

## Fall Recruitment

### Promoting your event on Patch.com

#### Creating an account

1. Go to <https://patch.com/register> or click “Sign up” in the top right corner of Patch.com
2. Enter your town or zip code and select your nearest Patch site from the drop-down menu that appears, then enter your email address and click “Find your community.”
3. Enter your first and last name, then create a password and click “Create profile.”
4. Congrats! You are now able to post neighbor events and articles.

#### Posting an Event: *Add your Join Night to the Patch.com community calendar*

1. Click the green “Post” button on the home page of your local community, then click the “event” tab.
2. Enter the date and time for when your event is happening. Your event will be on the calendar until the time of your event.
3. Let people know where your event will be held- make sure to include a web link if you are hosting a virtual event.
4. Describe your event! We’ve already crafted an event description that you can customize. [Click here to download the text.](#)
5. Choose an image for your event. We’ve already created this, too! [Click here to download the image.](#)
6. Click “Next,” then click “Post.”

**Write an article:** *Writing an article is entirely optional, and you should only commit if you have the time. Consider writing about a recent activity your pack participated in or create an opinion piece about how great Scouting is! If you need help crafting your message, please contact Allison.*

1. Go to [my.patch.com/start](https://my.patch.com/start)
2. Click “Write an Article”
3. Select where you would like your article to appear within your home Patch
4. Write a headline for your article – 65 characters or less. Keep it concise!
5. Write a subheadline. What’s a quick summary of what your article is about?
6. Choose an image for your article if you’d like. The ideal image size is 1200x900 pixels.
7. Write your article! Patch.com has several tools to help with formatting your article.
8. You can either save your post as a draft (this allows you to come back to it later if you want to add more) or post it right away. Currently, there is no way to preview your article before you post, but luckily, you can always go back and edit your article as much as you’d like.

**\*\* If you have any questions about these instructions,  
please contact Allison at [Allison.Dietz@Scouting.org](mailto:Allison.Dietz@Scouting.org) \*\***