



BOY SCOUTS OF AMERICA®
ERIE SHORES COUNCIL

Hello Erie Shores Council Leaders!

Welcome to another edition of Membership Monday!

Why is the School the **BEST** Place to Host a Join Scouting Night?

Article contributed by Michael Ramsey, BSA Director of Marketing and Brand Management

As part of the National Service Center's 2018 fall Cub Scout digital media buy, we learned just how important it is to hold joining events in locations that are familiar to parents. Those marketing efforts, which included recruiting messages delivered via paid search, paid social, and Facebook geofenced events, also provided a detailed look at the performance of different types of joining event locations.

[We've discussed the highly successful geofencing efforts previously](#), and [we've offered insight on how to use geofencing for Scout recruitment in your community](#). In addition to driving impressive gains of more than 7 percent in new Cub Scout growth for units that geofenced their joining events, those efforts produced data that confirmed what many may have already suspected: the best place to hold a single-unit joining event is at a school.

unfamiliar with Scouting or unsure of what to expect, the familiarity of the school location helps ease concerns.

Second to schools, the next most successful recruiting events were those where multiple units collectively held a joining event in a public, non-school location. For instance, these units may have held their collective joining event at a community park. While the data didn't offer specific details on why these multi-unit, centralized joining events did not perform as well as the single-unit events at schools, it is reasonable to believe that families unfamiliar with a location and/or event format may have been less confident about attending such events.

Similarly, events held at religious institutions also drove lower levels of success for Cub Scout recruiting when compared to schools. In fact, statistics showed that events held at schools performed on average 5 percentage points better than events held at religious institutions when looking at new Cub Scouts recruited versus the prior year. Again, the data doesn't offer specifics on why, but it is possible that families may have assumed that if the event was at a church, they had to be members of that church to join that Cub Scout pack. Or, they may be unfamiliar with the location.

Of course, that isn't to say Scouting units shouldn't have regular meetings or hold other activities at religious organizations. Quite the contrary. We rely on religious organizations as valued partners. But when seeking to reach new families who don't understand the relationship Scouting has with its chartered partners, holding a recruiting event at a church, synagogue, or mosque could be confusing.

Instead, consider hosting the joining event at a familiar location like a school, a community center near where the youth attend school, a library, or a park near where the pack meets. And, of course, the pack should continue to be chartered to its religious organization and hold its regular meetings there, if that's the case.

Remember: Families who may not be familiar with Scouting will not necessarily understand the chartered organization concept or how units are organized. Everything is a new experience for them, so it is important to invite families to the adventure of Scouting in ways that are easy, familiar, and welcoming.

Article source: <https://scoutingwire.org/where-is-the-best-location-for-a-joining-event-the-data-may-surprise-you/>

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? 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.
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.
5. Unit Website: Change this from www.scouting.org to either www.erieshorescouncil.org or your unit's website (if you have one).
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>

We need this information three weeks prior to your Join Scouting Night.

As you know, in partnership with the BSA's National Service Center, the Erie Shores Council will be supporting your Unit with **Digital Recruitment Marketing** 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, Instagram, Pinterest, YouTube** and **Nextdoor** Social Media Apps, 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 between our Erie Shores Council office, and the National BSA.

There is **NO cost** to your Unit. This service is being provided by the National BSA.

We are asking all **Join Scouting Nights** to be held at the school in which you recruit from, or other public spot (park, local library, etc.). While schools are the first choice, other public locations will work as well.

The **Erie Shores Council-wide Join Scouting Night is September 12**. While we would like to see all Units present at their schools on this date, this does not need to be the night you promote with this marketing opportunity. If September 12 is a second-chance recruitment night, we want the date you use for your primary sign up night (Example: an Open House date in late August).

Due 3 weeks prior to your Join Scouting Night: All you need to do is go to ereshorescouncil.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.



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

- **Mailing Address:** PO Box 8728, Toledo, OH 43623
- **Iott Scout Shop:** 5600 W. Sylvania Ave., Toledo, OH 43623

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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.

****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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Erie Shores Council, Boy Scouts of America · PO Box 8728 · Toledo, OH 43623-0728 · USA