CHART THE COURSE

2019 ADULT LEADERSHIP DEVELOPMENT CONFERENCE

LAKE ERIE COUNCIL, BOY SCOUTS OF AMERICA

Engaging New Leaders & Parents

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21st Century Communication:
Connecting to Families & the Community

CHART THE COURSE

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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?

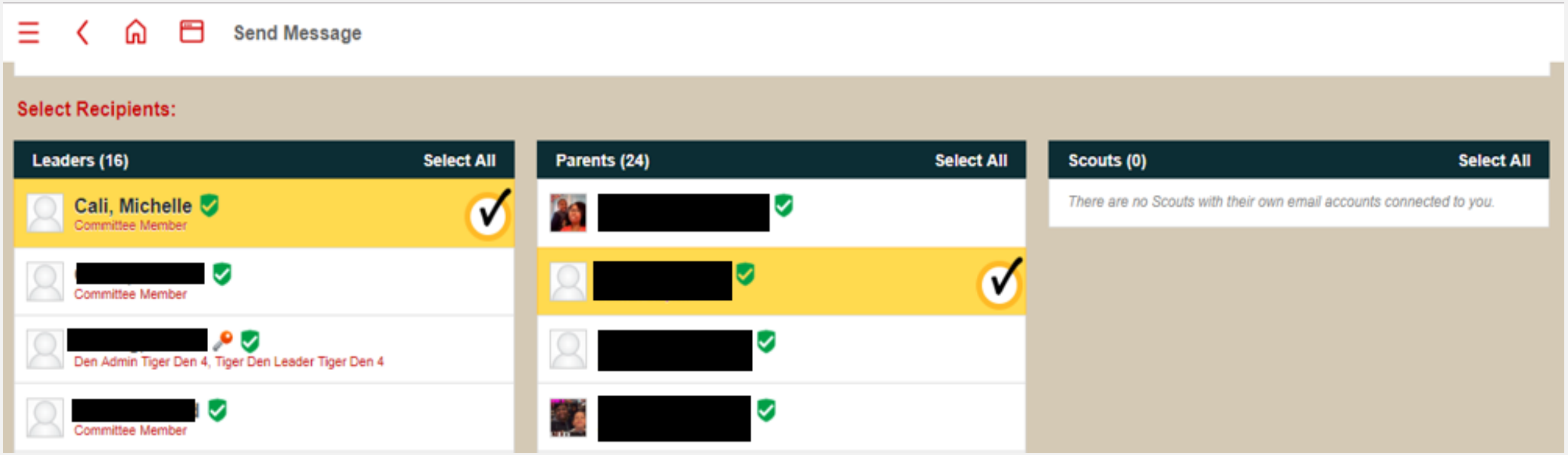
Unit Leader Responsibilities

- 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


Send Message
Select Recipients:
Leaders (16)
Select All
Cali, Michelle
Committee Member
[redacted]
Committee Member
[redacted]
Den Admin Tiger Den 4, Tiger Den Leader Tiger Den 4
[redacted]
Committee Member
Parents (24)
Select All
[redacted]
[redacted]
[redacted]
[redacted]
Scouts (0)
Select All
There are no Scouts with their own email accounts connected to you.

Scoutbook

Send Email | Send Text

Subject:

Message:

Insert Upcoming Events

File Attachments:

Choose Files No file chosen

Use BCC

Send Message

E-mail

- Unit e-mail
  - Helps with Transition

Yay!	Nay ☹
unitleader.unit123@gmail.com	IHateWorking@aol.com
commiteechairunit123@gmail.com	iheartmypooch@gmail.com

E-mail

From: [redacted], Committee Chair, [redacted] <[redacted]chair@gmail.com>
Sent: Sunday, March 10, 2019 10:24 PM
To: [redacted]

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 - [redacted]

We will have our annual pack planning meeting from 6:30-8pm. **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!

