

BeAScout Put Scouting on the map!

How Units Manage Leads

Leads! That's what will make your unit grow. BeAScout helps generate leads.

A "lead" is someone who shows an interest in Scouting. Leads (mostly parents) look for units in their neighborhoods and then send a message to find out more about the unit. The goal of the BeAScout campaign is to turn leads into registered members. To do this, one or more people must manage the leads.

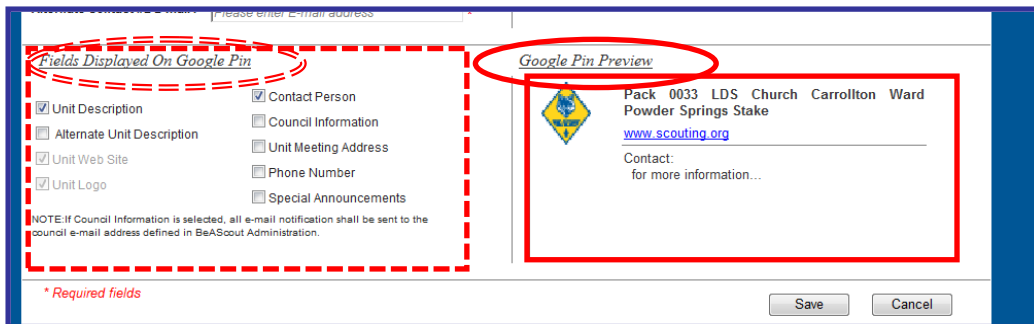
Both councils and units are responsible for managing leads. This document will explain how units can manage leads from MyScouting.

Who can manage unit leads?

From MyScouting, certain people will have access to BeAScout to manage unit pin and unit leads. They are Cubmasters, Scoutmasters, or Crew Advisors, along with Unit Committee Chairs, Chartered Organization Representatives, and the primary and alternate contacts set up in Step 1 below.

Unit Leader Tasks

- 1) Update the Pin.** After July 23, all registered units will appear as pins on the Google map. Unit leaders will want to make sure that their unit information is correct on the pins. To do that, if you have the role mentioned above, log into MyScouting, select BeAScout, then Unit Pin Management. Change the "Fields Displayed on Google Pin" from Council Information to Contact Person. Then add primary and alternate unit contacts and any other unit information you want.



The screenshot shows a web interface for configuring unit information. On the left, under "Fields Displayed On Google Pin", there are two columns of checkboxes. The first column includes "Unit Description" (checked), "Alternate Unit Description" (unchecked), "Unit Web Site" (checked), and "Unit Logo" (checked). The second column includes "Contact Person" (checked), "Council Information" (unchecked), "Unit Meeting Address" (unchecked), "Phone Number" (unchecked), and "Special Announcements" (unchecked). A note below states: "NOTE: If Council Information is selected, all e-mail notification shall be sent to the council e-mail address defined in BeAScout Administration." At the bottom left, it says "* Required fields". On the right, a "Google Pin Preview" window shows a unit pin with the following information: "Pack 0033 LDS Church Carrollton Ward Powder Springs Stake" and the website "www.scouting.org". Below the preview, it says "Contact: for more information...". At the bottom right, there are "Save" and "Cancel" buttons.

You can also select the information to appear on the Google pin.

If you don't update your pin, then only council information will show on the Google bubble.

- 2) Manage the Leads.** Once you've completed Step 1, your primary and alternate contacts will be notified when a lead is interested in your unit. They must follow up with these leads. To do this, from MyScouting > BeAScout, go to Unit Lead Management. Select your unit to view the leads for that unit.

All of the necessary information to contact this parent is on this page. You can view the information the lead submitted (Edit), the lead's name, address, phone, and e-mail; the date when they first made contact; questions or comments they submitted (a red flag means it needs follow up); the number of youth interested in Scouting; the status of this lead; notes that you or other people who work leads can enter (so you know what each other has done); and how they heard about Scouting.

Q&C. Clicking on the red flag opens a box allowing an e-mail contact with the parent.

Status. Once contacted, the leader should update the Status field. The goal here is to have the Status column marked C or J. The status codes stand for: NC = Not contacted; F = Follow-up needed; C = Contacted; J = Joined.

Sample Leads View

	Lead Name	Address	Initial Request	E-mail Address	Q & C	Phone	No. of Youth	Status	Notes	How did you hear about us?
Edit	0524 Pack Lead One	2529 Tanglewood Tr Austin TX 78703	5/23/2010 8:48:16 PM	joelariel@gmail.com		877-654-3212	5	NC <input type="radio"/> F <input type="radio"/> C <input checked="" type="radio"/> J <input type="radio"/> U <input type="radio"/>	Notes	Advertisement
Edit	0524 Troop Lead One	2529 Tanglewook Tr Austin TX 78703	5/23/2010 8:49:47 PM	joelariel@gmail.com	-	987-654-6546	1	NC <input type="radio"/> F <input type="radio"/> C <input type="radio"/> J <input checked="" type="radio"/> U <input type="radio"/>	Notes	www.scouting.org
Edit	0524 Troop Lead One	2529 Tanglewood Tr Austin TX 78703	5/23/2010 8:50:51 PM	joelariel@gmail.com	-	987-865-4654	1	NC <input type="radio"/> F <input checked="" type="radio"/> C <input type="radio"/> J <input type="radio"/> U <input type="radio"/>	Notes	BSA Employee
Edit	0524 Volunteer Lead One	2529 Tanglewood Tr Austin TX 78703	5/23/2010 8:53:26 PM	joelariel@gmail.com		987-546-6546	0	NC <input type="radio"/> F <input checked="" type="radio"/> C <input type="radio"/> J <input type="radio"/> U <input type="radio"/>	Notes	BSA Employee

Check your Unit Lead Management often so that no leads are neglected.

Upcoming Webinars

Two webinars are scheduled per day on the following days:

July 29
August 3
August 25
August 30

It's easy to sign up! Just click on this link <http://programimpact.kintera.org/beascout> and follow the simple instructions. You will receive a confirmation e-mail once you've completed your registration. (If you do not receive a confirmation, you have not completed the registration process. Be sure you receive a confirmation.) The webinar links and teleconference information will be sent to you in a separate e-mail within 24 hours of the start of the webinar session.

Resources

Resources and materials are available for both marketing and training on MyBSA> ScoutNET> Support site> BeAScout page. Materials are also posted on www.scouting.org/training/adult/supplemental/beascout.aspx for unit leaders.

Next week's topic: The BeAScout Dashboard