

Geofencing on Facebook

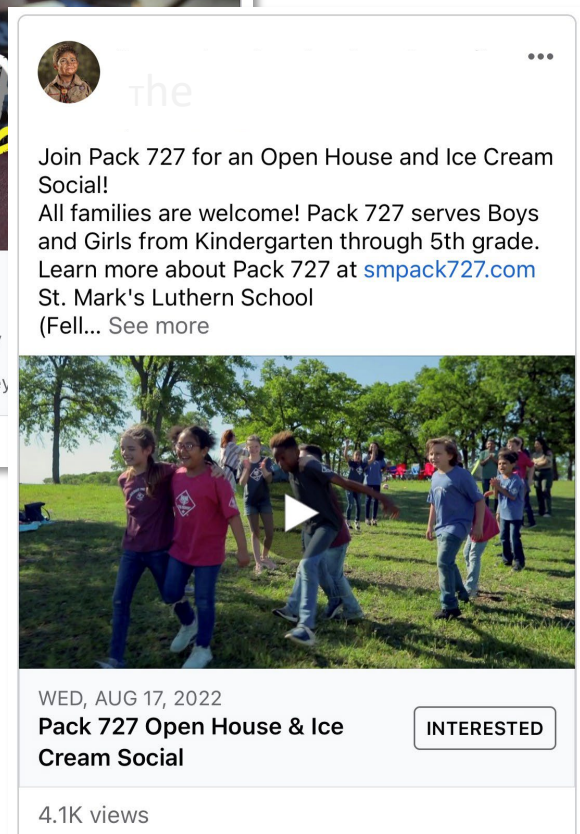
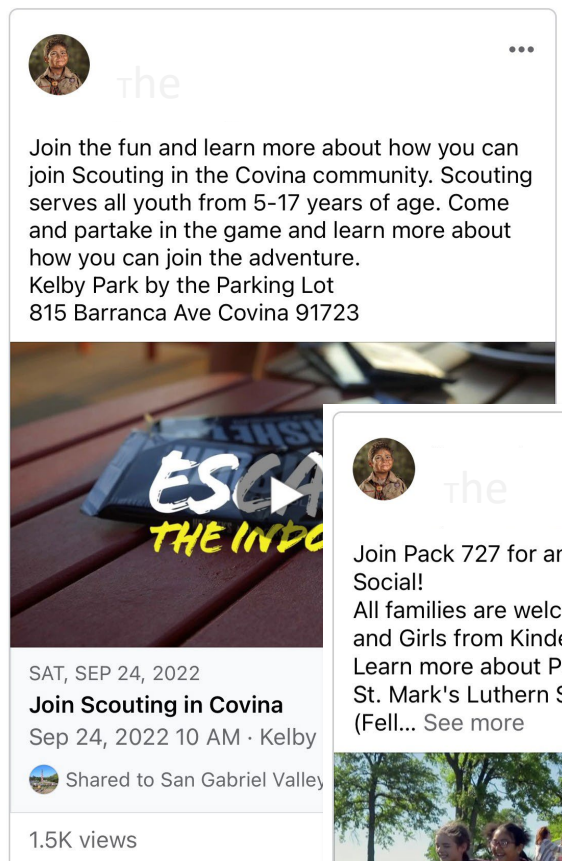
- What is Geofencing?
 - Geofencing is a way to make a targeted ad through social media, specifically Facebook. The idea being you take an event and make an ad to be marketed with geographic borders and age demographics in the social media ad algorithm. (Examples being; zip codes, age range, parents, interests, etc.)
- Goals of Geofencing are to:

Share the Scouting message with a wider audience.

Reach more families outside of traditional recruitment methods.

**Grow
Membership**





What do you Geofence?

- SIGNUP NIGHTS, UNIT ACTIVITIES, MEETINGS!
- Create an event from the recruitment activity information and make an ad that is marketed to a 1-5 mile radius around your signup night.
- If you have a community engagement where the multiple units will be there request a geofence for those events as well. (Examples of such are community fairs where a Troop and Pack are hosting a booth)



Membership Resources

Maintaining a vibrant and active membership is essential for the success of any Scouting unit. This section provides a comprehensive set of tools and resources designed to help you recruit new members and engage current youth and their families in the Scouting experience. The New Member Coordinators play a crucial role in ensuring these resources below to strengthen your unit.