[redacted]

Cub Scout [redacted]

Committee Chairperson

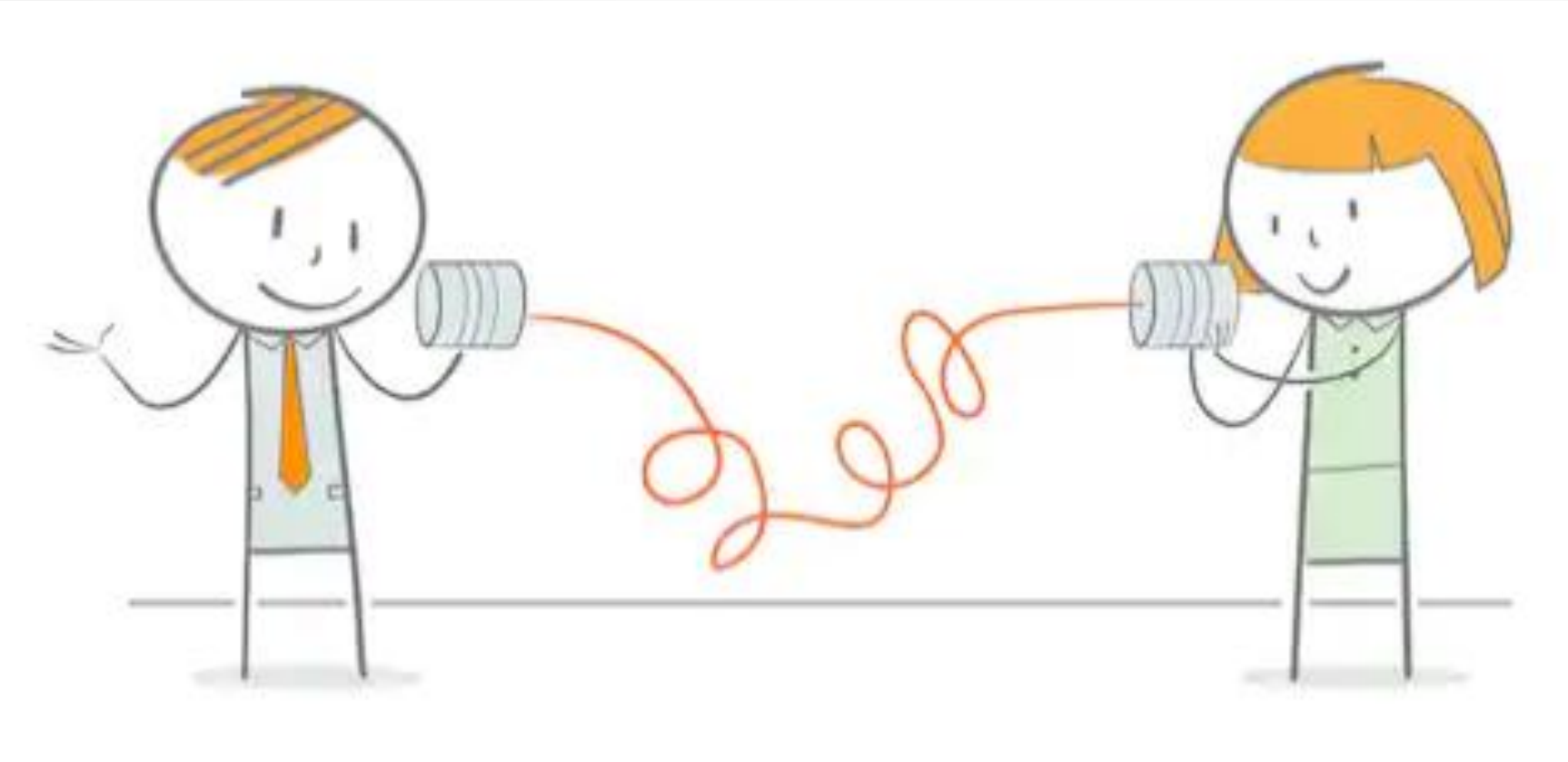
[redacted]

[redacted]chair@gmail.com

Like Pack [redacted] on Facebook!

Public | Group

Phone



Apps / Text Messages

remind

groupme

WhatsApp

Facebook Messenger

Facebook

- 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?

Cub Scout Pack 309

Michelle | Home | Find Friend

Cub Scout Pack 309

Closed group

- About
- **Discussion**
- Announcements
- Members
- Events
- Videos
- Photos
- Files

Search this group

Write Post | Add Photo/Video | Live Video | More

Write something...

