

This document includes Atlanta Area Council “Membership Messages” suggested for use with your units in 2021 ... these are suggested for use in Announcements, Emails, Websites, etc. for your District (*if Districts want to use them ... we hope you do ... edit as you see fit*). These can be sent to selected units and selected leaders as you discern what information, encouragement, resources, and messages would be most helpful to them.

The message titles/topics (and suggested audiences) are listed below, and the text of each follows in order (with updates to link to the current versions of recruiting resource content):

- [Check Out the Fall Recruiting Kick Off Video! \(6/28/21\)](#)
- [Recruiting Step Four: School and Community Presence and Profile \(6/18/21\)](#)
- [Recruiting Step Three: Recruiting Adult Leaders \(6/11/21\)](#)
- [BeAScout Tips: Words to Tailor Your Pin and Online Registration \(6/8/21; update from earlier run on 1/16/21\)](#)
  - Also scroll below for the “[BeAScout Check-In](#)” emails, one for a Unit that has decent content and one for a Unit that has little content, because *a tailored message* will be more helpful.
- [Recruiting Step Two: Get The Word Out – Promote Your Pack Program With Media, Flyers and More \(6/4/21\)](#)
- [From The BSA to Packs: Just Have Fun in the Summertime \(6/1/21\)](#)
- [Recruiting Step One: Make a Calendar of Fun Activities - Your Pack Program \(5/28/21\)](#)
- [Free Ideas Here: Check Out These Program Kickoff Episodes on YouTube \(4/22/21; updated 5/9/21\)](#)
- [Get Out and Scout: Plant Some Seeds and Grow \(4/15/21\)](#)
- [Plan Your Best Year Ever – Attend Program Kickoff April 17 \(4/1/21\)](#)
- [A Success Story – How A Pack Is Growing This Spring \(3/19/21\)](#)
- [New Release: Spring Into Scouting Training Tips Video and Website Resources \(3/12/21\)](#)
- [“Find Your Troop” – Can Cub Scout Families Find Your Troop \(3/2/21\)](#) – see below for a message to Troop Leaders about your plans for District virtual Open House event(s)
- [BeAScout Check-In \(1/16/21](#) – this could be part of a unit by unit follow up after any general email and after you’ve checked [BeAScout.org](#) for that unit – ***this version is for a Unit that has decent content***, like quality “Additional Unit Information” and Website and Phone and Email for Contacts)
  - [BeAScout Check-In \(1/16/21](#) – this could be part of a unit by unit follow up after any general email and after you’ve checked [BeAScout.org](#) for that unit – ***this version is for a Unit that has little content***, like no “Additional Unit Information” or Website or Phone and Email for Contacts)
- [Troops Recruit! Scouts BSA Recruiting and Arrow of Light Crossover Plans.](#) (originally shared with Districts November 15, good as a “general” message if it didn’t go before, or for Troops that pull in crossovers a bit later)

On Deck:

- [Recruiting Step Five: Sign Up Events – Yes, Have More Than One! \(scheduled for week of 7/5/21\)](#)
- [Does Your School Have a Registration Day / Meet & Greet / Open House? \(scheduled for week of 7/12/21\)](#)
- [\(How to Address\) Negative News Like Bankruptcy and Plaintiff Ads About Abuse Allegations \(scheduled for week of 7/19/21\)](#)

=====

### **Check Out the Fall Recruiting Kick Off Video!**

If you want to recruit new families into your Cub Scout Pack (and we know you do), you’ll want to check out [the 2021 Atlanta Area Council Fall Recruiting Kick Off Video!](#) This video not only covers great news for those who join our Packs this recruiting season – Free Cub Handbooks! (thanks to your Atlanta Braves), Launch Kits! and more – we also cover the Steps to Successful and Sustainable Recruiting. 122 Volunteers attended this Kick Off in person on June 23 at the

Volunteer Service Center – and if you missed it, with [this video](#), you too can get a great start on a great summer and fall of recruiting. We cover the key steps – from having a great Calendar of Activities (like we outlined in [Building Your Best Year in Cub Scouting](#)), to how to Promote the Plan (especially with peer to peer contacts), to Recruiting Leaders, to Building School and Community Presence, all of which lead to successful Sign Up Events, both School Sign-Up Nights and Pack Joining Events?

Put these in place and you can grow your Pack this summer, grow it more at back to school time, and keep growing through the fall of recruiting 2021!

