

SCOUTING AMERICA
NATIONAL CAPITAL
AREA COUNCIL



2024 Summer
Membership
Growth Conference



#ADVENTUREON!

Campaign Kit For
Recruitment Marketing

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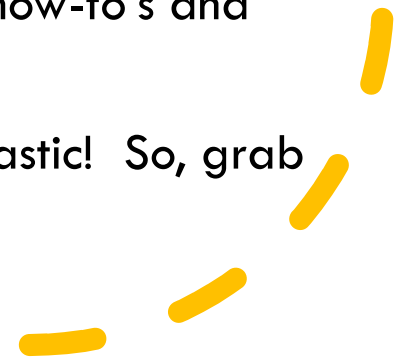
Welcome to Your Campaign Kit for Recruiting!

A strong home starts with a solid foundation. The same is true for marketing!

This campaign kit provides step-by-step tips to host a successful joining event. From planning to promotion to follow up, the kit includes a set of integrated marketing elements designed to work together to help you build the solid foundation needed for a successful event.

Are there other things you could do? Yes! But we strongly recommend you start with these key elements and work your way forward. Along with campaign elements, you'll also find links to helpful how-to's and marketing resources.

Ready to build a great campaign? Fantastic! So, grab your tools and let's get to work!



Know Your Audience: Mom

- In marketing and promotion, it's important to know your audience. For Cub Scouts, the target audience is typically a mom.
- As you develop your campaign, it's critical you keep Mom in sharp focus to make sure your message is heard by the right audience at the right time.
- To help, we've combined dozens of data sources to construct a "Persona," a fictional profile of the person you need to reach.
- Get to know Mom in the next slide and always remember to speak to her as you roll out your campaign!



Who is Mom?

“I am a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast, so I am looking for things we can do together before they no longer want to spend time with me.”

A BIT ABOUT MOM...

- ▶ A bit skeptical. Question marketing and will search the web and social media to validate info.
- ▶ Spread thin so make things easy. Have less than an hour a day for themselves.
- ▶ They worry about their kids. Covid has only made it worse.
- ▶ Doesn't have a relationship with Scouting in her family.

DEMOGRAPHICS OF TODAY'S SCOUT MOM

38 | Married | \$75K+ HHI | 2 Income | 4 Yr Degree

Mosaic: Council Market Analysis, Kids and Cabernet

WHAT MOM WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

WHERE DOES MOM GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on avg. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child's school. Facebook still rules.



BRAND AFFINITIES



QUESTIONS MOM HAS ABOUT SCOUTING

- **Will my children be safe – it's the first and foremost measure to be addressed.** *Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.*
- **Is Scouting relevant anymore? Is it for families like mine? The ideals the Scouting program teaches are timeless.** *Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!*
- **Will our kids get exposure to new things and opportunities? Scouting is all about trying new things and new experiences.** *Whether it's camping or science – you can find it in Scouting. It's an amazing adventure for the whole family.*
- **Can girls join?** This is still a question! Yes, girls are part of Scouts BSA and Cub Scouts. *Scouting is for the whole family!*
- **What will it cost (we don't want to do fundraising!)?** It depends on the unit, but most packs/troops/crews find ways to make the program affordable.



QR Codes Make it Easy!

QR codes make it easy to pull up web sites from your phone. Just point your camera and click!

For Scouting , it QR codes are an incredibly valuable way to connect fliers, posters, yard signs and more to your event.

Remember those busy Mom's we need to reach? QR codes are also widely adopted by busy families as a fast and efficient way to find info they're interested in.

Here are some helpful links (and QR codes!) to the [Scouting America's QR codes for online registration](#), a Google how-to for creating your own QR codes right from [Google's Chrome browser](#) and a handy [QR Code Generator](#).

SCAN ME

QR Codes for Online Registration



On [Scouting America's Online Registration](#) system, you can find a registration URL and QR code specific to your unit. Include this code wherever you want people to be able to register for your unit immediately online.

Create QR Codes for Everything Else!

Create a QR code for any URL using the [QR code Creator](#) in Google's Chrome browser.



[QR Code Generator](#) is also a good place to create your own QR codes at no cost!