Photo/Video | Watch Party | Tag Friends | •••

Announcements

See All (3)

[redacted] uploaded a file.

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

Document

Cub Scout Pack 207

Michelle | Home | Find Friends | Create

Cub Scout Pack 207

@pack207fairviewpark

- Home
- About
- Events
- Groups
- Posts
- Community
- Photos
- Videos
- Menu

Like | Follow | Share | ...

Send Message

Create Post

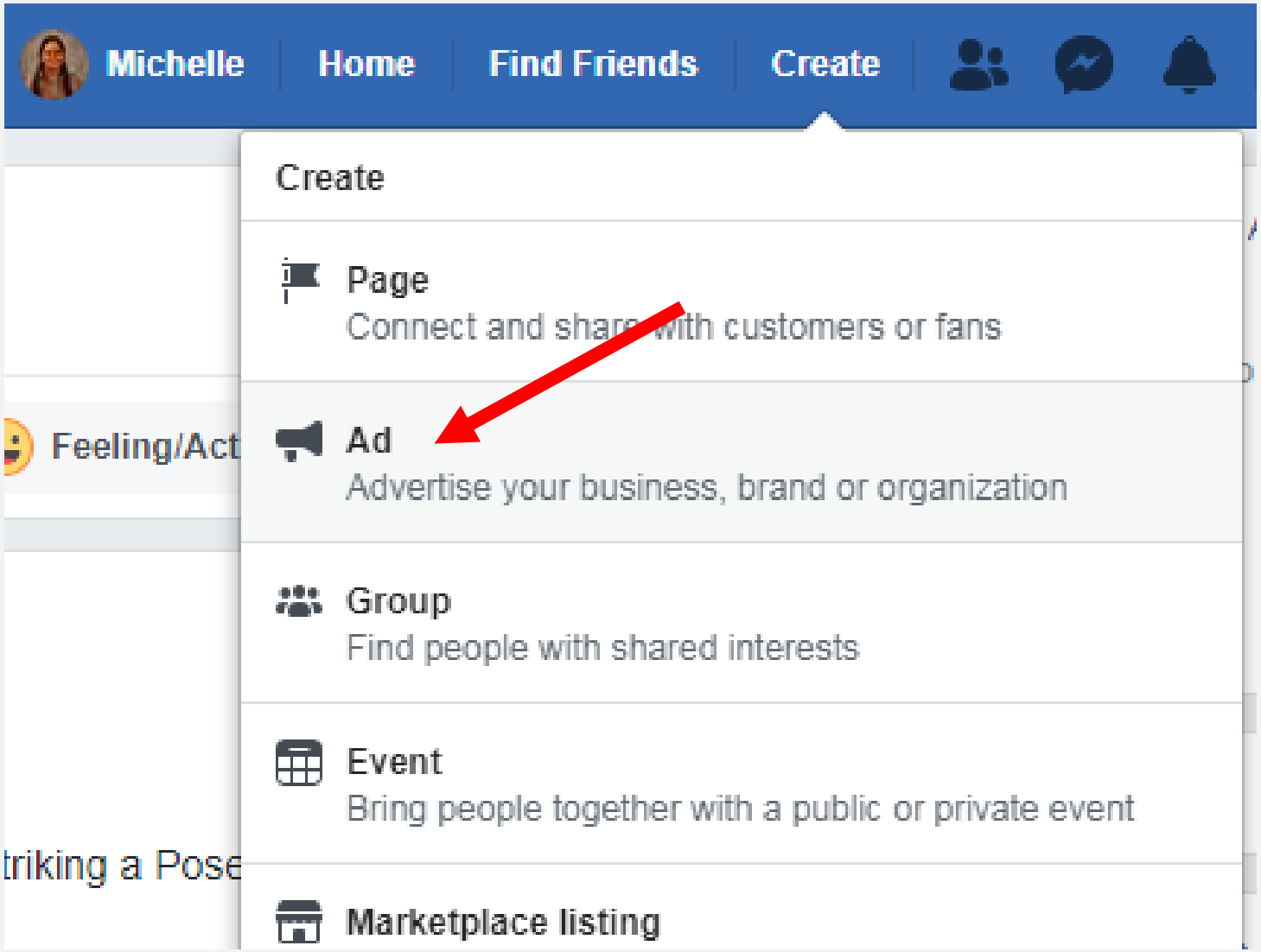
Write a post...

