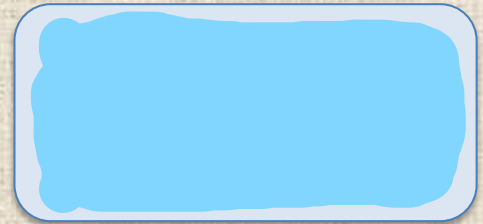


# *Welcome to*



## Using Information Technology to make Your Pack Grow



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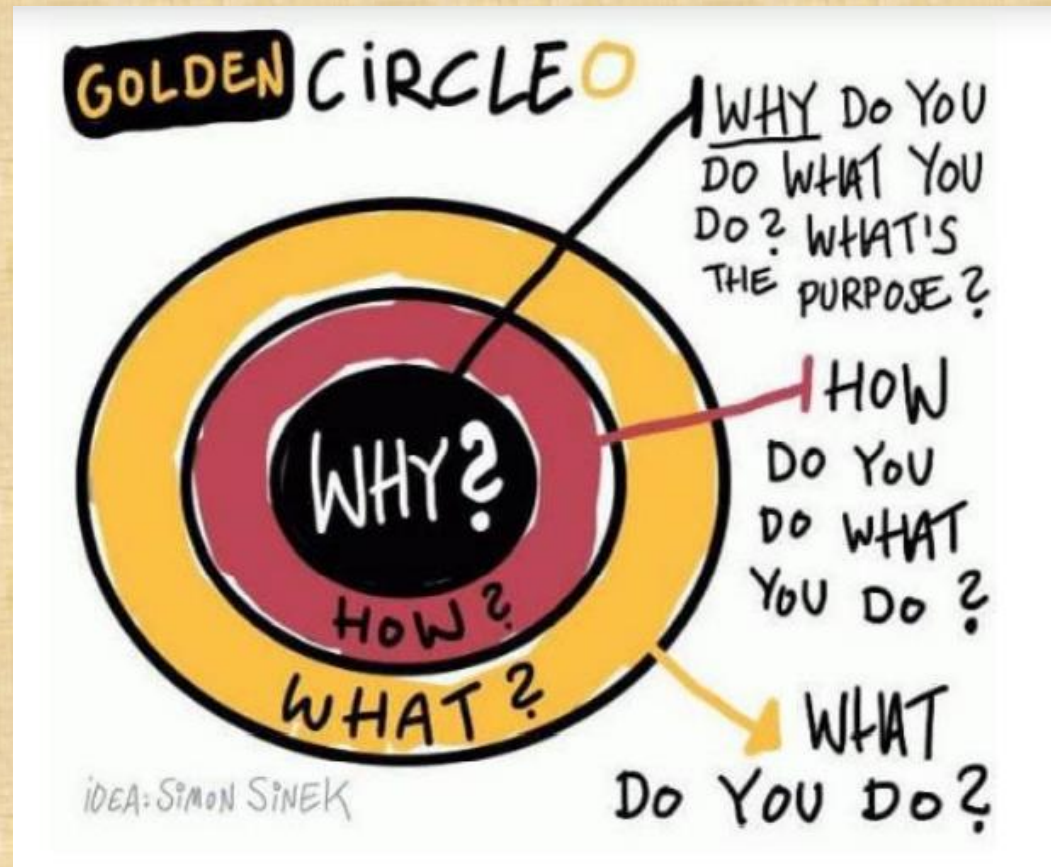


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## 1<sup>st</sup> Step: Determine & Understand the “Why”

Outside-In versus  
Inside-Out???????



- People need to understand the “Why” of Scouting
- Parents want to know the long-term benefits

