



Hit a Home Run
For Scouting

**2024 Cub Scouting
Membership Recruitment Kick-Off**

Why Join Cub Scouts?

- Fun and Adventure
- Developing Life Skills
- Building Friendships

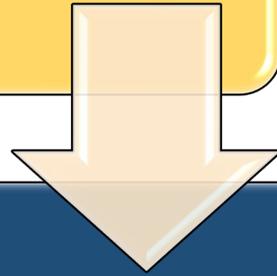


Scouting America Video

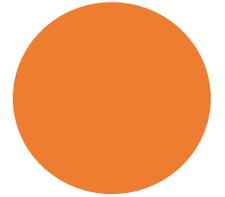
#ADVENTUREON!

Target Audience?

In marketing and promotion, it's important to know your audience.



For Cub Scouts, the target audience is typically a mom.



Who is Mom?

“I am a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast, so I am looking for things we can do together before they no longer want to spend time with me.”

A BIT ABOUT MOM...

- ▶ A bit skeptical. Question marketing and will search the web and social media to validate info.
- ▶ Spread thin so make things easy. Have less than an hour a day for themselves.
- ▶ They worry about their kids. Covid has only made it worse.
- ▶ Doesn't have a relationship with Scouting in her family.

DEMOGRAPHICS OF TODAY'S SCOUT MOM

38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree

Mosaic: Council Market Analysis, Kids and Cabernet

WHAT MOM WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

WHERE DOES MOM GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on avg. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child's school. Facebook still rules.



BRAND AFFINITIES



QUESTIONS MOM HAS ABOUT SCOUTING

- **Will my children be safe – it's the first and foremost measure to be addressed. Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.**
- **Is Scouting relevant anymore? Is it for families like mine? The ideals the Scouting program teaches are timeless. Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!**
- **Will our kids get exposure to new things and opportunities? Scouting is all about trying new things and new experiences. Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for the whole family.**
- **Can girls join?** This is still a question! Yes, girls are part of Scouts BSA and Cub Scouts. *Scouting is for the whole family!*
- **What will it cost (we don't want to do fundraising!)?** It depends on the unit, but most packs/troops/crews find ways to make the program affordable.

Planning and Preparation

- Ensure current Cub Scouts are happy.
- Parental Involvement
- Set Goals
- Form Recruitment Team
- Gather Materials & Resources
- Training





Plan for Measurement

- Social media engagement -
- Fliers, yard signs or posters -
- Emails -
- Attendance at events -

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Marketing and Outreach

- School Engagement
- Social Media
- Community Events
- Sign-Up Nights
- Peer-to-Peer Recruitment
- Local Media
- Utilize Council Resources
- Online Presence ([BeAScout.org](https://www.BeAScout.org))



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QR Codes Make it Easy!

SCAN ME



QR codes make it easy to pull up web sites from your phone. Just point your camera and click!



For Scouting , it QR codes are an incredibly valuable way to connect fliers, posters, yard signs and more to your event.

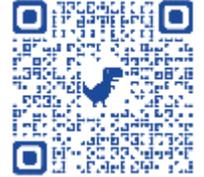


Remember those busy Mom’s we need to reach? QR codes are also widely adopted by busy families as a fast and efficient way to find info they’re interested in.



Here are some helpful links (and QR codes!) to the [BSA’s QR codes for online registration](#), a Google how-to for creating your own QR codes right from [Google’s Chrome browser](#) and a handy [QR Code Generator](#).

QR Codes for Online Registration



On [BSA’s Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google’s Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!



Update BeAScout.org

Sending families to [BeAScout.org](https://www.beascout.org) is the surest way to capture and track those interested in joining.

Before you begin your campaign, it's important to make sure the information on your [BeAScout.org](https://www.beascout.org) pin is up to date!



Find out how to update your pin here [BeAScout.org](https://www.beascout.org).

FIND SCOUTING NEAR YOU

Let's find your Scouting home.
[Click here](#) for BSA outside of the US.

FIND A SCOUTING UNIT NEAR YOU!

