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BAY-LAKES COUNCIL 2020 MEMBERSHIP STEERING COMMITTEE



Niki Petit, Director of Business Development, Insight Creative, Green Bay, WI

- Eagle Scout Mom
- Charter Representative of Pack 4063, Troop 1093, Troop 6093, Crew 9093



Tim Kowols, Door County Daily News

- Eagle Scout
- Social Media Coordinator and Account Executive



Roger Shellman, Oconto County Times Herald, Retired

- Veteran Unit, District, and Council Scouter
- Retired Newspaper Editor and Publisher



Mike Norder, Schneider National

- Director, Corporate Marketing
- Extensive Employee Recruiting Experience

Assisted by BLC Staff Membership Focus Group: Jennifer Neuville, Lynne Moore, Chris Weber, Bob Pekol, Patrick O'Brien, Doug Ramsay, Brian Robb, and Scout Executive Ralph Voelker

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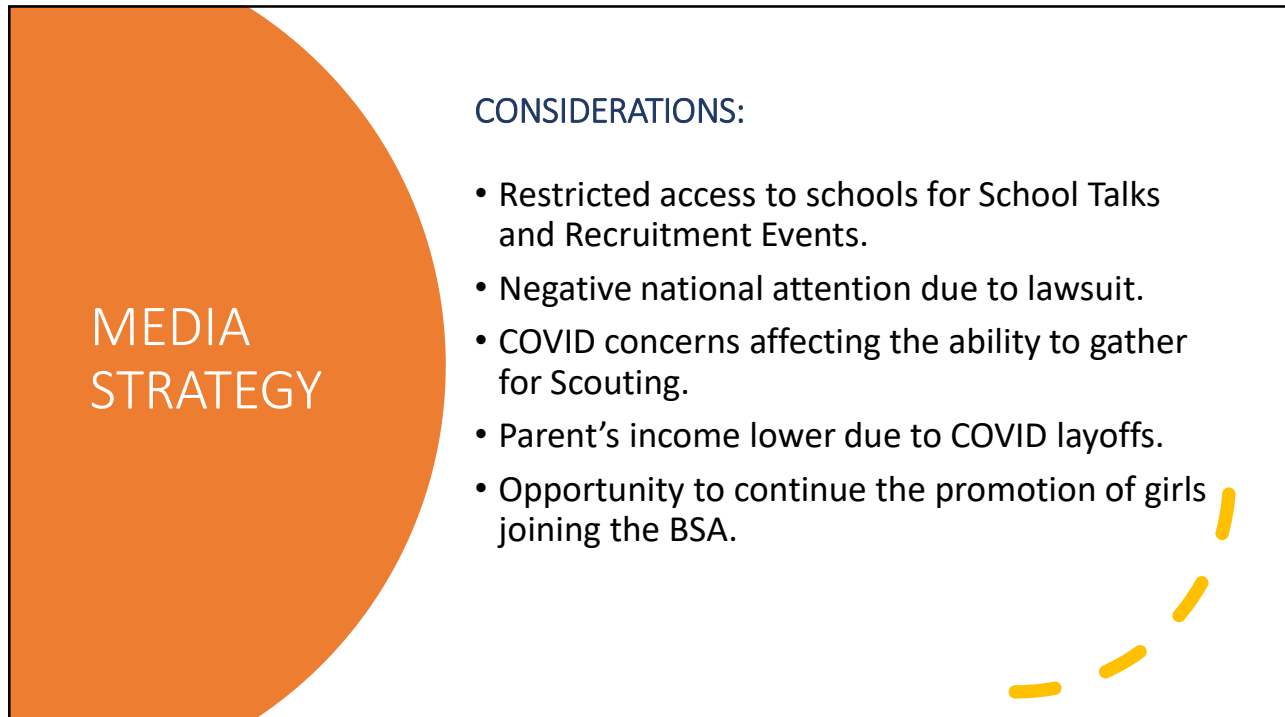


Niki Petit,
Director of Business Development,
Insight Creative, Inc.

Niki Nelson-Petit
4h · 🌐

I enjoyed my time working with the Scout organization on new recruiting ads. As marketers, we're finding new ways to adapt and reach our audience during COVID-19. We are working smarter, but it can be done. @boyscoutsofamerica

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MEDIA STRATEGY

CONSIDERATIONS:


- Restricted access to schools for School Talks and Recruitment Events.
- Negative national attention due to lawsuit.
- COVID concerns affecting the ability to gather for Scouting.
- Parent's income lower due to COVID layoffs.
- Opportunity to continue the promotion of girls joining the BSA.

