

## How to run



What is #AdventureOn StoryWalk®?

#AdventureOn StoryWalk® is an innovative and delightful way for children - and adults! - to enjoy reading and the outdoors at the same time. Laminated pages from a children's book are attached to metal stakes, which are installed along an outdoor path or in a common area in a circle or square. As you stroll down the trail or path, you're directed to the next page in the story.

StoryWalks® have been installed in 50 states and 13 countries including, Germany, Canada, England, Bermuda, Russia, Malaysia, Pakistan, and South Korea! They are always received with appreciation.

StoryWalk® was created by Anne Ferguson of Montpelier, VT and has developed with the help of Rachel Senechal, formerly of the Kellogg-Hubbard Library.

Reading and literacy are components of our Scouting program. #AdventureOn StoryWalk® is the Western Massachusetts Council, BSA's version of the popular StoryWalk®! We are making this new resource available for **COMMUNITY SERVICE**, **YOUTH RECRUITMENT** and to **MARKET** Scouting. We have available several sets of storyboards that can be set up in your local community to invite youth from your area to participate in a fun, educational, and fitness activity that uses hiking/walking and reading. This is aimed at our youngest potential future Scouts in grades Pre-K-4.



1. Plan for a physical location in your community to put 30+ yard signs in the ground. Good examples of locations include Libraries, Town Common's, Elementary Schools, Town Parks, Town Forests, Churches, your Chartering Organization, and Social Clubs (VFW's, American Legions, Elks Clubs). Anyplace that has a grassy area, or a trail (a trail that brings you back to the start area works best) that the Storyboards can be placed in order that is safe for families to use. Remember to ask for permission, and as Scouts, always leave your campsite better than when you got there!
2. The area should have a location where the Pack/Troop/Crew/Post/Ship can have a small demo area that can be staffed by adults and members, with some hands-on activities. Example: say you are set up on a grassy lawn at the local library or school. The Storyboards are set up in a square or a circle. In the middle of the square/circle, the unit can have a tent set up, perhaps the Safe Archery game from the council, if you are allowed to set up a small campfire, you can roast smores, or have activities that might relate to the book. You want to interact with the families and let them know about your exciting Scouting programs! #AdventureOn StoryWalk® is the lure, you have to do is reel them in!
3. Because of the nature of #AdventureOn StoryWalk® (ASW), we understand that the average time a ASW will run might be over a weekend, or perhaps a full week. It will be impossible to

have adults or activities that entire time. Units running this should have specific times that the activity will be covered by leaders, in uniform that have promotion material about joining Scouts readily available. Make sure to pick up the RED BOX material holder for your promotional material. The RED BOX has stakes that easily can be put into the ground and will be your “Recruitment Helper” when you and your unit are not able to cover the site.

4. Make your reservations for the Adventure Story Walk material on the Council Website. <https://forms.wmascouting.org/view.php?id=7743837>.
5. Publicize the event! If the site you selected is in a high traffic volume area, it will be seen by families, but you need to let young families (our target audience) know! Distribute promotional information in your community to schools, Sunday Schools, Soccer fields when games are playing, libraries, and anywhere children are. Invite the local Pack to participate and have them invite a friend. Promote your event on social media and with local news media outlets. Use Geofencing ([What is Geofencing? Click here](#)).
6. Pick up the Adventure Storyboards from the WMC. Make sure to pick up the RED BOX material holder for your promotional material.
7. Support your event with volunteers (during your publicized times) to welcome participants and/or read to children. The event can be totally self-driven with youth participants and their parents, when no BSA volunteers are available, however, when volunteers can support recruiting opportunities will be enhanced.
8. Return the materials to the WMC. Because this is generally an outside activity, we have done our best to make the Storyboards weather resistant. We understand they will get wet. Prior to return we ask that you do your best to wipe them down so they will be ready for the next group to use them!
9. Take and post lots of photos! Please make sure you follow proper Social Media guidelines (Have questions? You can reach out to VP Marketing Ken White by [clicking here](#)). Copy and use the following Hashtags: [#storywalk](#) [#AdventureOnstorywalk](#) [#AdventureOn](#) [#wmascouting](#) [#scouting](#) [#scoutsbsa](#) [#boyscoutsofamerica](#) [#westernma](#) [#wmcscouts](#) [#scouting413](#) [#scoutingtime](#). Make sure to tag your local unit, Chartering Organization, location where you are holding the event.
10. Enroll new Scouts in your program and report community service hours in Advancement 2.0.

