



Be A Scout Pin and Online Registrations

Updated: May 2020



Purpose

In an ever increasing virtual world, it is important for Units to have an online presence to provide information and recruit

This presentation will provide you the tools to:

- Utilize the BeAScout Pin
- Understand Membership Manager
- Engage families interested in your Unit (Leads)
- Provide an option for Online Applications for your Unit

In-Depth Resource

This presentation will cover the basics of BeAScout and Online Registrations, for a more in-depth look check out this [Handy Guide](#)

All of the information in this presentation, including the BeAScout Pin and Membership Manager, is located within [My.Scouting.org](#)

Access

BeAScout Pins and Membership Manager access are automatically given to the CubMaster/ScoutMaster, Committee Chair, and Charter Organization Representative

Other leaders can be granted access either through Council or by having one of the Key 3 access the “Organization Security Manager” Tab in My.Scouting assigning it to another member in the Unit

What is a Be A Scout Pin?

The BeAScout Pin provides basic information for interested families about Units in their area

Take a second to look up what your Unit's pin looks like:

Go to <https://beascout.scouting.org/> and put in your Zip Code

- Can view in a list or map format
- Lists all Troops, Packs, Crews, & Ships
- Provides basic information on Units



How to Set Up/ Edit your Unit's Pin

Was your Unit not listed? Was the information wrong? Will it need to be changed soon?

Check out this Guide for [Setting up Your Unit's BeAScout Pin](#)

Please note: It can take up to 24 hours for Unit Pins to reflect the changes you've made



What should your Pin look like?

The more information the better! Make sure information is correct and up-to-date.

Some items that are a must to include:

- Where your Unit meets (do not put your Charter Organization address if you do not meet there)
- Main Contact for Unit (along with the best contact information for them)
- When your Unit meets
- Any additional information like a website, FB page, or link to the Unit calendar
 - These are great resources that show the Unit is organized and participates in fun activities

Reminder: Parents value organization and effective communication. An updated, active Unit Pin can make or break a parent's decision about your Unit

Family Packs and Troop BSA for Girls

Family Packs will want to indicate that they are a Pack that is available for both Boys and Girls

- Unit Leaders can do this by going to Organization Manager Tab

Troop BSA for Girls should also note this. Make sure that if you are a Unit with linked Troops, to make sure both are listed and active.

Point of Contact

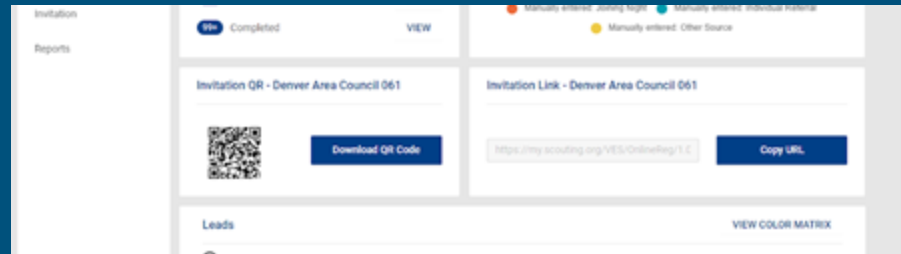
The listed Point of Contact/New Member Coordinator should:

- Have access to the Unit Pin and Invitation Manager
- Know the Unit well, including the different leaders and meeting times/locations
- Be Friendly and enthusiastic
- Have good communication skills

How to Use in Recruitment

This tool is going to be crucial in recruitments going forward. With the uncertainty of school closures, weather related incidences, busy schedules, and other events that prevent families from attending Sign Up/Recruitment Nights, this can give them the information they need.

In your Membership Manager, you can download a QR Code or Invitation Link that goes right to your Unit in BeAScout, which you can use for flyers, posters, and buddy cards.



Membership Manager

Under Membership Manager, Unit Leaders can view Leads, send invitations to join, review and accept applications, and pull recruitment reports on the the Unit!

Clicking on either Invitation Manager or Application Manager on your drop down menu will bring you to Membership Manager where you can explore all the features!