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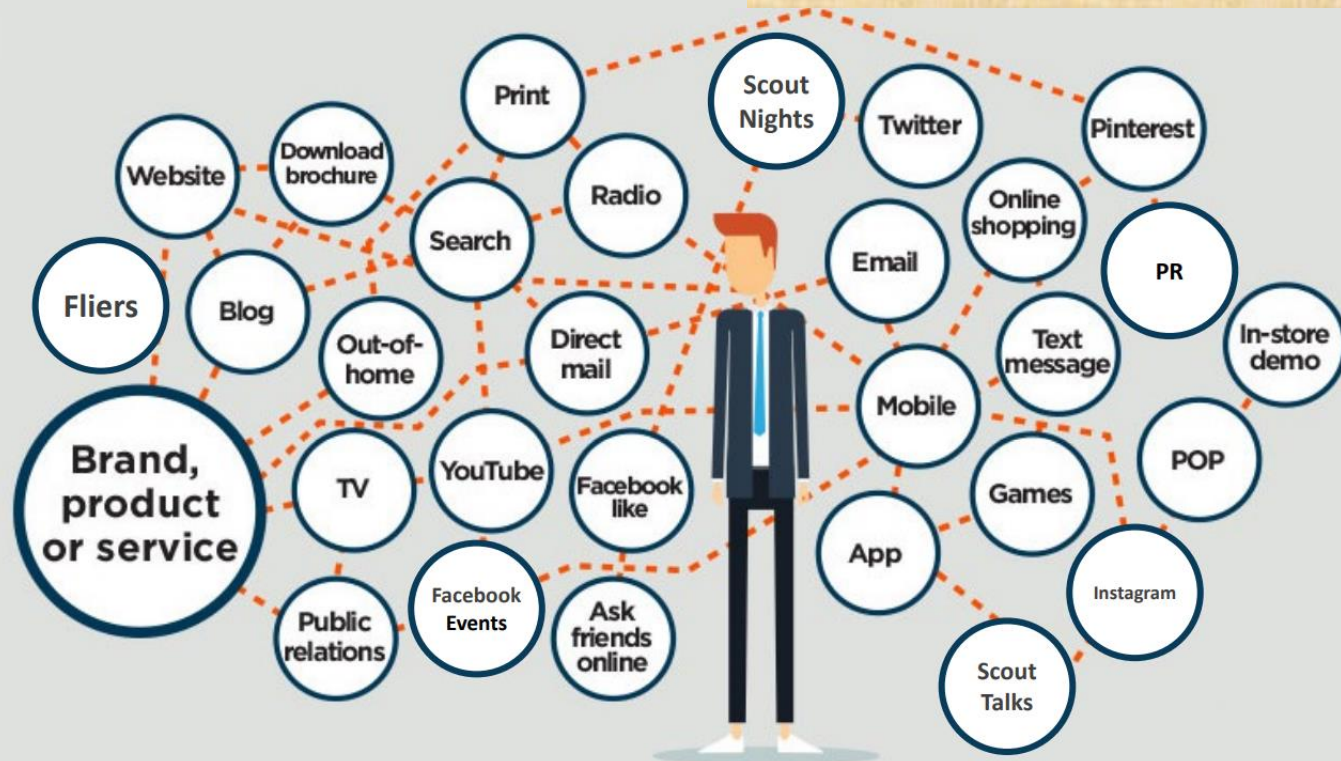
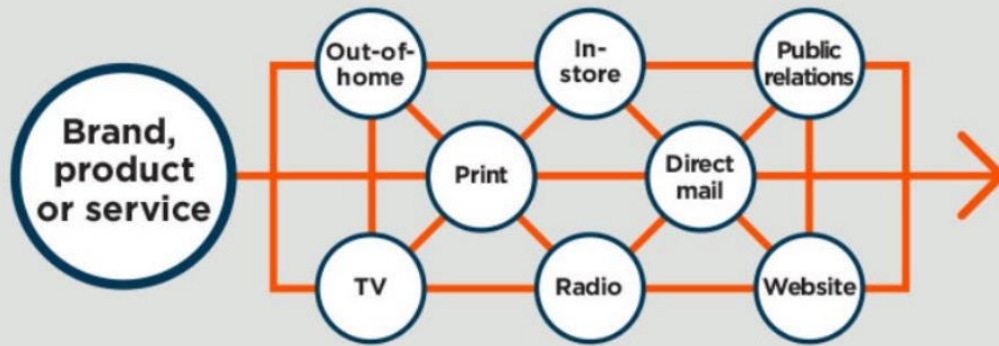
## Course Objectives – Understand & Discuss the “Whys”

- The rationale behind using Technology as an important part of your recruitment
  - Technology allows you to cast a larger net and target a specific audience at any given timeframe
- The importance of involvement of both youth and adults within your unit
- How a New Member Coordinator can play a key role in your unit’s use of Technology in support of your recruitment

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# The Good Old Days....





# Resource-efficient!

Content Creator Right  
in Our Pocket

Amazing Video  
Quality

Native Social Apps



Mobile – Take It Anywhere

Easy to Use

Everyone Has One

#ADVENTUREON

**145**  
**Minutes**

The amount of  
time people **spend on**  
**social media daily**

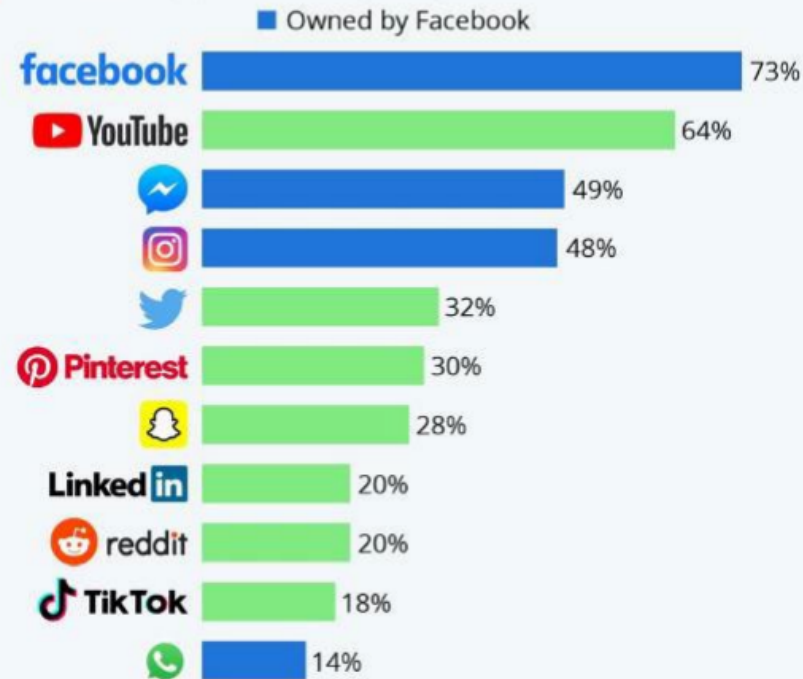
**Gen Z: 4.5 Hours Per Day**  
(YPulse 2021)



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# Facebook's Leading Role in the U.S. Social Media Landscape

Share of U.S. online consumers who use the following platforms regularly



Based on a survey of 5,047 online consumers aged 18 to 64 in the U.S. conducted in three waves between Feb. 2020 and Mar. 2021

Source: Statista Global Consumer Survey



statista

Start with

Facebook and Instagram

Expand once you have a sustainable presence in those two channels

TikTok is exploding...