Photo/Video | Tag Friends | Check in | ...

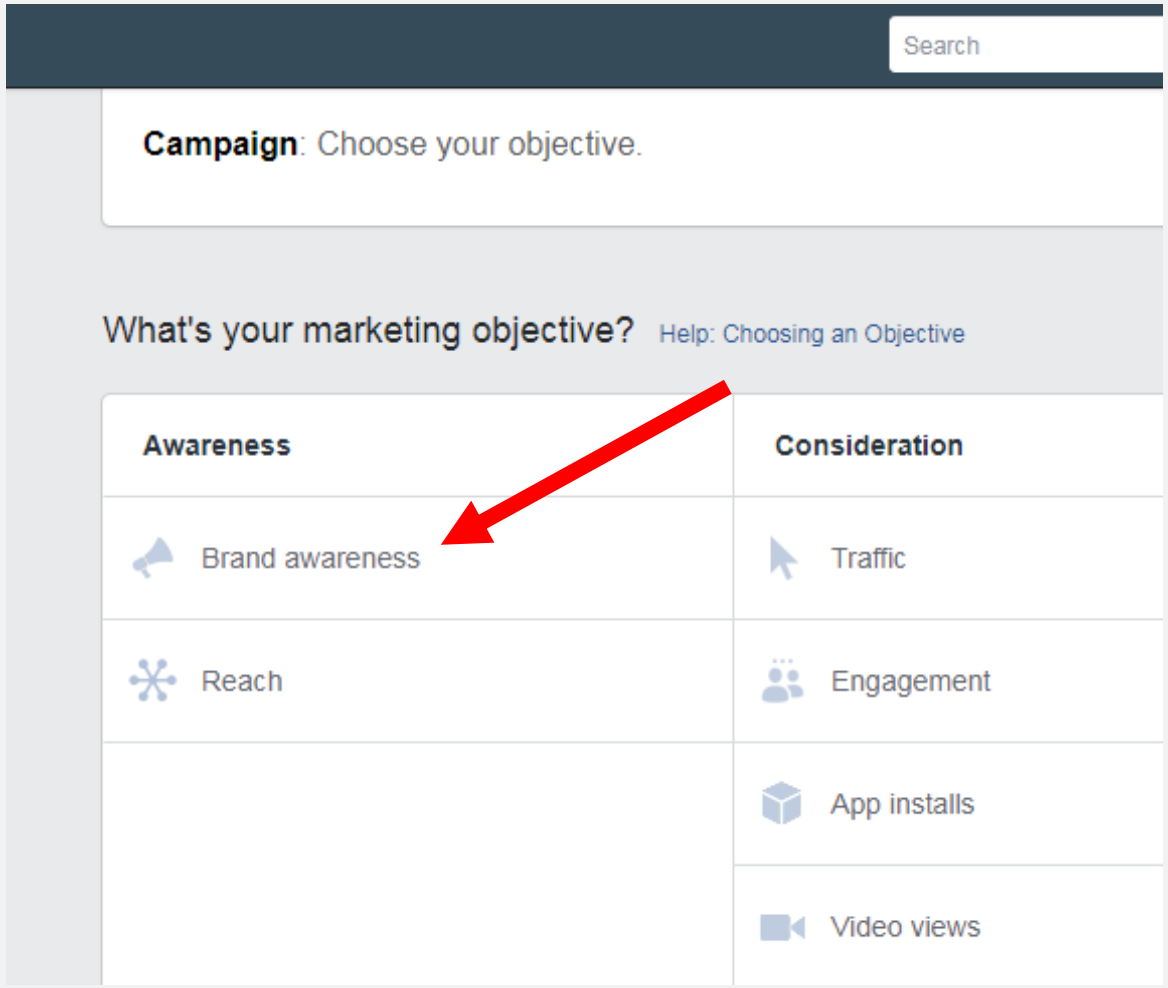
No Rating Yet

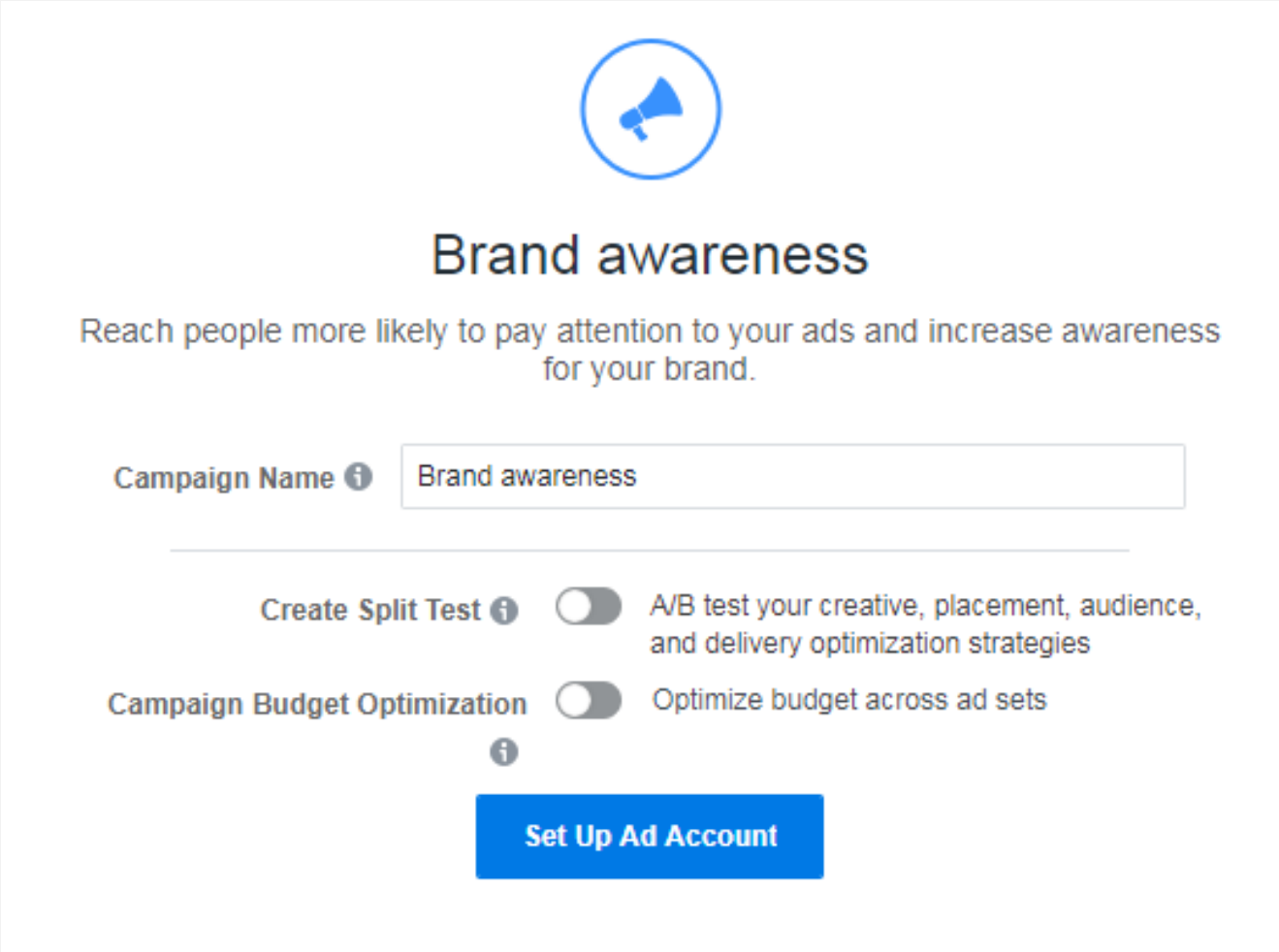
Upcoming Events

Facebook Local Awareness Ads



Facebook Local Awareness Ads





Facebook Local Awareness Ads

Audience

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

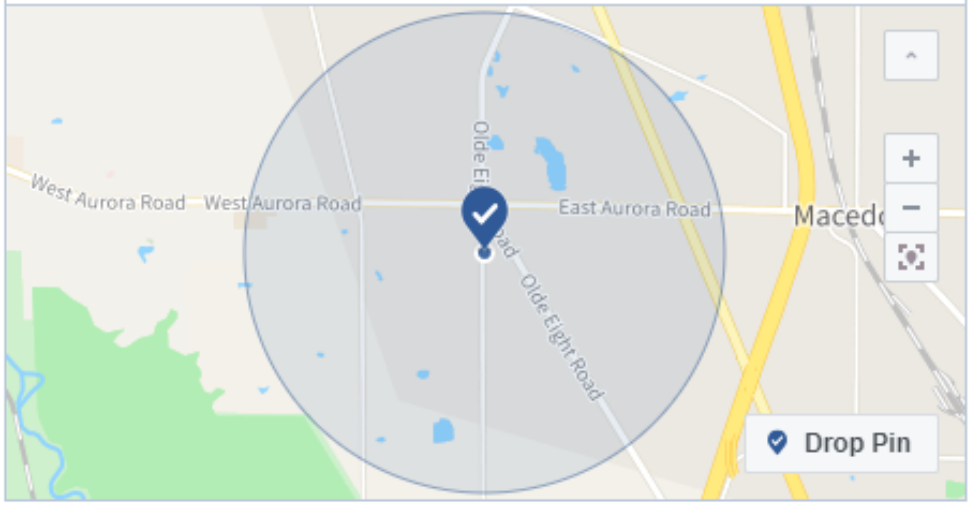
Locations: Everyone in this location

United States