ZIP Code

Cub Scouts Grades K-5
Scouts BSA Ages 11-17
Venturing Ages 14-20
Sea Scouts Ages 14-20
Exploring Ages 10-20

FIND A UNIT

The screenshot shows a user interface for finding scouting units. It features a search bar for ZIP codes, a list of scouting programs with their respective age ranges, and a prominent 'FIND A UNIT' button. The background image shows four scouts in uniform looking out over a scenic landscape.

BOY SCOUTS OF AMERICA

PROGRAMS SCOUTING SAFELY AWARDS ABOUT THE BSA TRAINING RESOURCES OUTDOOR PROGRAMS SKILLS

Home > Resources > Information About Online Registration for Councils and Unit Leaders

Information About Online Registration for Councils and Unit Leaders

The Boy Scouts of America offers an online application process for youth and adults that can be completed from start to finish without a single piece of paper changing hands. This allows prospective members and leaders to register and pay in a way that's convenient for them, and it creates a more efficient and user-friendly registration experience for units, districts, and councils.

Use these resources to help you manage online registration for your [unit](#) or [council](#).

Units

- [Volunteer Roles](#)
- [Getting Started](#)
- [Invitation Manager](#)
- [Application Manager](#)
- [Notifications and Reports](#)
- [Transfer and Multiples](#)

Unit Guidebook

In addition to the video tutorials found here, the comprehensive [Online Registration Unit Guidebook](#) provides directions on how to set up and use the online registration system.

The screenshot displays the 'Resources' page on the Boy Scouts of America website. It features a navigation menu at the top, a sidebar with 'SCOUTING RESOURCES' including 'Online Registration Guidebook', and a main content area with a detailed article about online registration for councils and unit leaders, including a list of unit-related resources and a 'Unit Guidebook' section.

Set Up Your Facebook Page

Make sure you have a [Facebook page for your unit](#). Post photos and video so people can see the fun Scouts have in your unit.



Learn how to set up your own Facebook page.



Or use Facebook's handy page creator tool.



Cub Scout Pack 850

322 likes • 317 followers

[Posts](#) [About](#) [Reels](#) [Photos](#) [Videos](#)

Intro

Pack 850 is an Cub Scout Pack that serves the City of Orange and Villa Park, CA.