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MEDIA STRATEGY

WHAT SCOUTING CAN OFFER: *Opportunities*


- Lack of a “normal” school day means, parents will need organized activities for their children.
 - Social distancing has ignited a national movement towards enjoying the outdoors.
 - Schools no longer prepare kids for the basics such as budgeting, cooking, and other life skills. The Scout program fills that gap.
 - Kids need to be social. Scouts offers a safe outlet.
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MEDIA STRATEGY

WHAT SCOUTING CAN OFFER: *Opportunities* (Continued)

- With the prospective of no, or limited school access this Fall, the Bay-Lakes Council consulted with Insight Creative, Inc., in Green Bay, WI.
 - A team from Insight reviewed the Council’s needs, and reviewed TV, radio, billboards, print, direct mail and digital advertising options.
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MEDIA STRATEGY

Behavioral-targeted Online Videos

- Reaches women 25-44 that have kids in the full footprint of the Bay-Lakes Council. We do NOT have their IP address so we do not specifically know who they are. We only know their behaviors.
- Brand-safe content
- On the top 75% of web searches
- 375,000 impressions

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Premium Audience Network

Your Online Video on Premium Brand Safe Websites

Connect with your target audience by placing your brand messaging adjacent to content they seek on premium websites.



Engage your desired consumers visiting their favorite websites on their preferred device with presence in premium environments.

SAMPLE – PREMIUM Network Websites:



Sample Sites by Segment:

Reach Men

- USAToday.com
- HomeDepot.com
- SportingNews.com

Reach Women

- WebMD.com
- TripAdvisor.com
- WomensDay.com

Reach Families

- LivingSocial.com
- Disney.com
- FamilyFun.com

Reach Teens

- iHeartRadio.com
- TicketMaster.com
- NBA.com

Reach Auto Enthusiast

- CarAndDriver.com
- Forbes.com
- NationalGeographic.com

Spectrum
REACH

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MEDIA STRATEGY

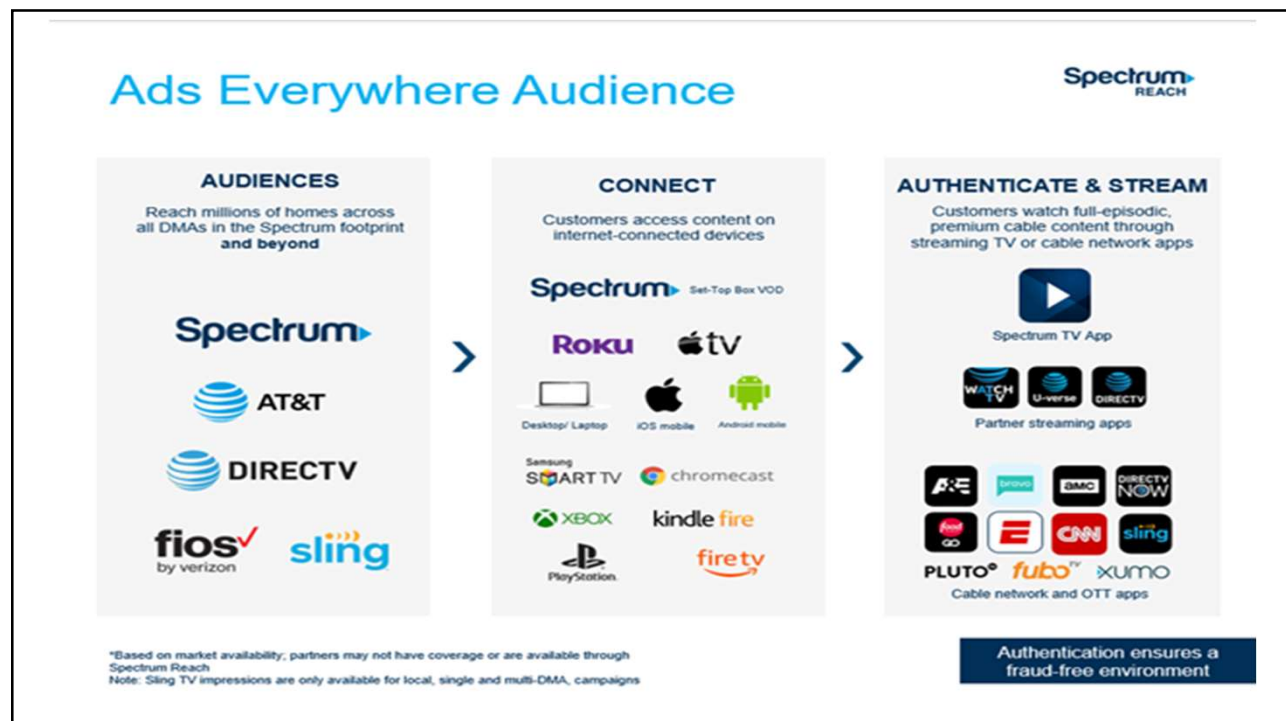
Addressable Online Video

- Like digital direct mail. We have the exact IP address and we know who they are. We are targeting them specifically.
- Targets women with kids ages 6-11 in the full Bay-Lakes footprint
- 360,000 impressions