Invitation Manager/ Leads

“Leads” refer to families who have shown interest in your Unit from the Be A Scout Pin.

Unit Leaders can also enter in Leads to be followed up on later

Ex. You can add every family who attended your Sign Up Night, but did not register, as a reminder to invite them to your next meeting

Found in Membership Manager, under “Invitation”



Invitation Manager/Leads cont.

District Professionals are able to see and respond to leads.

In order to make sure that Leaders in the Unit and at Council are not working on the same leads, use the “Lead Notes” feature on the right hand side of the lead

Best practice is to note the day, mode of contact, and a very basic summary

Ex. “Emailed to invite them to Pack Meeting 2/5/20”

Note that if Council can respond to leads, it is crucial that your District Professionals know when/where your Unit Meets, Best Contact, and any other important information

Invitation Manager/Leads cont.

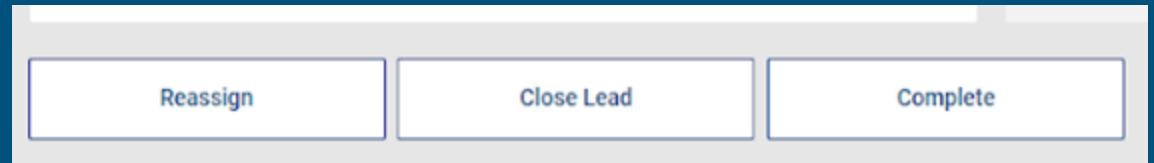
After the interested family has been contacted and they decide to join the Unit, you can move the Lead to “Complete”.

If the applicant will not be joining your Unit, you can move it to “Closed”.

Leads can also be reassigned to another Unit

Ex: if a 6th grader shows interest in a Pack, you can reassign them to the local Troop that the Pack is connected with.

Make sure you give the other Unit a heads up!



Application Manager

In Membership Manager, select the “Application” tab on the left hand side to view submitted online applications.

You will be able to view the status of, review, and approve applications

The Scout/Cub Masters approves Youth Applications and the Charter Organization Representative approves Adult Applications

Online Applications

When setting up your Pin, you can activate the Unit's ability to accept online YOUTH applications by setting the "Apply Status" to "Active".

Visit your Organization Manager to turn on ADULT applications.

Families will be able to apply and pay for their registrations online.

The necessary Unit leaders still have to accept them (the equivalence of signing off on their paper application).

You can send interested Leads an online application along with a message

Who can apply online

Only individuals who are NEW to the Council can apply online.

Online Applications will NOT work for:

- Change of leader positions
- Multiples/Dual-registrations
- Transfers
- Advancing youth (Cub Scout → Scouts BSA)
- Merit Badge Counselors
- Adult leaders who are already registered as Adult Partners for Lions/Tigers

(all of the above need to submit a paper application to council)

Benefits to using Online Applications

Benefits of using this form of applications include:

- All necessary information must be provided before application is accepted. This can reduce the amount of “defective” or “incomplete” applications for the Unit
- Applications do not have to pass many hands before they are registered
- The risk of losing or forgetting to turn in a paper application decreases
- They can pay online, easier to track payments for registrations
- If a parent forgets to fill out an application at a meeting, they can do it at home and submit it

Reminder that the individual has to be NEW to Council

Unit Configurations

Under the Organization Manager tab, the Charter Organization Rep, Committee Chair, or Designee can:

- Note payment options
- Allow Adult Applications
- Provide an Automated Welcome Message once Applications are approved
- Note if a Pack accepts “boys only”, “girls only”, or “both boys and girls”

Best practice for My.Scouting / BeAScout

Check your Unit Pin every couple months to make sure the meeting times/locations, Unit contact, and any other information is Up to Date

Check your Membership Manager, including the Application and Invitation tabs, on a regular basis. Weekly is best.

The only thing worse than no online presence, is a poor online presence

Make note of any applications submitted online, as your District Professionals do not see them go through.

Continue to make notes in any Leads that you respond to