i Page · Youth Organization · Nonprofit organization · School

📍 Orange, CA, United States, California



Cub Scout Pack 850

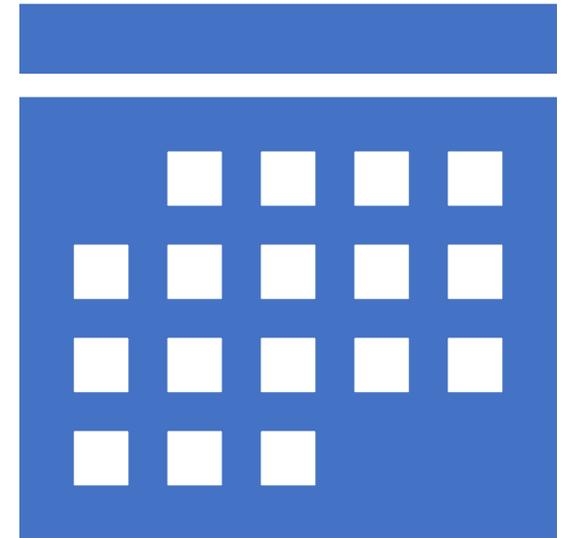
Yesterday at 2:00 PM · 🌐



Build Your Campaign

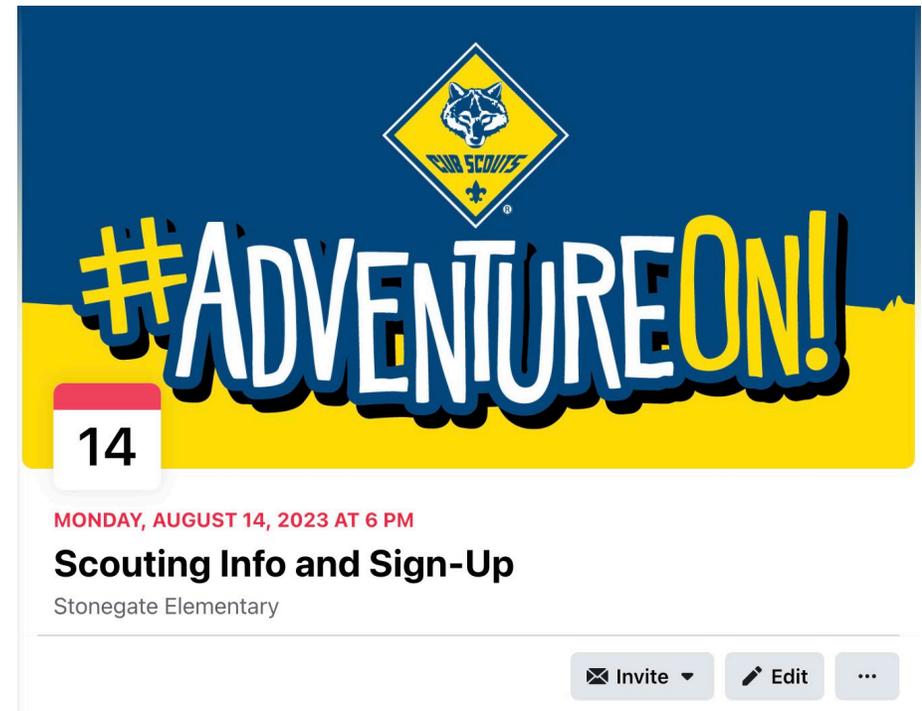
Let's get to work setting up the 5 key elements of your promotional plan.

1. Making the Most of Social Media: Create Your Facebook Calendar Event
2. Boost Your Facebook Calendar Event
3. Set up a 6-week social media campaign
4. Hyperlocal Marketing: Fliers, Yard Signs and Posters – with QR codes!
5. Spreading the Word: Mobilizing Your Scouting Family



Step 1: Create a Facebook Calendar Event

- Every campaign needs a "landing page" where interested families can be directed to learn more about your event. For Scouting, Facebook Calendar Events are an effective tool for lots of reasons.
- A [Facebook Calendar Event](#) is a calendar invitation you set up for events like joining nights, meetings and more. Events are easy to create and make it simple to reach people you want to invite to your joining event. Best of all, Moms are familiar with events and very comfortable using them.
- Important: To use Facebook calendar events you'll need an [organization page for your Scout unit](#).



Increase the Impact of Your Facebook Calendar Event



Add a Great Image or Video

A picture or video is worth a thousand words, so be sure to add a photo, logo, or video to your invite. Looking for photos? [The BSA Brand Center has everything you need.](#)

Write a Compelling Description.

Tell people why they should attend and any information about your Scouting unit or event.

Include your unit's registration URL.

Make it easy for people can register immediately. [Find out more about how to find and use your unit's registration URL.](#)



Learn How to Create a [Facebook Calendar Event](#)



MONDAY, AUGUST 14, 2023 AT 6 PM

Scouting Info and Sign-Up

Stonegate Elementary

Invite Edit ...

Join Cub Scouts!

Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location).

If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls. It's fun for the entire family.

Come by our sign up and join the fun! Can't come to the sign-up event? Join online at (URL)

Sample Copy for Your Facebook Calendar Event

(Customize these for your pack!)

Join Cub Scouts!

Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location)!

If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls.

Come by our sign up and join the fun! Can't come to the sign-up event? Join online at (URL) or Message us or call for more information.

Join Cub Scouts.

Join the Adventure!

Time to get outside with Cub Scouts! Cub Scouting is fun in the outdoors with camping, crafts, friends, and much more! And yes - it's for boys AND girls!

Join at our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

Sign Up and Get Outdoors with Cub Scouts! (For Boys AND Girls!)