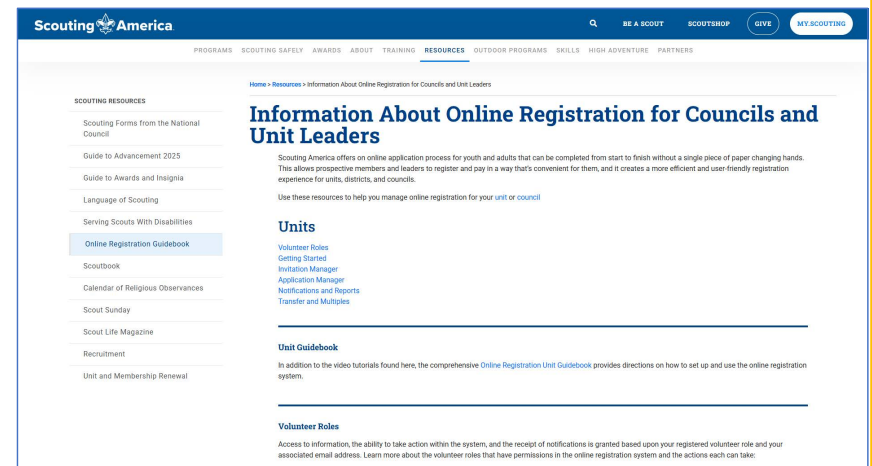
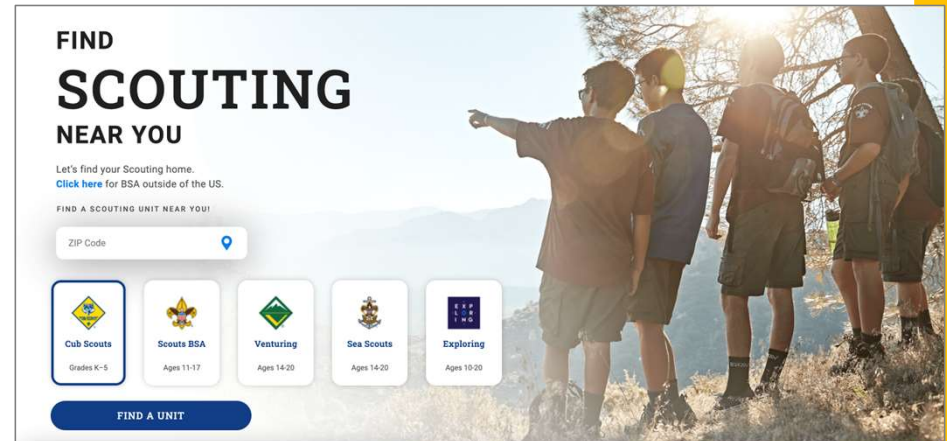
Update BeAScout.org

Sending families to BeAScout.org is the surest way to capture and track those interested in joining.

Before you begin your campaign, it's important to make sure the information on your BeAScout.org pin is up to date!



Find out how to update your pin here BeAScout.org.



Set Up Your Facebook Page

Make sure you have a [Facebook page for your unit](#). Post photos and video so people can see the fun Scouts have in your unit.



Learn how to set up your own Facebook page.



Or use Facebook's handy page creator tool.



Build Your Campaign

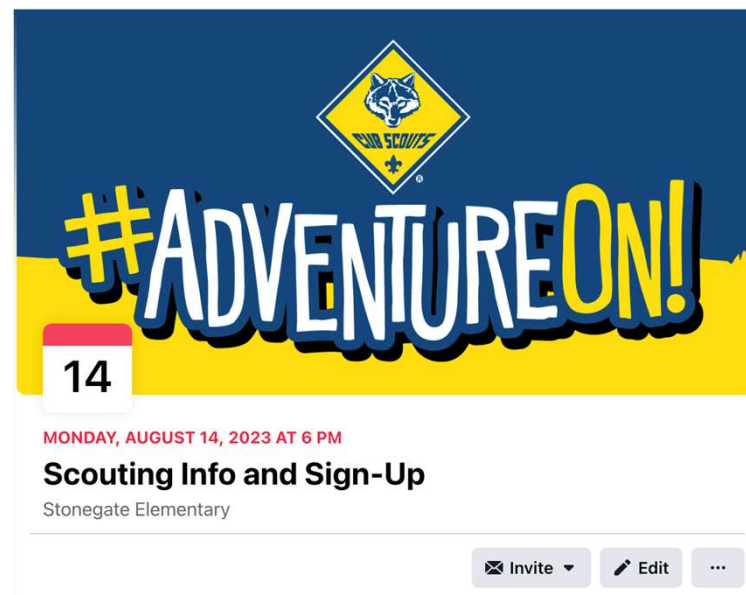
Let's get to work setting up the 5 key elements of your promotional plan.