Premium Streaming Ads

- Targeting family and kid-friendly shows like Animal Planet, Cartoon Network, Discovery Family, National Geographic, etc...
- Reaches the NEW Wisconsin DMA
- 252,856 impressions

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MEDIA STRATEGY

Premium Streaming (AKA Over The Top)

- This reaches the people who are also streaming but do not use any of the above aps. This is our way of hitting everyone.
- Reaches the NEW Wisconsin DMA
- 212,500 impressions

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OTT Premium Audience

Precise geographic put your message exactly where your audiences are watching premium, television content through OTT

- **Only the Top 8%** of all OTT sources keep your brand safe



- All DMAs, no restrictions
- Curated, live and on-demand programming
- Connected, big-screen TV devices
- Device-level targeting capabilities
- Best-in-class reporting



Spectrum
REACH

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MEDIA STRATEGY

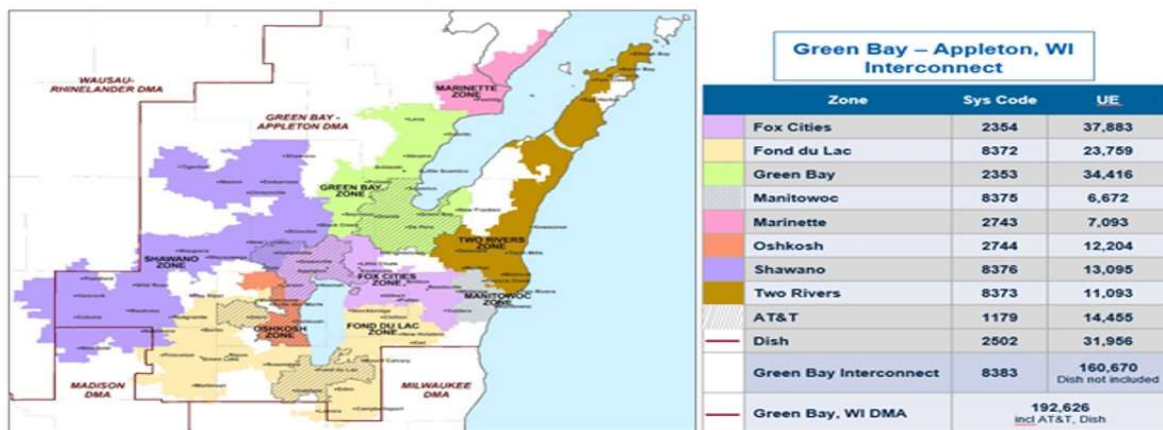
Cable ads on family-friendly channels

- 108 ads per week in the NEW DMA
- 754 ads total
- Will reach 93.7% of Women and each person will see it 6.5 times

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Distance matters

Geographically target your message to those who matter



Note: Green Bay -Appleton Interconnect Advertising reach applies to Over the Top, and Cable Ads...All other Marketing Plan Components will reach the entire Footprint of the Bay-Lakes Council.