=====

#### **Recruiting Step Four: School and Community Presence and Profile**

As you develop a Pack Program Plan and Promote It ... be sure that you've got presence and profile with your school population and your community. Let them know the value of Scouting – let them see that your Unit delivers that value – help them help you share what your Unit does.

School Concerns. In 2021, remember to be patient with schools – while many adults are vaccinated, schools with Cub Scout age kids know that none of their students will have that protection when school opens back up. So administrators and principals must remain mindful of how to best protect their students, families and staff.

- So be patient.
- As far as “get back in” or “will there be a Sign-Up Night in person”, Packs are advised to check with their District Professionals, as they are in regular contact with schools.

But there are things that Packs – not just leaders, but parents – can do.

- When you have your Pack Program, and have a program flyer or information website (including photo pages) to share online, you can ask if you can get it linked on School or Community Websites. Be sure you can show the school that your program complies with their requirements (e.g., masking, physical distancing, etc.).
- If parents in the Pack are in touch with other parents at the School, encourage them to share the Scouting story. Parent to parent promotion is more effective anyway.
- When you've done activities – Day Camp, Service Projects, Advancement Awards, Summer Activities – share the good news with the school and community.
- As you find out about school access (and whether there will be in person “registration days” or “meet the teacher” days), if you ask nice and make it easy, you might be able to leave materials for pickup by parents, and maybe also be there yourself, maybe outdoors if indoor gathering by “outside” groups is not allowed.

And by all means, send a thank you note, email or text to the Principal and staff, just to let them know we're grateful for all they do, and we're here to help the community in any way we can.

More ideas at <https://www.atlantabsa.org/recruitingpresence> or <https://www.southfultonscouting.com/node/3326#SchoolPresence>.

=====

#### **Recruiting Step Three: Recruiting Adult Leaders**

Got a Calendar of Fun Activities for your Pack and Dens? Good. Sharing and Promoting Your Pack Program? Great. Next Step: be on the lookout for leaders. You'll need the essential roles of Den Leaders, Assistants and Committee

Members of course, but you'll also want many different roles and small jobs so that every parent has a path to helping. The best Packs and Dens create a culture of collective leadership, one where Every Parent Helps and through this process you turn parents into helpers and helpers into leaders.

To help with this step, see <https://www.southfultonscouting.com/node/3144>. There are many ideas there about how to create a culture that leads parents to answer "yes" when asked to help, from [planning a menu of jobs](#) and setting expectations to [ways to ask for help](#) to [succession planning](#) and more. No one tool works for all – but all tools work for some. Pick ones you like.

For more, see <https://www.southfultonscouting.com/node/3144>.

=====

### **BeAScout Tips: Words to Tailor Your Pin and Online Registration**

Hello Scout Leaders – Especially Key 3 Leaders and Key 3 Delegates (and those who want to be):

**Online Registration is Easier for All.** Most new Youth and Leaders now “register” online – and it is faster and easier than ever. For one thing, the BSA will collect any registration fee and new member fee, freeing up the Unit to only collect program dues until charter renewal for the next calendar year. You can also coordinate with families and other Units to “transfer” registration and set up “multiple” registrations in more than one unit – with no paper required!

- This is a great time to update your BeAScout pin and the Online Registration for your unit.
- Especially because you probably want to adjust your 2021-22 dues and messaging about Unit dues to reflect the recent announcement of a fee increase -- see Bryan on Scouting's blog today: [“BSA membership fee to change beginning Aug. 1, 2021.](#)
- You can see the steps at <https://www.atlantabsa.org/updateBeAScoutpin>, and find examples for how to complete your “[BeAScout.org](#)” profile and tailor automatic emails that generate when someone interacts with [BeAScout.org](#) and submits an online Application.
- Because if you write these bits well, it will help attract new Scouts and families to your unit and make their onboarding easier.
- But wait – there's more! Unit to Unit transfers, like crossover from a Pack to a Troop, can now be done completely online, with no new paper! See [this for more](#).

To help you with these messages, we've got some ideas for input by your Unit Key 3 Leaders or Key 3 Delegates (they have the access to do updates) in three spots:

- 1) **Unit Pin Blurb.** In My.Scouting == > Organization Manager == > Unit Pin, there is expanded space for “Additional Unit Information” (now 500 characters), and anyone seeing your online “[BeAScout.org](#)” profile will see this. We've posted a document with some options at <https://www.atlantabsa.org/updateBeAScoutpin>. Tailor that to fit your Unit.
- 2) **Fee Email.** Second, in My.Scouting == > Organization Manager == > Settings, there is an option to click a box called “Include Fees/Fee Explanations”, and enter “Fee Amount”. That “Fee Amount” needs to be an amount that excludes the 2021 prorated BSA National fee that will be collected directly in Online Registration.
  - When someone expresses interest – before they actually register – they'll get an email from the BSA something like: “We're excited you're interested in building an adventure with Pack \_\_\_ chartered by \_\_\_ in Atlanta Area Council. ... The online application charges only for national membership fees of up to \$72 for youth on an annual basis prorated for the remaining months in this calendar year, plus a new member joining fee of \$25 for new youth, prorated based on the date of applications .... This unit has additional fees of \$\_\_\_ for program items.” So the “Fee Amount” you enter will go in that space in the automatic email.