Snapchat is not dead!



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# Develop Effective Online Presence

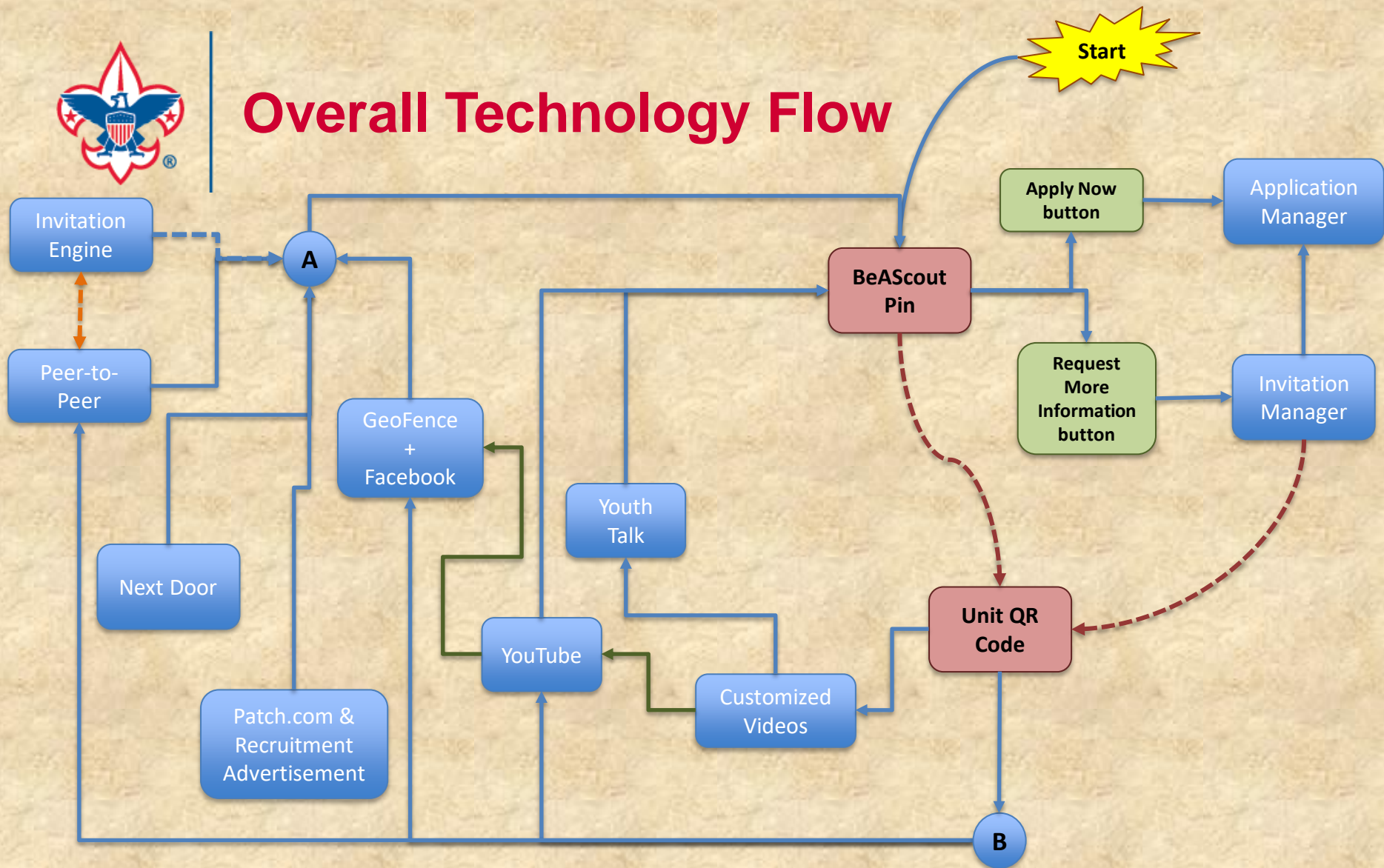
- **It's an Online world – People make decisions about everything, including Scouting, based on what they see online**
  - **How good is your “simple” message & does it contain the necessary information to capture your targeted audience?**
  - **Does your unit leadership have the awareness & can your meeting location accommodate for youth and adults with disabilities?**
    - **If yes, you should include this information within your message**
  - **Facebook / Instagram are “content beasts” that must be fed**
    - **Will need to post multiple times per week**
  - **Need to convey a sense of energy and ongoing activity**
  - **Video generates the highest level of interest and engagement**
  - **Your videos need not be elaborate or Hollywood productions**
  - **Your best approach is an interesting photo with a well written caption**
  - **Find out which editor is responsible and send your article to them**
    - **Do not be a pest**







# Overall Technology Flow



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# Why Social Media & 3 Marketing “Rules” to Remember

## Why Social Media?

1 It is where families are...

2 It is an efficient use of resources

#ADVENTUREON

1. Put yourself in the shoes of your target audience
2. Keep your message simple
3. Repetition is a good thing





# Tips for PR Success

Anyone can do it! Anyone can reach out to a media outlet with a good story. But PR is a team effort: make sure you've coordinated with your fellow unit leaders and council professionals. Be sure to only share events you're responsible for- i.e. if you're a unit, don't invite the media to a district or council event without coordinating with them.

