Engaging New Leaders & Parents

CHART THE COURSE
2019 ADULT LEADERSHIP DEVELOPMENT CONFERENCE
LAKE ERIE COUNCIL, BOY SCOUTS OF AMERICA
Learning Outcomes

After today’s session, you will be able to:

• Develop a unit Communication Plan
• Assign and or/recruit leaders to take an active role in unit communication
• Effectively utilize a variety of communication tools to increase your unit’s visibility in the community
Resources

• How to Update your BeAScout Pin
• Unit Communication Plan Best Practices
• Unit Communication Plan Sample
• Unit Communication Plan Template
• Communication Tools – Resources Page
The Unit Communication Plan

Goal: To determine the preferred channels of communication for your leaders, families, and community.

● Include your target audience when choosing
● How do parents prefer to receive information?
● Survey unit members opinions on current communication
● Does your unit need a Facebook page and a website?
Unit Leader Responsibilities

● Create the communication plan
● Clearly establish who will own each piece of the plan
● Ensure consistency
● Gather feedback
Communication Tools

- **Internal Tools**
  - Scoutbook
  - E-mail / Phone
  - Apps / Text Messages
  - Facebook Groups

- **External Tools**
  - Facebook Pages
  - Website
  - BeAScout Pin
  - Local Media
Scoutbook
E-mail

- Unit e-mail
  - Helps with Transition

**Yay!**
- unitleader.unit123@gmail.com
- commiteechairunit123@gmail.com

**Nay 😞**
- IHateWorking@aol.com
- iheartmypooch@gmail.com
Hi Everyone!

Below is what's going on for the month of March!

March 12th 7:PM Tues.
Den Meetings - [redacted]

March 13th 7:PM Wed.
Lion Den Meeting - [redacted]

March 14th 7:30 Thurs.
STEM Nova Meeting - [redacted]

If your scout participates in STEM, make sure to RSVP by tomorrow night to [redacted] for the Baldwin Wallace Observatory visit this Thursday, March 14th at 7:30pm. **All scouts should be in their uniform for this event.** You can reach [redacted] at [redacted].
March 19th 6:30 Tues.
Annual Pack Planning Meeting - All registered leaders need to attend this meeting and/or have at least one parent from each K-5 family at this meeting. We will go over a lot of important information about fundraising, code of conduct, the remainder of this school year, our summer program, and next school year's program. We plan on having a movie for the kids to watch during our meeting. I also sent out a SignUp for this please rsvp so we have enough handouts.

March 26th
No meeting this week! Next meeting is April 2nd for our Pack Meeting.

More Info
We should have maple syrup fundraisers for the last two weekends of March scheduled soon. I'll keep you posted.

You should like the Pack's Public Facebook page and join the Pack's private Group for more info and updates.

Let me know if you have any questions, thanks!

Cub Scout Committee Chairperson
chair@gmail.com

Like Pack on Facebook!
Public | Group
Phone
Apps / Text Messages

- Remind
- Groupme
- WhatsApp
- Facebook Messenger
Facebook

BSA SOCIAL MEDIA GUIDELINES

- Staying true to the commitment of the BSA to be an advocate for youth and to keep children and their privacy safe, both online and off, should always be at the forefront of any considerations where social media usage is concerned.
Facebook

Group?

Page?

Both?
Announcements

Admin - April 14 at 2:03 PM

More info is attached about our Niagara Falls Expedition!
Please RSVP through Scoutbook!

Niagara Falls May 17 - 19.docx
Facebook Local Awareness Ads

Create

- **Page**: Connect and share with customers or fans

- **Ad**: Advertise your business, brand or organization

- **Group**: Find people with shared interests

- **Event**: Bring people together with a public or private event

- **Marketplace listing**
Facebook Local Awareness Ads

**Campaign:** Choose your objective.

**What's your marketing objective?**

- **Awareness**
  - Brand awareness
  - Reach

- **Consideration**
  - Traffic
  - Engagement
  - App installs
  - Video views

**Brand awareness**

Reach people more likely to pay attention to your ads and increase awareness for your brand.

- **Campaign Name:** Brand awareness
- **Create Split Test:** AVB test your creative, placement, audience, and delivery optimization strategies
- **Campaign Budget Optimization:** Optimize budget across ad sets

**Set Up Ad Account**
Facebook Local Awareness Ads

**Audience**

Define who you want to see your ads. Learn more.

**Locations**

- Everyone in this location
- 9451 Brandywine Rd, Northfield Center, Ohio, United States

**Detailed Targeting**

INCLUDE people who match at least ONE of the following:

- Demographics
- Interests
- Behaviors
- Facebook Pages

**Connections**

- People who like your Page

**Add Locations in Bulk**

- Age: 18 - 65+
- Gender: All, Men, Women

Save This Audience
Facebook Local Awareness Ads

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery
Ad Recall Lift - We'll serve your ads to maximize the total number of people who will remember seeing your ads. To help us improve delivery optimization, we may survey a small section of your audience.

Cost Controls
Facebook will aim to the most ad recall lift and spend your entire budget.

Budget and Schedule
Lifetime Budget $50.00

$50.00 USD

Start: May 13, 2019 6:00 AM
End: May 29, 2019 7:30 PM

Your ad will run until Wednesday, May 29, 2019. You'll spend up to $50.00 total.

When You Get Charged
Impression

Ad Scheduling
Run ads all the time
Run ads on a schedule

Delivery Type
Standard - Get results throughout your selected schedule

Estimated Daily Results
Reach
401 - 2.5K

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are...
Build a free website for your business in minutes.

With Google My Business, you can build a free website that looks great in under ten minutes. The free website builder makes it easy to create and edit your site from your computer and phone.

Enter your business name:

Have questions? Give us a call: 1-844-491-9665 *
We had a great start to the scouting year with our scavenger hunt at the Liberty Nature Center. Our next Pack meeting (for all boys and girls in K through 5) will be held on Tuesday, October 9th at 6:45pm at Faith United Methodist Church. The theme is "Haunted Scoutoween" and the Scouts are invited to dress up in their
BeAScout Pin
Pack 4 at St. Paul's Episcopal

2747 Fairmount Blvd Cleveland Heights OH 44106

Contact: Rosanna Slocum
Email: pack.four.scouts@gmail.com
Website: https://sites.google.com/view/tcp4cs/home

Dens for Boys or Girls

Pack 4 meets on Wednesdays at 7pm at St. Paul's Episcopal Church. Come be a Scout with us! We offer programs for boys and girls.

Request More Information
Local Media

- News Outlets
- Yard Signs
- School Newsletters
- Flyers
- Library / Rec Center / Community Places
- Local Businesses
- Community Events
- Be Creative!
Best Practices

- Think about the things that you like and dislike
- Communication should be timely
- Build trust by being open and transparent
- If you utilize more than one channel of communication, you must use them all every time
- Keep things updated
  - If your website/social media isn’t updated, it looks like you don’t exist
Workshop!
Questions?