BeAScout Unit Leader Pin Update Instructions
A Step-by-Step Guide

BeAScout “Recruiting on the Web”
Put Scouting on the map with the BeAScout.org application. BeAScout.org uses the Web and Google Maps to recruit members. Packs, troops, and crews will appear as “pins” on Google maps nationwide. The web site is very easy to use & remember.

Prospective Scout families using this site are looking for YOU, so it is critical that each unit keeps its pin updated & follows up quickly so these folks have a great start with Scouting!

BeAScout is easy as 1-2-3

1. Unit leaders publish information about their unit to a “pin” icon on a Google map through www.my.scouting.org and the site’s “Legacy Tools / BeAScout” section.
2. Parents go to www.BeAScout.org, choose a program (Cub Scouts, Boy Scouts, Venturing), submit their zip code, and find units in their area. The parents have the opportunity to email the leader in the pin (via a BSA standard form), call them (if you’ve posted your number) or go to the unit’s website (if you have one & link it to the pin) or the www.scouting.org website is linked as the default unit website.
3. Up to three unit leaders (depending on what you set up) will receive emails with information submitted by visitors to their “pins.”
4. One leader should log in to BeAScout.org (via my.scouting.org), review the detailed info from the prospective family, and call &/or email prospective families to invite them to a meeting & answer any questions. We encourage you to use your unit or personal email account when emailing a new family so you will receive any reply emails they send.
5. Leaders should then enter notes into BeAScout.org regarding their contact and change the family’s status to “Contacted,” or “Follow-up Needed.” Other leaders can then view these notes if they need to do additional follow up.
6. District Executives will be able to view lead activity and status on MyBSA.

Setting up your “BeAScout.org” pin
Unit leaders have a very important task. The unit leaders who can access BeAScout.org to set up the pin are the Cubmaster, Scoutmaster, or Crew Advisor along with the unit Committee Chairperson and the Chartered Organization Representative. Contact your District Executive if you have any issues accessing your unit’s pin.
The following pages provide a step-by-step instructional aide on how the process works.

Step 1: Go to MyScouting.org and Log In
Step 2: Click on Menu in top left corner, then “Legacy Web Tools”, then “BeAScout.”

Step 3: Review Information
A new window will pop up with tabs along the top for “Unit Pin Management” (where you’ll update your info), “Unit Lead Management” (to pull up inquiry info) & “Membership Application Management” (we’re not using that at this time).
Your unit number and Chartering Organization should be listed at the top under “Unit Description.” Only one unit should pop up unless you’re registered with two separate units (i.e., a pack & a troop). Choose the correct unit to update.
Step 4: Change and Update Information
Scroll down to where it says “Fields Displayed on Unit Pin”.

Everyone’s pin is defaulted to be checked “Unit Description,” which is the very generic recharter description. Unless you change it and click the “Alternate Unit Description” box, the generic description will appear in the Preview box & on BeAScout.org.

Also, unless you add your own unit’s website address, the system defaults to www.scouting.org.
To customize your pin:

1) Enter an "Alternate Unit Description" that is more descriptive & friendly.
2) Be sure your Pin Status is clicked as "Active." Do NOT change "Apply Status" from its preset "Inactive" setting.
3) Enter your unit’s website address.
4) In the section titled "Primary Contact Information," enter the name of the person who will be fielding all the calls and emails. This can be a Key 3 Leader or another volunteer. The names of all registered leaders in your unit should be available in a drop-down box. Once a Primary Contact Person is chosen, the First/Last Name, E-mail and Phone Number fields will auto populate with BSA application info (but can be changed).
5) Choose **Alternate Contacts #1 & #2** from the drop-down boxes. Emails will auto populate.

6) You should also enter your correct MEETING location (NOT the address of the charter organization if it is different) and check the “Unit Meeting Address” box in the “Fields Displayed on Unit Pin” section. As shown below, you can type “Meet at” in the address field to make this clear. 😊
7) Next, enter any “Additional Unit Information” that you want to appear to GRAB visitors’ attention. This is the perfect place to add your meeting day and time so parents know if your meetings will conflict with sports or other commitments.

You can also change this pin info when you have special activities going on like your SNFS, or during the summer when most units have fewer meetings.

You only have 140 characters here, so be brief!

8) Make sure that you’ve checked all the fields you want to appear on your pin, and confirm that everything appears as you want it in the “Unit Pin Preview” section.

9) Don’t Forget to click the “SAVE” button in bottom right hand corner!! You will receive a confirmation pop-up note on screen.
The Finished Product! As you can see, all the changes appear along with a “Request More Information” Button. Visitors can also click on the “Show Unit” link on the right side of the screen.
To review your unit’s leads, after logging in to My.Scouting.org, choosing Menu and Legacy Tools and BeAScout, you’ll go to the “Unit Lead Management” tab along the top of the screen. You’ll then **choose your unit from the drop-down box** (there should only be one unless you’re registered to multiple units).

Check the range of dates you would like to see for your unit in the calendar and click “Refresh”.

![Unit Lead Management Interface](image-url)
All information for the parent and child will be listed.

Please call (best!!) and/or email them (from your OWN email system vs. clicking on “Contact Lead”) as soon as possible and invite them to a meeting & answer any questions.

Recco that you cut & paste the prospective parent’s email into your OWN email system and send a note to them from your own system. This way the parent can reply directly back to your initial email.

Black Hole – if this person responds to your “Contact Lead” email, YOU won’t get that reply – it goes to somewhere (?!?) at National!

Once contacted, please click on the pencil icon & change their status to “Contacted” or “Needs Follow-up.”
Also write a note (click on the notepad icon) and save it so that you can keep a record of when, how, and who contacted the family, and the outcome. Other leaders can then review this to help with future contact.

Thank you for all of your help with this process!

If you have any questions, please do not hesitate to contact your District Executive or District Membership Chair.

**Great example of a response email to an inquiry on BeAScout.org:**

Good Evening Cheryl,

Thank you very much for contacting us regarding your son, _______. We would be more than happy to have your son join our Pack!

A little about Pack 100: During the school year, we meet every Tuesday night at 7pm, at Faith United Methodist Church off of Boynton Beach Blvd, east of the Post Office. Meetings usually last about an hour. Most of our members are not affiliated with the church, so membership is open to everyone. We have a really great Pack, with dedicated leaders, enthusiastic boys, and plenty of fun activities!

Each Den (boys in the same grade level) meets weekly and has activities together. All the Dens also unite and have fun together. Since your son is going into the 4th grade, he would be grouped with the Webelos Den. I've included our Webelos Den Leader, Jean-Francois Audette, on this email, so he can provide you with all the latest details and plans for his Den. Our next event, a Bike Rodeo, is coming up on August 13 at 9am at the church. If you can't make it to that, we are having an "open house" to kick off the school year on August 23, at the church, starting at 7pm. We would be thrilled if you could join us!

If you have any further questions, feel free to contact me at pack100newsletter@gmail.com or 561-xxx-xxxx.

Thank you,

Brian Boyle  
Cubmaster, Pack 100  
pack100newsletter@gmail.com

Faith United Methodist Church  
6340 Boynton Beach Blvd  
Boynton Beach, FL 33437