## **When contacting a reporter, or the public, keep in mind:**

<b>WHO</b>	Who are you representing... be clear! "Pack 123 of Anytown, USA." If needed, explain the communities or area you serve.
<b>WHAT</b>	Explain what is your event... don't assume anything! Avoid BSA jargon and use every day terms. Ask yourself: what would make the media or public interested in this?
<b>WHEN</b>	When is your event taking place? Give them the hours you'll have the most engaging activities, not the entire day
<b>WHERE</b>	Where does your activity take place? Be very specific with details- especially if you're inviting them to a Scout Camp.
<b>WHY</b>	Why should the media come? Paint a picture for them- give them details on what they'll see, anything impressive like the event size, detail the activities taking place, etc.
<b>HOW</b>	Why should the media come? Paint a picture for them- give them details on what they'll see, if it's a large event include registration numbers, illustrate what's happening.

## **How to share news:**

- Often people hear about press releases those are still important tools, but for most of Scouting's news, a pitch is the best method.

A press release announces the news exactly as it happened; the media may or may not run your story as written or at all.

A pitch is an email inviting the media to cover your story; they'll contact you before covering your story. 94%\* of journalists prefer an email pitch.

- Email is the name of the game! No matter which method you choose, email is the best way to engage media today.
- Be concise- 91%\* of journalists say they prefer pitches under 200 words.
- Visuals tell the story- include high-quality or well-captured photos in your email. Make sure to have permission from people in the photo and the Guide to Safe Scouting is followed!
- If your organization has active social media pages, include links to them.

## **When to share your story:**

- Print: understand when they publish and contact them the news cycle before, this may be two weeks or a month before your event.
- Digital: a week or two before your event is best.
- Broadcast: three to five days before your event, but they'll ask you to call the morning of to see if it's still on their calendar. Securing broadcast is the most dependent on breaking news in the moment.

## **How to follow up:**

- There's a fine balance on following up with the media: you want to keep them aware of any updates, but don't want to annoy them so much they throw your pitch out.
- For print and digital, it's about a week after you send your pitch. For broadcast, it's the morning of your event.

**Bonus:** Be sure to share your event on social media and your websites if you have them. Telling your story on your channels can engage your community and could lead to media coverage as well.

\*According to Mucklack's State of Journalism Survey 2021. <https://mucklack.com/blog/2021/03/16/state-of-journalism-2021>









## BeAScout Pin – The Lynchpin to Success (<https://beascout.scouting.org>)

- BeAScout unit pin allows prospective members to find you online and either “Apply Now” or “Request More Information”
- Families will find a unit near them by using the link in the slide title and enter their zip code
- Unit leaders can log into their pin through [my.scouting.org](https://my.scouting.org)
- **Key = Keep your Pin current**
  - Includes leader contact, meeting location & address
    - If your email address is different between your Unit Pin and you’re [my.scouting](https://my.scouting.org) account, then you will not receive notification of a new Lead or Application
  - Any specific event information can be added to the Additional Unit Information section
    - ***You must keep any additional information current***
    - Does your pin contain additional information about your unit leadership’s awareness and your meeting location accommodations for those with disabilities?







## BeAScout Pin – The Lynchpin to Success (<https://beascout.scouting.org>)

- Be sure to turn on “Allow people to apply Online” and “Appear on BeAScout” buttons
- Perform a search to ensure your pin appears properly
  - If unit does not appear, verify the QPS coordinates
  - Reach out to your District Membership Chair or your DE
- Activation of Your Unit Pin will also active your unit specific QR Code located within Invitation Manager

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# Online Readiness Improvement Opportunities

- There's a strong correlation between response time and "conversion"
- What message does a slow response send to interested families?
- How well trained and equipped are unit leaders to convert leads into registrations?
- How much time and effort is involved in following up on visits?

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## Pack 0190 Christus Victor Lutheran Church



Pack 0190

Organization Manager

Settings

Unit Pin

## Unit Information

Pin Mode

☐ Only Allow the Council to Update Pin Information

☒ Allow Units to Update Pin Information
Appear on BeAScout: ☒Allow People to Apply Online: ☒

## Contact Information

Contact Person:

Phone:

Email:

[Edit](#)

Unit Website

<https://www.facebook.com/cubscoutpack190/>

## Additional Unit Information

EGV Pack meeting on Thurs from 7p-8p at Christus Victor Lutheran Church. Scouts primarily from Salt Creek, Clearmont, Byrd, Ridge, & Rupley.

## Unit Pin Preview



## Pack 0190 Christus Victor Lutheran Church

1045 S Arlington Heights Rd  
Elk Grove Village IL, 60007

Contact:

Email: EG

Website:

☒ Dens for Boys or Girls

☒ Online Registration available for this unit.

EGV Pack meeting on Thurs from 7p-8p at Christus Victor Lutheran Church. Scouts primarily from Salt Creek, Clearmont, Byrd, Ridge, & Rupley.