1. Making the Most of Social Media: Create Your Facebook Calendar Event
2. Boost Your Facebook Calendar Event
3. Set up a 6-week social media campaign
4. Hyperlocal Marketing: Fliers, Yard Signs and Posters – with QR codes!
5. Spreading the Word: Mobilizing Your Scouting Family



Step 1: Create a Facebook Calendar Event

- Every campaign needs a "landing page" where interested families can be directed to learn more about your event. For Scouting, Facebook Calendar Events are an effective tool for lots of reasons.
- A [Facebook Calendar Event](#) is a calendar invitation you set up for events like joining nights, meetings and more. Events are easy to create and make it simple to reach people you want to invite to your joining event. Best of all, Moms are familiar with events and very comfortable using them.
- Important: To use Facebook calendar events you'll need an [organization page for your Scout unit](#).



Increase the Impact of Your Facebook Calendar Event



1 Add a Great Image or Video

A picture or video is worth a thousand words, so be sure to add a photo, logo, or video to your invite. Looking for photos? [The BSA Brand Center has everything you need.](#)

2 Write a Compelling Description.

Tell people why they should attend and any information about your Scouting unit or event.

3 Include your unit's registration URL.

Make it easy for people can register immediately. [Find out more about how to find and use your unit's registration URL.](#)



Learn How to Create a [Facebook Calendar Event](#)



MONDAY, AUGUST 14, 2023 AT 6 PM

Scouting Info and Sign-Up

Stonegate Elementary

Invite Edit ...

Join Cub Scouts!

Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location).

If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls. It's fun for the entire family.

Come by our sign up and join the fun! Can't come to the sign-up event? Join online at (URL)

Sample Copy for Your Facebook Calendar Event

(Customize these for your pack!)

Join Cub Scouts!

Join the Adventure of Cub Scouting at our sign-up event (date, time) at (location)!

If your son or daughter enjoys camping, hiking and having fun - then join Cub Scout Pack (unit number)! That's right – Cub Scouting is for boys and girls.

Come by our sign up and join the fun! Can't come to the sign-up event? Join online at (URL) or Message us or call for more information.

Join Cub Scouts. Join the Adventure!

Time to get outside with Cub Scouts! Cub Scouting is fun in the outdoors with camping, crafts, friends, and much more! And yes - it's for boys AND girls!

Join at our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

Sign Up and Get Outdoors with Cub Scouts! (For Boys AND Girls!)

Cub Scouting is fun with friends in the outdoors! It's camping, crafts, pinewood derby cars, hands-on learning and so much more!

Drop by our sign-up event (date, time) at (location). Or join online at (URL).

Message us or call for more information.

A Picture is Worth 1,000 Words

Be sure to include a great photo of the Scouts in your unit. Don't have a photo? Use one from the [Brand Center](#).





Step 2: Boost the Calendar Event


[Once you've created your Facebook calendar event, boost the Event](#) so it will be seen by more people.

What is boosting? Boosting is paid advertising and an essential step in promoting your event. For as little as \$1 a day, Facebook will promote your event to an audience that is broader than just people who follow or like your page.


This allows you to precisely target who will see your event. For example, you can geotarget parents of elementary school-age youth in a certain geographic such as a zip code or radius around a school or meeting place.

Taking it a step further, you can even geotarget the times and places parents gather - and spend time on their phones! Think Little League games, soccer tournaments or even pick up times at schools.