- And you can explain the Fee Amount in a free form comment box under “Explanations for additional fees that your unit charges. This information will be emailed to applicants.” We’ve posted a document with some options at <https://www.atlantabsa.org/updateBeAScoutpin>. Tailor to fit your Unit’s dues and budget and fundraising, and either update your Website to reflect further detail (and your Unit’s budget) or create a handout that you can easily email to describe how your Unit handles this.

- 3) **Welcome Email.** Third, right below the Fee Email box, in My.Scouting == > Organization Manager == > Settings, you can check the box for “Welcome Emails” that launch when an Online Application is submitted. In the free form comment box under it, you can write a brief welcome email. The site has some good tips, including using links to any website/social media pages for your unit. We’ve posted a document with some options at <https://www.atlantabsa.org/updateBeAScoutpin>.

Edit away, click “save” and let Scouts and families know how you play the game of Scouting so that they want to join you! For more, see <https://www.atlantabsa.org/updateBeAScoutpin>.

=====

### **Recruiting Step Two: Get The Word Out – Promote Your Pack Program With Media, Flyers and More**

Hello Cub Scout Leaders and Parents: Once you’ve drawn a [Calendar of Fun Activities](#) – jump to Step Two: [Promote Your Pack Program](#). The Perfect Pack Program is wasted if your Pack families don’t know the plan or if new families don’t hear about your Plan – and even a “pretty good” plan (like maybe just projecting key activities through the end of the year) is excellent if your families get excited about it. Here’s the Who/What/When/Where/Why about your Pack Program Promotion:

**Who Can Promote?** Anyone in your Pack Community. Not just Leaders – Leaders should encourage Parents to Promote to their friends and fellow parents at school. Kids can call kids. Peer to Peer is the most successful way to recruit – both Parent to Parent and Kid to Kid.

**What Can You Use / How Can You Promote?** For sure, use [BeAScout](#), plus write up your Pack Program (and other relevant information like calendar and contacts and dues and other Pack policies) in a website or [flyer](#) handout that can be shared easily. Don’t forget pictures and video of your Scouts and Families. Share using methods that work for you, from Facebook to Instagram to Pinterest to emails to websites to local news to U.S. Mail to websites to whatever your families use. A “one page” (two sided) [flyer](#) with photos, key dates, contact information and a QR Code/link to your [Pack website](#) is a key piece you want to share widely at any time and in many places.

**When Can You Promote?** For best results, when you have some Pack Program Plan that lets people know what they will do when they can join. Your Plan might have both hoped for in-person group activities and a promise of family-led Adventures that can be done from home (using resources like [this page](#)).

**Where Can You Promote?** Neighborhood, Church, School, Community, Restaurants, Stores, Places Kids and Parents Go, Den and Pack Activities, Social Media – and use whatever methods available to share information: website blurbs, flyer handouts, bulletin boards. Got families that like Scouting? Encourage them to [promote on social media](#).

**Why Promote Now?** When you have a Pack Program Plan, share it! No need to wait until school starts back up, because families can join now (easier if you use [BeAScout](#) and [Online Registration](#)). If you have a fun, laid-back, easy set of summer activities – like swimming, fishing, hiking, biking, parading, picnicking, games, s’mores and more – you can invite families to join you at any and all of these events before the rush of a new program year.

For more, see <https://www.southfultonscouting.com/node/3141>.

=====

## **From The BSA to Packs: Just Have Fun in the Summertime**

In case you missed it, the June 1 [Bryan on Scouting blog](#) “[Focus on fun, family and the future: Six tips for Cub Scout summer activities](#)” includes the advice to have fun this summer – forget about working on requirements or advancement – and make memories. “Many successful packs plan ways to get together with the only real purpose being to have fun. They might have a barbecue in a local park, visit the zoo, attend a baseball game or play at the beach.” We would add swimming, fishing, hiking, biking, parading, picnicking, [disc golf, pickleball](#) and other games, checking out local landmarks, making s’mores and more – you and your families know what you like to do for fun. And if you want more, you can add service in this [Summer of Service in Scouting](#). As you have fun and make memories, that blog post advises that you can also plan for future fun by engaging with families to build your Pack Program – to help do this, we’ve got resources for you like this page about building your [calendar of activities](#) and this [Building Your Best Year in Cub Scouting YouTube](#). So go have Fun in the Summertime!