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MEDIA STRATEGY

Time frame

- All ads will run September 7th-October 24th

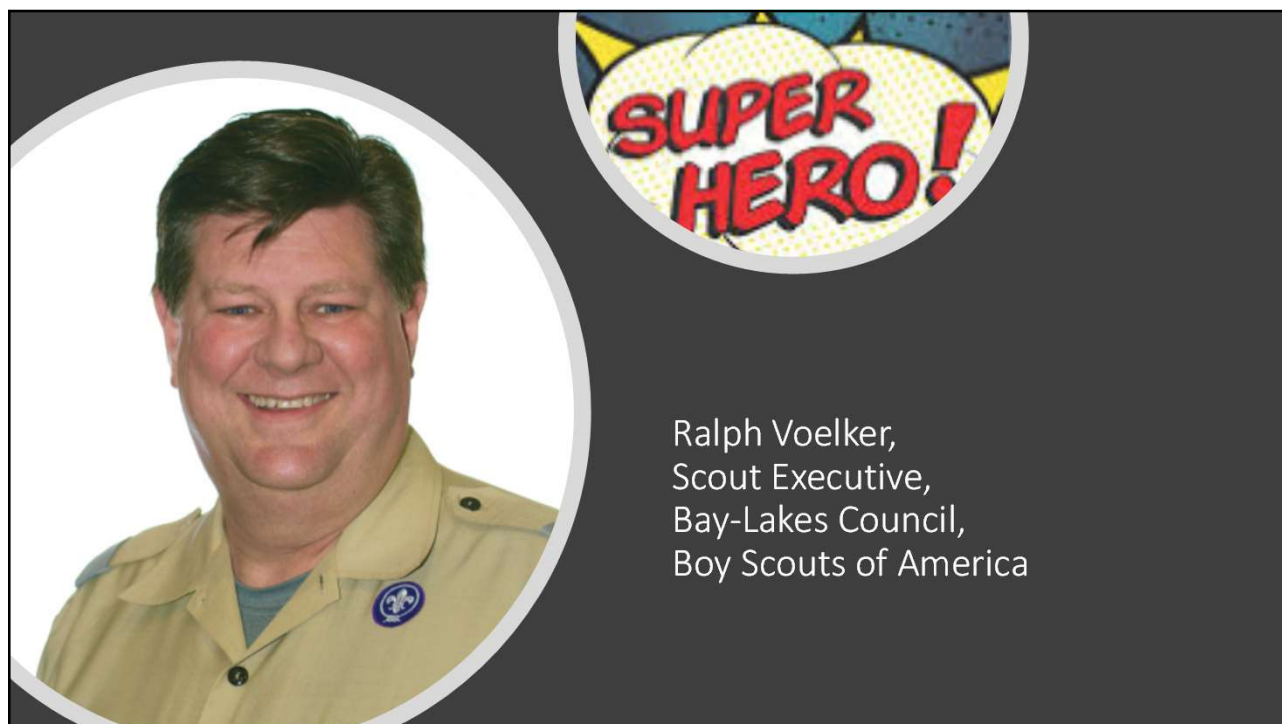
Creative concept

- A group of parents were interviewed on camera. They were asked to share what they liked about Scouting, favorite memories, etc.
- Interviews will be turned into a series of :30 ads for this campaign.

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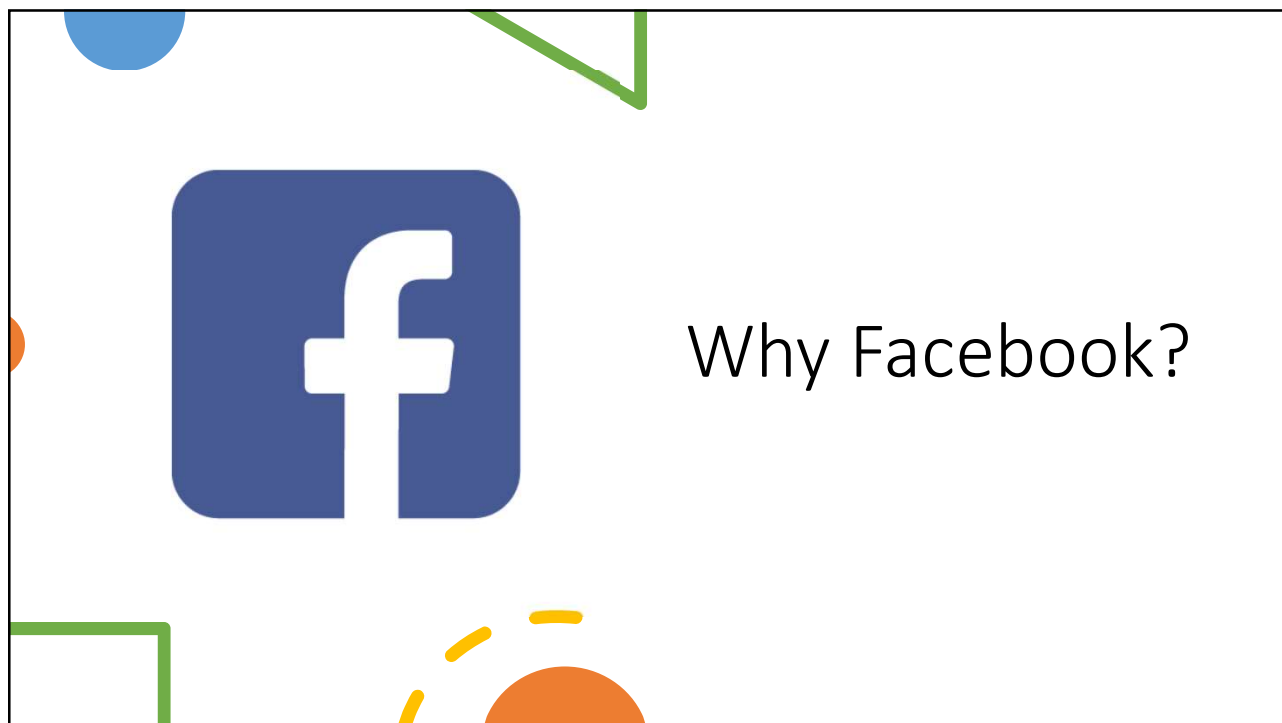


