

MEMBERSHIP TRAINING OVERVIEW AND MARKETING FOR MEMBERSHIP



2019 Changes to Know

- NATIONAL MARKETING PLAN!
- 3 Sign Up Nights ASSIGNED
 - ▣ August 22 (Warrick, Perry, East Evansville, Gibson)
 - ▣ August 29 (Dubois, Spencer, Knox, West Evansville)
 - ▣ September 5 (Posey, Pike, Illinois)
- Unit chooses location—NEED ASAP

Things to do NOW

- Secure sign up location
- Share sign up date with your unit leaders!
- Plan Annual Calendar
- Update leader contact information
- Find out open house dates, plan to attend

Things to do NOW

- Secure a Lion Coordinator
- Update your Facebook, Social Media pages
- Update BeAScout Pin
- Set a Goal

Complete This Form

- Event location with physical address
- Time of event sign up
- Contact Information
- Additional locations for “geofencing” of event—other schools, etc.

Unit Flyer and Marketing Details

District Name: Native Trails Pack # _____

Sign Up Event Location: _____

Event Address (Street, City, State, Zip Code) *Schools are preferred locations, followed by public meeting space (park, library, etc.)*

Address: _____

City, State, Zip: _____

Event Date (See assignment): _____

Start Time: _____

End Time: _____

Unit Contact to display on flyers and Facebook Event:

Name: _____

Email: _____

Phone: _____

Additional School Or Targeted Audience Location

Name: _____

Address: _____

City, State, Zip: _____

Additional School or Target Audience Location

Name: _____

Address: _____

City, State, Zip: _____

Who should receive the URL link for your event?

- Name and email: _____

Where & When does your unit usually meet? _____

One Week Before Sign Up

- Reconfirm your sign up location
 - Confirm arrival time, tables, chairs
- Pick up your Council packets:
 - will include youth applications, parent guides, mini-Boys Life mags, Sign In/ payment sheet, registration assistance forms, marketing survey

One Week Before Sign Up

- Gather Sign Night Materials
 - Unit responsible for pens, Pack Calendar (HIGHLIGHT NEXT MEETING) & Contact information
- Get change for fees

Night of Sign Up

- Arrive early to set up & get organized
- Ask local Troops & Crews to HELP YOUR PACK! (greet new families, entertain the new recruits...)
- Don't forget about promoting Cub Scout Fun Day (It's where Scouts will get and launch rockets!)

Station Checklist

- Welcome Table & Sign In
 - ▣ Hand out sign up materials
- Display area
 - ▣ Picture board, derby cars, trophies, etc.
- Q & A table for families with questions
- Forms help
- Check out table

What Parents & Youth are Looking For



- ✓ Well-trained leaders
- ✓ Character-building, leadership, life skills
- ✓ Fun, adventure, challenges
- ✓ Things families can do together
- ✓ That Scouting isn't an either/or proposition

Market with Message of Service

- This demographic of parents wants to improve world
- Scouting is fun, learning, growing
- In Scouting, families are together.
 - Parents can be with kids for activities vs. many other kid activities

Keys to Success

- ❑ Do not overwhelm
- ❑ Be positive
- ❑ Get contact information for every family
- ❑ Hand them a Pack Calendar with next meeting highlighted
- ❑ Assume they are here to sign up
- ❑ Have them complete survey
- ❑ Collect in applications and payment

After Sign Up Follow Up

- *ON SIGN UP NIGHT*, all forms should be turned in with fees to turn in locations!
- Follow up with any families who came but didn't join *RIGHT AWAY*
- Have your *New Parent Orientation/First Den Meetings* the next week!

Recruiting New Leaders

- Be prepared to run the first den meeting with new dens
- Observe parents
- Pack Parent Survey
- Identify the best choice

MARKETING FOR MEMBERSHIP



Thinking Like A Marketing Master

WIIFM: What's In It For Me?

Messaging Matters: be answering the subtle/underlying question “What’s in it for me (my child)?”



Thinking Like A Marketing Master

If you keep doing what you've always done, you'll keep getting what you've always got.

Can't do the same things over and over and expect a different outcome.



