

Announcing **Boys' Life** 2013 Mini-Mag



The 2013 *Boys' Life* mini-mags will arrive at council offices around May 28, 2013. Quantities per council will be approximately the same as last year.

The 5½-by-7½-inch mini-mag is a true miniature edition of *Boys' Life* magazine. Editorial content will be reprinted columns and articles from recent Cub Scout editions of *Boys' Life*.

There is no cost to councils for the 1 million mini-mags provided annually by *Boys' Life*. The purpose of the mini-mag is to aid unit-serving executives and volunteer leaders with the acquisition of new *Boys' Life* subscriptions.

Two “recruiting” pages inside the 2013 mini-mag will encourage mini-mag readers to invite their friends to “Join Scouting.” An icon and text on the mini-mag’s front cover will direct readers to the “Join Scouting” page.



2012 *Boys' Life* Mini-mag

Five Effective Ways to Use the 2013 *Boys' Life* Mini-Mag

- 1. During Boy Talks.** Use the mini-mag as an incentive to recruit new Scouts: **“When you come back to join Scouting tomorrow night, we will give you a FREE copy of the *Boys' Life* mini-mag.”**
- 2. At Recruiting Meetings.** Give each new recruit a mini-mag he can read until his first issue of *Boys' Life* arrives. Keep on message: Remind parents that **“Scouts who read *Boys' Life* stay in Scouting longer and they advance in rank faster and more often than Scouts who do not read *Boys' Life*.”**
- 3. At the Council Office.** Use the mini-mag an incentive to promote new *Boys' Life* subscriptions: **“When you sign up for *Boys' Life*, you will get a FREE mini-mag.”**
- 4. At District and Council Events.** Use the mini-mag as a table decoration at district and council recognition dinners or at roundtables and training events as a prize. The mini-mag makes a great bag stuffer for golf tournaments and fund raisers, especially when some of the funds raised go to help Scout families who cannot afford *Boys' Life*.
- 5. At Service Clubs.** At a service club meeting, tell the members that *Boys' Life* magazine has changed in the 103 years since it was first published. Then show them a copy of the 2013 mini-mag! After the laughter subsides, show them a real-sized current issue of *Boys' Life*. Be sure to give the club members an opportunity to provide *Boys' Life* for Scouts who cannot afford the magazine and/or to subscribe for their office waiting rooms.

For additional information about the mini-mag, contact your local Scout council service center.