BeAScout "Recruiting on the Web"

Put Scouting on the map with the new BeAScout campaign. BeAScout will use the Web and Google Maps to recruit members. Packs, troops, and crews will appear as "pins" on Google maps nation-wide. The web site is very easy to remember www.beascout.org .

BeAScout is easy as 1-2-3-4

1. Unit leaders publish information about their unit to a pin icon on a Google map through www.myscouting.org.
2. Parents go to www.beascout.org , submit their address, and find units in their neighborhood.
3. Leaders gather information from visits to their pins and compile "leads" that they can manage through www.myScouting.org .
4. District Executives will be able to view lead activity and status on MyBSA.

The Unit Leader's Role in setting up "BeAScout"

How to populate the pin
Unit leaders have a very important task. We want you to populate your unit's pin so that useful information shows up on the Google map.

How does a unit leader place information about their unit on the Google pin?

Initially, the unit leaders who can access BeAScout to set up the pin are the cubmaster, scoutmaster, or crew advisor along with the unit committee chairperson and the chartered organization representative.

1. **You will log onto www.myscouting.org and select "BeAScout" from the Unit Tools section on the left.**

   Note: If you do not have a user name and password, you will need to create one. If you have any problems with this process, please contact your District Executive.

   There are two options:
   • **Unit Pin Management**: Unit Leaders use this to edit pin information.
   • **Unit Lead Management**: Unit Leaders use this to manage incoming requests for information from parents interested in Scouting.

2. **The unit leader should first complete the Unit Pin Management screen.**
   You will notice two important items on this view.

- At the bottom right in the box outlined in red is a preview of the Google pin. *This is what the parent will see.*
- At the bottom left is the "Fields Displayed on Google Pin" area. The Pin preview box will only display the information that the unit leader selects in this box.