This is an important survival skill! Those who prove they can spark and maintain a flame earn this fiery certificate and major bragging rights! A handful of our Scouts have already achieved this award.

Edit

👍❤️ 6

2 Comments 1 Share

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾



R James Steiner

Let me know when they want to do the full wilderness survival merit badge. I am a counselor. ...and former Army Ranger/Green Beret.



MEMORABLE MOMENTS
PEOPLE – EMOTIONAL
PICS/WORDS

This is all about Scouts & it's benefits! Sell families on Scouting using pure emotion and the human connection.

- Share pictures, articles, fun facts
 - Famous Eagle Scouts
 - During Election – Presidents with Scout experiences
 - How Scouters celebrate holidays


- Share experience
 - A moving moment during camp
 - A Scout saving someone's life
 - Scout's good turn
 - A Leader/Volunteer experience

- Use video & Scouts testimonials
 - Interview a Scouting family – how scouts changed their life
 - Interview Scouts – create a “top ten” reasons to join scouting
 - Scout stories about a “a-ha” moment during a meeting or camp
 - How Scouting helped them in school, life, make friends, etc.

Pack 138 Fall Campout Skit

[Facebook](#)






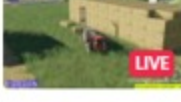
 **Bradford Sawler** · Historic District
- Daniel Webster Council
October 23 at 8:43 PM · 🌐

Pack 138 Fall Campout

👍 5

👍 Like 💬 Comment 🌐

Up Next

-  **Cooking in the wild gone wrong** 🤔🤔
Leon Gumedza
a year ago · 1.2M Views
-  **How to get her number when she's...**
Skits By Sphe
43 weeks ago · 428.3K Views
-  **Quinton and Dintle get it ON! [...]**
etvScandal
9 weeks ago · 1.1M Views
-  **Farming With CaptainK**
CaptainK
about an hour ago




CORE MOTIVE:
HOW SCOUTS
IMPROVE LIFE

Core Motives (psychological process impacting behavior)...

- Belonging
 - Understanding
 - Enhancing Self
 - Improving your life
-
- Belonging: “Team mentality”, fellowship & friendships with those who share common ground
-
- Understanding: Getting to know the environment, knowing their role, being able to predict what will happen (to lesson insecurities). Folks want to know what to expect.
-
- Enhancing Self: How the scout-led mentality creates our leaders of tomorrow, learning new skills, earning achievements, badges & advancing in the program
-
- Improving Life: How will this help me/my family? What cool adventures will I be a part of?

Scout Talk: Dax [Facebook](#)



0:02 / 0:30

Facebook logo

Daniel Webster Council
September 28 at 9:45 PM · 🌐

Scout Talk
Guess what day it is? Scout Talk Tuesday! Every week we'll share a Scout Talk and we want to see how...
[See More](#)

7 Likes 4 Comments 661 Views

1.4K People Reached 63 Reactions, Comments, and Shares

661 3-Second Video Views Retention Curve

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REQUESTS, SOCIAL MEDIA POSTS, PRESS RELEASES



Hello!

We truly hope all our community partners are doing as well as possible during this challenging time. The Pennichuck Middle School PTO is still aiming to fulfil its mission to provide enrichment opportunities and a sense of community for our 700 students and over 100 teachers and staff members. We're teaming up with Boy Scout Troop 19, Nashua and reaching out to our community with a unique opportunity. You have a chance to partner up with us and fellow Nashua families to help support our students and our school during such a turbulent time – in a very permanent way.

Pennichuck's PTO & BSA Troop 19 are volunteer run organizations. Our groups rely on generous companies like yours to help us provide students and Scouts with unique, educational programs and enrichment opportunities. Our middle school guidance counselors would like a better way to connect with the students that is safe and meaningful. Together with the Boy Scouts, we've come up with plans to build picnic tables for students and counselors to use outside. The picnic tables help bring back the in-person connection we've all missed terribly, in a safe way. The tables will also be offered as an incentive for our hardworking students to have the option to eat lunch outside. In the future, the tables could be used as part of an outdoor classroom.

