



BOY SCOUTS OF AMERICA®

ERIE SHORES COUNCIL

Hello Erie Shores Council Leaders!

Welcome to another edition of Membership Monday!

Has there been a change in leadership and you are no longer a Unit's key leader/advisor? Please forward this on to the new Unit leadership, and instruct them to use the "Subscribe" button at the bottom of this newsletter.



JOIN CUB SCOUTS TODAY AT [BEASCOUT.ORG](https://www.beascout.org)



SCOUT ME IN

From the desk of Larry Caffro, Council Membership Chair

Recruiting is an integral part of our service to the youth and units in our communities and can have its difficulties during a normal year, let alone during these pandemic times. That is why we need to expand to out of the box strategies to reach potential scouts for the 2020-21 scouting year. More than

What is BeAScout? Why make sure to update?

When someone searches on Google, or another internet browser, phrases like “join Scouting,” “pack near me” or “find Scout troop;” the result in the coveted top spot is the Boy Scouts of America’s BeAScout page:

beascout.scouting.org

From there, families can type in their Zip Code, select the program that interests them (Cub Scouts, Scouts BSA, Venturing or Sea Scouts) and click “Find and Apply.” What happens next? Well, that’s kind of up to you.

If your pin is updated, a prospective Scouting family will find your leader’s contact info, a link to your website and a brief description about your unit. If you have also turned on the “Apply Now” button (so important), parents can also fill out the application online directly from BeAScout — or they can send you an email for more information.

Recruiting Cub Scouts and Scouts BSA Youth Virtually or in Small Groups (some credit to Last Frontier Council, Oklahoma)

Please note always following CDC and local guidelines

- Utilize online Facebook communities (such as “mom” groups, outdoor activity groups, local groups, etc.). You don’t specifically need to say “Hey, this is an ad for Scouts BSA,” but you can post things like “Thank you to everyone who came out with Pack ____ to help clean up the local park today while social distancing! If you’re interested in helping with our next project contact _____.”
- Families and kids recruiting their friends is still the best way to get them involved! Make it a contest or game to bring in more youth to their unit. Have a camp fire at your next meeting and invite guests.
- Whether online or in person, most schools use newsletters or something of the sort. Utilize connections with local schools to put a blurb in their newsletters!
- Youth organizations, religious communities, and charter organizations often have newsletters or bulletins that will allow us to promote Scouting.
- Make sure any group you are talking to or advertising toward knows Cub Scouts and Scouts BSA is for boys AND girls! Many in communities still don’t know this, and making sure both boys and girls are represented in photos, videos, and in language related to Cub Scouts and Scouts BSA is important.
- Using yard signs with a phone number, website, or email address for more information has worked well for many units! Nothing too wordy, just something someone driving by may see and call/visit a website for more info.
- (Socially Distanced) public appearances in uniform/something designating everyone as Scouts is a great way to let the public know we are still here and active! Whether it’s a single person or small group service project, let the public know these are Scouts and they are still helping the community!
- Set up an informational booth at Peewee sports team games! It’s a great way to get the attention of siblings/parents watching in the stands.
- At any show and sells (popcorn!), make sure that the adults there have information available about local packs and troops in the area for anyone who may be interested.
- Local neighborhood events – as long as they follow all local and national recommendations on social distancing, if necessary (e.g. carnivals, block parties, parks, food truck rallies, garage sales, etc.).

Camp Miakonda Annual Halloween Party

Camp Miakonda will host our annual Halloween Party on Saturday, October 24 and Sunday, October 25, for a spooky good time! The Halloween Party is a great event that offers haunted attractions, scare zones, inflatables, and safe trick-or-treating! The cost per person is \$5 (2 and under free of charge). For more information [click here](#).

This is also a great opportunity to have your Scouts invite their friends to come to a fun family activity and to see what Scouting can offer!



2020 Registration Fees

Here are the current pro-rated registration fees for the remainder of the year. For new youth joining the program that have not previously been registered with the Boy Scouts of America, they will need to pay a one-time \$25 New Member Joining Fee which is included in the pro-rated amounts below. The New Member Joining Fee does not apply to adult registrations.

As a friendly reminder, units should make their checks payable to "ESC, BSA" when bringing new youth and adult applications to the office within 7 days of receipt. Families need to pay the unit directly not the council.

Current Registration Fees (Reflecting August 4, 2020 Fee Increase)

Registration Fees:	September	October	November	December
Adults	\$ 17.50	\$ 14.00	\$ 10.50	\$ 7.00
Youth	\$ 52.50	\$ 47.00	\$ 41.50	\$ 36.00
	<i>Youth Registration Fee includes \$25 New Member Joining Fee</i>			
Boys' Life	\$ 5.00	\$ 4.00	\$ 3.00	\$ 2.00

****Rates above based on a January recharter****

Got Flyers?

In an effort to streamline flyer printing in our office, we plan to continue using handy dandy flyer request form, just like last year!

<https://www.erieshorescouncil.org/FlyerRequest>

You will need to download the attachment, fill in your information in the downloaded PDF, and then fill out the rest of the form. Once you hit submit, the form will be sent to our office staff. Please allow 3-4 days for printing.



Have you heard about this year's Fall Digital Marketing strategy?

Erie Shores Council will be supporting your Unit with **Digital Recruitment Marketing** again this Fall.

This strategy will ensure families in your community understand the incredible benefits of Scouting, and assist them in joining your Pack, Troop, Crew or Post. In addition to your Unit's recruitment efforts, ads will be boosted on **Facebook**, that will promote Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way. The work of executing those ads will be handled through our Erie Shores Council office

Due 2 weeks prior to your Join Scouting Night: All you need to do is go to erieshorescouncil.org/JSNinfo. Fill out the information on that site and hit "submit." Please note that once we submit the information to national and they create the event, we cannot change it. So please confirm your dates prior to submitting.



Erie Shores Council

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E-Mail Listing

Please note: We hope to keep your unit updated on all the exciting progress in our 2020 Membership Recruitment Season through these emails and our website.

****If you are no longer a Unit's key leader/advisor, please forward this on to the new Unit leadership, and "click" the "unsubscribe" link below.****



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