



## BOY SCOUTS OF AMERICA®

### ERIE SHORES COUNCIL

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## Hello Erie Shores Council Leaders!

*Welcome to another edition of Membership Monday!*

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*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.*

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## Crowd Sourced Den Leader Virtual Resources

Have you seen these virtual den leader resources? If you are in need of additional support materials for this year, you will definitely want to check these out!

The videos found in the link below were provided by local councils from across the country to support Den Leaders with virtual meetings. The content was not produced by the National BSA. Content is to be used as an aid and does not take the place of the program as designed and presented in the Den Leader Experience or Cub Scout Handbooks.

During the current pandemic, virtual resources may be used to complete requirements such as virtual tours in place of den outings. The standard of Cub Scout advancement is for the Cub Scout to do their best.

Access these videos and resources

here: <https://www.scouting.org/programs/cub-scouts/den-meeting-resources/den-leader-tips-tricks-video-series/>



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## You Need to Update Your BeAScout Pin Today!

*We don't want potential families to miss out on your unit because of outdated or limited information!*

Have you updated your unit pin information for [www.BeAScout.org](http://www.BeAScout.org)? You will want to make sure your information is up to date so that any new families requesting info about your unit have accurate details. You will also want to state if your unit is participating in Family Scouting using this tool. Here is how to do so:

1. Begin by logging into [my.Scouting.org](http://my.Scouting.org).
2. Select Unit Pin Management to edit your information.
3. Complete the Unit Pin Management screen: If at any time you are lost, look for the little “?” icon for help.
4. Unit PIN Description: this box contains your unit name, chartered organization (such as Cub Scout Pack 1234, XYZ Elementary School). Check to make sure that the information is correct. If not, enter the correct information.

6. Unit PIN Status: Make sure that this box reads "ACTIVE." Otherwise, your unit will not be visible on the Google Map.
7. Primary Contact Information: This person will receive all emails from prospective Scout parents. Be sure to fill out all the information, and let the person know that they will be responding to all parent leads.
8. Unit Meeting Address: Enter the location where your unit holds its meetings. This address will dictate where your unit pin will appear on Google Maps.
9. Once you are done, hit the "SAVE" button and your information will be uploaded.

*That's all you need to do to set up your unit for BeAScout.org!*

***If you are a visual learner, use this Youtube video tutorial courtesy of Michigan Crossroads Council to understand further: <https://youtu.be/89-Pw2l1JdQ>***

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## **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

**What will it cost your Unit?** There is **NO cost** to your Unit. This service is being provided by the Council.

“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.



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## 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.



## Erie Shores Council - Scouting at Home Facebook Resource Goups

If you haven't already joined these groups, feel free to do so! These groups for Cub Scouts and Scouts BSA families and units are a great resource during this time. They are a place where you can ask questions or share things you've come across online that you are implementing in your Scouting at home.

[www.facebook.com/groups/HomeScoutingCubScouts](http://www.facebook.com/groups/HomeScoutingCubScouts)

[www.facebook.com/groups/HomeScoutingScoutsBSA](http://www.facebook.com/groups/HomeScoutingScoutsBSA)

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## Erie Shores Council

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## Subscribe to this Newsletter

Would you like to subscribe to the Membership Monday Newsletter?

[Click on the button to subscribe!](#)

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## E-Mail Listing

**Please note:** We hope to keep your unit updated on all the exciting progress in our 2019 Membership Recruitment Season through these emails and our website.



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