Cub Scouting



Scouting America, Orange County Council | Unit Geofencing Ad Request Form

Please complete this form **at least 3 weeks before your event date** to give our marketing team enough time to plan and launch your geofencing campaign. Ads are designed to reach nearby families and drive attendance to your event. If you have any questions, contact Kevin Le at kevin.le@scouting.org

* Required

1. What is your unit number and district? (Example: Pack 123, Saddleback District) *

Enter your answer



2. What is the name, date, and time of your recruitment event? *

Enter your answer

3. Where is the event taking place? *

Enter your answer

- By using the Geofence Request Form you will provide the details that we will use to create your ad.
- Event time, date, name of the event, and geographic boundaries.
- If you do not have a flyer, please share a photo of your unit or other banner that can be used as the event header.

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August 15 at 11:11 AM · 🌐

CUB PACK 329

Open Meeting

Friday 6:00 pm - 7:30 pm

Sage Granada Park UMC

1850 W. Hellman Ave., Alhambra

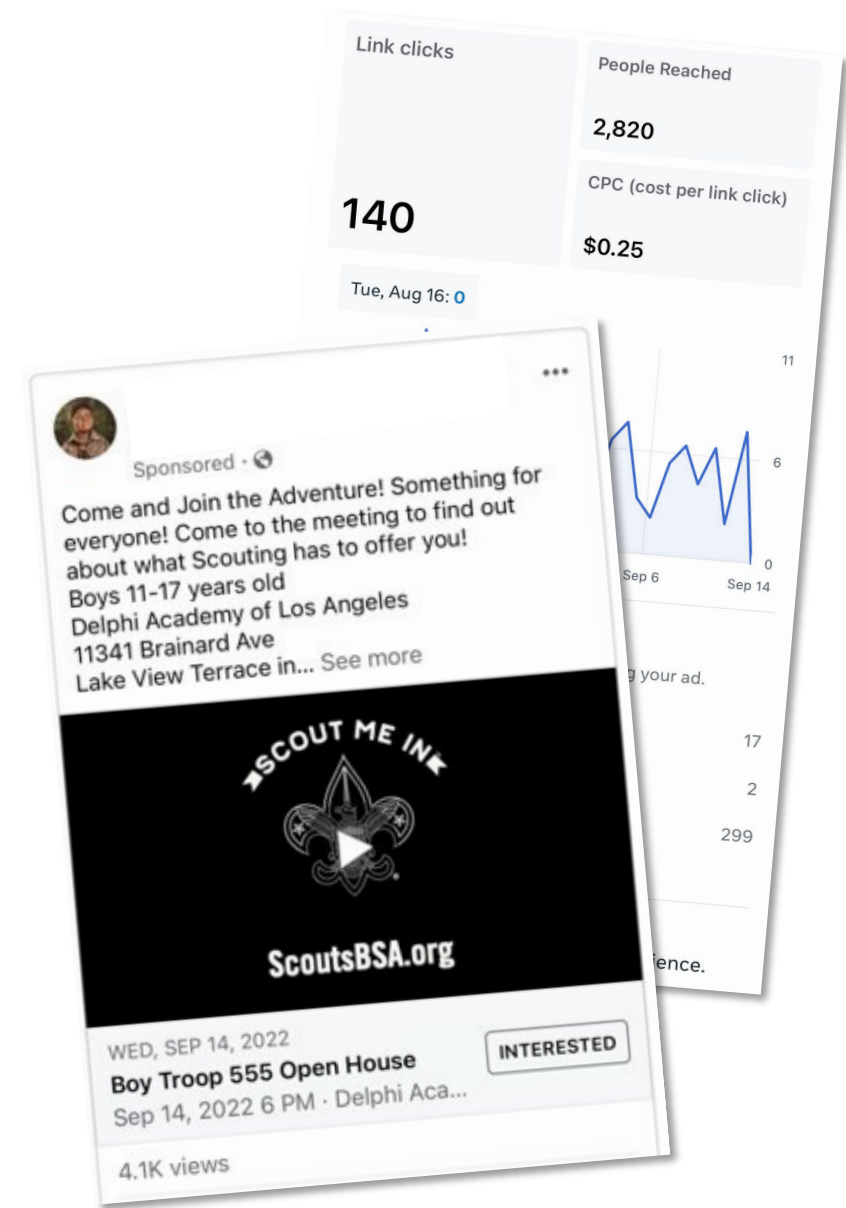
TOMORROW AT 6 PM

Come Join Cub Pack 329!

Alhambra

Timeline and Cost

- Please submit your request at least 15 days prior to your event. 21 days prior would be ideal so that we can schedule it in the calendar.
- We will start your ad 14 days before your event. Families are busy! Being able to get your event on their calendar is very important.
- The Council will provide the service free of cost to the unit.