Changes to Council Marketing Material

- Council will provide: fliers (2) for those who allow, STICKERS, School Talks, digital advertising and geofencing
- Still discussing posters
- Likely only one yard sign per school

Be Prepared! (it's what we do, right?)

A Pack information sheet

- Take it everywhere with you! Make sure families have copies!
- Who you are
 - Charter org, leadership, contact info, social media handles
- What you do, when and where you do it
- Meeting dates/times/location
- Other activities (general outline, w/o specific dates) ... and a little bit about why you do it

Marketing for Membership

- **Buddy Cards**

- use them everywhere – pass out at school, events, trick-or-treating, egg hunts, etc.

- **Invitation letter**

- have someone draft an invite letter, add info sheet to it, and actually send to families whom you know, inviting them.



You Are Invited

Event _____

Time _____

Date _____

Place _____

By _____



You Are Invited

Event _____

Time _____

Date _____

Place _____

By _____



You Are Invited

Event _____

Time _____

Date _____

Place _____

By _____



You Are Invited

Event _____

Time _____

Date _____

Place _____

By _____

CUB SCOUT	CUB SCOUT	CUB SCOUT	CUB SCOUT
On _____ Cub Scout Pack _____ recognizes _____	On _____ Cub Scout Pack _____ recognizes _____	On _____ Cub Scout Pack _____ recognizes _____	On _____ Cub Scout Pack _____ recognizes _____
for completing _____ adventure Den Leader _____ Den Leader _____ Cubmaster _____	for completing _____ adventure Den Leader _____ Den Leader _____ Cubmaster _____	for completing _____ adventure Den Leader _____ Den Leader _____ Cubmaster _____	for completing _____ adventure Den Leader _____ Den Leader _____ Cubmaster _____
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Marketing for Membership

Look for Opportunities – YOU MUST BE VISIBLE

- Tables with info and friendly people at back to school nights, open houses, kindergarten roundup, etc.
- Present to your PTA
- Have a Scout or parent do the school announcements leading up to an event.
- Have the pack/troop volunteer at school events
 - Service projects/flag ceremonies

Marketing for Membership



Look for Opportunities – YOU MUST BE VISIBLE

- Nearby churches (not other COs)
 - Bulletin inserts, other opportunities
- Community service projects
- Parades
- Community flag ceremonies
 - Otters games, other sporting events

Marketing for Membership

Special Events for Attracting New Scouts

- Enrollment night in August
- Have another one in spring
- Kite Day, Bicycle Rodeo,
- Cub Scout Day at the _____ (museum, zoo, etc.)



Marketing for Membership

Special Events for Attracting New Scouts

- Partner with other organizations (fire, police, etc.)
- Special Cub Scout Story Time at library (leaders in uniforms, relevant crafts, etc.)



Harnessing the Power of Media

Nearly every event or project is a story to tell

Traditional Media: local options overview

- TV
- Radio
- local newspapers
- local weeklies
- special publications

(work with your district professional)



Harnessing the Power of Media

The 5Ws and H

- Who is involved? Who is in the photo?
- What is happening? What difference is it making?
- When did this happen? When will this happen? When did this start?
- Where did the activity take place? Where did the idea come from?

Harnessing the Power of Media

The 5Ws and H

- Why is this important? Why should someone be interested? Why did the project/event take place?
- How can others participate? How can people find out more?



*Importance of unit
PR/marketing lead*

Social media

Options

Overview of each platform – strengths and weaknesses for each if time allows

Follow Great Pages, and Share!

Regional/national content

- Buffalo Trace Council
- Boy Scouts of America



Who uses the social platforms?