[Request More Information](#)[Apply Now](#)

## Fields to Display on Unit Pin:

Unit Meeting Address: ☒Contact Person's Name: ☒Phone Number: ☐Contact Email: ☒Unit Website: ☒Additional Unit Information: ☒

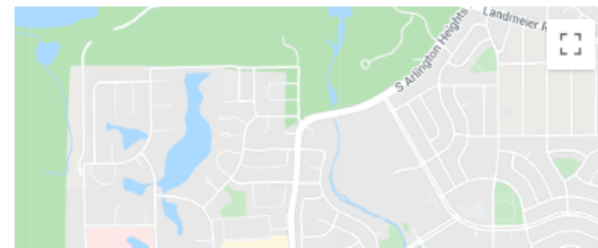
## Unit Meeting Address

Address Line 1:

1045 S Arlington Heights Rd

Address Line 2:

Address Line 2





# Application Manager



## Pathway to Adventure 456

### Membership Manager

Application

Invitation

Reports

### Pathway to Adventure 456

[SELECT ORG LEVEL](#)

Last updated at: 04/10/2022 10:05:04 PM

[RELOAD](#)

165

Total Applications  
Last 90 days

1

Application in Progress  
Last 90 days

17

Total Closed Applications  
Last 90 days

147

Total Completed Applications  
Last 90 days

### Pending Summary

1	Pending Acceptance	<a href="#">VIEW</a>
0	Pending Acknowledgement	<a href="#">VIEW</a>
0	Pending Applicant Agreement	<a href="#">VIEW</a>
0	Pending Applicant Response	<a href="#">VIEW</a>
0	Pending Payment	<a href="#">VIEW</a>
0	Pending Reassignment	<a href="#">VIEW</a>
0	Pending Refund	<a href="#">VIEW</a>
0	Pending Review	<a href="#">VIEW</a>

### Alerts



- Completed
- 0 - 14 Days since submitted
- 15 - 25 Days since submitted
- 26 - 60 Days since submitted

Completed	>
0 - 14 Days since submitted	>
15 - 25 Days since submitted	>

### Application Status

[VIEW COLOR MATRIX](#)

[Draft Email](#)



Name



Application Status



Transfer / Multiple

District



Unit



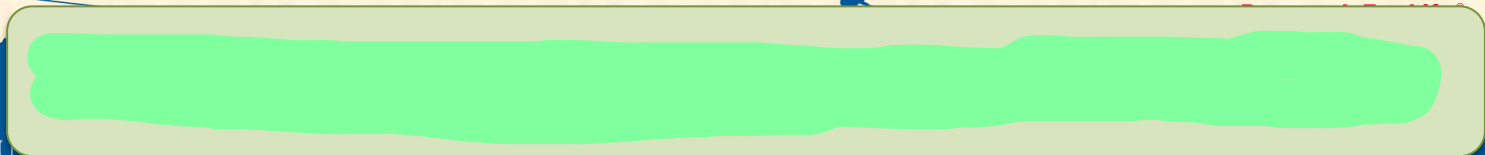




# Application Manager

1

- Open you're my.scouting account
- Select Menu (upper left-hand corner)
  - Select Application Manager link
- Applications are created when a parent selects “Apply Now”
  - Applications will “Time Out” and close if there is 30 days of inactivity
  - Remember parents are probably new to Scouting and they could select a Troop for their 1<sup>st</sup> Grader
    - Work with your District Membership Chair or DE to reassign that application to the proper Pack
- Application Manager:
  - Can use Online applications to transfer a registered Scout to a different unit
    - Can only happen if both units allow Online Applications
  - Explain different sections of the screen shot on the following slide





# Invitation Manager

2

- **Open you're my.scouting account**
- **Select Menu (upper left-hand corner)**
  - Select Invitation Manager link
- **Leads are created when a parent selects “Request More Information”**
  - A Lead is where a family is recruiting your unit so they can join Scouting
  - All Leads need to be addressed within 72 hours
  - Leads will “Time Out” and close if there is 60 days of inactivity
    - See the missed opportunities where a unit did not respond within 60 days
  - Remember parents are probably new to Scouting and they could select a Troop for their 1<sup>st</sup> Grader
    - Work with your District Membership Chair or DE to reassign that lead to the proper Pack
- **Invitation Manager:**
  - Explain different sections of the screen shot on the subsequent slide

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## Invitation Manager



### Pathway to Adventure 456

Membership Manager

Application

Invitation

Reports

Pathway to Adventure 456

[SELECT ORG LEVEL](#)

Last updated at: 04/10/2022 10:25:21 AM

[RELOAD](#)

0

New Leads  
Last 30 days

18

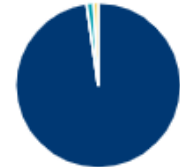
Opened Leads  
Last 30 days

[+ New Lead](#)

#### Status Summary

0	New	<a href="#">VIEW</a>
18	Opened	<a href="#">VIEW</a>
87	Pending Reassignment	<a href="#">VIEW</a>
29	Invitation Sent	<a href="#">VIEW</a>
56	Closed	<a href="#">VIEW</a>
31	Completed	<a href="#">VIEW</a>

#### Active Leads by Source



- Requests submitted through BeAScout
- Manually entered: Joining Night
- Manually entered: Individual Referral
- Manually entered: Other Source

#### Invitation QR - Pathway to Adventure 456



[Download QR Code](#)

#### Invitation Link - Pathway to Adventure 456

<https://my.scouting.org/VES/OnlineReg/>

[Copy URL](#)

#### Leads

[VIEW COLOR MATRIX](#)



Search

[Send Application](#) [Draft Email](#) [Menu](#)

[Name](#) [Source](#) [Invitation Status](#) [District](#) [Unit](#)





## Examples of missed opportunities (Parent Comments)

- My daughter is very interested in joining the scouts and I would love to know more.
- I am interested in a cub scout group for my boys.
- My daughter will be 7 in July. We are looking to join as cub scouts.
- Hi: We're looking to get our kindergartener involved in cub scouts, as he's been interested ever since we bought our first scout popcorn and told him about what the 'boys in uniforms' do.
- I'm an Eagle Scout and want to get my son involved in scouting. Looking for more info on the pack. Size (number of kids and dens)? Ages of the kids? Meeting time? Thanks!