Cub Scouting is fun with friends in the outdoors! It's camping, crafts, pinewood derby cars, hands-on learning and so much more!

Drop by our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

A Picture is Worth 1,000 Words

Be sure to include a great photo of the Scouts in your unit. Don't have a photo? Use one from the [Brand Center](#).



Step 2: Boost the Calendar Event

Once you've created your Facebook calendar event, boost the Event so it will be seen by more people.

What is boosting? Boosting is paid advertising and an essential step in promoting your event. For as little as \$1 a day, Facebook will promote your event to an audience that is broader than just people who follow or like your page.

This allows you to precisely target who will see your event. For example, you can geotarget parents of elementary school-age youth in a certain geographic such as a zip code or radius around a school or meeting place.

Taking it a step further, you can even geotarget the times and places parents gather - and spend time on their phones! Think Little League games, soccer tournaments or even pick up times at schools.

For tips to selecting the best geotarget settings, review the options on the next slide...



How to Boost a Facebook Event



Here's how to create an ad to [boost your campaign event on Facebook](#).

Boosting is a powerful, cost-effective marketing tool that's easy to use!

Choosing the Best Geotargeted Audience

Audience Selections

- **Geofencing Target:** Men & Women age 25-49
- **Interest Targeting:** Parents, Parents of Elementary Age Kids, Parents of 1st Grade, Parents of 2nd Grade, Parents of 3rd Grade, Parents of 4th Grade
- **Secondary Interest Targeting:** Outdoors, Camping, Hiking, STEM
- **Fence Radius: Generally** 2-4 miles around a joining event location . In dense urban areas, you may fence 0.5 miles. In more rural areas you may fence 10 miles. Use the walk/drive distance as a rule of thumb. Fence only as far out as the reasonable person would drive weekly to attend a Den/Pack Meeting.

Do's & Don'ts

- The more targeting info you enter, the narrower your audience will become. Go too narrow and you'll quickly cut out most of your audience.
- You can hold a joining event at one location, but fence around other locations. If you fence around multiple locations, the system will spread your budget across all the locations you fence. In that case, increase the spend so the dollars are not spread too thin to be effective.

Places to consider fencing around?

- Anywhere families are visiting. You do not need permission to fence around a location. It is an invisible fence.
- Consider schools, family-oriented restaurants, parks, playgrounds, rec centers, grocery stores, stadiums and sports venues, etc. Remember that being local is key. Fence locations that are near the joining event location.

Step 3: Launch Your Own Social Media Campaign

Launch a three-to-six-week social media campaign on Facebook to build awareness of your pack and invite families to join. We've made it easy!



Cub Scouts Fall 2024 Recruitment Social Posts

Week	Post	Topic	Post Language	Hashtags	Suggested Image from Brand Center (or Similar Pack Image)	Sitelink (BeAScout or Pack Website)
1	1	Fun, Family & Friends	From taking your first hike...to roasting your first marshmallow around the campfire...Cub Scouts is about fun, family and friends! It's about finding adventure in the world around you. Don't let adventure pass you by! Check out our Pack today! For info, contact <i>(insert pack contact info)</i> .	#AdventureOn #BeAScout #CubScouts		www.beascout.org
1	2	Best Future Self	What does their future hold? Are they destined for greatness? Will they impact the world around them? The best way to find out is through Cub Scouts! Scouting's character and leadership programs help young people become the best future version of themselves. Oh yeah... and...it's fun! Join today! For info, contact <i>(insert pack contact info)</i> .	#AdventureOn #BeAScout #CubScouts		www.beascout.org
2	2	Doing Your Best	To learn, grow and try new things. It's the Cub Scout way! With hundreds of advancements to	#AdventureOn #BeAScout #CubScouts		www.beascout.org

- In the Brand Center you'll find a sample [6-week schedule of posts](#) to get you started. You can add your own content. The important part is to post regularly to show the fun and adventure youth have in your Cub Scout pack.
- Note: Save time by creating your posts in advance in advance, and then use [Facebook's scheduling tool](#) to plan out when they'll post!