	Facebook	Instagram	LinkedIn	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%
Ages 18-29	81%	64%	29%	40%
30-49	78%	40%	33%	27%
50-64	65%	21%	24%	19%
65+	41%	10%	9%	8%

Social media best practices, dos and don'ts

Do:

- Public vs. private settings – not “all or nothing”
- Stock photos vs. Google photos
 - Resources for stock
- Make your own movies
- Sharing content from other channels
- Invite others to like/follow pages

Social media best practices, dos and don'ts

Do:

- Be Scout-like in interactions (both on unit pages and your own)
- Unit level – designate social media chair with 2-3 admins, but only one person posts as general rule; discuss schedule

Social media best practices, dos and don'ts

Don't:

- Don't use Google photos
- Forget safety and child privacy concerns
 - children in foster care

<https://scoutingwire.org/marketing-and-membership-hub/social-media/social-media-guidelines/>

Instagram



With over 150 million users, 16 billion photos shared, and 1 billion likes happening each day, Instagram photo and video sharing is one of the most engaging channels on social media.

You can share pictures and short videos with those in your network, giving them a glimpse at what Scouting has to offer.

What Makes Instagram Unique



- Instagram is phone-only. You can't post to Instagram from a computer. You can, however view Instagram on your computer.
- Instagram is designed to integrate easily into your Facebook and Twitter accounts.
- Uses image filters. As soon as you choose an image to post, Instagram will direct you to a menu of easy-to-use options to treat your photos.
- There's no text at all in the Instagram app. Don't be afraid of the icons, just use them and explore.

Proven Ways To Use Instagram



Add hashtags to your image descriptions. Pictures with hashtags get nearly double the amount of interaction as those that don't.

Follow people, and like their content. There's a big you-scratch my-back-I'll-scratch-yours element to Instagram. If you want interaction, you need to interact.

Choose a filter and make it your own. It's fine to use different filters for different images sometimes, but if you want people to learn to recognize that a picture is coming from you just by looking at it, choose one and stick with it.

Use Instagram video. Instagram will allow you to take 15-second videos and post them to your account. One thing you can't do, however, is post video from other platforms like YouTube.

Twitter



Twitter is the world's most popular platform for “microblogging.” In other words, if you can't get your point across in 140 characters or less, this isn't the platform for you.

Twitter is about quick updates, reminders for events, or powerful quotes that can motivate and inspire. The key to making Twitter successful is to keep content timely and relevant.

Understanding Twitter



When you sign up, you'll choose a Twitter handle which starts with the @ symbol (like @BoyScouts).

A post is called a 'tweet' and cannot be longer than 140 characters .

You can follow what specific people on Twitter are saying by following them. If you follow @BoyScouts, you'll get an update every time we tweet.

Understanding Twitter



Twitter is an open network, which means any one of Twitter's 265 million users can read your tweet at any time, even if they aren't officially following you.

Listen first. Before you start tweeting, click around (you won't break anything) and get a feel for what and how people are using the platform.

There are lots of BSA channels already active on Twitter. Connecting with them is a simple way to get started.

Techniques for Mastering Twitter

- A hashtag is a digital label used to keep track of messages and create uniformity in campaigns. By simply adding a “#” before any word or phrase, you can create a searchable topic to track your activity. For example, if you’re doing an orienteering activity for Scouting you could tag #orienteering and #boyscouts. Then, anyone that’s interested in that subject can search for everything on Twitter that includes that label.
- Follow people. Businesses in your area that support Scouting, charitable organizations you’ve worked with, or individuals who are on Twitter that are connected with Scouting are all good examples of who to follow. @MikeRoweWorks for example.

Techniques for Mastering Twitter

- Retweet what other people are saying. When someone tweets something you want to share, you can click “ReTweet” to send that message to everyone who’s following your account.
- Mark other people’s tweets as “Favorite.” It’s exactly like clicking the Like button on Facebook.
- Reply to other people and join their conversations. If, for instance, you see a tweet pop up from @BoyScouts, click “Reply” and Twitter will automatically begin your message with our handle. Then just type out your message and click “Send Tweet.”

Blogging



Blogging is a way for you to keep readers informed about the latest in your area.

Did you hold a successful fundraiser? Did you improve the neighborhood with a recent Eagle Scout project?

It doesn't have to be more than a paragraph, but it should be timely and relevant (don't wait three months to share the photos from last weekend's camping trip).

This is your chance to tell readers why being a part of Scouting is so valuable.

Creating an Effective Blog Post

Post interesting content. Camping trip reports, schedule updates, major events, and award announcements are all good examples of content worth posting.

