Youth-Give all youth the opportunity to join Scouts

Unit-Give units the opportunity to serve more youth in their community

Council Supporting the Unit-to conduct a meaningful campaign to support the individual unit recruitment nights by way of manpower, planning, promotion, and processing of paperwork.

Council-to show that our council is growing and providing an opportunity to serve more youth in Scouting
Two goals of your Join Night:

1. Register Youth
2. Make sure parents have information they need for the upcoming events
2019 Changes...

• Increased usage of online registrations, digital sign in sheets, online tracking of new applicants
• Geofencing Pilot
• Increased Focus on Open House/Meet The Teacher Night
  • Hubspot
    • Lead Sheets
  • Tri Folds
  • Derby Cutouts
  • Wristbands
• 12 Step Unit Planning Meetings
• Joining Night STEM car projects
Average Age of New Cub Parents...

41
Top 3 Reasons They Joined

• Develop Character

• Learn About Nature & Outdoor Skills

• Build Self Confidence
Why did they leave?

44% Meetings Not Well Organized
27% Poor Leadership
25% Schedule Conflicts
22% Child no longer interested
19% Never contacted
Screen Time

Elizabeth’s iPhone

SCREEN TIME
Today at 9:41 PM

2h 45m

42m above average

Social Networking
Entertainment
Productivity
It’s where parents are...
Two-Thirds (68%) of All Americans are on Facebook

Facebook Users

Everybody Else - My Space?
75% visit the site at least once per day.
No other platform comes close in size.

And it’s popular among ALL demographic groups.
43% of Adults Get Their News from Facebook.
This is Where Our Customers Are

57%
Have already made up their minds before they go to store make a purchase.

6.3 x
Average number of times Moms check Facebook per day

64%
Read online reviews before making a purchase

65%
Learn of a product or service through social media
1.2 Trillion searches a year
• Google owns 63% of the total search market

• Google owns 93% of MOBILE search
How do we make this work for Scouting?
It’s about your phone and the map....
Review summary

4.7

Google reviews

Cameron Brown
6 reviews · 1 photo
5 stars 2 years ago
This is a great group for boys. My son has been in the unit for a year now. This is one of the biggest packs in the area with the best trained leaders.

Me
Local Guide · 9 reviews · 1 photo
5 stars a year ago

Diana fitzsimmons
5 stars 2 years ago

Cub Scout Pack 321
Youth organization in North Richland Hills, Texas

Address: 501 Smithfield Rd, North Richland Hills, TX 76182
Phone: (817) 676-2321

Web results
Cub Scout Pack 321
www.pack321.org/
Cub Scout Pack 321 - Home | Facebook
https://www.facebook.com/pack321.org/
Cub Scout Pack 321, North Richland Hills, Texas. 168 likes · 47 were here. This is the Facebook Page for Pack 321, Trailblazer District Longhorn Council BSA.
Review summary

4.7 stars

Google reviews

Cameron Brown
6 reviews · 1 photo
★★★★★ 2 years ago
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Facebook Events and Geofencing
Digital Tactics

SEARCH
NATIONAL LAYER

SOCIAL
LOCAL COUNCIL / MARKET LAYER

GEOFENCING
UNIT / NEIGHBORHOOD LAYER

Stonegate Elementary School
Open House and Pinewood Derby!

Public · Hosted by Pack 1325

Saturday, January 20, 2018 at 1 PM - 4 PM

1325 W Walnut Hill Ln, Irving, TX 75038-3008, United States
Cub Scouting Media 2018

- 3,119 Geofences
- Across 20 Councils
Geofenced units on average recruited

+7.43% MORE

new Cub Scouts than they did a year ago.
Non-fenced units within those same councils were **DOWN** an average of -9.12% in new Cub Scouts recruited.
There was an average 16.55% difference between units that were geofenced, versus those that were not geofenced.
Data also showed that...

Single-unit events performed **better** than events with multiple-unit events.
Geofenced events held at schools performed the best, followed by events in parks and lastly by events at churches.
$1 a day per unit
Facebook
Events & Geofencing
It’s simple.
Pack 1325

Upcoming Events

- **FEB 11**
  - Join Scouting Open House
  - Mon 7 PM · Hosted by Pack 1325
  - Stonegate Elementary
  - Bedford, TX

Past Events

- **MAY 7**
  - Scout Me In - Day Camp 2018
  - Mon 8 AM · 1 guest
  - 1325 W Walnut Hill Ln, Irving...