=====

## **Recruiting Step One: Make a Calendar of Fun Activities - Your Pack Program**

Hello Cub Scout Leaders and Parents:

Cub Scouting is Fun, especially in the out of doors. And Cub Scouting is safe, especially in the out of doors. Cub Scouting’s outdoor is needed by youth and families now more than ever. To build that fun, we’ve got tips about successful and sustainable recruiting of families into your Packs and Dens. Step Number One is to develop your Calendar of Fun Activities – a program filled with fun so that Scouts and parents want to attend, have a great time, and pick up the character-building that lasts a lifetime. We’ve got ideas about how to build your Pack Program of activities at [this page about planning your calendar of activities](#) and in the very popular Program Kickoff episode about [Building Your Best Year in Cub Scouting](#). Planning can happen in groups large and small, in front yards and on local park trails, at the swimming pool or the bar b que grill – so invite your families to gather, do things, have fun and *share ideas for your best year ever*.

=====

## **Free Ideas Here: Check Out These Program Kickoff Episodes on YouTube**

Great Scouting begins with Great Ideas. You can view and review great ideas from the Atlanta Area Council Program Kickoff episodes on [the Atlanta Area Council YouTube Channel](#), including the [General Session](#) (wide ranging discussion among leaders about how they continued Scouting during this tough year), plus breakout episodes on [Plan Your Best Year Ever in Cub Scouting](#) (this covered a lot of ground and may make you see Cub Scouting in new ways), [Plan Your Best Year Ever in Scouts BSA](#) (great discussion with terrific exchange of how to and where to and why to from many leaders), [Trained Leaders = Successful Units](#) (full review of the range of training and how this makes your Pack, Troop or Crew great), plus sessions on [Scouting During COVID](#), [Demystifying Scoutbook](#), and how Commissioners Help Units succeed. Watch and listen at your leisure, and Scout On!

=====

## **Get Out and Scout: Plant Some Seeds and Grow**

Want to Grow Your Pack, Troop or Crew? [Get out and Scout](#). And *invite your friends*. Any fun den, pack, troop, or crew event can be a welcoming joining event – if you just invite and welcome friends and family to join. Going on a hike? Invite some friends. Hiking the neighborhood? Wear your uniforms, and invite people to join you. (Have some [flyers](#) you can share and reach out in [other ways](#) too.) Same for biking, kiting, skating, playing, planting, gaming, cooking, and other Scouting activities. Welcome people to join Scouting and take a “test drive” with you. More ideas in [this Spring into Scouting video](#), and [these Recruiting Resources](#).

=====

## Plan Your Best Year Ever – Attend Program Kickoff April 17

The Atlanta Area Council Program Kickoff over Zoom on [Saturday April 17 at 9:00 am](#) will be full of good information in the general session and the breakouts, including separate sessions on how to “**Plan your Best Year Ever!**”, one for Scouts BSA Troops and one for Cub Scout Packs. If you want to grow your Pack, Troop or Crew, the essential [first step is: Plan Your Program](#) – Your Calendar of Activities that will be exciting and appealing to youth and families. The general session will have several “success stories” about Packs, Troops and Crews that are thriving during these challenging times. Other breakouts include Scouting Safely in a Time of COVID, Trained Leaders = Successful Units, Commissioners (how they can help your Pack, Troop and Crew) and ScoutBook De-mystified. Register at <https://www.atlantabsa.org/program-planning> to join the program. This can be our best year ever as we build Stronger Families Through Scouting.

=====

## A Success Story – How A Pack Is Growing This Spring

For an inspiring story of attracting new families into a Pack, see [this March 19, 2021 Bryan On Scouting Blog](#). As you read the quick story, and focus on the five top tips, check out how it compares to the Spring Into Scouting tips we’ve outlined in our [Spring into Scouting video training](#) and our 2021 revised Recruiting Resources that are currently posted at [this District website](#).

- Do they have fun outdoor [Activities](#)? Yes, many – and many in the summer too. Easy ones.
- And do they share it far and wide with [Promotion and Publicity](#)? You bet – if a kickball tournament happens in the woods and nobody streams it, *did it really happen?*
- Did they address the [Need for Leaders](#)? Yes, and they let new leaders lead new things in new ways.

