All of the council's communication for recruiting, including school flyers, a social media campaign, mailers, and posters, will point parents to beascout.org. Every unit must update their "Pin" on the beascout site. The "Pin" is the contact information for the person coordinating new membership in a pack or troop as well as a short description of the the unit, such as meeting night and time.

Please work with your units to update their information, instructions are below.

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

BeAScout "Recruiting on the Web" uses the Web and Google Maps to recruit members. Packs, troops and crews will appear as "pins" on an online map. The website is very easy to remember: www.beascout.org.

BeAScout is as easy as 1-2-3

1. Unit leaders publish information about their unit to a pin icon on a Google mapthrough www.myscouting.org
2. Parents go to submit their address, and find units in theirneighborhood.
3. Leaders gather information from visits to their pins and compile "leads" that theycan manage throughwww.myscouting.org.

Unit leaders have a very important task. We want you to populate your unit's pin and keep it updated, so that useful information shows up on the online map. Initially, the unit leaders who can access BeAScout to set up the pin are the Cubmaster, Scoutmaster, or Crew Advisor along with the unit committee chairman and the chartered organization representative.

Once populated, it is the unit leader's role to manage leads as they come in to contact them, explain the specifics of your unit, and invite them to a meeting to get to know the unit.

Step 1 – Log onto www.myscouting.org and select the BeAScout link on the left in the menu. Again, for first time set up we are defining unit leaders as Cubmasters, Scoutmasters, or Crew Advisors along with unit committee chairs and chartered organization representatives.

Step 2 – Once the BeAScout link opens there will be two options….Unit Pin Management and Unit Lead Management. Units use the Unit Pin Management tab to edit their PIN information. The Unit Lead Management tab is used to manage incoming requests for information from parents interested in Scouting.

Step 3 – **The Unit PIN management is used to set what the parent sees on the Google map when hovered over or clicked on.** Filling out this information correctly is imperative to successful leads generation. There are two important areas that need your attention. At the bottom right, in the solid box, is a preview of

the Google PIN…pay close attention to this box. At the bottom left is the "Fields Displayed on Google Pin" area. The Pin preview box will only display the information that has the box(s) checked.

Step 4 – Under "Unit Description" select the correct unit from the drop down box. All pins should show an active status. The unit logo is defaulted to the logo for the traditional program it correlates to.

Step 5 – "Primary Contact Information" refers to whom the unit has chosen to be the lead in managing the PIN information and the parent requests. This does not have to be the unit leaders, but must be a registered adult from that unit. This person will also have access to the Unit Pin Management and the Unit Lead Management page by signing onto MyScouting. It is also the person receiving emails generated from the Google Map PIN. So a unit leader can assign another

registered adult to work the leads. Two alternate contact persons must be selected as well. The email on file in the contacts' PAS record will autopopulate the field once the name is chosen. Should that email address or phone number need to be changed, it can be done so manually. (but it does not update any record in the council's ScoutNet files.)

The primary and both alternate contacts must have different email addresses. All three email addresses will receive an email when a lead is generated. The parent will only have information on the primary contact in the Google PIN.

Once completed, there will be six individuals who have access to Unit Pin Management (as well as Unit Lead Management) via www.myscouting.org:

1. The primary unit leader (Cubmaster, Scoutmaster, or CrewAdvisor)
2. Unit Committee Chair
3. Chartered Organization Representative
4. Primary Contact
5. Alternate contact#1
6. Alternate contact#2

Step 6 – The unit meeting address can be changed at any time. The address displayed is pulled
from ScoutNet. This address will be used to locate the Google Pin on the map, and can be used to be displayed on the pin. If a unit is having a special meeting location or does not meet at their chartered organization, the address can be changed.

Unit Meeting Address

Address 1 :	601 Stewart St
Address 2 :	
City :	Carrollton
State :	GEORGIA
ZIP Code :	30117

Step 7 – If a unit leader chooses, he or she may make the council information display in the Google PIN. By selecting "council information", all unit information goes away with the exception of the unit description. In order for the "contact person" to display in the PIN, the "contact person" check box must be checked.

