

Roundtable Membership Moment

Geofencing Recruitment Nights

What if you could send parents an invitation to attend a Join Scouting event directly through Facebook? By creating an event on Facebook and 'geofencing' it, you can! It's easy, affordable and it's a great way to reach parents with a message to join.

Here's how it works.

Geofencing harnesses the power of Facebook to know when your audience has entered your virtual area and invites them to your event! Geofencing has proven to increase attendance at recruitment events by **14%** over non-geofenced events.

It's easy to do:

- Make sure you have a public Facebook account for your unit – it's free!
- Fill your Facebook page with pictures of scouts having FUN!
- Set up an event for your recruitment night.
- Establish your audience – parents of 6-10, 10-16, or 13-20 year olds, depending on your unit.
- Set your geofence – your ZIP code, your school or church location, etc.
- Set a time frame – it usually costs a dollar a day for 14 days.
- Conduct your recruitment event.

Note: Make sure to follow the social media guidelines outlined at:

<https://scoutingwire.org/social-media-guidelines/>

Opportunity to Share

Ask participants if their district or council has any resources available for geofencing, or if they have used geofencing.

Resources:



<https://scoutingwire.org/how-to-use-geofencing-for-scout-recruitment/>



<https://scoutingwire.org/add-facebook-geofencing-to-reach-more-families/>



<https://scoutingwire.org/using-tools-like-geofencing-and-nextdoor-events-to-promote-scouting/>



<https://scoutingwire.org/where-is-the-best-location-for-a-joining-event-the-data-may-surprise-you/>