While there is no “Silver Bullet” for successful and sustainable recruiting, there are many arrow in your quiver. So use your resources, have fun, and Scout On!

=====

## New Release: *Spring Into Scouting* Training Tips Video and Website Resources

Hello Cub Scout Leaders and Everyone Who Helps Cub Scout Dens and Packs:

Are you doing Scouting, but wish more families would join (or re-join)? Are you getting ready to “start back up” and want ideas about how to do so safely with an attractive and accessible program? Are you frustrated by “fall recruiting” and want to start this spring down an easier path? Our plan this year is for Dens and Packs to ***Spring Into Scouting*** by developing your fun and safe den and pack program, promoting it to current (and recent) families plus new families and friends and schools and more, and to have effective peer to peer and family to family recruiting alongside your fun and safe Den and Pack events – and any “just joining” events you want to hold before fun events. A video training is found at <https://www.youtube.com/watch?v=qAlhzmXs5cY>, and the newly completely revised Recruiting Resources are currently posted at [this District website](#).

=====

## “Find Your Troop” – We Want Cub Scout Families To Find Your Troop

Hello Adult Leaders of Troops in the \_\_\_\_ District:

The Atlanta Area Council is promoting a “Find Your Troop” virtual open house program to ensure that fourth and fifth grade Webelos Scouts know of options to find the right Troop and continue in Scouting. See the resource page with

links at <https://www.atlantabsa.org/findyourtroop>. Our District is holding our “Find Your Troop” night on March \_\_\_ at \_\_\_:00 pm over Zoom (at this registration link: \_\_\_\_\_), and we want to be sure that all Troops are represented. After all, now is the best time for Troops to welcome new Scouts crossing over from Cub Scout Packs.

Please contact \_\_\_ for details about the event – ideally two adult leaders and at least one youth leader should attend to be in a “breakout” room for Scouts and families where you can tell your Troop story, answer questions and bring in more members. This is an event you can do in addition to other recruiting and crossover efforts you have underway (maybe like those described at <https://www.atlantabsa.org/ScoutsBSARecruiting>), because we want to ensure that every Arrow of Light Scout can find the troop that’s right for them.

Also, be sure your Troop information at [BeAScout.org](https://www.atlantabsa.org/BeAScout.org) is correct. If you need help updating that, see <https://www.atlantabsa.org/updateBeAScoutpin>.

The Atlanta Area Council, through the Scouting on Demand team, has developed that website (<https://www.atlantabsa.org/findyourtroop>) and is sending emails to Pack Leadership requesting them to encourage family participation, plus sending direct mail to every AAC Webelos Scout family enrolled in either 2020 or 2021 encouraging them to attend the open house for more information about a particular Troop, and also routing thousands of targeted digital internet ads to Webelos Scout families. Clicking on the add will take the person to the Scouting on Demand Find Your Troop site at <https://www.atlantabsa.org/findyourtroop>.

=====

(1/16/21 – this is made as a general message for all Units, so could be a District blast to all Units, not just Troops)

### **BeAScout Tips: Suggested Language to Tailor Your Pin and Online Registration**

Hello Scout Leaders – Especially Key 3 Leaders and Key 3 Delegates (and those who want to be):

**Did You Know – Online Registration is Better Than Ever?** Most new Youth and Leaders now “register” online – and it is faster and easier than ever – and safer in times of COVID-19. For one thing, the BSA will collect any registration fee and new member fee, freeing up the Unit to only collect program dues until charter renewal for the next calendar year. And as of late November 2020, you can also coordinate with families and other Units to “transfer” registration and set up “multiple” registrations in more than one unit – with no paper required!

- This is a great time to update your BeAScout pin and the Online Registration for your unit.
- You can see the steps at <https://www.atlantabsa.org/updateBeAScoutpin>, and find examples for how to complete your “[BeAScout.org](https://www.atlantabsa.org)” profile and tailor automatic emails that generate when someone interacts with [BeAScout.org](https://www.atlantabsa.org) and submits an online Application.
- Because if you write these bits well, it will help attract new Scouts and families to your unit and make their onboarding easier.

