



BOY SCOUTS OF AMERICA

GULF STREAM COUNCIL

To: Unit Key 3 leaders (Scoutmasters, Cubmasters, Advisors, Committee Chairman, Charter Organization Representatives)

From: Gulf Stream Council

Date: March 1st, 2018

Re: INCREASE YOUR UNIT'S MEMBERSHIP-Be A Scout Unit Pin Management

The Be A Scout website (<https://beascout.scouting.org/>) is an internet tool that allows interested parents and youth to search, by zip code, for scouting units around their home. Once on the website, a search can be made for Cub Scout, Boy Scout, Venturing and Sea Scout units, or volunteering opportunities, in their area. A map with units will be generated and displayed with icons representing each unit (commonly referred to as a Pin). Each pin is interactive and will allow the user to send an email to your unit's leadership requesting more information. For this to work, each unit **must** have their data updated regularly so that requests are being made to the correct contact personnel. Updating your unit's Be A Scout Pin is easy (only 6 steps!) and **VITAL** to a successful membership recruiting campaign!

Note: You must be registered as Unit Key 3 leader to update your unit's Be A Scout Pin. If you are not a Key 3 leader, please contact your unit leadership.

Step 1: Log into your <https://my.scouting.org/> account

Step 2: Click on the "Menu" button on the top left of the page. Select "Legacy Web Tools" and then "Be A Scout"
**If Be A Scout is not an option or will not load, your account may not be appropriately linked to your unit or position. For assistance, contact the BSA Member Care Contact Center at 972-580-2489 between 7:00am and 7:00pm CST.*

Step 3: Once "Be A Scout" is open, you should see three tabs at the top of the page. Click "Unit Pin Management"

Step 4: Ensure your unit's pin status is set to "ACTIVE" in order for your unit to be seen on <https://beascout.scouting.org/>. Also ensure that the "Unit Pin Mode" is set to "Unit"-this allows the potential leads to be sent directly to the unit

Step 5: Once in unit mode, you will be able to populate the rest of the fields with your unit's information. As you proceed, a preview of your unit pin is shown at the bottom of the page. This allows you to see how your changes will appear to a Be A Scout visitor. Don't forget to add a point of contact, website (or Facebook) address, meeting time & location, alternate contact, and a custom unit description. You can also add a unit logo! Be sure to click the "Fields displayed on unit pin" boxes to ensure the information is updated on the pin!

Step 6: Once you've reviewed the information in your pin thoroughly, click "SAVE". Interested scouting prospects will now be able to learn more information about your unit through an efficient, customer service-oriented system! The unit contact will receive notification when prospective members request more information through <https://beascout.scouting.org/> and will be able to follow up with them via the "Unit Lead Management" system, accessed at the top of the Be A Scout page. Be sure to check often and follow up with new leads on a regular basis! If you have any questions, please contact, Mike McLoughlin, Program Specialist, at Mike.Mcloughlin@scouting.org or 561-694-8585 x220.

Congratulations! You have just updated your unit's Be A Scout Pin!

8335 North Military Trail
Palm Beach Gardens, FL 33410
(561)694-8585 - Office ▪ (561)694-9050 - Fax
bsagsc@scouting.org ▪ www.GulfStreamCouncil.org

Prepared. For LifeSM