How to Schedule a Facebook Post



Did you know you can create and schedule your entire set of Facebook posts at once?

Spending some time planning and [scheduling posts](#) and they'll happen automatically!

Step 4: Go Hyperlocal with Fliers, Yard Signs and More

“All Scouting is Local.”

Because Cub Scout packs are community and neighborhood based, yard signs and fliers are a good way to reach families in your area. Don't just rely on schools! Distribute join Scouting fliers, posters, and yard signs in and around libraries and friendly businesses.

- ❑ Ask local business to distribute fliers, for example local pizza restaurants may joining fliers to the top of pizza boxes.
- ❑ Place yard signs where families go. Fast-food drive-thrus, where school supplies are sold. Don't forget your own home.
- ❑ Make sure every flyer, poster or yard sign design includes a QR code to help direct families to your campaign event page. You can even create a unique QR code for each design to measure which type performed the best.

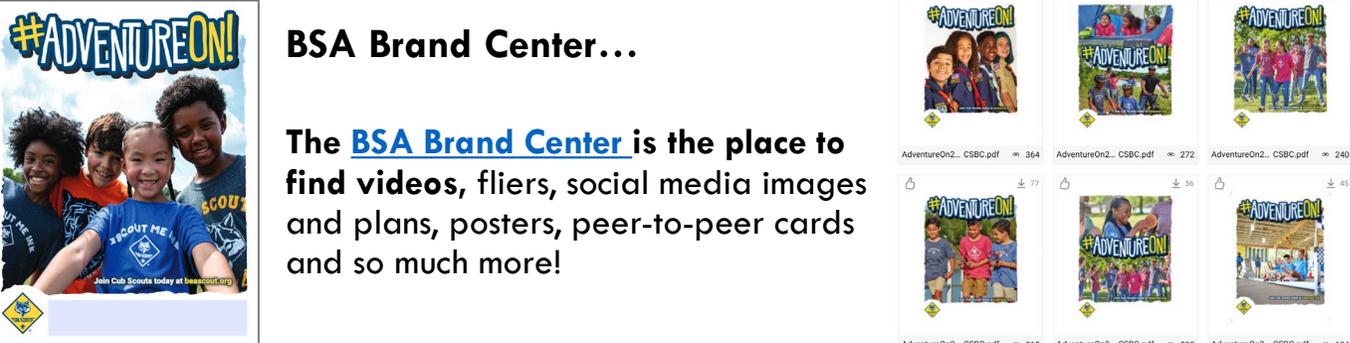


Join Cub Scouts today at beascout.org



JOIN CUB SCOUTS!
INFO SESSION TUESDAY, MAY 31ST
STONEGATE ELEMENTARY SCHOOL!

Do you have a son or daughter in kindergarten to 5th grade who is interested in Cub Scouts? Pack 841 is holding an information session where you can learn about all the fun activities Cub Scouts have to offer!



BSA Brand Center...

The [BSA Brand Center](https://beascout.org) is the place to find videos, fliers, social media images and plans, posters, peer-to-peer cards and so much more!



Step 5: Mobilize Your Scouting Families

Ask your families to:

- Invite their friends and family to visit meetings – and join
- Share posts about the pack and the joining event on their social channels
- Distribute posters and fliers to local businesses and organizations
- Share news of the joining event to parent teacher association meeting, other and other groups organizations they may be part of.
- Drop off fliers to local after-school care centers
- Put up fliers and posters on community bulletin boards, coffee shops, grocery stores, etc.

Timelines and Schedules

Planning is the key to successful marketing efforts (and almost every other effort, too!)

We highly recommend good **old-fashioned backdating**. For example, if you are planning a joining night, grab a calendar and count backwards from the date of your joining event. Schedule out all your marketing activities!

For example:

- Note the event date
- Start posting on your Facebook page 3-6 weeks prior to your event
- Set up and boost your calendar event 2 weeks prior to your event
- Distribute fliers in schools 10 days to 2 weeks prior to your event
- Place yard signs at school 1 week prior to your event and more...