To help you with these messages, we’ve got some ideas for input by your Unit Key 3 Leaders or Key 3 Delegates (they have the access to do updates) in three spots:

- 4) **Unit Pin Blurp.** In My.Scouting == > Organization Manager == > Unit Pin, there is some limited space for “Additional Unit Information” (maybe 500 characters), and anyone seeing your online “[BeAScout.org](https://www.atlantabsa.org)” profile will see this. We’ve posted a document with some options at <https://www.atlantabsa.org/updateBeAScoutpin>. Tailor that to fit your Unit.
- 5) **Fee Email.** Second, in My.Scouting == > Organization Manager == > Settings, there is an option to click a box called “Include Fees/Fee Explanations”, and enter “Fee Amount”. That “Fee Amount” needs to be an amount that excludes the 2020 prorated BSA National fee that will be collected directly in Online Registration.

- When someone expresses interest – before they actually register – they’ll get an email from the BSA something like: “We’re excited you’re interested in building an adventure with Pack \_\_\_\_ chartered by \_\_\_\_ in Atlanta Area Council. ... The online application charges only for annual national membership fees of up to \$66 for youth, plus a new member joining fee of \$25 for new youth, prorated based on the date of applications .... This unit has additional fees of \$\_\_\_\_.” So the “Fee Amount” you enter will go in that space in the automatic email.
- And you can explain the Fee Amount in a free form comment box under “Explanations for additional fees that your unit charges. This information will be emailed to applicants.” We’ve posted a document with some options at <https://www.atlantabsa.org/updateBeAScoutpin>. Tailor to fit your Unit’s dues and budget and fundraising, and either update your Website to reflect further detail (and your Unit’s budget) or create a handout that you can easily email to describe how your Unit handles this.

6) **Welcome Email.** Third, right below the Fee Email box, in My.Scouting == > Organization Manager == > Settings, you can check the box for “Welcome Emails” that launch when an Online Application is submitted. In the free form comment box under it, you can write a brief welcome email. The site has some good tips, including using links to any website/social media pages for your unit. We’ve posted a document with some options at <https://www.atlantabsa.org/updateBeAScoutpin>.

Edit away, click “save” and let Scouts and families know how you play the game of Scouting so that they want to join you! For more, you can see this [How to Handle Online Applications](#) video.

=====

(1/16/21 – this could be part of a unit by unit follow up after any general email and after you’ve checked [BeAScout.org](https://www.atlantabsa.org) for that unit – **this version is for a Unit that has decent content**, like quality “Additional Unit Information” and Website and Phone and Email for Contacts)

**BeAScout Check-In**

Hello Leaders of Troop \_\_\_\_:

As you know, I’m serving as \_\_\_\_ in our \_\_\_\_ District, and as part of that I’m helping our efforts to increase membership in Scouting programs. One of the ways we’re doing that is to check-in on how our Troops look to potential recruits on [BeAScout.org](https://www.atlantabsa.org). We want to be sure that those are as up to date as possible (the steps are at <https://www.atlantabsa.org/updateBeAScoutpin>).

**Great Work!** You’ve got good information on your “[BeAScout.org](https://www.atlantabsa.org)” profile, especially with: **{NOTE: select, edit and delete as needed}**

- Contact Data (Name, Phone and Email, so that people can contact you)
- A link to your Unit Website – they can see more of “how you Scout”!
- An “Additional Unit Information” piece front and center without having to click further.
- Online Registration is enabled, which makes it easier to join.

**Have You Thought About?** We think you can build on that, perhaps by: **{NOTE: select, edit and delete as needed - if they have all of these, just delete this section}**

- Adding some more Contact Data like Name, and also Phone and Email (so that people can contact you).
- If you have a Unit Website or Facebook Page, it can be good to link to that – they can see more of “how you Scout”!
- You can have up to 500 characters of “Additional Unit Information” that will be front and center on your “[BeAScout.org](https://www.atlantabsa.org)” profile without having to click, email or call, so you might add there.

**Checking - Is Your Profile Up to Date in 2021?** It's always a good idea to be sure your "[BeAScout.org](https://www.BeAScout.org)" profile is as up to date as possible - because things change year-to-year (and in these times, month-to-month) - so you might check on these to see if they need updating: **{NOTE: select, edit and delete as needed - if they have all of these, just delete this section}**

- Is your Contact Data up to date, with the best person to respond to questions?
- Do you want to adjust your "Additional Unit Information"? Maybe to highlight your upcoming marquee events that will interest Scouts and families - perhaps noting how you're staying safe while Scouting.