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Pathway to Adventure  
456

Membership Manager

Application

Invitation

Reports

## Lead Information

**Current Status:** Opened

Address:

Phone:

Email:

Heard About: Online Search

Date Submitted: 04-18-2022

### Youth Information:

Age: 6 Grade: Kindergarten / Grade Prior to the First Grade

Pathway to Adventure 456 > Iron Horse 6 > Pack 3729

Contacted Organization: Pack 3729 F

Currently Assigned to Organization: Pack 3729

Comment from Lead: no comment

Respond to Lead

Email Assigned Organization

## Lead Notes

Email sent to organization key 3 on  
04-20-2022

Wed, Apr 20, 2022 6:57 PM

Type your note...

POST

Reassign

Close Lead

Complete

Send Application



## Pathway to Adventure 456

Membership Manager

Application

Invitation

Reports

### Lead Information

**Current Status:** Pending Reassignment

Address:



Phone:



Email:

Heard About: Scouting.org

Date Submitted: 02-07-2022

#### Youth Information:

Age: 12 Grade: Sixth Grade

Pathway to Adventure 456 > Portage Creek 10 > Troop 4020

Contacted Organization: Troop 4020 **B**

Currently Assigned to Organization: Portage Creek 10

Comment from Lead: We are considering your troop for our son and would like more information such as meeting times, cost and number of members in the troop. Thank you.

Respond to Lead

Email Assigned Organization

### Lead Notes

email sent to

Wed, Feb 9, 2022 8:12 PM

Status updated to Pending Reassignment.

Sun, Feb 13, 2022 12:06 AM

Type your note...

POST

Reassign

Close Lead

Complete

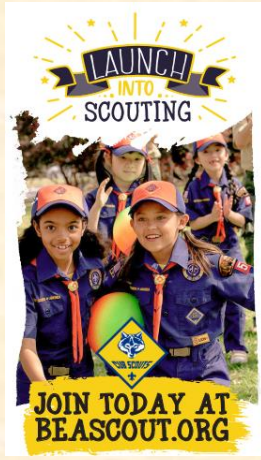
Send Application





# Peer-to-Peer (Youth Recruitment)

Part 1 of a Coordinated Recruitment effort



YOU ARE INVITED	
EVENT	
TIME	
DATE	
PLACE	
BY	

## Fall Recruitment: Peer-to-Peer Recruitment Coupon

Existing Scout Name: \_\_\_\_\_  
Unit (Type / Number): \_\_\_\_\_  
District: \_\_\_\_\_  
Coupon Submission Date: \_\_\_\_\_  
New Scout Name: \_\_\_\_\_  
Unit (Type / Number): \_\_\_\_\_  
New Application Submitted (Please designate - Paper vs. Online): \_\_\_\_\_  
Registrar Confirmation Application Approved Date: \_\_\_\_\_  
Unit received youth incentive upon coupon submission Yes / No / N/A (Circle answer)  
Signature of adult receiving youth incentive: \_\_\_\_\_

QR  
Code

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# Invitation Engine Concept (Adult Recruitment)

## SHARE THE ADVENTURE!

Scouting is adventure, family, fun, character, leadership, and so much more!

Michigan Crossroads Council has a new way for you to share the adventure with families in your community. You can fill out the form below to refer parents to scouting events!

Name \*

First

Last

Email \*

☐ I'd like to receive Scouting updates via Email!

### Referrals

Name	Contact Method	Email	Mobile
------	----------------	-------	--------

There are no recipients.

Add Recipient



Next screen shot shows secondary form once you click this button

☐ Event (Optional)

☐ By checking this box, I confirm that the recipients of this form have consented to being contacted by BSA for promotional messages. \*

☐ I'm not a robot



SUBMIT

Part 2 of a Coordinated Recruitment effort



# Invitation Engine Concept (Adult Recruitment)

## Add Recipient

\* indicates required fields

Name \*

First

Last

Contact Method \*

Please Select ▼

This drop down box has 2 options:

1. email
2. Text

Once option selected, another box will appear:

email\* {enter the email address}

Text:\* {enter mobile number}

Cancel

Add Recipient







# Invitation Engine Concept (Adult Recruitment)

Add Recipient

☒ Event (Optional)



When you click this check box, you then get the Date, Time and Location fields

Date \*

mm/dd/yyyy

Time \*

HH

:

MM

AM



Location \*

☐ By checking this box, I confirm that the recipients of this form have consented to being contacted by BSA for promotional messages.\*

☐

I'm not a robot



reCAPTCHA  
Privacy \* Terms

SUBMIT

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## Custom Video Request

Thank you for requesting a custom video! Please note the following:

- You video can include: Event or Activity Name, Event Date and Time, and Contact Information (Optional)
  - Please allow one week for delivery of your custom video request.
  - Once your video has been produced, you will receive a link to download or share your video from [allison.dietz@scouting.org](mailto:allison.dietz@scouting.org).
- If you have questions, please contact [allison.dietz@scouting.org](mailto:allison.dietz@scouting.org).

