



BOY SCOUTS OF AMERICA®

FIVE RIVERS COUNCIL

244 West Water Street, Suite 10, Elmira, New York 14901

Membership Hungry Units of Five Rivers Council:

What would you think if we could give you a tool that would significantly increase your ability to recruit up to 25% more Scouts this year?

We know every Pack in our Council would like to have more membership. More membership brings more adult leaders. More adult leaders will bring more help. More Scouts make for a better program. Membership is a win on all fronts.

If you could spend \$7 to increase your membership by 25%, would you make that investment? How about if it was easy enough to do in just 5 minutes of your time?

Let me tell you about Geofencing.

First though, let me ask you to use your imagination. Please imagine you are standing outside of the school that you recruit from. It about 5 minutes before dismissal and there is a line of parents in their cars waiting to pick up their children. What are these parents doing? I bet they are looking at their phone. They are checking Facebook.

Now that you have that image in your head allow me to tell you about Geofencing.

Geofencing is putting advertising of events on Facebook. These are targeted ads. Ads for the people that are directly linked to their demographics and selectively targeted to them.

Now imagine that parent sitting in your car, waiting for their child to come out from school. They are scanning Facebook and see an ad for the local Cub Scout Pack. The ad has all the information on the upcoming recruitment night. The parent hears the school bell and starts looking for their son or daughter to come out. They see yard banner signs for Scouting. As their child gets in the car, they see that he or she is wearing a join Cub Scouts sticker on their shirt. They tell their parent about this person who came and talked to them about joining Scouting. When they get home, they un-pack the school bag and look through the folder. The parent comes across a flyer for joining Cub Scouts. Later that evening, before going to bed, they are back on your phone checking Facebook. They come across the ad for Cub Scouts again. Wow! Cub Scouts is a popular thing!! think we should sign up our son or daughter. Seems like they really want us to join.

This is the power of Geofencing. It gives you the ability to share the opportunity of Scouting directly with the people that you want to target. Parents, Outdoor people, Families, Moms, and Dads. It is directed a select group of people.

It is Five Rivers Council's goal to have every Pack, have a great Pack sign up night. We would like to invest in the success of your membership. It is well worth the cost. If any Pack is willing to do this and spend the \$7, Five

Rivers Council will invest up to \$10 in the advertisement to increase your advertising buying power. Not only will we invest in the advertising of your Pack sign up night, we will set it up for you. All you will have to do is answer a few simple questions as you register for this marketing promotion. It is that simple. The next step is to bring extra blank youth and adult applications to your Pack Sign-up night and be prepared to grow your Pack.

All you must do is click on the registration link and provide the following:

- District Name
- Unit Number (This is currently only for Packs and Troops BSA for Girls)
- When is the event? (Date and time)
- Where is the event? (Location Specific)
- What School you recruit from? (Be Specific)
- Name of the Pack's Facebook page. (If they have one). Not necessary.

The Council will:

- Set up the Facebook Promotion through the Council Facebook Page.
- Set the appropriate geographical size, length, and demographics, for your area.
- Invest up to \$10 of advertising power into your Sign-up night.
- All ads run for 7 days.

This is for Unit based sign-ups (open house) only! This is not for the School Open Houses, these are already promoted in your community. For multiple events you will have to complete the registration process each time.

*Please allow 2 weeks to set this up.

Click on this Link and it will take you directly to where you can sign up to grow your Pack!

<https://tinyurl.com/y4sd7hvy>

If you have any questions about Geofencing in general, please check out this link and it will tell you all about Geofencing.

<https://tinyurl.com/yx9htau6>

If you have additional questions, please contact Daniel Carpenter at daniel.carpenter@scouting.org or 607-331-1193. Here's to a great recruitment year!

Sincerely,

Five Rivers Council