For tips to selecting the best geotarget settings, review the options on the next slide...



How to Boost a Facebook Event



Here's how to create an ad to [boost your campaign event on Facebook](#).

Boosting is a powerful, cost-effective marketing tool that's easy to use!





Choosing the Best Geotargeted Audience

Audience Selections

- **Geofencing Target:** Men & Women age 25-49
- **Interest Targeting:** Parents, Parents of Elementary Age Kids, Parents of 1st Grade, Parents of 2nd Grade, Parents of 3rd Grade, Parents of 4th Grade
- **Secondary Interest Targeting:** Outdoors, Camping, Hiking, STEM
- **Fence Radius: Generally 2-4 miles** around a joining event location . In dense urban areas, you may fence 0.5 miles. In more rural areas you may fence 10 miles. Use the walk/drive distance as a rule of thumb. Fence only as far out as the reasonable person would drive weekly to attend a Den/Pack Meeting.

Do's & Don'ts

- The more targeting info you enter, the narrower your audience will become. Go too narrow and you'll quickly cut out most of your audience.
- You can hold a joining event at one location, but fence around other locations. If you fence around multiple locations, the system will spread your budget across all the locations you fence. In that case, increase the spend so the dollars are not spread too thin to be effective.



Places to consider fencing around?

- Anywhere families are visiting. You do not need permission to fence around a location. It is an invisible fence.
- Consider schools, family-oriented restaurants, parks, playgrounds, rec centers, grocery stores, stadiums and sports venues, etc. Remember that being local is key. Fence locations that are near the joining event location.

Step 3: Launch Your Own Social Media Campaign

Launch a three-to-six-week social media campaign on Facebook to build awareness of your pack and invite families to join. We've made it easy!



Week	Post	Topic	Post Language	Hashtags	Suggested Image from Brand Center (or Similar Pack Image)	Sitelink (BeAScout or Pack Website)
1	1	Fun, Family & Friends	From taking your first hike...to roasting your first marshmallow around the campfire...Cub Scouts is about fun, family and friends! It's about finding adventure in the world around you. Don't let adventure pass you by! Check out our Pack today! For info, contact <i>(insert pack contact info)</i> .	#AdventureOn #BeAScout #CubScouts		www.beascout.org
1	2	Best Future Self	What does their future hold? Are they destined for greatness? Will they impact the world around them? The best way to find out is through Cub Scouts! Scouting's character and leadership programs help young people become the best future version of themselves. Oh yeah... and...it's fun! Join today! For info, contact <i>(insert pack contact info)</i> .	#AdventureOn #BeAScout #CubScouts		www.beascout.org

- In the Brand Center you'll find a sample [6-week schedule of posts](#) to get you started. You can add your own content. The important part is to post regularly to show the fun and adventure youth have in your Cub Scout pack.
- Note: Save time by creating your posts in advance in advance, and then use [Facebook's scheduling tool](#) to plan out when they'll post!



**How to
Schedule a
Facebook
Post**



Did you know you can create and schedule your entire set of Facebook posts at once?

Spending some time planning and [scheduling posts](#) and they'll happen automatically!

Step 4: Go Hyperlocal with Fliers, Yard Signs and Posters

“All Scouting is Local.”

Because Cub Scout packs are community and neighborhood based, yard signs, fliers and posters are a good way to reach families in your area. Don't just rely on schools! Distribute join Scouting fliers, posters, and yard signs in and around libraries and friendly businesses.

- ❑ Ask local business to distribute fliers, for example local pizza restaurants may joining fliers to the top of pizza boxes.
- ❑ Place yard signs where families go. Fast-food drive-thrus, where school supplies are sold. Don't forget your own home.
- ❑ Make sure every flyer, poster or yard sign design includes a QR code to help direct families to your campaign event page. You can even create a unique QR code for each design to measure which type performed the best.



BSA Brand Center...

The [BSA Brand Center](#) is the place to find videos, fliers, social media images and plans, posters, peer-to-peer cards and so much more!