Don't Forget the Follow-Up!

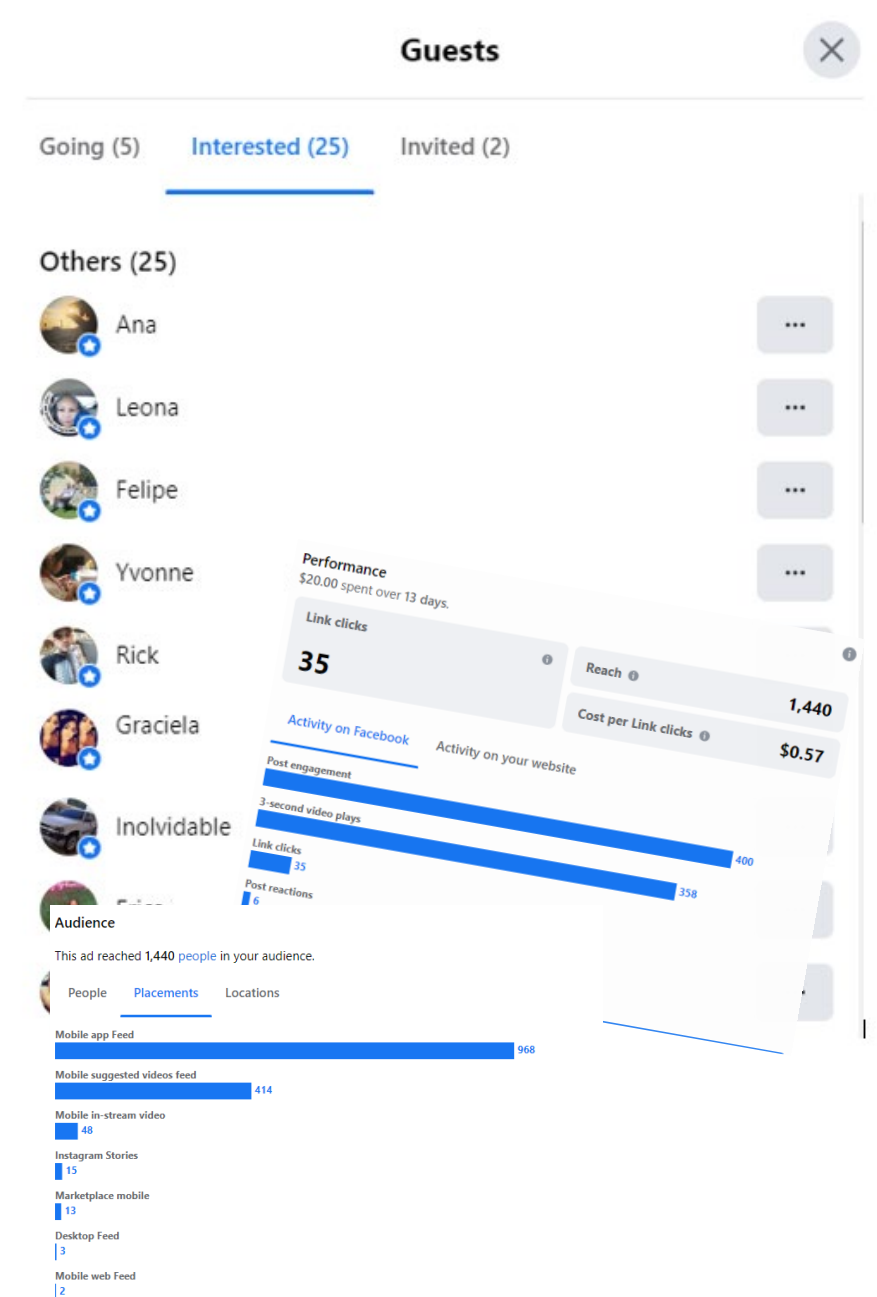
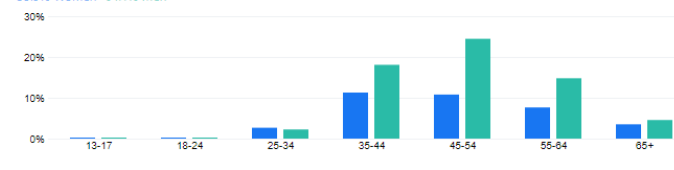
- You will receive the data a day or two before your event.
- If you have a response of interest reach out to them through the event page.
- Make sure they have the right information and express that you are excited to meet them at the meeting.
- These are interested families don't leave them hanging!

Audience

This ad reached 1,440 people in your audience.