Fields Displayed On Google Pin

☑ Unit Description

☐ Alternate Unit Description

☑ Unit Web Site

☑ Unit Logo

☑ Contact Person

☐ Council Information

☐ Unit Meeting Address

☐ Phone Number

☐ Special Announcements

NOTE: If Council Information is selected, all e-mail notification shall be sent to the council e-mail address defined in BeAScout Administration.

If the unit meeting address is the desired information to display, this box must be checked. Checking this box, displays the address in the preview. This can be changed as the unit sees fit for where the unit is meeting. If the unit does not wish the location to appear on the pin, uncheck the box in the "Fields Displayed on the Google Pin", but an address must be
in the Unit Meeting Address box at the top right so the pin can be on the map.

The unit leader phone number is only displayed if checked in the fields to be displayed box. This number is pre-populated from the adult leader's ScoutNet

record. Remember by doing this the phone number will be on the web for all to see. If a telephone number is not desired in the PIN, be sure to uncheck this box.

Special announcements can be used for any purpose to display an announcement on the Unit PIN. What you type in the box will appear in the PIN info and once again remember to check that box in "Fields Displayed on Google Pin."

Once you have saved your information, a window will pop up stating that the unit saved successfully.

Now a parent interested in finding a unit nearby can find one by going to www.scouting.org and clicking on the "Join" button or open a browser and type www.beascout.org and press enter. Once in the "Join Scouting" page, the person picks a program and types in their home address and hits the "GO" button. Units in their area show up as "pins" on the map and they can then chose one close to their home. By clicking on the pin, the Unit PIN information is displayed. (Remember: this is the information that was previously updated by the unit leader before in the PIN management process.)

By clicking on the "more information" link in the PIN bubble, or in the local units list on the right hand side a "personal information" screen displays to allow the parent to give information about themselves and their child so that the unit leader can be sure they have selected a valid unit.

Entering the youth's information here assures that the program choice is selected correctly. A personal note or question can be added here. The information and comment will be sent to the Primary and Alternate Unit PIN contacts set up in the Unit PIN Management fields. Once all fields are entered, the parent must select the box saying they are at least 18 years of age. The press "submit" and the information is sent to the contact for the unit. If all fields are correct, a confirmation screen will appear saying "you have successfully requested more information…."

Managing the Leads. Once you've updated your PIN, your primary and alternate contacts will be notified when a lead is interested in your unit. They must follow up with these leads. To do this, from MyScouting > BeAScout, go to Unit Lead Management. Select your unit to view the leads for that unit.

All of the necessary information to contact this parent is on this page. You can view the information the lead submitted (Edit), the lead's name, address, phone, and e-mail; the date when they first made contact; questions or comments they submitted (a red flag means it needs follow up); the number of youth interested in Scouting; the status of this lead; notes that you or other people who work leads can enter (so you know what each other has done); and how they heard about Scouting.

Q&C. Clicking on the red flag opens a box allowing an e-mail contact with the parent.

Status. Once contacted, the leader should update the Status field. The goal here is to have the Status column marked C or J. The status codes stand for: NC = Not contacted; F = Follow-up needed; C = Contacted; J = Joined.

	Lead Name	Address	Initial Request	E-mail Address	Q & C	Phone	No.of Youth	Status	Notes	How did you hear about us?
Edit	0524 Pack Lead One	2529 Tanglewood Trl Austin TX 78703	5/23/2010 8:48:16 PM	joelariel@gmail.com	🚩	877-654-3212	1	NC ○ F ○ C ○ J ◉ ○	Notes	Advertisement
Edit	0524 Troop Lead One	2529 Tanglewook Trl Austin TX 78703	5/23/2010 8:49:47 PM	joelariel@gmail.com	–	987-654-6546	1	NC ○ F ○ C ○ J ○ U ◉	Notes	www.scouting.org
Edit	0524 Troop Lead One	2529 Tanglewood Trl Austin TX 78703	5/23/2010 8:50:51 PM	joelariel@gmail.com	–	987-865-4654	1	NC ○ F ◉ C ○ J ○ U ○	Notes	BSA Employee
Edit	0524 Volunteer Lead One	2529 Tanglewood Trl Austin TX 78703	5/23/2010 8:53:26 PM	joelariel@gmail.com	🚩	987-546-6546	0	NC ○ F ◉ C ○ J ○ U ○	Notes	BSA Employee

Check your Unit Lead Management often so that no leads are neglected.