Where can you use this video, which will include our unit's QR Code:  
Geo-Fencing  
Youth Talks

### Video Selection \*

Click here to view the different options: <https://drive.google.com/drive/folders/14uR8dMr9wFcZrpLJeHqw0pvHlt4RSz6e?usp=sharing>

Select

### Event Type \*

Select

### Recruitment Event / Activity Location \*

If your event is virtual, please include the event URL here.

If your event is in-person please include the location name, city, state, and zip.

### Recruitment Event / Activity Date \*

### Recruitment Event / Activity Start Time \*

### Unit Type \*

Select

### Unit Number \*

### Should we include contact information for your unit? \*

If yes, please include a name and phone number or email.  
If no, please just type "No" in this box.

### Person Submitting the Request \*

### Person filling out this form's email address \*

This is where we will send the finished video!

☐ Send me a copy of my responses

Submit





# Geo- Fencing & Unit Facebook Page



BOY SCOUTS OF AMERICA



## Geofence Request

The information that you provide in this form will be used to help us market your unit's recruitment event via Facebook.

It is important that you fill out this form completely and accurately. Should you need to make changes or have questions, please reach out to [Alexandria.Beaton@scouting.org](mailto:Alexandria.Beaton@scouting.org)

What is your Unit Number? \*

e.g., Pack 3355 or Troop 93

What is your name and email address? \*

For internal use only. We will email you the link when your fence is created and if we have questions.

Does your unit welcome girls or boys? \*

For Family Packs, please select 'girls.'

Select or enter value

What is the name of your Chartering Organization? \*

Will your recruitment event be in-person or virtual/online? \*

Select or enter value

What is the URL for your virtual recruitment event?

Please answer only if you are having a VIRTUAL event.

Is there a password or other login instructions for the Virtual Event? Enter those here.

Please answer only if you are having a VIRTUAL event.

Where would you like us Geofence for your online event?

Please answer only if you are having a VIRTUAL event.

Enter the location's address (Street, City, State, Zip Code)

What is the location of your IN-PERSON event? \*

What is the street address of your IN-PERSON event? \*

What is the city and zip code of your IN-PERSON event? \*

What is the date of your event? \*

How large of an area would you like the geofence to cover?

Choose a distance between 0.5 and 20.0 miles. The default distance will be 2 miles.

2 miles

Who is the main contact for this event? (One person, please) \*

Include the contact person's name, email address or phone number.

Do we have permission from the main contact to use their info in our advertising? \*

Select or enter value

Does your unit have a Facebook Page? If so, please include the page URL here:

We will use this info to add your unit as a co-host on our council geofencing efforts. This option is only available for council geofencing and is not available for National geofencing.

If you would like to geofence additional locations, please fill out the following:

This option is mostly used by units that serve more than one school.

Optional - Additional Fence Location (#2)

(Street, City, State, Zip)

Optional - Additional Fence Radius (#2)

Choose a distance between 0.5 and 20.0 miles. The default distance will be 2 miles.

Optional - Additional Fence Location (#3)

(Street, City, State, Zip)

Optional - Additional Fence Radius (#3)

Choose a distance between 0.5 and 20.0 miles. The default distance will be 2 miles.

☐ Send me a copy of my responses

Submit

Powered by smartsheet  
[Privacy Notice](#) | [Report Abuse](#)





## Recruitment event verbiage

### In-Person Join Night

Cub Scout Pack [insert number] in [insert city/neighborhood] is welcoming boys [and girls] (ages 5-10) to join our Pack!

In Cub Scouts, kids make friends, earn badges for doing fun activities, and go hiking, fishing, camping, and swimming, all while becoming the best versions of themselves. Everyone is invited to join us – including your family!

If you'd like to learn more about Cub Scouts, please join us for our [insert theme, if you have one] Join Night. At this event, families can get their questions answered and register their sons and/or daughters for Cub Scouts, all while your future Scout enjoys [insert activity]. Please note that our Pack will be following COVID-19 safety protocols, and masks are required.

Have questions? Please contact [insert name] at [contact information] for more details.

Parents can also visit [BeAScout.org](https://BeAScout.org) to learn more about Scouting and its programs, benefits, and experience.

---

### Virtual Join Night

Cub Scout Pack [insert number] in [insert city/neighborhood] is welcoming boys [and girls] (ages 5-10) to join our Pack!

In Cub Scouts, kids make friends, earn badges for doing fun activities, and go hiking, fishing, camping, and swimming, all while becoming the best versions of themselves. Everyone is invited to join us – including your family!

If you'd like to learn more about Cub Scouts, please join us for our **Virtual** Join Night. During this **online event**, parents can get their questions answered and learn how to register their sons and/or daughters for Cub Scouts.

Have questions? Please contact [insert name and contact information] for more details.

Parents can also visit [BeAScout.org](https://BeAScout.org) to learn more about Scouting and its programs, benefits, and experience.





