



BOY SCOUTS OF AMERICA

BeAScout
Put Scouting on the map!

Hawkeye Area Council

Quick Reference

What is www.BeAScout.org?

www.BeAScout.org is a nation-wide website which anyone can go to to find out more information about a Pack, Troop, or Crew and express interest to join.

What do I have to do?

A leader from each unit needs to log in to their MyScouting account to fill in the information about their unit, including items such as unit meeting day/time/location, contact person, unit website, etc. Specific instructions can be found on page 3 of this guide.

How does this help our unit?

The website will allow individuals to easily research unit activities, contact unit leaders, and express interest to join Scouting. By reaching out to the community with one joining website, your unit receives free marketing on a platform that is easy to use and manage.

Who runs this site?

The National Council of Boy Scouts of America has made this site possible though your District Executive has access to edit information and make changes. For specific questions, please contact your District Executive.

Where can I get more information?

Online training webinars are available. For more information on available dates and times, and to register, please visit <http://programimpact.kintera.org/beascout>. Register EARLY, because times fill up fast!

When should I do this by?

All information should be completed by July 23, otherwise the unit pin will automatically be made active with council contact information rather than unit contact information. Don't worry though, you can still make changes after July 23.



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Coming soon...
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The BSA is putting Scouting on the map!

That's right! The BSA is putting Scouting on the map all across the nation! In time for Join Scouting 2010, the Boy Scouts of America will have its own joining Web page with information on Scouting, plus an actual Google map application that will help potential Scouts and their parents find packs, troops, and crews in their communities. *It's real and it's coming!*

When?

On June 1, the National Council will stage a new national Web page address and roll out training on the new BeAScout Google map unit locator.

How will it work?

In a nutshell, unit leaders will be able to update their unit's Google "pin" – the bubble you see on Google maps – through MyScouting. They can add their unit meeting time, location, phone number, unit Web site address if they have one, as well as a contact name for the unit. *It's easy!*

Why is this important for the BSA?

1. **Consistent marketing.** One national Web site (not 300) we can use in marketing materials, PSAs, etc., that directs potential Scouts to local units.
2. **Find Scouting Near You!** It's a great way to find Scouting in your community.
3. **"Join Now!"** An easier way to invite families to join.





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The Google Pin. The information in the “pins” will be tied to unit records in the BSA’s database. Unit leaders will have the ability to update this information to keep it accurate and up to date. They will be able to edit it as often as they like.

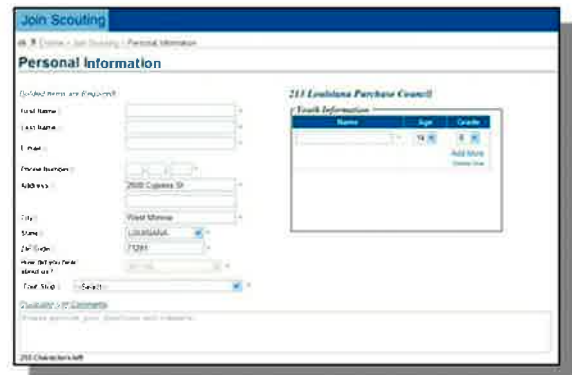
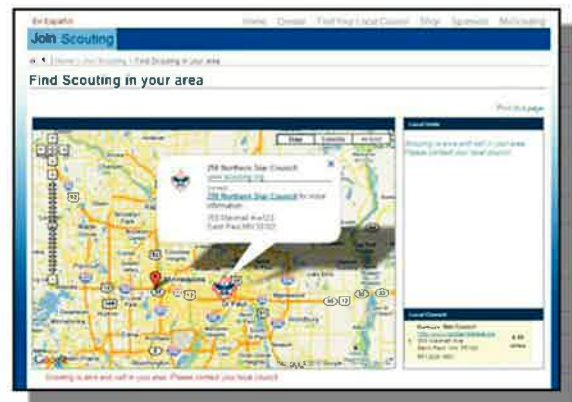
“Ask Us! We can help.” A new feature allows people interested in a particular unit to e-mail questions to the unit leaders. For instance, say a potential Scout parent wants to know, *“What night does your den meet?”*

The parent would click on the “For More Information” link. The site will open up a “blind” e-mail window (the sender never sees the actual e-mail address.) He or she types the question and presses Enter. The leader receives the question and can respond.

BeAScout keeps a record of the question and the person requesting the information and whether or not they receive a response. Plus, unit leaders, district personnel, council staff, area, region, and national-level staff can run reports to see the requests coming in and whether or not responses are being sent.

Find out more next issue.

BeAScout Launch: What Is BeAScout?



Next Issue:

- **Information on Demand: Dashboards and BeAScout**
- **Webinar Schedule and Signup Info**
- **Exclusive Preview of the New Words to Live By PSAs**

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Setting Contact Information

Contact People are the Glue!

Recruiting campaigns depend on personal contact for success. It's important to not only **make** the contact but to also **follow up** on all your leads. Contact people are the glue to keep the campaign cohesive and efficient!

The Contacts for BeAScout

In BeAScout, both councils and units can be notified when a parent makes contact with a unit. So both unit leaders and district executives can be contacts and receive e-mails from interested parents.

Pin Management and Unit Contacts

A unit leader can set contact information using Pin Management (available from MyScouting > BeAScout link). Initially the Pin Management screen can be accessed by the:

- top unit leader
- unit committee chairperson
- chartered organization representative

These leaders can change the pin from council information to (unit) contact person mode and designate unit leaders to be contacts -- one *primary* and two *alternate* contacts (either themselves or other registered leaders of that unit). These primary and alternate contacts will also have access to Pin Management, and they will receive e-mails from leads.