Follow-Up and Retention

- Immediate Follow-Up
- Schedule Orientation*
- Mentorship
- Engaging Programs
- Continuous Communication



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Evaluation and Improvement

- **Feedback**
- **Review Goals**
- **Continuous Improvement**



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Resources

Find all of your #AdventureOn marketing assets on the BSA Brand Center.

Adventure-Themed

- *Deliver brand promise through outdoor imagery*
- *Dozens of digital and print assets available*
- *Available on the BSA Brand Center*



Web Banners



Bookmarks

DIY Headers/Footers



Social Images



Posters & Fliers



Post Cards



Print Banners

#ADVENTURE ON!

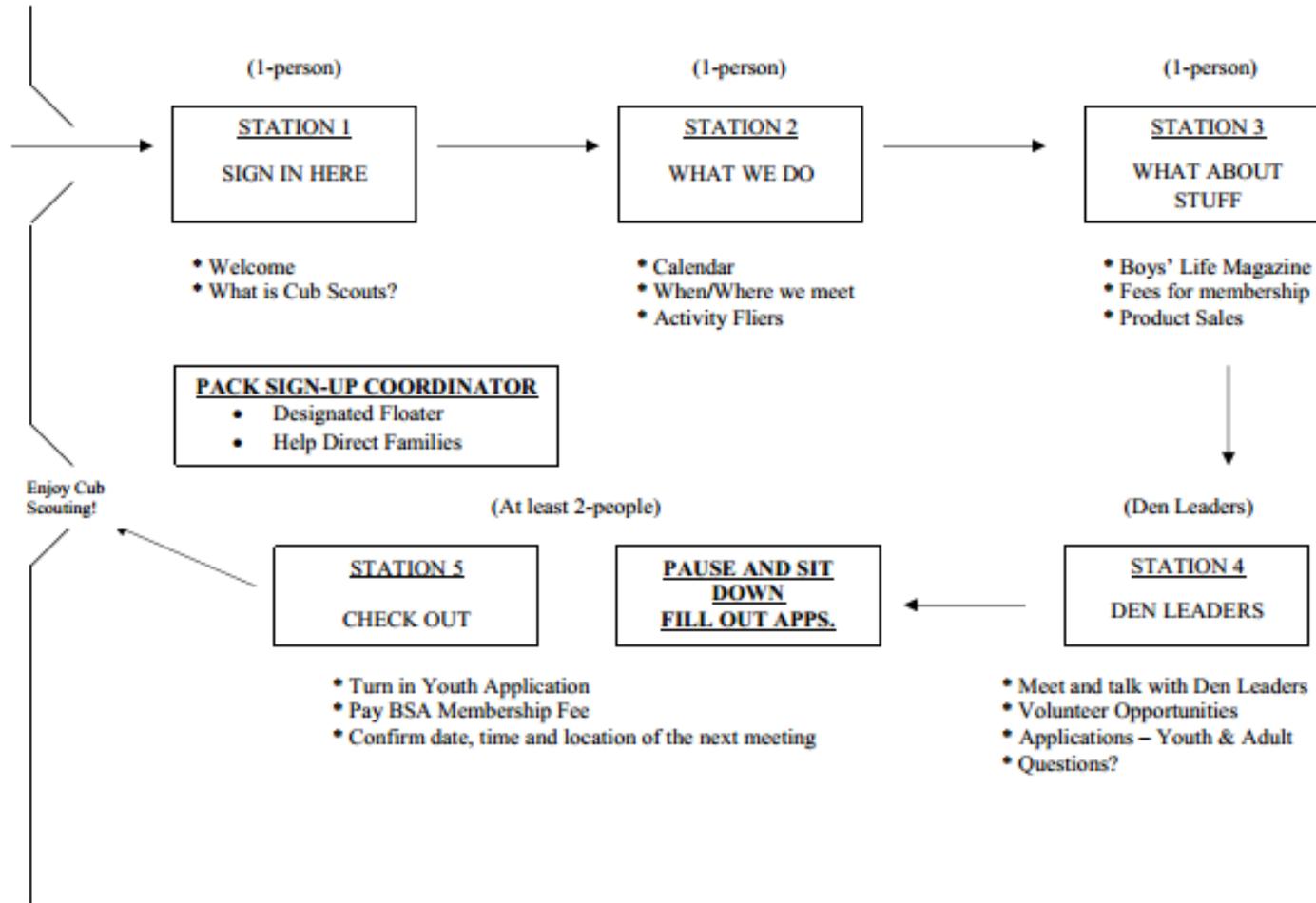
GOOD LUCK!