## Top 10 Neighborhood Platforms for Connecting and Collaborating

1. **Social Media and Email**
2. **Nextdoor** or Front Porch Forum
3. MyCoop
4. Olio
5. Ioby
6. Neighborland
7. Freecycle or Buy Nothing Project
8. **Patch**
9. **EveryBlock** (similar to Patch)
10. IRL (In Real Life) Communication

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## Creating an account

1. Go to <https://patch.com/register> or click "Sign up" in the top right corner of Patch.com
2. Enter your town or zip code and select your nearest Patch site from the drop-down menu that appears, then enter your email address and click "Find your community."
3. Enter your first and last name, then create a password and click "Create profile."
4. Congrats! You are now able to post neighbor events and articles.

## Posting an Event: Add your Join Night to the Patch.com community calendar

1. Click the green "Post" button on the home page of your local community, then click the "event" tab.
2. Enter the date and time for when your event is happening. Your event will be on the calendar until the time of your event.
3. Let people know where your event will be held- make sure to include a web link if you are hosting a virtual event.
4. Describe your event! We've already crafted an event description that you can customize. [Click here to download the text.](#)
5. Choose an image for your event. We've already created this, too! [Click here to download the image.](#)
6. Click "Next," then click "Post."

**Write an article:** *Writing an article is entirely optional, and you should only commit if you have the time. Consider writing about a recent activity your pack participated in or create an opinion piece about how great Scouting is! If you need help crafting your message, please contact Allison.*

1. Go to [my.patch.com/start](https://my.patch.com/start)
2. Click "Write an Article"
3. Select where you would like your article to appear within your home Patch
4. Write a headline for your article – 65 characters or less. Keep it concise!
5. Write a subtitle. What's a quick summary of what your article is about?
6. Choose an image for your article if you'd like. The ideal image size is 1200x900 pixels.
7. Write your article! Patch.com has several tools to help with formatting your article.
8. You can either save your post as a draft (this allows you to come back to it later if you want to add more) or post it right away. Currently, there is no way to preview your article before you post, but luckily, you can always go back and edit your article as much as you'd like.

Patch.com





# Nextdoor

*Nextdoor is where you connect to the neighborhoods that matter to you so you can belong.*

***By bringing neighbors and organizations together, we can cultivate a kinder world where everyone has a neighborhood they can rely on.***

## ***The neighborhood network***

Neighbors around the world turn to Nextdoor daily to receive trusted information, give and get help, get things done, and build real-world connections with those nearby — neighbors, businesses, and public services.

We believe connecting with others is a universal human need. That truth, and the reality that neighborhoods are among the most important communities in our lives, have been guiding principles for Nextdoor since the beginning.

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# Slack (more business related)

## Slack

Software



Slack is a proprietary business communication platform developed by American software company Slack Technologies and now owned by Salesforce. Slack offers many IRC-style features, including persistent chat rooms organized by topic, private groups, and direct messaging.



Wikipedia



Instagram



Facebook



Official site



LinkedIn

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# Peachjar

- **Peachjar works with thousands of schools across the nation to provide a highly effective digital management system for school flyers**
- **This innovative system enables schools to distribute school and approved community eflyers directly to parents**
- **Go to Peachjar School Finder and enter Chicago, IL (for all grades) and hit search – here are the results of the only 2 school districts that use Peachjar**
  - **Woodridge SD 68**
  - **Glenview SD 34**

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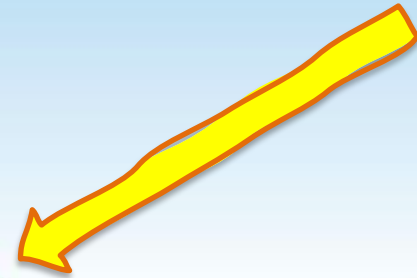


# What do New Member Coordinators do?

**#1  
SHARE THE  
BENEFITS OF  
SCOUTING**

**#2  
COORDINATE  
UNIT  
RECRUITMENT**

**#3  
GUIDE THE  
JOINING AND  
WELCOMING  
PROCESS**



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***Share It !***



**Make sure EVERYONE  
is INFORMED**

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***Shape It !***



**TAILOR** the ideas  
to **WORK** for you

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A white starburst shape with a blue outline, containing the text "Own It!".

***Own It !***



## Create a sense of **OWNERSHIP** to build **SUCCESS**

*Include Reflection / Assessment: What worked & where are your areas of opportunity & required support*

*Should strongly consider to include Tracking / Monitoring....*

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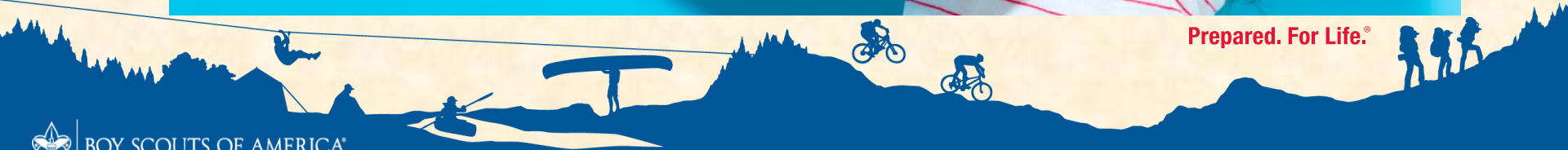
**WELCOME**  
MILLENNIALS



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# NEW MEMBER COORDINATORS



## ARE TECH SAVVY



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# Questions? Comments!



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