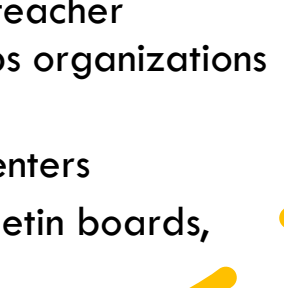
Step 5: Mobilize Your Scouting Families

“More hands make light work.”

Reaching families, inviting them to join and onboarding them can be a lot of work if you go it alone. *Make sure you ask every leader and parent in your unit to help.*

Explain the joining event to your parents and leaders. Break up the tasks and ask people to help.

Ask your families to:

- Invite their friends and family to visit meetings – and join
 - Share posts about the pack and the joining event on their social channels
 - Distribute posters and fliers to local businesses and organizations
 - Share news of the joining event to parent teacher association meeting, other and other groups organizations they may be part of.
 - Drop off fliers to local after-school care centers
 - Put up fliers and posters on community bulletin boards, coffee shops, grocery stores, etc.
- 

Timelines and Schedules

Planning is the key to successful marketing efforts (and almost every other effort, too!)

We highly recommend good **old-fashioned backdating**. For example, if you are planning a joining night, grab a calendar and count backwards from the date of your joining event. Schedule out all your marketing activities!

For example:

- Note the event date
- Start posting on your Facebook page 3-6 weeks prior to your event
- Set up and boost your calendar event 2 weeks prior to your event
- Distribute fliers in schools 10 days to 2 weeks prior to your event
- Place yard signs at school 1 week prior to your event
- ... and more...

Don't skip this step! Map it all out... then meet with other leaders and parents to decide who can help cover all your marketing tactics.



#ADVENTUREON!

Resources

Find all of your #AdventureOn marketing assets on the BSA Brand Center.

Adventure-Themed

- *Deliver brand promise through outdoor imagery*
- *Dozens of digital and print assets available*
- *Available on the BSA Brand Center*

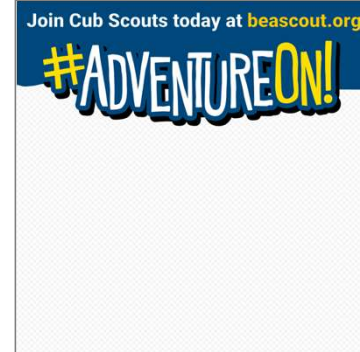


Web Banners



Bookmarks

DIY Headers/Footers



Social Images



Posters & Fliers



Post Cards



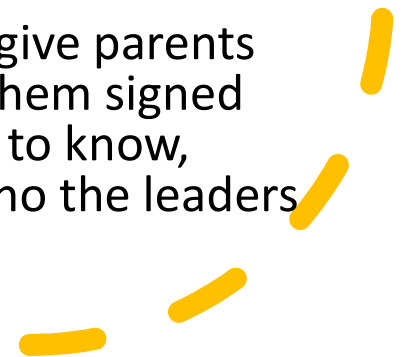
Print Banners

Recruitment Action Plan: Holding the Event

“More hands make light work.”

Holding the Event:

- Many units and districts are now holding come-and-go events, which are strictly sign-up events. These are faster for today’s busy parents.
- The key to making them successful is preplanning. The following is an outline of how to execute this type of event.
- This model features five stations that give parents information about Cub Scouting, get them signed up, and provide everything they need to know, including when the first meeting is, who the leaders are, and more.



Station 1: Welcome / Sign In

- This is the first place potential Cub Scouts and their parents will stop. Here they sign in while the greeter provides a brief overview of the process.
- Greet every family that comes to your station and ask them to sign in. Tell each family that there are five stations that they will visit to complete the sign-up process and that it will take 20-30 minutes





Station 2: What We Do

- This is where you will share the excitement of Cub Scouting and your pack activities. Introduce the leaders and talk about what makes your pack special.
- Leave plenty of time and be prepared to answer any questions.
- Have a pack calendar on hand along with any event flyers. Share with the family the schedule of Den and Pack meetings along with contact information for key leaders.

