



3:00



Until our session begins.
Thank you for joining us.

Scouting  **America**TM

National Capital Area Council

Join Scouting Event Guide

Before the Event

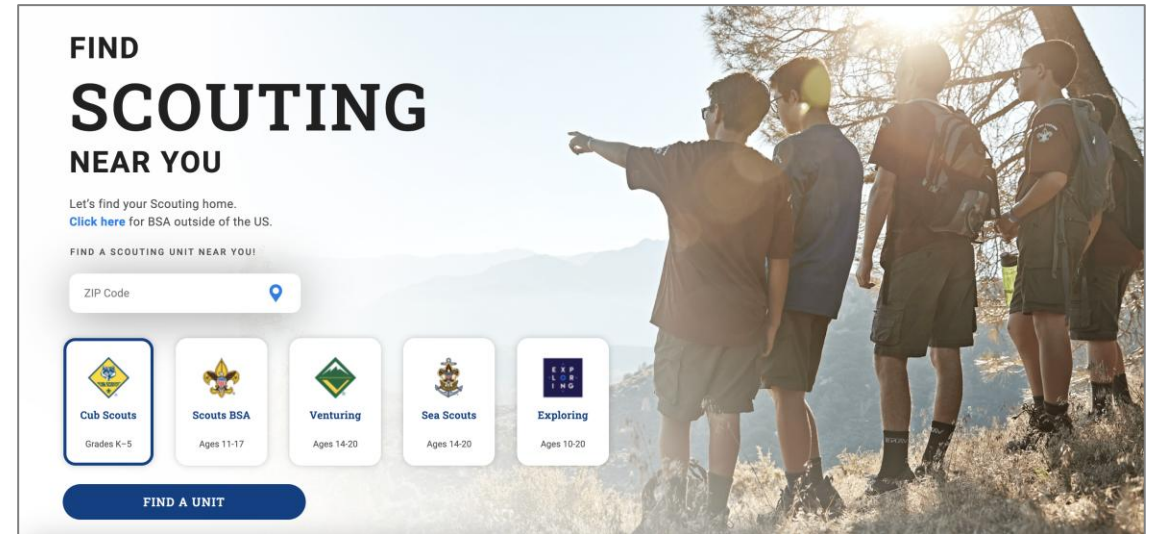
Update BeAScout.org

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.



FIND SCOUTING NEAR YOU

Let's find your Scouting home.
[Click here](#) for BSA outside of the US.

FIND A SCOUTING UNIT NEAR YOU!

ZIP Code

Cub Scouts
Grades K-5

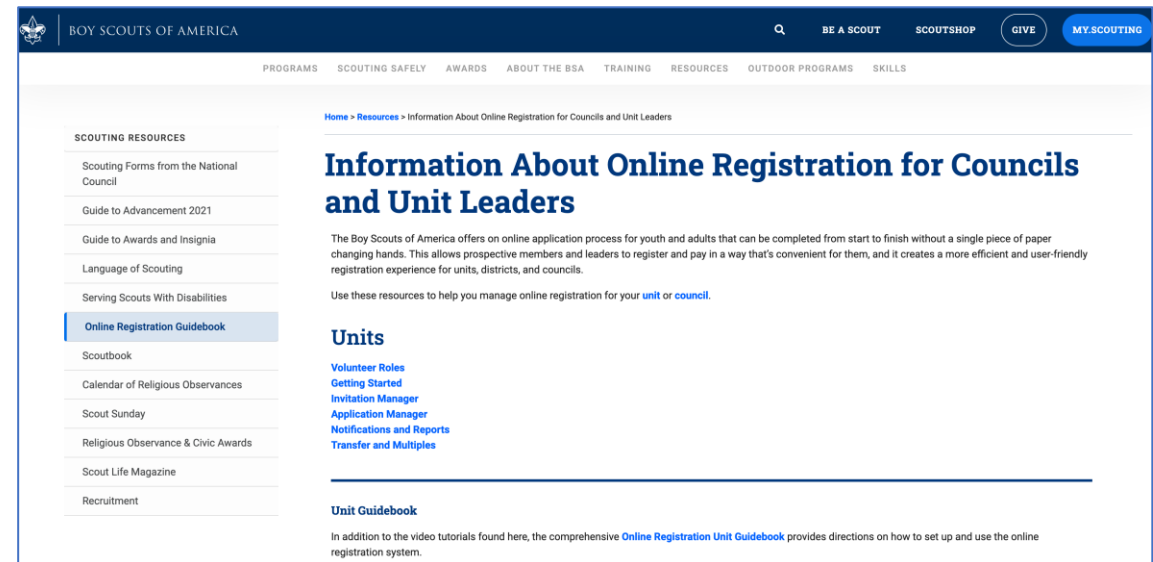
Scouts BSA
Ages 11-17

Venturing
Ages 14-20

Sea Scouts
Ages 14-20

Exploring
Ages 10-20

FIND A UNIT



BOY SCOUTS OF AMERICA

PROGRAMS SCOUTING SAFELY AWARDS ABOUT THE BSA TRAINING RESOURCES OUTDOOR PROGRAMS SKILLS

Home > Resources > Information About Online Registration for Councils and Unit Leaders

Information About Online Registration for Councils and Unit Leaders

The Boy Scouts of America offers an online application process for youth and adults that can be completed from start to finish without a single piece of paper changing hands. This allows prospective members and leaders to register and pay in a way that's convenient for them, and it creates a more efficient and user-friendly registration experience for units, districts, and councils.

Use these resources to help you manage online registration for your [unit](#) or [council](#).

Units

- [Volunteer Roles](#)
- [Getting Started](#)
- [Invitation Manager](#)
- [Application Manager](#)
- [Notifications and Reports](#)
- [Transfer and Multiples](#)

Unit Guidebook

In addition to the video tutorials found here, the comprehensive [Online Registration Unit Guidebook](#) provides directions on how to set up and use the online registration system.

Mobilize Your Scouting Families

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.



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.



#ADVENTUREON!

Join Cub Scouts today at beascout.org

JOIN CUB SCOUTS!
INFO SESSION TUESDAY, MAY 31ST
STONEGATE ELEMENTARY SCHOOL!

Do you have a son or daughter in kindergarten to 5th grade who is interested in Cub Scouts? Pack 841 is having an information session where you can learn about all the fun activities Cub Scouts have to offer!



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!



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!



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.



The Joining Event!

“More hands make light work.”

Recruitment Action Plan: 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 elements 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.

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





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.

Registration

- This is the sign-up station where the station chief helps parents complete the actual application.
- Have BSA 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.





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 BSA membership fee and Scouts’ Life (if added).
- Forms and payments should be collected, signed by the Cubmaster, and put in the envelope.



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

- 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.

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#ADVENTUREON!