9451 Brandywine Rd, Northfield Center, Ohio, United States

+ 1mi

Include | Type to add more locations | Browse



Add Locations in Bulk

Age: 18 - 65+

Gender: All | Men | Women

Detailed Targeting: INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

- Demographics
- Interests
- Behaviors

Facebook Pages

Connections: People who like your Page

Add a Page

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

(Eastern Time)

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

Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size

Your audience selection is fairly broad.

Potential Reach:11,000 people

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

Website

Google Sites

Home | How it Works | FAQs & Support | Success Stories

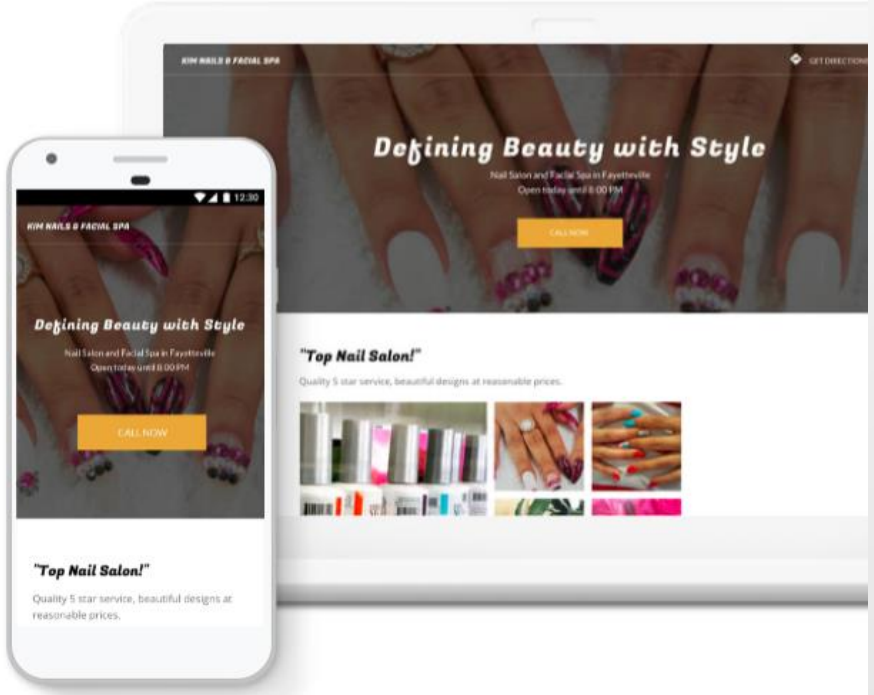
Business Profile | Website | Posts | Bookings | Insights