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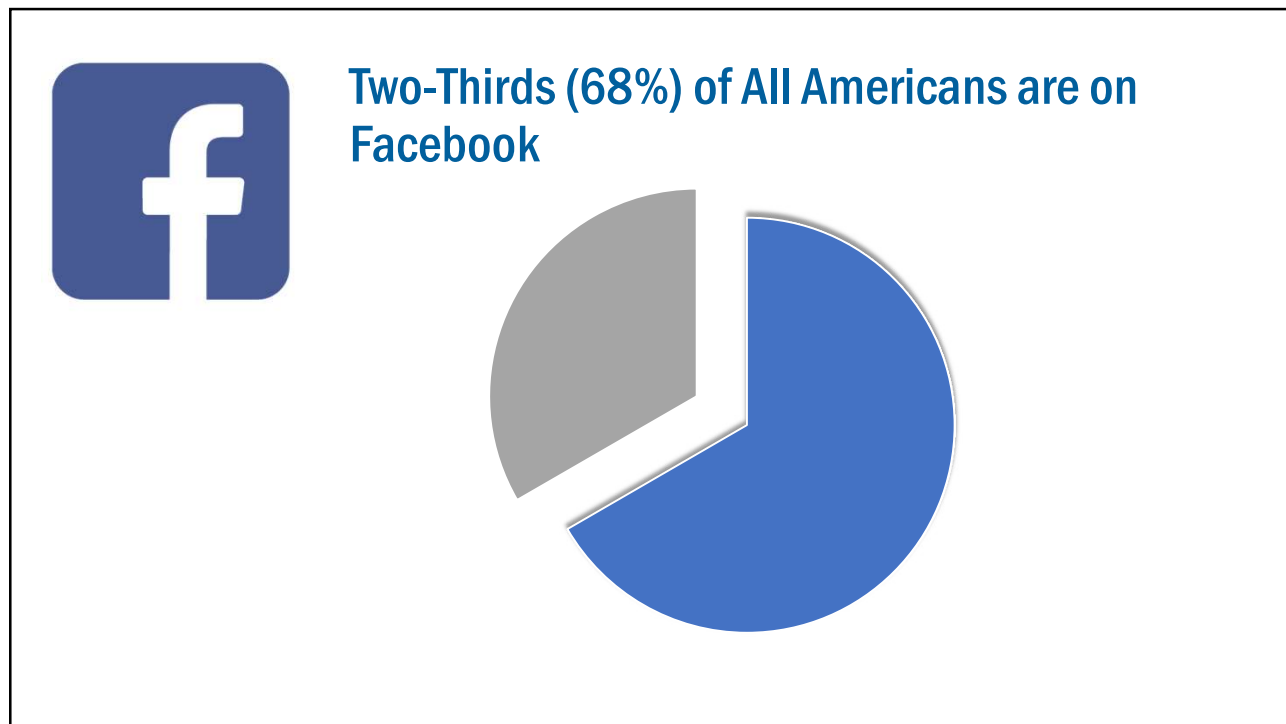


Ralph Voelker,
Scout Executive,
Bay-Lakes Council,
Boy Scouts of America

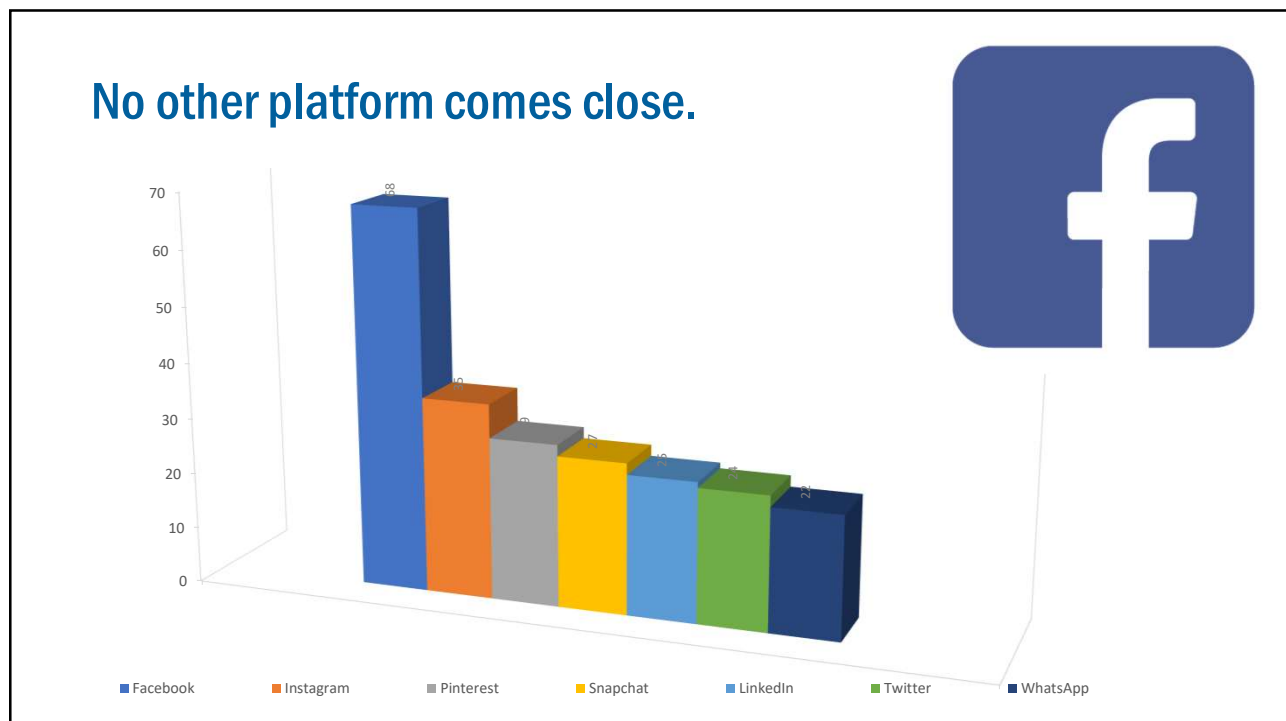
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Who uses the social platforms?