- **JAN 20**
  - Open House and Pinewood Derby!
  - Sat 1 PM · 1 guest
  - 1325 W Walnut Hill Ln, Irving...
New Event by Pack 1325

**Add Co-Host**

**Description:**
Cub Scouts is for boys AND girls. It's fun for the entire family!

**Category:** Other

**Frequency:** Occurs Once

**Starts:**
- Date: January 21, 2019
- Time: 8:00 PM CST

**Ends:**
- Date: January 21, 2019

Add any Page to co-host this event. They'll get a notification to accept your request.

Add Pages and friends

Details:
When you create an event on Facebook, the Pages, Groups and Events Policies apply.
Edit Event

Required Info
This info is required to create your event and may appear in News Feed and any ads you create for this event.

Event Photo or Video

Drag to Reposition

Event Name
Join Pack 1325 April

Location
Philmont Training Center

Description
The Best Pack On the Santa Fe Trail!

Category
Boost Event

AD CREATIVE

Format
Choose the type of image or video format you’d like to use in this ad.
- Single Image

Single Image
Upload an image or choose one from your page.
- Browse Library
- Free Stock Images

Text
Cub Scouts is for boys AND girls. It’s fun for the entire family!

AUDIENCE

By clicking Boost, you agree to Facebook’s Terms & Conditions | Help Center

Pack 1325 shared an event.

Cub Scouts is for boys AND girls. It’s fun for the entire family!

Thu, Jan 31 at 7 PM
Join Scouting Open House
Stonegate Elementary

Interested
“Boost” the Event
The Best Pack On the Santa Fe Trail

SAT. APR 6 AT 5 PM MDT
Join Pack 1325 April 6
Philmont Training Center - Cimarron

Promote Your Event
Boost your event "Join Pack 1325 April 6". You can reach up to 1.9K people for $15.
Edit Audience

Make sure to save your edits once you're done.

Gender

- All
- Men
- Women

Age

- 33
- 40

Locations

- United States
  - 900 Bedford Rd, Bedford, TX, United States

Add locations

- 1 location has been added.
Set the Geofence
Create Audience

Age

40 - 59

Locations

United States

- 1000 Harrison Ln, Hurst, TX, United States + 3mi
- 1300 Winchester Way, Bedford, TX, United States + 3mi
- 900 Bedford Rd, Bedford, TX, United States + 3mi

Add locations

1 location has been added.

Map with locations and distance markers.
You Can Get Even More Specific on Who Sees Your Event
Detailed Targeting

INCLUDE people who match at least ONE of the following

<table>
<thead>
<tr>
<th>Add demographics, interests or behaviors</th>
<th>Suggestions</th>
<th>Browse</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Parents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New parents (0-12 months)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents (All)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents with adult children (18-26 years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents with early school-age children (06-08 years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents with preschoolers (03-05 years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents with preteens (08-12 years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents with teenagers (13-18 years)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your audience size is defined. Good job!

Potential Reach: 67,000 people
INCLUDE: people who match at least ONE of the following:

- Cub Scouting (Boy Scouts of America)
- Cub Scouts (The Scout Association)
- Lived in Cuba (Formerly Expats - Cuba)
Detailed Targeting

INCLUDE people who match at least ONE of the following

Interests > Additional Interests
- Boy Scouts of America
- Cub Scouting (Boy Scouts of America)

Interests > Family and relationships
- Family
- Fatherhood
- Motherhood
- Parenting

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Your audience selection is too specific for your ads to be shown. Try making it broader.

Potential Reach: 24,000 people

[Cancel] [Save]
Boost Event

Total budget: $15.00 USD

Estimated People Reached:
Estimated reach is unavailable.

Refine your audience or add budget to reach more of the people that matter to you.

Duration:
1 day, 7 days, 14 days

Run this ad until: Feb 11, 2019

You will spend $1.00 per day. This ad will run for 15 days, ending on Feb 11, 2019.

Pack 1325 shared an event
Sponsored

Cub Scouts is for boys AND girls. It's fun for the entire family!

MON, FEB 11 AT 7 PM

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center
Total budget

14.00 USD

Estimated People Reached

1,000 - 2,700 people of 21,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration

1 day  7 days  14 days

Run this ad until Nov 19, 2017

You will spend an average of $1.00 per day. This ad will run for 14 days, ending on Nov 19, 2017.
<table>
<thead>
<tr>
<th>Budget</th>
<th>Estimated Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>14.00 USD</td>
<td>1000 - 2700</td>
</tr>
<tr>
<td>100.00 USD</td>
<td>3400 - 8900</td>
</tr>
<tr>
<td>200.00 USD</td>
<td>5100 - 14000</td>
</tr>
<tr>
<td>300.00 USD</td>
<td>6500 - 17000</td>
</tr>
<tr>
<td>500.00 USD</td>
<td>8700 - 21000</td>
</tr>
<tr>
<td>750.00 USD</td>
<td>9900 - 21000</td>
</tr>
</tbody>
</table>

Choose Your Own

You will spend an average of $1.00 per day. This ad will run for 14 days, ending on Nov 19, 2017.
Hubspot Leads Get:

- Email
- Text
- Phone
- Postcard

• HOW DOES THIS HAPPEN???