Use images. Studies show people are 75% more likely to read a blog post that contains a picture or video than one without.

Show your appreciation when people participate. Acknowledge them in the comments or somewhere else on your blog.

Ask for participation. Ending a post with a question, like “What are your thoughts about...” can, make a big difference.

Action Items to Help Ensure Your Blog is Relevant



Update your blog at least once every week.

Your entries should entertain, inform, and/or help visitors complete a task.

Get right to the point. A blog post is not a book; it's a little blip of the Scouting experience.

Use information and content from BSA websites in your blog.

Pinterest



Welcome to the visual web. Pinterest is a virtual 'pinboard' where users can save things they've found online to keep track of them. Recipes, pictures, videos, DIY projects, and more.

Users: 20% Men 80%

Women 50% have kids 50% of Pinterest users have kids

Simple Ways Pinterest is Keeping it Social

On Pinterest, you can follow users or specific pinboards.

Re-pinning allows you to share other people's content on your pinboards. It also identifies whose content you re-pinned.

Share your pins on Twitter and Facebook. Pinterest will give you this option every time you pin something new. It's a convenient way to let your other digital communities know that you're active on more than one platform.

Tips For New Pinners on Pinterest

Pinterest allows users to create pinboards, or virtual bulletin boards with whatever themes they'd like. Users browse the web and pin images they like from different websites to their Pinterest.

Pin pictures of things that are useful or interesting to your audience. There are literally millions of pins for recipes, crafts, games, and all kinds of other stuff that's relevant to Scouting.

Remember, this is the visual web. Striking images will get the most interaction.

Keep the number of pinboards you create to a minimum. It's better to have one board that is consistently updated than to have 20 that aren't.).

To get started, add the Pin It button to your browser by to quickly pin your favorite sites.

Facebook



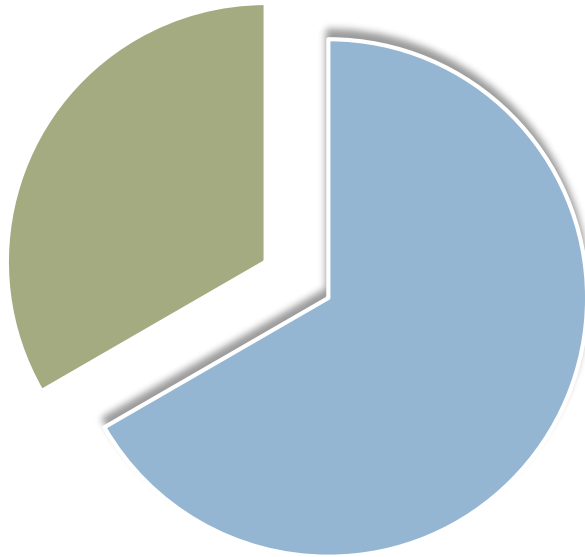
Facebook is the world's largest social website with 1.23 billion active users per month.

User friendly and makes engaging others in your community a relatively easy task.