	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%

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Geofenced units on average recruited
+7.43% MORE
 new Cub Scouts than they did a year ago.



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Data also showed that....

Single-unit events performed better than events with multiple-unit events.

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Data also showed that....

Geofenced events held at schools performed the **best**, followed by events in parks and lastly by events at churches.

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HOW TO MAXIMIZE THE REACH OF GEOFENCED FACEBOOK EVENTS

All event ads will be posted on the Council Facebook page. Districts will be asked to share joining event ads within their districts. Units should watch for their Facebook ad and do the following:

- Flyers for joining events need to be ordered a minimum of three weeks prior to joining event date. This allows for two weeks of geofenced Facebook ads prior to your event.
- Share event ad on unit Facebook page.

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HOW TO START A MOVEMENT!

Bay-Lakes
Council Fall
2020 Recruiting
Strategy



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HOW TO MAXIMIZE THE REACH OF GEOFENCED FACEBOOK EVENTS

- Encourage all families in the unit to share the ad on their timeline.
- Encourage all families to click on the “interested” or “going” button.
- This primes the pump for other families to participate
- People considering joining may see families that are friends attending and will join.
- The Council will be investing Friends of Scouting money into boosting each of the events.
- Watch the comments portion of your ad. If questions appear, answer them.

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HOW YOUR JOINING EVENT CAN BE MAXIMIZED USING FACEBOOK ADS

- Hold the joining event at the school for which you have a geofenced ad. Do not host the joining event at a church or other location than the school.
- If you are drawing from multiple schools, you need a joining event at each school.
- We would prefer to use photos from your pack as part of the geofenced ad.
- Make sure your Beascout.org pin is updated.
- Create a pin for you unit within google maps.

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SUPPORT
MATERIALS
AVAILABLE

All unit resources for fall recruiting campaigns are located on the Bay-Lakes website at:
<https://baylakesbsa.org/cub-scout-recruiting-resources/>

Submit your Unit order for Recruitment Materials by August 15:
https://baylakesbsa.org/wp-content/uploads/2019/09/Recruiting-Support-Resources-Order_Fillable.pdf



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HOW WILL WE CONDUCT RECRUITMENT EVENTS?

1. If we have school access, we will recruit traditionally with School Talks, Paper and Digital Flyers, etc., and a traditional Sign Up Night.
2. If physical school access is denied, ask the school if they will distribute your Digital or Paper Flyers, and if you can schedule a recruitment night in their parking lot.
3. If you are denied access to the school parking lot, look for another likely location, such as a municipal park, nearby cooperative local business, or your Chartered Partner's parking lot if nearby.
4. If a drive through location cannot be found, then our last resort is to have a Virtual Sign Up Night.

Our two Priorities:

- **Each Elementary School Should have their own dedicated Recruitment Night.**
- Schedule your Drive Thru Recruitment Nights for mid September and register it with Council by Aug 15.

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Patrick O'Brien,
District Director,
Hiawathaland
District, Bay-Lakes
Council, Boy
Scouts of America



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Drive-Thru Recruitment Events Our Preferred COVID Safety Friendly Recruitment Plan for 2020

- Variation of the station method presented last year
- Designed for social distancing. <https://baylakesbsa.org/wp-content/uploads/2020/07/Drive-Thru-Recruiting-Event.pdf>
- Use the School parking lot (1st choice), Bank Drive-Thru or other community location.
- Leader and parent help is essential
- The Welcome Station sets the tone
- Closing the deal at the recruitment
- Reporting your results
- Other details

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Bob Pekol,
District Executive,
Voyageur District
Bay-Lakes Council,
Boy Scouts of America

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BeaScout



- BeAScout is the online platform for parents to find units near them.
- Parents can find info on the unit and **APPLY ONLINE.**

Pack 0293 Trinity Lutheran Church Council
3.1 miles

1410 Rogers St.
Stevens Point WI 54481
Contact: Robert Glennon
Phone: (715) 341 - 8129
Email: ScoutmasterT293@charter.net
☐ Dens for Boys or Girls
☒ **Online Registration** available for this unit.
Boys and Girls from all of Stevens Point are welcome to join our Family Pack with Dens for boys and girls. We meet on Tuesday evenings and have a close link to our Scouts BSA Troops for Boys and Girls.