LEAD SHEETS FROM OPEN HOUSES
Three ways to start an application

BeAScout

Unit specific URL

https://pp.bsa.us/162taa144mb

QR code
3 Ways to Join

**Local Events**
Joining events take place at the beginning of the school year and may be held at your local school or at a local chartered partner. During these events you will have the opportunity to meet with a unit leader, get questions answered, and fill out an application to join Scouting. Contact your local council service center to find out more about joining events.

**Apply Online**
Many units offer an option to apply online. Simply find a unit offering online registration to begin the application process.

**Contact your Council**
Your local council can help you find the right program and unit and assist you in the joining process.

[Find and Apply]

[Find My Council]
SAMPLE ROOM LAYOUT

THINGS TO AVOID
- Arriving late
- Starting late
- Poorly lit parking area
- Poor signage at entrances
- Locked, unattended doors
- Uninviting rooms
- PowerPoint Presentations or presentation of any kind.
- Overwhelming new families with information
- Kicking off your popcorn fundraiser that night
- Recruiting new leaders that night
- Sending families home to apply online later
- Sending families home with applications to submit later
- Not following up with families after your Join Night
- Not having an outdoor event within 30 days of your Join Night
How much money do we collect?

August: $13.75 plus $5 for Boys’ Life

September: $11.00 plus $4 for Boys’ Life

All of this year and next: $46.75

This is the same case whether it is online registration or in person. Make sure the den/pack dues and rechartering are explained to the new parents.

NOTE: Error in Leader Guide
How can a Commissioner help with SNJS?

- Assist at HQ
- Conduct Boy Talks
- Assist at a unit SNJS
- Serve as a runner for applications and materials
- Coach units that miss a unit kickoff
- Encourage unit program planning to include calendar building, budgeting, and marketing plan
How can a Boy Scout Troop help with a SNJS

- Assist associated/unassociated Cub Scout Pack with their SNJS by providing program for the youth
- Assist at District HQ
- Conduct their own Troop Open House and recruit for their Troop
Support Material Overview

Envelope with apps, new parent orientation guide, parent talent survey, commitment form, Boys Life Magazine, and promo flyers.

Flyer and poster

Postcards, Buddy Cards, and Lion/Tiger Envelopes

Stickers
Trifold board, poster, wristbands, lead sheet, pinewood derby board, and flyers.
JOIN CUB SCOUTS!
AT YOUR ELEMENTARY SCHOOL
Aug 23 at 6:30 pm
www.JoinScoutsIN.org

LION
Youth in Kindergarten or 5 years Old

Welcome to the Boy Scouts of America (BSA) Lion Scouts at the beginning of what we hope will become a lasting relationship between your Scout and the Boy Scouts of America.

The Lion Cub program is designed to meet the needs of the youngest members of the BSA. Your Scout will be greatly helped by your enthusiastic participation in the many adult-child activities that are the core of the Lion Cub program.

This form is designed to give you a closer glimpse into the Lion Cub Scout program and handbook. For more information, visit www.cubs.scout.org.

Your Scout is a Member of a Lion Den.

- The Lion den is made up of no more than eight boys or girls who are in kindergarten or 3 years old.
- The den meets one to three times a month. One of the den meetings each month is a fun and educational field trip.
- A parent or guardian must accompany the Lion to all meetings.

Your Scout is a Member of a Cub Scout Pack.

- A pack consists of several dens with boys and girls from different age groups. Dens meet together once a month for a pack meeting.
- The Cubmaster leads the monthly pack meeting, but each den will have a part in the pack meeting.
- Some months, the pack meeting will special feature such as Pioneer Day, Flag Day, or guest speakers. Other fun-filled events for the pack members.

Lion Cub Uniform

- Blue Lion T-shirt
- Optional Hat
- Uniform can be purchased at any Boy Scout Shop. Visit www.scoutshop.org for locations and hours.

JOIN NIGHT
LEADER GUIDEBOOK

LEADER GUIDEBOOK FOR PARENT ORIENTATION
• One event three locations...
• New Scouts Focus
• Bobcat badge bb, archery, leather
• Allow existing Scouts but not tailored to them.
• 9 AM-2 PM; sack lunch
• Cost: $7
• Participants will receive a patch
• Units that want to Family Camp, can reserve space with a usage form separate from the event.