Station 3: Registration Form

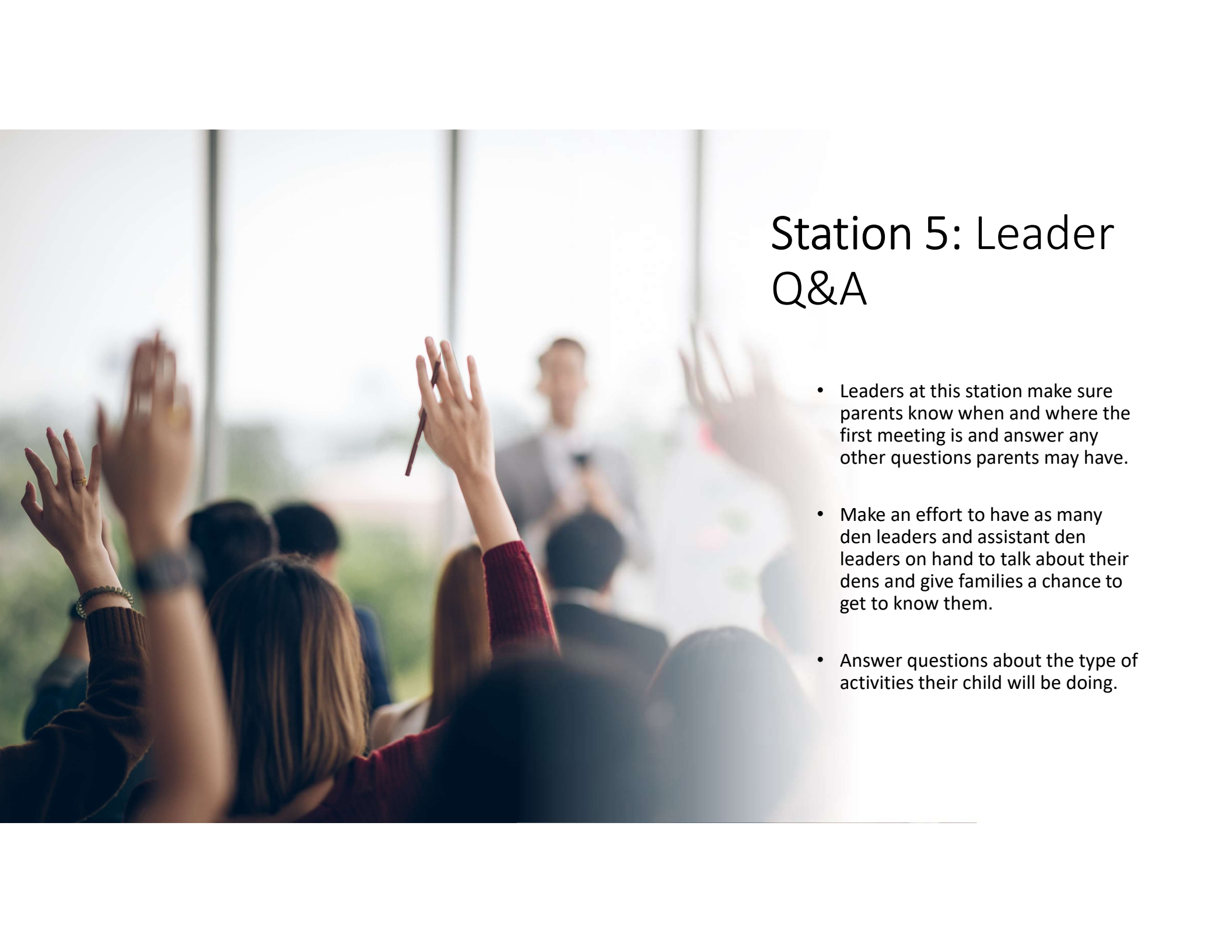
- This is the sign-up station where the station chief helps parents complete the actual application.
- Have Scouting America Youth Application forms ready to be completed and have pens available. Another option would be a QR code to the online application or direct URL that folks can access from their phone or tablet.
- Be prepared to answer questions about pack fee payment plans and/or financial assistance.





Station 4: Check Out (Complete Registrations)

- Leaders at this station are responsible for final “check out,” including payment.
- Make sure the applications are properly completed. Collect the proper fee amount for Scouting America membership fee and Scouts’ Life (if added).
- Forms and payments should be collected, signed by the Cubmaster, and put in the envelope.