[Request More Information](#)
[APPLY NOW](#)

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Pack 7791 Our Lady of the North Church
24 W Argyle Street Packertown, WI 54555

Contact: Dave Cub Master

Phone: 867-5309

Email: daveycm@compuserve.org

Website: www.facebook.com/whatever/packertown/oln7791

Dens for Boys or Girls

Online Registration available for this unit.

We recruit from Treehouse Elementary and St Mary's School in Packertown. Our meetings are the third Tuesdays of the month at 6:30 PM at St. Mary's School cafeteria in Packertown. Click on our webpage above to see our calendar, pictures from past events, and more! We will be holding a sign up night at St. Mary's on September 15th at 6:30 PM in the cafeteria and a sign up night on September 16th at Treehouse elementary in the Parking lot at 5:30 PM! See you there!

[Request More Information](#)

[APPLY NOW](#)

- Login to My.Scouting > Menu > Unit > Organization Manager > Unit Pin
- **Any updates or changes to your PIN take 24 hours to go into effect.** Update your pin sooner rather than later.
- Check for spelling, grammar, and formatting.
- Respond to any applications or communications submitted through BeAScout within 24 hours.
- Overall, make your PIN as inviting as possible so new parents can learn about your unit as much as possible.

<https://www.scouting.org/resources/online-registration/>

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Google Pins

- Google holds 91.89% of the search engine market
- Bay-Lakes Council will help your unit appear in a Google Search
- Basic info is needed from each unit to create the pin
- Final step is to verify

This Photo by Unknown Author is licensed under CC BY-ND

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Getting The Word Out Unit Level Guerilla Tactics

Support Available from Council:

- Targeted Ad Buy for Cub Scout Packs
- Facebook Geofencing for Pack Recruitment Nights
- Yard Signs for Cub Scout Recruitment Nights
- Digital Flyers for Units of all Types
- Paper Flyers for Units of all Types
- Friend to Friend Invitation Cards
- Hometown Unit Correspondent Training
- Virtual School Talk Video For Packs.

Other Ideas for Units to get out the word for their Recruiting Events:

- Share, share, share, on Facebook
- Send in a news story two weeks before your recruitment event
- Share on other Social Media
- Write a Positive Review of your Unit, or a Unit event on Yelp, or Google Reviews
- Text Message people you know
- Hold a Zoom recruiting event
- Make your own small invitations and create partnerships to place in grocery bags, place on windshields, distribute in fast food bags
- Post Announcements in church bulletins
- Submit School Talk Videos to Elementary Principals

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Roger Shellman,
Oconto County
Times-Herald, Retired.
Veteran Unit, District, and
Bay-Lakes Council Scouter



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UNIT HOMETOWN NEWS CORRESPONDENT AND EDITOR PROGRAM

- A METHOD FOR UNITS TO CREATE A POSITIVE MEDIA ENVIRONMENT IN THEIR COMMUNITY
- PACKS SHOULD DESIGNATE AN ADULT EDITOR (ADULT REPORTER)
- TROOPS AND CREWS SHOULD DESIGNATE A CORRESPONDENT (YOUTH REPORTER) AND AN EDITOR (ADVISOR TO YOUTH CORRESPONDENT)
- **WHAT DO CORRESPONDENTS DO?**
 1. Submit Photos and Stories of all worthwhile Unit Activities to the local Media.
 2. In Troops and Crews, the Adult Editor advises the Youth Correspondent, in Packs, the Adult Editor is the Correspondent.
 3. Leverage Merit Badge and Advancement Requirements with this Duty. This Position could also be part of the Scribe leadership position.

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Writing a News Release

1. The Lead

- A. Tells the Story in a “to the point” paragraph.
- B. “Sets the hook” so the reader want to know more.
- C. Answers “Who, What, Where, When, and Why” in one short paragraph.

2. Details

- A. More information to “flesh out” the story.
- B. Often covers the “why” question of your story.
- C. Keep this brief.

3. Photos

- A. The right photo is worth 1,000 words.
- B. Make a Photo, Don’t Take a Photo
 - 1) Close up of the actual action being promoted.
 - 2) Light Source behind your camera instead of in front of it.
 - 3) Check out the Background and overall picture for problems.



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Writing a News Release

4. Captions

- A. Short and Sweet.
- B. Respect people's privacy.

5. Submitting Your Story/Photo

- A. When possible, submit in person to establish a relationship with your local media.
- B. Don’t give up. Media Space and Time is limited, so don’t be discouraged if your current story isn’t used. They may use your next one.
- C. Check out your target media website. They often have convenient links or instructions to submit your story and photos electronically.