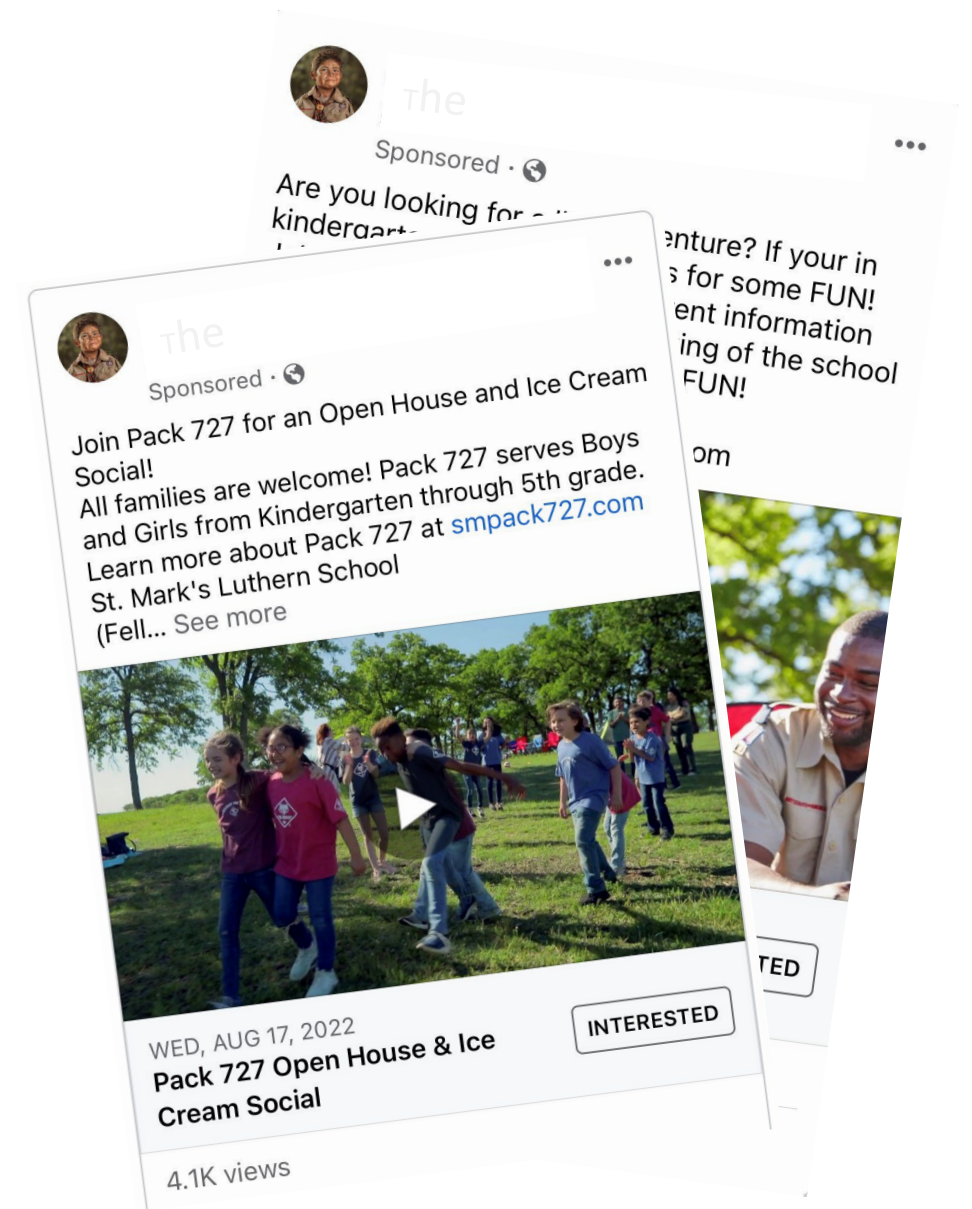
People Placements Locations

35.9% Women 64.1% Men



Expanding your Reach

- Don't forget to endorse the ad!
- When it comes across your own Facebook feed share, like, and comment. By doing so this will expand your reach.
- People are more likely to interact with your ad if they see others have already done so as well.
- Remember this is a tool to expand your reach it is not magic there is no guarantee you will get new members from geofencing but it helps with overall recruitment efforts.



Questions

- Geofence Request Form

- https://forms.office.com/Pages/ResponsePage.aspx?id=oAiQ_UZ4iUmKxXfPrT9-TptpOZ5L-2NCiyb3Ckh_CrdUOTVaRDZYUjNVWVJDQloyVDIBTVczVVc4US4u

- Don't Forget to follow us!

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