

# Roundtable Membership Moment

## Following up on Prospective Leads on BeAScout.org



BeAScout.org is a potent recruitment tool for units to use at no expense. When parents of Scouting-age youth search for Scouting or units nearby, they will probably find BeAScout.org, an online website that prospective members can use to find a Scout unit near them.

Units should look at their information on BeAScout.org and update their contact details and meeting location since that is the primary search method families use to find units. The contact does not have to be a Cubmaster or Scoutmaster; it can be whoever will respond to inquiries and follow up on the leads, such as a New Member Coordinator or any designated person from the unit.

Make a point of checking your BeAScout.org information tonight when you get home and make sure the information is current. If it needs to be updated, go to <https://www.scouting.org/wp-content/uploads/2020/05/Be-A-Scout-Pin-Set-up.pdf> for the instructions or search “updating BeAScout.org” online.

The Unit Key 3 or designee will receive emails when there are leads from the website. Leads from BeAScout.org can be found in “Invitation Manager” in my.scouting.org. Leads that do not receive any follow-up by the seventy-two-hour mark tend to dry up. Make sure that the person responsible for doing this responds quickly.



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Find Scouting in your area

Local Units

1	Pack 0015 First Presbyterian Church	1.12 miles
2	Pack 0003 North Park Community Church	1.33 miles
3	Pack 0472 Concerned Parents of Kipp	1.39 miles
4	Pack 0473 Concerned Parents of Kipp	1.39 miles
	Pack 0471 Concerned Parents of Kipp School	

Local Council

1	San Diego Imperial Council	0 miles
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Access to the leads in “Invitation Manager” can be delegated to other volunteers by adding them to the *Registration Inquiry* position in the *Functional Role* tab under *Position Manager*.

BeAScout.org is a great tool for units to build their membership, but like any good tool, it needs to be maintained regularly. Think about how important prompt responses are to you. Let’s treat our prospective parents as we would want to be treated!

Resources:

[www.BeAScout.org](http://www.BeAScout.org)

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

BSA Brand Center: <https://scouting.webdamdb.com/bp/#/assets>