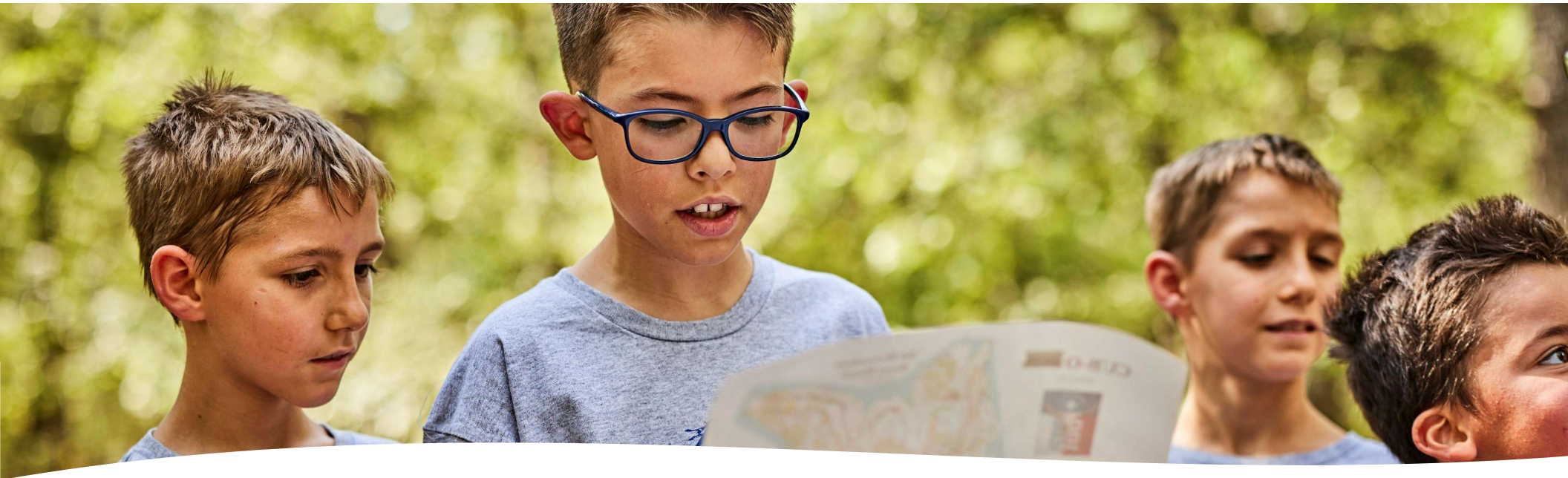
Station 5: Leader Q&A

- Leaders at this station make sure parents know when and where the first meeting is and answer any other questions parents may have.
- Make an effort to have as many den leaders and assistant den leaders on hand to talk about their dens and give families a chance to get to know them.
- Answer questions about the type of activities their child will be doing.

After the Event is Over

- Turn in the applications and money. Unit leaders and the Join Scouting coordinators should review and complete applications after the Join Scouting event. Applications, registration fees, and one copy of the attendance roster are to be turned in to the district executive within 24 hours of the event.
- Welcome your new families and members. Don't wait! Be sure to invite all families to first-night den and pack events the very next week. These meetings are a chance to make a great first impression, have fun, and involve new parents in the life of the pack. Den leaders should make welcome phone calls to the parents of the new Cub Scouts and/or send welcome email messages with meeting dates, location, pack calendars, and any other important information.





After the Event is Over

- Follow up with those families who did not sign up. This is where the sign-in sheet comes in handy. Check your applications against the sign-in sheet and call those families that did not join. Address any concerns the person may have and offer to drop an application by their home or invite them to the first meeting or your council's recruiting event so they can see Cub Scouting for themselves.
- Continue to monitor your my.scouting.org applications and leads. This site has grown in popularity over the past several years and many units are utilizing the online application platform. However, interest families can also submit leads and request more information about your program. You can find these under the leads section on the website. Make sure there is a unit leader assigned to the membership function in your roster so they have the ability to follow up on these leads and help them register in your program.

#ADVENTURE ON!

Good luck!