



2010 Celebrate Scouting Stamp

Engaging Your Local Post Office in 100th Anniversary Celebrations

The U.S. Postal Service Celebrate Scouting stamp will become available nationwide on July 27, 2010. In recognition, a First Day of Issue ceremony is planned with the USPS at the national Scout jamboree. Those unable to attend the ceremony may want to offer their own special tribute that brings even deeper purpose to the Celebrate Scouting stamp.

In conjunction with the stamp unveiling last fall, we encouraged Scouts, staff, volunteers—and anyone who wanted to join the effort—to send letters and care packages to military men and women serving our country overseas. We also included veterans in this effort. If you haven't yet taken advantage of the numerous resources available [online](#) to support our troops, you might consider incorporating the stamp into an event you already have planned.

You can add another dimension to your event by engaging your local post office to participate. Post offices are glad to be considered a community partner and welcome the opportunity for visibility. There are a number of ways you might consider including your local postal station. Here are a few ideas:

- **Create a pictorial cancel.** A pictorial cancel is a special postmark that can be applied to envelopes with the Scouting stamp, making them more valuable to those who collect stamps or Scouting memorabilia. You have the freedom to design your own cancel, provided it falls within a few simple Postal Service [guidelines](#). Take your final design to your local post office, and they will create the cancel at no cost to you! Additionally, the post office will promote the availability of the postmark (and by extension, your event) not only at local and regional post offices, but nationally through stamp newspapers across the country. Some local post offices may be unfamiliar with the guidelines for pictorial cancels. In that case, reference [this section](#) (233) of the *Postal Operations Manual*.

Here is a [sample pictorial cancel](#) for reference. Feel free to use this as template for your design, or create your own artwork that is specific to your council, district, or unit.

- **Invite participation in your event.** Extend an invitation to local postal service representatives to attend your event, and apply the pictorial cancel to envelopes with the Scouting stamp. If your event is large enough, the postal service may want to sell the Scouting stamps at the site. This type of post office engagement is a perfect companion to a 100th Anniversary event that features a letter-writing or care package activity.
- **Include in media materials.** If you are planning a robust event that the postal service will be a part of, bring extra interest to your media materials by recognizing postal service participation and including a quote from the local postmaster. This kind of third-party engagement brings extra credibility to Scouting's 100th Anniversary Celebration and message.