**Automatic Email Text - Did You Know You Can Tailor Those?** When someone contacts you through [BeAScout.org](https://www.BeAScout.org) and submits an online Application, that site will send automatic emails to applicants, and you can tailor those automatic emails to make onboarding easier. See how to and some options at <https://www.atlantabsa.org/updateBeAScoutpin>. Tailor that to fit your Unit, both for a "Fee Email" that can launch when someone expresses interest - before they actually register - so they can get more information about your fees and maybe links to your FAQ and contacts, plus there is always a "Welcome Email" when someone submits and application, and you can find some language ideas for that at <https://www.atlantabsa.org/updateBeAScoutpin>.

Edit away, click "save" and let Scouts and families know how you play the game of Scouting so that they want to join you! For more, you can see this [How to Handle Online Applications](#) video.

=====

(1/16/21 - this could be part of a unit by unit follow up after any general email and after you've checked [BeAScout.org](https://www.BeAScout.org) for that unit - **this version is for a Unit that has little content**, like no "Additional Unit Information" or Website or Phone and Email for Contacts)

### **BeAScout Check-In**

Hello Leaders of Troop \_\_\_\_:

As you know, I'm serving as \_\_\_\_ in our \_\_\_\_ District, and as part of that I'm helping our efforts to increase membership in Scouting programs. One of the ways we're doing that is to check-in on how our Troops look to potential recruits on [BeAScout.org](https://www.BeAScout.org). We want to be sure that those are as up to date as possible (the steps are at <https://www.atlantabsa.org/updateBeAScoutpin>).

You've got a "[BeAScout.org](https://www.BeAScout.org)" profile, especially with: **{NOTE: select, edit and delete as needed}**

- Contact Data (Name, Phone and Email, so that people can contact you)
- A link to your Unit Website - they can see more of "how you Scout"!
- An "Additional Unit Information" piece front and center without having to click further.
- Online Registration is enabled, which makes it easier to join.

**Have You Thought About?** You've got a "[BeAScout.org](https://www.BeAScout.org)" profile, which is a start, but we think you can build that out, perhaps by: **{NOTE: select, edit and delete as needed - if they have all of these, just delete this section}**

- Adding some more Contact Data like Phone and Email (so that people can contact you directly). And is your Contact Name up to date, with the best person to respond to questions?
- If you have a Unit Website or Facebook Page, it can be good to link to that - they can see more of "how you Scout"!
- You can have up to 500 characters of "Additional Unit Information" to describe what you do, when you meet, and any other interesting feature of your Unit that - if you add it - will be front and center on your "[BeAScout.org](https://www.BeAScout.org)" profile without having to click, email or call.

**Automatic Email Text - Did You Know You Can Tailor Those?** When someone contacts you through [BeAScout.org](https://www.BeAScout.org) and submits an online Application, that site will send automatic emails to applicants, and you can tailor those automatic emails to make onboarding easier. See how to and some options at <https://www.atlantabsa.org/updateBeAScoutpin>.

Tailor that to fit your Unit, both for a “Fee Email” that can launch when someone expresses interest – before they actually register – so they can get more information about your fees and maybe links to your FAQ and contacts, plus there is always a “Welcome Email” when someone submits and application, and you can find some language ideas for that at <https://www.atlantabsa.org/updateBeAScoutpin>.

Edit away, click “save” and let Scouts and families know how you play the game of Scouting so that they want to join you! For more, you can see this [How to Handle Online Applications](#) video.

=====

(originally shared with Districts November 15, good as a “general” message if it didn’t go before, or for Troops that pull in crossovers a bit later)

### **Troops Recruit! Scouts BSA Recruiting and Arrow of Light Crossover Plans**

One observation about Scouting during a pandemic is that Troops seem to be able to continue functioning a bit easier than Packs. We’ll chalk that up to the greater maturity and wisdom of our youth in Scouts BSA Troops, and the lessons they’ve picked up to this point learning from their BSA leaders.

But those older Scouts will need new Scouts to lead ... and now is a great time for Scouts BSA Troops to do their easiest recruiting, by forging ties with Cub Scout Packs, especially their Arrow of Light Dens. Packs that cross over the greatest number of Scouts into Troops achieve that success because their 5<sup>th</sup> grade Scouts get to know and emulate those wise elder Scouts in grades 6, 7 and 8 (and High Schoolers too sometimes).

So now is a great time to recruit into your Troop – not to just plan a crossover ceremony, but to do safe Scouting activities that attract Scouts to your Troop. If you’re completely remote and Zoom Scouting, the good news is: Arrow of Light Scouts don’t look short on Zoom, so they can fit in with the Troop easier. In person, Scouts BSA troops can give those Scouts a helping hand (not a shake, but a clap is OK – *stay COVID conscious!*) and conduct safe activities like hiking and biking and more.

