



Have you heard? The BSA is using the Internet to build on our annual recruiting efforts! And the recruiting campaign is called **BeAScout**.

BeAScout is for parents, unit leaders, and council staff. Everyone has a role to play that can help people sign up for Scouting.

Parents. When parents get a recruitment flyer from school, it should reference www.beascout.org. That's where parents can select a Scouting program they want more information about, and they can also type their address to find units in their neighborhood.

A screenshot of the BeAScout website. At the top left is the Boy Scouts of America logo and "BOY SCOUTS OF AMERICA". To the right is a "LOG IN" section with a link "Need to Create a Log In? Start Here" and a search box labeled "Search BSA" with a "SEARCH" button. Below this is a navigation bar with "En Español", "Home", "Donate", "Find Your Local Council", "Shop", "Sponsors", and "MyScouting". A large blue button says "Join Scouting". Below the navigation bar is a breadcrumb trail: "Home > Join Scouting". The main heading is "Join Scouting". Below this is a large banner image of a boy in a red shirt jumping into water, with the text "Supercrazy water fights. Scouts meet here." To the right of the banner is a section titled "Wanting To Get Involved? Pick your program" with four checkboxes: "Cub Scout", "Boy Scout", "Venturing", and "Volunteer". Below these is a search form with fields for "Address", "City", "State", and "ZIP Code", and a "GO" button. At the bottom of the page is a section titled "The Adventure starts now!" with a sub-heading "The adventure starts with Cub Scouting, a year-round family program designed for boys who are 7 to 10 years old. The program emphasizes shared leadership, learning about the community, family understanding, character development, citizenship training, and personal fitness." To the right of this text is a photo of two boys wearing red helmets. A black arrow points from the text in the previous block to the "Cub Scout" checkbox on the website.

The parent clicks Go and voila! A Google map appears with Scouting pins. Each pin has information about the unit, including a contact name. The parent simply clicks on the unit contact (David Hooton in our example) or *More Info* to send an e-mail to the leader with information about their youth; they can also ask questions of the leader.

Find Scouting in your area

Nearest Scouting!

Troop 0044 Lyman Police Officers Association
www.scouting.org
 Contact: [David Hooton](mailto:David.Hooton@scouting.org) for more information...
 972-580-2298
 114 East Sage
 Lyman, WY, 82937
 Open House on Saturday 6 February 2010

Local Units

1	Troop 0044 Lyman Police Officers Association 114 East Sage Lyman, WY, 82937	4.17 miles
2	Troop 9777 Cottage Grove Lions Club 11220 Kingsborough Trl Cottage Grove, MN, 55016	911.13 miles
3	Troop 0454 Riverbend Church 39F Philamlife Tower Austin, TX, 78746	1029.82 miles

Local Council

1	Trapper Trails (589) Western Region 1200 E 5400 S Ogden, UT, 84403 8014795460
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Unit Leaders. Using their [MyScouting](#) accounts, unit leaders can personalize the pins that will appear on the Google map. The committee chairperson and the chartered organization representative can also do this. This is what the Unit Pin Management screen looks like.

Unit Pin Management

Unit Description : Pack 0033 LDS Church Carrollton Ward Powder Springs St
 Alternate Unit Description : Cub Scouts is great!
 Unit Web Site : www.scouting.org
 Pin Status : Active

Unit Logo
 Upload Remove

Primary Contact Information

Primary Contact Person : --Select--
 First Name :
 Last Name :
 E-mail : Please enter E-mail address
 Phone Number : - - -

Unit Meeting Address

Address 1 : 601 Stewart St
 Address 2 :
 City : Carrollton
 State : GEORGIA
 ZIP Code : 30117

Alternate Contact Information

Alternate Contact #1 : --Select--
 Alternate Contact #1 E-mail : Please enter E-mail address
 Alternate Contact #2 : --Select--
 Alternate Contact #2 E-mail : Please enter E-mail address

Special Announcements

special
 133 Characters left

Fields Displayed On Google Pin

Unit Description
 Alternate Unit Description
 Unit Web Site
 Unit Logo
 Contact Person
 Council Information
 Unit Meeting Address
 Phone Number
 Special Announcements

NOTE: If Council Information is selected, all e-mail notification shall be sent to the council e-mail address defined in BeAScout Administration.

Google Pin Preview

Pack 0033 LDS Church Carrollton Ward Powder Springs Stake
www.scouting.org
 Contact: for more information...

* Required fields

Save Cancel

It's important to assign a primary contact and two alternate contacts (registered adults in the unit) so that more than one person can monitor the e-mails from parents. By default, some information may be set from ScoutNET and may require updating.

Then, a leader will select the information that should appear on the Google bubble. For example, set a special announcement about an upcoming open house.