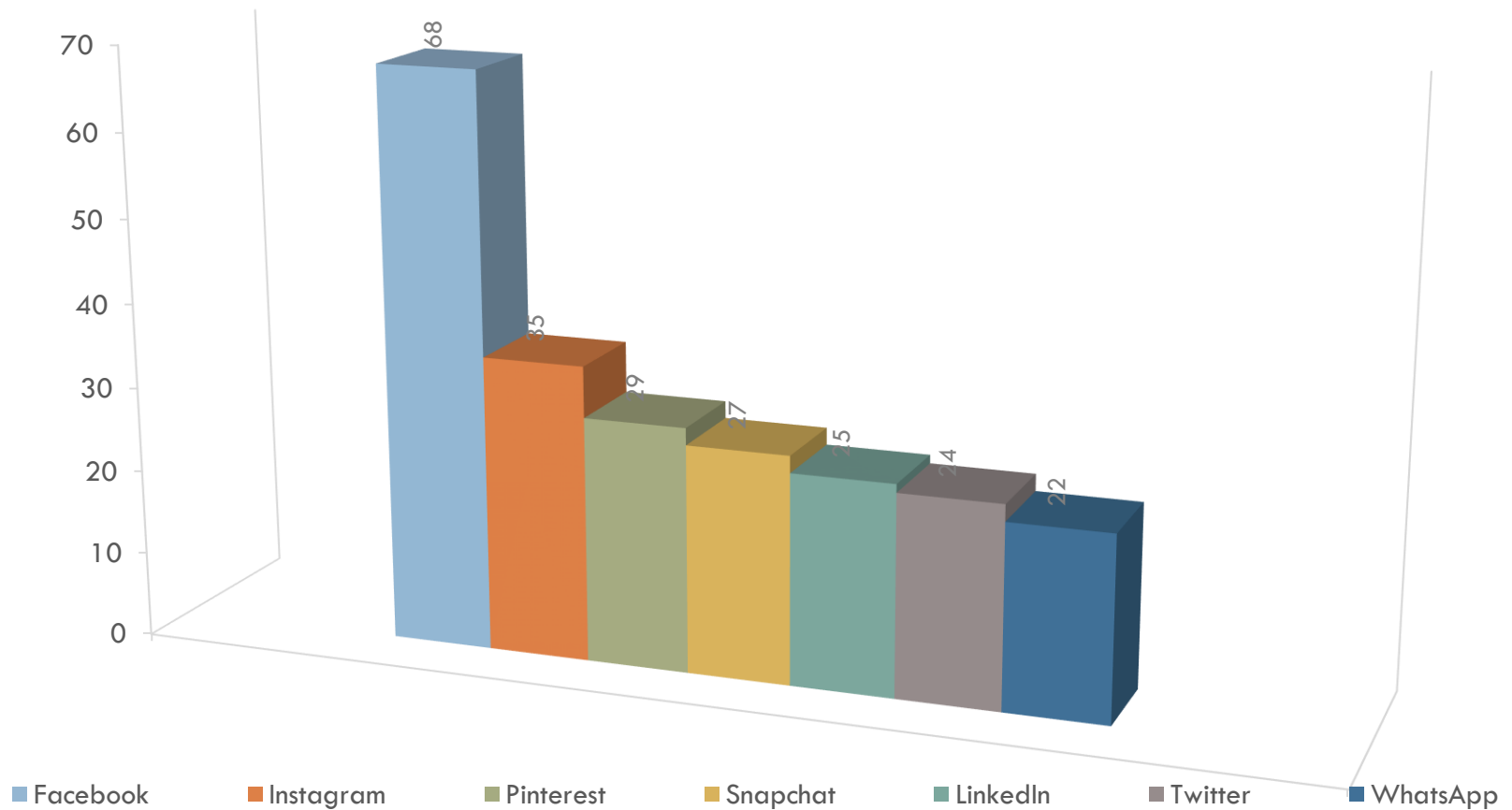
It's likely most people within your Scouting community are already involved.

Facebook

Two-Thirds (68%) of All Americans are on Facebook



No other platform comes close.



Facebook users are...



(as a percentage of total population)

- 74% female
- 62% male

Online is Where Our Customers Are Today

57%

Have already made up their minds before they go to store make a purchase.

6.3 x

Average number of times Moms check Facebook per day



64%

Read online reviews before making a purchase

65%

Learn of a product or service through social media



National Marketing Plan

2018 National Facebook Geofencing Trial

- In the fall of 2018, the National Office worked with 20 select councils across the nation setting up more than 3,000 Events through Facebook promoting Join Scouting Nights.
- Each event was ‘boosted’ to increase the reach (number of people who would see it. This plan targeted parents of elementary school youth.

2018 National Facebook Geofencing Trial

- This plan also ‘geofenced’ each event. Meaning that if a parent drove within a 2-mile radius of a Join Scouting Night location, they received a notification in their Facebook feed.

What is Geo-fencing?

- Events in Facebook
- Targeted audience
- Uses phone location
- 14 days prior to event
- Pay per day
- Must have a physical location



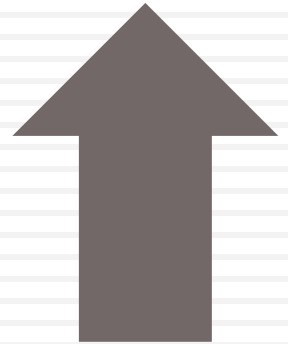
Results showed that....



