BeAScout Unit Leader Pin Update Instructions
A Step-by-Step Guide

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.

It is important that we all help in keeping our pins updated and manage inquiries so that people who are interested in Scouting get the best opportunity to join and experience Scouting.

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”

Unit leaders have a very important task. We want you to populate your unit’s pin so critical information shows up on the Google map. Initially, the unit leaders who can access BeAScout set-up on the pin are the cubmaster, scoutmaster, or crew advisor along with the unit committee chairperson and the chartered organization representative.

The **Unit Leader must select a “Primary Contact Person” for the pin. This person will be the face of your unit.** The contact person is responsible for responding to all BeAScout membership leads for you unit.
The primary contact person should be someone who:

- Is comfortable explaining Scouting and the specifics about your unit to people who are not familiar with the Scouting program.
  - This means avoiding the use of acronyms and Scouting lingo

- Will respond to inquiries by phone or email within 24 hours of receiving each lead
  - This initial communication with the membership lead should include:
    - An explanation of who you are, and your role in Scouting and the unit
    - Your unit’s meeting time, location, and meeting frequency
    - An invitation to attend a meeting or activity to get to know the unit (make sure you invite the potential member to something engaging, active and exciting for them)
    - A message that shows your enthusiasm for their interest in your unit

The following pages provide a step-by-step instructional aide on how the process works.
Step 1: Go to MyScouting.org and Log In

Step 2: Click on BeAScout

Look to the left hand side. Under “Unit Tools” click on the last option which is BeAScout.
Step 3: Review Information

A new window will pop up. Your unit number and Chartering Organization should be listed at the top under “Unit Description.”
Step 4: Change and Update Information

Scroll down to where it says “Fields Displayed on Google Pin”. Everyone’s pin is defaulted to be checked under “Council Information”.

Instead, click the box above labeled “Contact Person”

When this is done, the items under “Primary Contact Information” and “Alternate Contact Information” are then able to be changed.
Step 5: Choose Name From Drop Down List

Under "Primary Contact Information" click on the drop down list for the Primary Contact Person and select the desired name. The other areas will automatically be populated.

Do the same under "Alternate Contact Information" and select two alternate people from the drop down list. *You will not be able to save successfully without filling in all these required areas.*
Step 6: Fill in Other Important Information

Fill in “Unit Meeting Address” information and provide a brief description of the unit. **This is your opportunity to brag about your unit!** Tell potential members what makes your unit great! Everything that has been changed and updated will appear under the “Google Pin. Preview” so that you may see what prospective Scouting families will see.
Step 7: Make the Info Accessible

When everything has been completely filled, scroll to the bottom of the page. On the bottom left, there should be a section that reads “Fields Displayed On Unit Pin” be sure to click “Unit Description”, “Unit Meeting Address”, “Phone Number”, “Additional Unit Information”, and “Show Unit Information in Lead E-Mail”.

This step ensures that potential leads will be able to contact the unit directly to gain more information on your unit.
Step 8: Save

When everything has been completely filled, click the “Save” button in the lower, right hand corner.

A small window will pop up confirming the saved information.
Now when people go to BeAScout.org and search for units in their area, they will see your updated unit information and inquire about your unit.
Interested families then click on the contact person and they are directed to the window below where they fill in their information.

When people do inquire, you will be able to manage your inquiries by going through the same instructions from the beginning of this process, but clicking on the tab “Unit Lead Administration” instead.
Click on drop down menu under “Unit” and choose your unit.

Check the range of dates you would like to see for your unit in the calendar and click “refresh”.

All information for the parent and child will be listed. **Please call and/or email them within 24 hours of the inquiry and invite them to a meeting so that we provide quality customer service.** Once contacted, please click on the circles according to the key listed. Also write a note and save it so that you can keep an up-to-date record of when and how they were contacted and the outcome.

Thank you for all of your help with this process. It is important that inquiring families get accurate and prompt information about the various Scouting opportunities in their area.

If you have any questions, please do not hesitate to contact your District Executive or District Membership Chair.

Thank you!