Some Troops pitch in and help Arrow of Light Dens with those final advancement Adventures that must be accomplished to complete the Arrow of Light. The required “[Scouting Adventure](#)” *needs* your Troop to step in and help – and show off how your Troop operates, even in these tough times. Same with “[Outdoor Adventurer](#)” – a great opportunity for Scouts in your Troop to instruct on outdoor skills. We’ve got resources that your Scouts and Leaders in Scouts BSA Troops can use to help an Arrow of Light Den complete their rank and join your Troop, at <https://www.atlantabsa.org/AOLAdvancement>, the AAC Arrow of Light Advancement Page, plus some additional resources at <https://www.atlantabsa.org/AOLOnDemand>, the Scouting on Demand Arrow of Light page.

So if you’re in a Troop, please reach out to your Packs to see if you can help your local Den Leader and their Scouts – and hopefully they’ll join you on your Scouting journey next year. P.S.: don’t be shy about helping out younger Dens – either as a Den Chief or just as event helpers. Every Pack needs what Troops can provide.

If you’re not sure how to contact your local Packs, check out your District resources and contacts (see <https://www.atlantabsa.org/districts> and/or <https://beascout.scouting.org/>), and for other Troop Recruiting ideas see [this updated Scouts BSA Troop Recruiting page](#).

On Deck:

=====

### **Recruiting Step Five: Sign Up Events – Yes, Have More Than One!**

**Sign Up Events are not “one and done”** – every Pack and Den should have more than one sign up event, because [any fun Den or Pack event can be a “welcoming” event for new families](#), and a time to join. But for “The Big One” – a big

[“back to school” event to get new families signed up](#) and engaged – you’ll want to have both a great Sign Up Event plan plus a strong foundation build on these steps: [A Calendar of Fun Activities](#), [Pack Promotion – Flyers and Media and More](#), [Newly Recruited Leaders](#) and a strong [School and Community Presence](#). Because if you Build a Calendar, Promote it, Recruit Leaders, and have that School and Community Presence, your Pack and Dens can take off big time.

Your big “just joining” Sign Up Events may be “School Sign Up Nights” scheduled by your District Professional if your school allows an event like that (many will not allow them), or it may be a “Pack Sign Up Event” planned by your Pack in a place you like and with activities you like for welcoming families (your District Professional can help, and will help get your event promoted in your school).

And because Sign Up Events are not “one and done” – you can do both a School Sign Up Night and one or more Pack Sign Up Events, because [any fun Den or Pack event can be a “welcoming” event for new families](#).

Any group joining event will need to cover what families need to know, which is shared at in [our updated Guide to Pack Recruiting](#):

- a Welcome and brief Overview of Cub Scouting,
- focusing on [your](#) Pack Program and Activity Highlights,
- a brief description of Dens, Handbooks & Advancement,
- a brief recognition of Den Leadership (and how every parent helps),
- plus brief information about Uniforms and Costs and your Pack approach to each.
- Then pitch for completion of Online Registration through [your Online Registration link](#).

In that Guide to Cub Scout Family Recruiting, we’ve included a Script for any Sign-Up Event and [we’ve also attached it in Word](#) so that you can download and revise to fit your own Pack. The Script breaks down the content into topic by topic parts noted above:

- For group presentations, you can assign different volunteers to make the brief pitch (and [show](#) that every parent helps – it’s not just the Cubmaster leading Cubs).
- If you have an in person “station to station” event, those script topics can be delivered at your stations.

**What Else Will Your Atlanta Area Council Do For You?** As you share with your District Professional that you’ve got [a Calendar of Fun Activities](#) that you’re [Promoting](#), and you’re [Working on Recruiting Leaders](#) and a building a [School and Community Presence](#), work with your District Professional on dates, and your District Professional will get busy with tasks like:

- Contacting School Principals and applicable Administrators to gain support of the Sign-Up efforts, including:
    - Paper and/or digital flyers through the school
    - Buzz-up video to be played during group instruction the day before the Sign-up event
    - School e-newsletters with text and links
- FYI: Packs should coordinate with your District Professional to make sure Flyer content and other messages reflect [your Pack Program](#) – we want to promote what [your](#) Pack will do.
- Geofencing via Facebook by event to promote with National paying for advertising.
  - Yard signs to be supplied to packs to get into the community.
  - As applicable, Charter Organization marketing via paper and/or flyers

More support is at [our Sign Up Events page](#) and the related pages about [the Steps for Successful Recruiting](#).