



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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### ESC "Join Scouting Night" - September 6th

Erie Shores Council is planning a coordinated Join Scouting Night on Thursday, September 6th. By having coordinated efforts, we are able to maximize community visibility and excitement. Many of our council marketing materials, such as the *Hooked on Scouting* comic books and book marks, state that this event is taking place on the 6th, and you don't want your pack to miss out. If even one family shows up to the school on this night without any Scout volunteers present, that will be one family that we have failed. Your unit will want to be part of this exciting night!

This sign up night will essentially run as a "come-and-go" open house, where families sign their child up, get a New Family packet, and leave the meeting with a pack calendar, knowing when to start participating. These are faster for today's busy parents and don't overwhelm them with too much information right off the bat.

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*Each district will host an application turn-in location to  
celebrate our success across the council!*

**NW:** *Jadel Leadership Center*, 5600 W. Sylvania Ave, Toledo, OH from **7:30-9 pm**  
**SC:** *Providence Lutheran*, 8131 Airport Hwy, Holland, OH 43528, from **7-8:30 pm**  
**WD:** *Friccker's*, 3457, 1720 E Wooster St, Bowling Green, OH 43402 **8-9 pm**



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## Join Scouting Night Information Form

Have you communicated with your District Executive to make sure all of your ducks are in a row for your *Join Scouting Night*? We have made this fillable form to streamline information that your DE will need to help you with your recruitment night. Click this link: <https://www.erieshorescouncil.org/scjsn>

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## School Talks

There are many methods used to spread the word about joining Scouting. Posters, fliers, yard signs, bookmarks... This year we are also offering a few new things that include the *Hooked on Scouting* comic book, as well as rubber bracelets, and targeted online ads. These are all great ways to get the idea of Joining Scouting on families' radar.

Now that you have done all that, what is the final step to get kids excited about joining? A school talk! A school talk is a fun way to get in front of local kids and get them excited about all things Scouting, and it will help drive families to attend your sign-up night. Think of it as a mini pep rally for your unit!

There are a few formats for these talks:

- **Classroom to Classroom:** These should only be 2-3 minutes. Students can stop what they are doing for just a couple of minutes to listen and

- **Lunchroom Talks:** Ask if you can take 5 minutes out of each lunch period and talk to the kids. Typically the lunch staff will get the room quiet and let you use the microphone to address the students.
- **Morning or Afternoon Announcements:** Keep it brief and exciting, and make sure to be specific on how/when to join.
- **Assembly Style:** Sometimes, the school will allow you to do a longer presentation in the auditorium or cafeteria for an informational and exciting assembly.

Remember the key to a successful school talk is **ENTHUSIASM!** Make sure the kids know why Scouting is fun and some cool examples of what they can do. Talk about camping, fishing, BMX bikes, Pinewood Derby - all of the things the scouts always look forward to. They will leave school ready to tell their parents they want to join!

**Ineffective approach:** "Remember Kids, if you are interested you can sign up to Join Cub Scouts Thursday night at 6 pm."

**Instead, try something like this:** "Do you like going fishing and camping? Do you want to build your own race car and race against your friends? Then tell your parents you want to be Cub Scout! Sign up Thursday at 6pm here at school and you will get to do all of that fun stuff and more. Don't forget, it's Thursday at 6 pm here at school to sign up for Cub Scouts!"

Your District Executive is happy to help with school talks when available, but often school talks have a greater impact coming directly from Pack Leaders. We encourage you to schedule these talks and help build the excitement! If you have questions about how to deliver an effective recruitment talk, reach out to your District Executive and they will be happy to help.



## BeAScout.org Pin Management

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 pack 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.
5. Unit Website: Change this from [www.scouting.org](http://www.scouting.org) to either [www.erieshorescouncil.org](http://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!](#)*

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### Got Flyers?

In an effort to streamline flyer printing in our office, we have created this **NEW** handy dandy flyer request form!

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

form will be sent to our office staff. Please allow 3-4 days for printing.



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## Additional Resources

### ***Erie Shores Council Website - Membership Pages***

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

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



### **Facebook Pages:**

- [Erie Shores Council - main](#)
- [Commodore Perry](#)
- [Eagle Bay](#)
- [Northwest](#)
- [Swan Creek](#)
- [Wood](#)

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[ScoutingWire](#)

[Bryan On Scouting](#)

## Questions?

Our Erie Shores Council Membership Team is always ready to help as you roll into the new Scouting Year! Please feel free to contact us if you have any questions! Just click on our name for an email address or call at the number listed.

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[Larry Caffro](#) - Council Membership Chairman - 419.893.6121

[Kristen Barbernitz](#) - Eagle Bay District Executive - 567.280.2337

[Jaci Bugaj](#) - Commodore Perry District Executive - 419.340.4458

[Ed Taylor](#) - CP District Membership Chair - 419.490.3542

[Brandon Holt](#) - Wood District Executive - 419.270.7275

[Jack Bohland](#) - Wood District Membership Chair - 419.376.5727

[Alissa Hunt](#) - Swan Creek District Director - 419.410.0390

[Artisha Lawson](#) - Scoutreach District Executive - 419.250.5239

[Ellen Watkins](#) - Northwest District Director - 419.276.1217

[Mike Bruno](#) - Northwest District Membership Chair - 419-241-8731

[Andrew Curran](#) - Staff Advisor - 419.843.0108

[Karen Krieger](#) - Council Staff - 419.843.0106

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## Erie Shores Council

- **Phone:** 419-241-7293
- **Fax:** 419-241-6769
- **Mailing Address:** PO Box 8728, Toledo, OH 43623
- **Iott Scout Shop:** 5600 W. Sylvania Ave., Toledo, OH 43623

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## Subscribe to this Newsletter

Would you like to subscribe to the Membership Monday Newsletter?

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

Subscribe to Newsletter

## E-Mail Listing

**Please note:** We hope to keep your unit updated on all the exciting progress in our 2018 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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