As a local donor, your generous contribution of wood, picnic table building kits, and/or other necessities will be recognized on our public [Pennichuck Middle PTO Facebook page](#) and [BSA Troop 19 Facebook page](#)! We look forward to the day when all of our middle school students are healthy and positive contributors in our community! If you have questions, or would like any additional information, please contact PTO President, Michelle O'Malley at (603) 724-7409 or ptopennichuck@gmail.com. Thank you so much for your consideration.

Sincerely,

Michelle O'Malley

PTO President
2020-2021 Pennichuck Middle School

Cindy DeFallo

PTO Secretary
2020-2021 Pennichuck Middle School



Troop 610 Pelham

September 19 · 🌐



This past week our Scouts worked on their cooking skills!

Scouts had to work with their patrols on organizing a side dish to go along with the Icelandic Hot Dogs.

On the menu, Icelandic Hot Dogs, Roasted Potatoes, Poutine, Cherry Pastries, and Mac&Cheese!





Troop 22 B & G, Amherst NH is 🥳 feeling excited in Amherst, New Hampshire.



July 24 · 🌐

??? I have a question for you.... ???

Do you know a youth aged 11 to 17 who enjoys learning new skills, getting outdoors, STEM & art, and having challenging but fun adventures?

👉👉 If so, send us a message, scan our QR code, or check out our website at <https://amherst22.mytroop.us> 👉👉... See More



TROOP 22 AMHERST

MEETINGS ARE HELD ON MONDAYS FROM 7 TO 830PM

AT VARIOUS OUTDOOR LOCATIONS AROUND AMHERST



Scout with us!

PROUDLY SERVING ALL THE YOUTH OF AMHERST, MONT VERNON & SURROUNDING AREASI

Troop 22 B & G, Amherst NH
Nonprofit Organization

Send Message



Cindy Terrazzino DiFillipo ▸ BSA Troop 19 Nashua NH

October 3 at 11:10 PM · 🌐

🍂 Fall fun! 🍂 Troop 19 is welcoming boys grades 6-12! Join us THIS TUESDAY to Construct catapults and experience a taste of what Scouting has to offer! A really fun, hands on learning experience! Plus, take aim and try your hand at firing (soft tip) arrows! Join us on 10/5, 7 PM - 8:30 PM, Pilgrim Church, Nashua!



TENOR



DANIEL WEBSTER COUNCIL BOY SCOUTS OF AMERICA*

FOR IMMEDIATE RELEASE

For more information, please contact:

Name *(replace "Name" with your name)*
your unit type and number, example: Pack 123)

Unit # *(replace "Unit #" with*
Phone *your phone number)*

Email *(replace "Email" with your email address)*

TITLE

Subtitle or additional information to explain title (optional)

City], [State], [Date] - Begin with a two-sentence paragraph that provides a quick overview of the news and why it is important. It should read easily and make your news sound exciting to a general audience.

Next, provide more details about the program or event. Make sure to write your release in terms that your target audience (parents, Scouters, supporters), and general public will understand.

Your text should explain the purpose of your event and intrigue the reader to find out more. Be sure to include a call to action. For example: invite readers to visit your website, Facebook page and contact you for more information.

About Daniel Webster Council

The mission of the Daniel Webster Council, Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. Through the mission, the Daniel Webster Council serves more than 8500 families through more than 350 community partners throughout the Granite State. Visit www.nhscouting.org for more information. Scouting's exciting programs are open to all youth ages 5-20. To learn more about Scouting and to find a program site close to you, visit BeAScout.org.

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(Indicates Press Release is finished)

Remember: write the most important information in the first few paragraphs, since editors will likely cut from the bottom up.



RESOURCES

Membership & Marketing Hub/Leader Resources



Grammarly

PosterMyWall.com

Canva