Geofenced units on average recruited

+7.43% MORE

new Cub Scouts than they did a year ago.

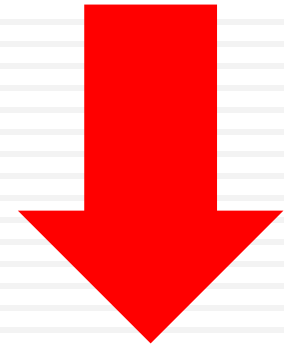




Results showed that....



Non-fenced units within those same councils were **DOWN** an average of - **9.12%** in new Cub Scouts recruited



Fall Buffalo Trace Plan



The National Marketing plan will include:

Typical google searches, local social media platforms for sharing on NextDoor, Facebook, Instagram, Pinterest...

Fall Buffalo Trace Plan



Through the National Office, Buffalo Trace Council is going to provide approximately two weeks of sponsored promotion per elementary school.

If Sign-Up Night is not held at school, the nearest sign up location will be stated.

Like and share the URL, event pages on your private pages to build interest & momentum

Search, Facebook and Geo-Fencing

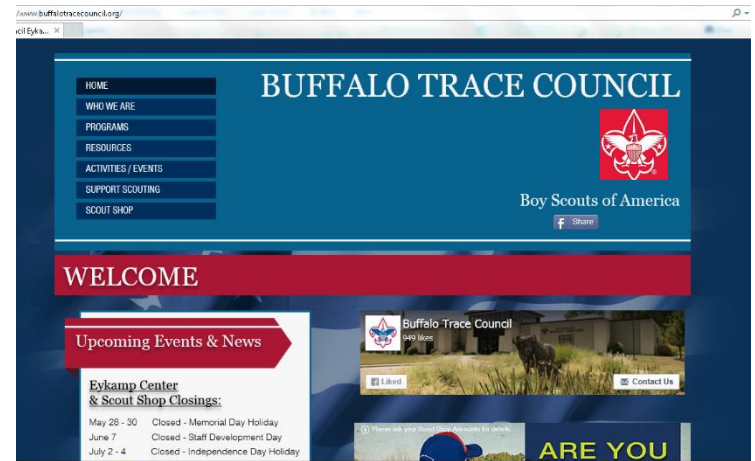
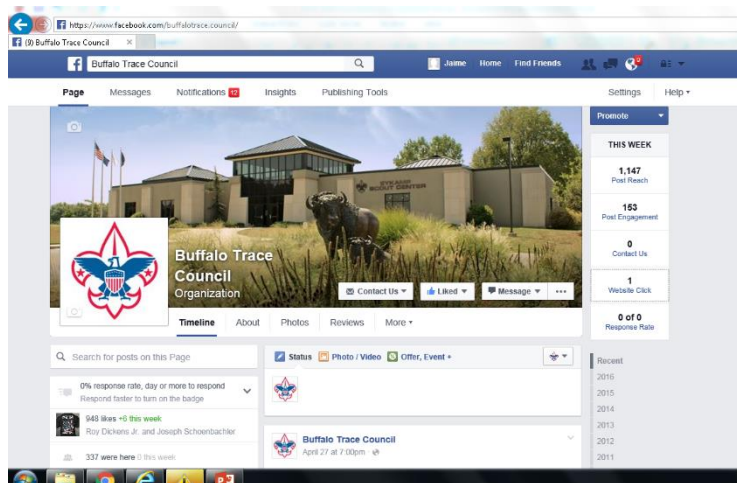


Key Take-Aways

- We must have your sign up location secured ASAP
- Successful recruitment begins and ends with *YOU*
- Word-of-mouth is the best marketing
- It's more fun with friends!!!
- Set a calendar and *STICK TO IT*, retention is just as important as recruitment.
- You can't impact a child's life if you don't keep them in the program.

Find Us Online

www.buffalotracecouncil.org



www.facebook.com/buffalotrace.council

https://www.instagram.com/buffalo_trace_council/

Questions???