6. Example

Tim Tenderfoot and Sammy Scout of Troop 807 of Frostbite Falls (who) completed their service project of building a new observation tower (what) at the Forelorn Hope Nature Preserve outside of town (where). The Scouts finished the three-week construction Saturday (When) as part of their requirements for their First Class rank (Why).

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Tim Kowols,
Social Media Coordinator
and Account Executive,
Door County Daily News



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CAMPAIGN TIMELINE

July 21:	Council Fall Recruitment Training
August 1:	Unit Membership Coordinator Contact Information Correspondents (Troop and Crew Youth) Recruited Editors (Adults in Packs, Troops, and Crews) Recruited Unit BE A SCOUT pins updated by Units Unit Google Pin information submitted to Council
August 15:	Unit Support Material Orders due to Council Pack Recruitment Dates and Locations due to Council
Sep 7-Oct 24:	Ad Campaign
Sep 7-Mid Oct:	Pack Recruitment Events
Mid Oct:	Troop & Crew Recruiting

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Brian Robb,
Director of Field
Service,
Bay-Lakes Council,
Boy Scouts of America



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2020 PACK FALL RECRUITMENT STEPS



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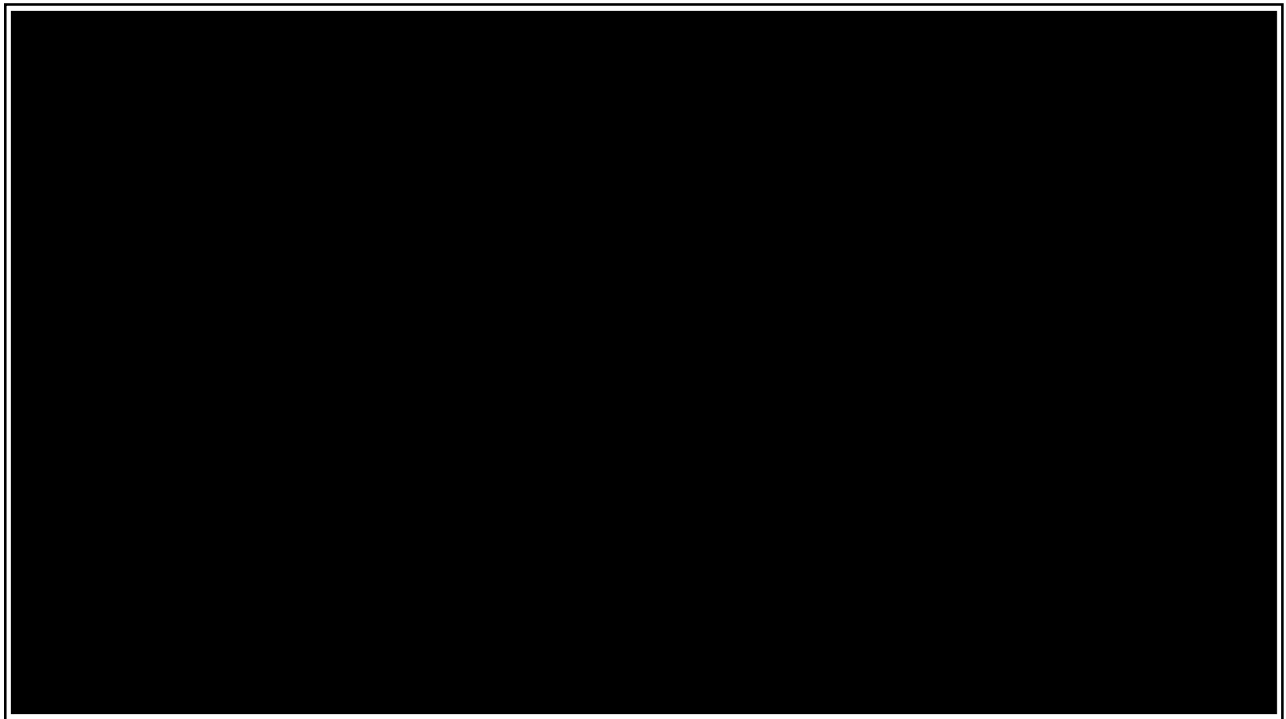
CUB SCOUT PACK RECRUITMENT NIGHT NEXT STEPS:

1. Update your Be A Scout Pin by August 1.
2. Recruit a Unit New Member Coordinator to manage your Fall Recruitment Event, and another adult volunteer to be your Hometown News Editor and register them with Council by August 1 on the Cub Scout Recruitment Resources Page on the baylakesbsa.org website.
3. For each School that you serve and recruit youth out of: Call your local elementary school and ask them to distribute digital or paper flyers, and allow you to schedule a Drive Through Recruitment Event in the School Parking lot, and share this information on the Cub Scout Recruitment Resources Page of the baylakesbsa.org website.

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