Hit a Home Run
For Scouting

**Implementing the
Sign-Up Night Concept**

Setup for Sign-up Night



Sign-Up Night Format:

- Not a pack meeting
- Not a 2-hour long “Parent Orientation”
- Just like signing up for youth sports
- Families spend 20-30 minutes max

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Station #1 – Sign In Here

- **Greet every family**
- **Welcome to Cub Scouts pamphlet**
- **Set expectations**



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Station #2 – What We Do



- **Pack Calendar**
- **Meeting Times & Locations**
- **Event Flyers**
- **Set expectations**

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Station #3 – What About Stuff?

- **Explain membership fees and unit dues**
- **Explain uniforms**
- **Explain Scout Life**
- **Explain Camp Cards & Popcorn**



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Station #4 – Den Leaders



- **Pack Leadership**
- **Share cool experiences**
- **Event Flyers**
- **Set expectations**

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Station #5 – Check Out

- **Verify applications**
- **Collect annual fees (not pack dues)**
- **Share Parent Orientation date**
- **Answer any further ?'s**



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District Membership Gap* to Year End +1 Growth

District	Total Membership Gap* to Year End +1 Growth
Canyons	-270
El Camino Real	-121
Exploring	-8
Golden West	-183
Pacifica	-247
Rancho San Joaquin	-254
Saddleback	-221
Valencia	-141
TOTAL =	-1,445

District	Cub Scouts Needed Per/Pack to Achieve +1 Growth
Canyons	15
El Camino Real	17
Exploring	2
Golden West	10
Pacifica	14
Rancho San Joaquin	36
Saddleback	18
Valencia	13
TOTAL =	+1,445

*Membership gap totals are as of 7/31/24

District Membership Gap* to Year End +4% Growth

District	Total Membership Gap* to Year End +4% Growth
Canyons	-329
El Camino Real	-159
Exploring	-62
Golden West	-238
Pacifica	-313
Rancho San Joaquin	-320
Saddleback	-284
Valencia	-188
TOTAL =	-2,278

District	Scouts Needed Per/Pack to Meet Goal of +4%
Canyons	18
El Camino Real	23
Exploring	16
Golden West	13
Pacifica	17
Rancho San Joaquin	46
Saddleback	24
Valencia	17
TOTAL =	+2,278

*Membership gap totals are as of 7/31/24

District Membership Gap* Side-by-Side Comparison

District	Current Gap (+1 / +4%)	Per/Pack for +1	Per/Pack for +4%
Canyons	-270 / -329	15	18
El Camino Real	-121 / -159	17	23
Golden West	-183 / -238	10	13
Pacifica	-247 / -313	14	17
Rancho San Joaquin	-254 / -320	36	46
Saddleback	-221 / -284	18	24
Valencia	-141 / -188	13	17
Exploring	-8 / -62	2	16
Total =	-1,445 / -2,278	+1,445	+2,278



THANK YOU!

WELCOME

WELCOME

FREE MINDS

I# NOBLES

STATION #1

SIGN IN HERE

WHAT WE DO

2# NOILVLS

STATION #2

WHAT WE DO

WHAT ABOUT STUFF

STATION #3

STATION #3

WHAT ABOUT STUFF

DEN LEADERS

17# NO LEVELS

STATION #4

DEN LEADERS

NO MORE

2# NO LEVELS

STATION #5

CHECK OUT