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

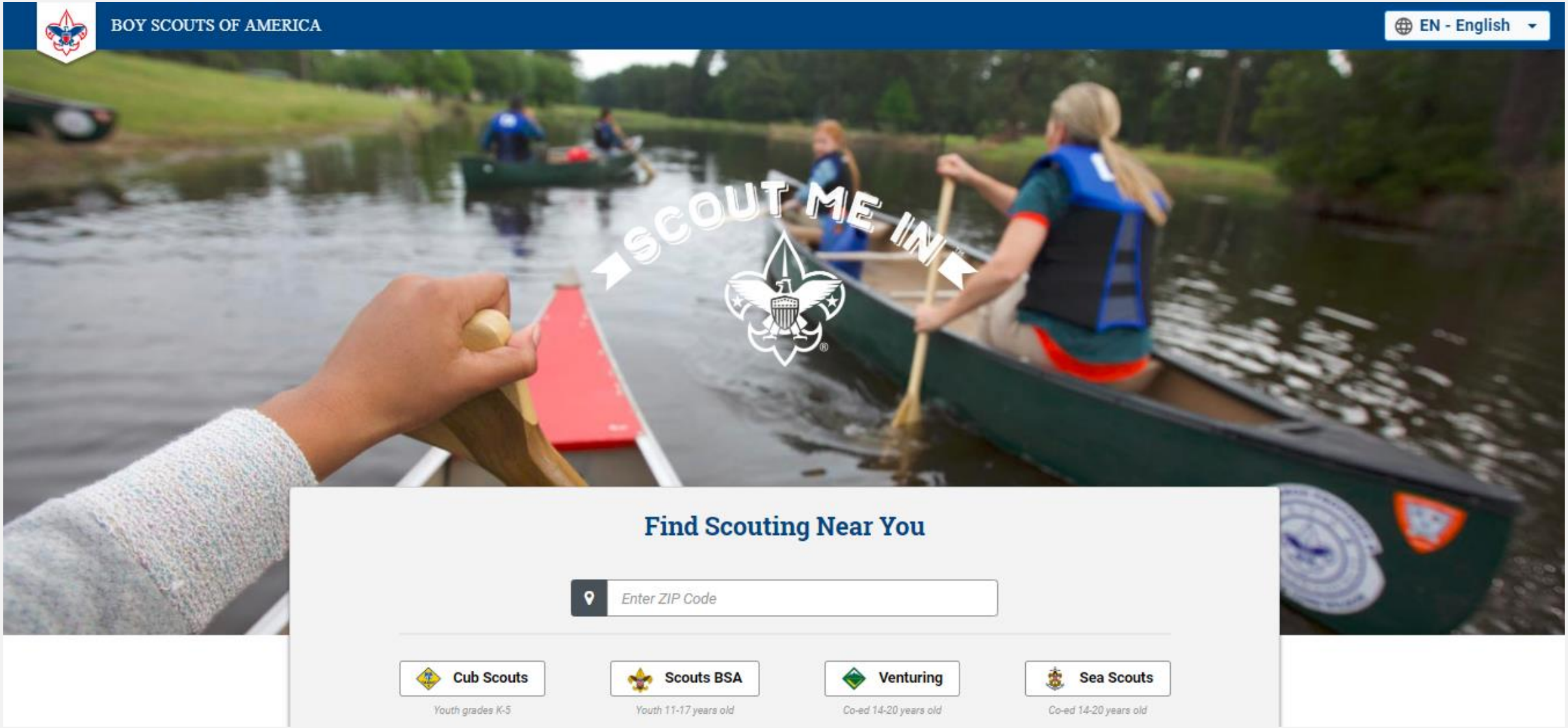
Have questions? Give us a call: 1-844-491-9665 *



Website

Twinsburg Pack 67
Home
Learn More
Planned Activities
Contact Us
Resources
Scoutbook
CUB SCOUT PACK 67
TWINSBURG, OH
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



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?