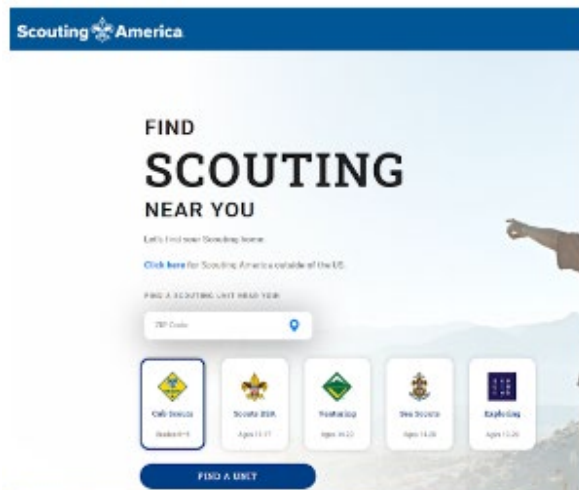


# Roundtable Hot Topic

## BeAScout Pin

Our world today is built on convenience. We are so accustomed to things happening fast! This is especially true when it comes to people checking out Scouting as an activity for their child. Scouting America has a great tool for this - [BeAScout.org](https://BeAScout.org)!

If you haven't seen it, [BeAScout.org](https://BeAScout.org) is a one stop web link for folks who are looking for more information about Scouting. It has links and FAQs, but most importantly, it has a place where new families can put in their zip code and find Scouting Units near them, like yours! With the addition of Scoutly, the AI guide, to help them walk through the process, finding a unit and even completing an application is a simple process!



The second step of the process is where YOU come in! When a parent clicks on your unit, it gives them the opportunity not only to see your meeting times and locations, but also to reach out and ask questions. So, are you ready for the most important part?

### Follow up!

Most families hope to hear back within 24 hours (or less) when they ask questions. That's especially true if they already completed the application and paid to join online! It is up to us as unit leaders to follow up and make that contact. *Every month, thousands of BeAScout inquiries go unanswered, likely resulting in a new family abandoning their search in favor of something else.* We know that every youth needs the values that Scouting has to offer. So, let's make sure we make the connections!



Once a family fills out the application or makes an inquiry, follow up with them within the first 24 hours. Depending on your settings in My.Scouting, you may need to go in and accept the new youth application. You can also select "Automatically accept youth applications" in your Organizational Dashboard in My.Scouting. The Chartered Org Representative still has to approve all adult applications, and only after they have completed Safeguarding Youth Training.

### Here are some helpful tips:

- Make sure your BeAScout pin is updated (and turned on).
  - Check your info at least once per year, or anytime you have a leadership change, or if your unit has changed meeting locations for more than one meeting.
- Be intentional.
  - Have a plan and a designated person to follow up on all BeAScout leads.
- Follow up as soon as possible.
  - We all have busy lives, but nothing makes someone feel wanted and welcome like a rapid response!
- Make notes in the Invitation Manager in My.Scouting when you respond to a lead.
  - That way others, like another member of the Key 3, your Unit Commissioner, or your District Executive can see the contacts you've made. (Each of them will get a copy of the inquiry as well.) If you've made a few contacts with no response, we don't want to hound them with the whole team.
- Close or move the lead in the Invitation Manager when the Scout joins or you are told they aren't interested any more.
- Check your application manager often. The Key 3 of the unit should get an email anytime someone fills out an application. Just like messages from the Invitation Manager, district and council leadership will also receive this email. Follow up with the new Scouts and their families within 24 hours.

**Families that are seeking us out are the best kind! Let's take advantage of this powerful tool to share the values of Scouting America to every available youth!**

<a href="https://www.scouting.org/wp-content/uploads/2020/05/Be-A-Scout-Pin-Set-up.pdf">https://www.scouting.org/wp-content/uploads/2020/05/Be-A-Scout-Pin-Set-up.pdf</a>	
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