



BOY SCOUTS OF AMERICA

Coming soon...  
**BeAScout**  
Put Scouting on the map!

## General Information

### ***Coming Soon: 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 nationwide.

### **Easy as 1-2-3-4**

Based on a successful campaign by councils in the Northeast Region, the national BeAScout program gives leaders a Web-based tool to manage recruitment.

1. Unit leaders publish information about their unit to a pin icon on a Google map.
2. Parents go to the Web site, 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 MyScouting.
4. Councils view lead activity and status on MyBSA.

\*A later phase of this process (coming in 2011) will allow online registration.

### **Upcoming Training**

In the next newsletter, you will receive the complete list of upcoming webinars to learn all about using this new tool. Webinars will be conducted in June.

### **Launch**

This tool will become available this summer.

### **More Information**

These newsletters are published on the ScoutNET Support site under the topic “BeAScout.” Look for additional information, such as powerpoints, fact sheets, flyers, and audiocasts on the Support site in the near future.