

## Suggested Language to Tailor Your Pin and Online Registration – Revise for Your Unit

Updating your BeAScout pin and activating Online Registration for your unit is a great tool for recruiting and to make new member coordination easier. But there is some writing that Units should do to describe themselves and how they operate. If you do it well, it will help you explain your program to new parents. To help you with these messages, we've got some ideas for input by your Unit Key 3 Leaders or Key 3 Delegates (they have the access to do updates) in three spots:

**Unit Pin Blurb.** In [My.Scouting](#) == > Organization Manager == > *Unit Pin*, there is some limited space for “Additional Unit Information” (maybe 500 characters), and anyone seeing your online “[BeAScout.org](#)” profile will see this. Here's some options:

Pack \_\_\_ meets [every other] [every] \_\_\_ day at \_\_\_ .m. at [\_\_location\_\_]. We also have fun Den and Pack activities like *Pick Highlights from Your Program:* hiking, biking, fishing, camping, as well as Pinewood Derby racing, service projects, and big trips like \_\_\_\_ . ]

Or, you might write it as “plans to” because – things may change, and concerned parents should appreciate that

Pack \_\_\_ plans to have meeting activities [every other] [every] \_\_\_ day at \_\_\_ .m. at [\_\_location\_\_]. We are planning fun Den and Pack activities like *Pick Highlights from Your Program:* hiking, biking, fishing, camping, and field trips, as well as Pinewood Derby racing, service projects, and big trips like \_\_\_\_ . ]

Edit down as needed to the maximum characters (we think its 500). You might not need to include the street address of your meeting location – because you can separately enter a “Unit Meeting Address”.

**Fee Email.** Second, in [My.Scouting](#) == > Organization Manager == > *Settings*, there is an option to click a box called “Include Fees/Fee Explanations”, and enter “Fee Amount”. That “Fee Amount” needs to be an amount that excludes the 2022 prorated BSA National fee that will be collected directly in Online Registration.

When someone expresses interest – before they actually register – they'll get an email from the BSA reading (this has pre-August 1, 2022 fee numbers – after that date, the numbers go up to \$75 for Youth annually, plus a new member joining fee of \$25 for new youth): “We're excited you're interested in building an adventure with Pack \_\_\_ chartered by \_\_\_ in Southern Sierra Council. ... The online application charges for annual national membership fees of up to \$75 for youth and the council program fee of \$15, prorated based on the date of application. This unit has additional fees of \$\_\_\_\_.” So the “Fee Amount” you enter will go in that space.

But then you can explain the Fee Amount in a free form comment box under “Explanations for additional fees that your unit charges. This information will be emailed to applicants.” Here's an example you can tailor (don't use their “Sample Email”):

When you sign up using online registration, you'll pay for Cub Scout Registration directly to the BSA organization. To deliver the Cub Scout Program, the Pack also collects dues for other program costs, so the remaining dues cost for the 2022-23 program year is \$\_\_\_\_. That covers program costs like *Pick Highlights that Your Dues Cover:* the Cub Scout Handbook, Rank Badges and other awards, Pack T Shirts for Scouts and Leaders, Pinewood Derby kit and awards, Blue and Gold Awards Banquet, Leader Registration Fees through 2022, Youth National BSA Registration Fees for 2022 (\$75), and other program items.]

*Option:* To help with program costs, we also participate in the following fundraisers: Popcorn and \_\_\_\_ . ]  
More about us and our upcoming Pack Activities is found at [\_\_website\_\_].

Again, tailor to fit your Pack's dues and budget and fundraising, and either update your Website to reflect further detail (and your Pack's budget) or create a handout that you can easily email to describe how your Pack handles this.

**Welcome Email.** Third, right below the Fee Email box, in [My.Scouting](#) == > Organization Manager == > Settings, you can check the box for “Welcome Emails” that launch when an Online Application is submitted. And in the free form comment box under it, you can write a brief welcome email. The site has some good tips, including using links to any website/social media pages for your unit.

Here’s an example you can tailor to fit your Pack (FYI, the “Sample Email” on the My.Scouting site is not a bad start):

Thank you for your interest in Pack \_\_\_\_, Chartered by \_\_\_\_\_. You'll be receiving emails from the BSA, and we're also going to send information focused on our Pack and our Dens and how we do Cub Scouting. We'll update you about key roles all parents need to play as we lead Scouting together for all our kids. Plus we'll share plans for upcoming Pack and Den Adventures – and how we'll do them safely. [Option (if you want to flag that your Pack does something differently on Uniforms or Patches so Parents don't buy too much stuff on top of all else): We'll also share information that modify some of the BSA and Council messages about Uniforms and Patches -- we don't want to you to buy what you don't really need for our Pack right now. ]

For more about us, see [\_\_website\_\_], and/or feel free to contact \_\_\_\_ at (\_\_\_\_) \_\_\_\_-\_\_\_\_ or [\_\_\_\_@\_\_\_\_.\_\_\_\_], and we'll answer your questions.

Edit away, click “save” and let families know how you play the game of Scouting so that they want to join you!