Geofencing

Q: What is a geofence?

A: Geofencing is an online marketing tool which uses cellphone-based proximity to advertise directly to a particular market group. Generally done through apps like Facebook and Twitter, Geofencing places an invisible fence around a geographic location and, when someone in the market group enters that location, sends them a message through their social media platform.

Q: Will you geofence our church where our pack meets opposed to a school?

A: Each pack has the opportunity to add one additional geofence location other than their school. This can be submitted through the www.shac.org/geofence page. Please keep in mind that these geofences are very generic as they are being paid for by the national office. More informative geofences can be created at the unit level through the units own funding. Check out the videos at www.shac.org/geofence for more information on how to create geofences for your unit.

Q: Do we put our meeting location (church) in the geofence form or our school?

A: Your school address will automatically be used

Q: Does the geofence send them to beascout or www.shac.org/join landing page?

A: www.shac.org/join

School Access

Q: Can we get financial assistance with our school's Peachjar expense?

A: The council does have resources to help offset the cost for Peachjar for some units. The world Pandemic stemming from the outbreak of COVID 19 has created large financial hardship throughout our great nation; Scouting is no different, and neither is the Sam Houston Area Council. As such, our resources are more limited this year than they have been in the past. If you need help paying for Peachjar, reach out to your district executive.

Membership Recruiting Resources

Q: Where do I find the videos played in the presentation

A: The Scout Talk & 5 Questions videos can be seen at www.shac.org/join . Further videos can be accessed on the BSA Brand center under Fall 2020 Recruiting Assets

Q: Where do I find previous national membership webinars related to fall recruiting?

A: The BSA Membership and Marketing Hub https://scoutingwire.org/marketing-and-membership-hub/

Online Registration

Q: What are the options for families without a computer or no internet?

A: Families can still join Scouting by contacting a local unit and submitting a paper application. Families can also call our membership hotline at 713-756-3349 to speak with a person about Packs in their area, and finding the right Pack for their family

Q: Can parents register their Scout online and pay later?

A: The prorated National Membership and Joining Fee is due online at the time of registration. Local Pack Program Dues can be collected by the Pack at a later date; Packs are encouraged to work with their families through payment plans if necessary to ensure that they keep Scouting affordable for everyone.

Q: How do I ensure the correct person has access to online registration approvals?

A: Visit www.my.scouting.org and enter the organization manager tab to designate approvals. You can find a "How To" video on the Membership and Marketing hub or by clicking this link (fast forward to minute 20) https://vimeo.com/437251195

Q: Does the online registration system collect pack dues?

A: No

Q: Can an adult transfer to a new position using online registration?

A: Transfers must be done through a paper application with original signatures, disclosure and background check forms

Q: Why does Scoutbook take so long to update our roster?

A: Entries into Scoutbook must sync with the national system before they reflect on your units roster. This can take up to anywhere from 24 - 72 hours. Entering a youth name in Scoutbook before the application has been submitted and approved (either online or in-person) creates a duplicate entry into Scoutbook which can further complicate the process. So, as a best practice, allow the name to appear into Scoutbook by first submitting the application. You can also verify your current registrations through your unit roster at my.scouting.org

Q: Does the online registration include adult applications for Lion and Tiger Adults or just to volunteer?

A: The information for Lion and Tiger adults is required when submitting the youth application; adult volunteer applications are separate.

Q: Are adults required to take youth protection training before they can register online?

A: Yes

Beascout.org

Q: How do we edit or set up our beascout pin?

A:. You can find a "How To" video on the Membership and Marketing hub or by clicking this link (fast forward to minute 20) https://vimeo.com/437251195

Virtual Recruiting/Programing

Q: Is the parent orientation meeting for new parents only or for the entire pack?

A: Generally this is for new parents, though you may want to invite returning families back to re-engage them in the Scouting year.

Q: Will there be any financial assistance for packs to pay for zoom meetings?

A: packs will need to make arrangements to pay for their own Zoom accounts. Keep in mind that there is a free Zoom option for meetings under 40 minutes

Q: How do we sign Scouts up now if our school does not start until September 8, 2020?

A: Families interested in scouting now can go to www.shac.org/join to sign up today

Q: How do we recruit new families using videos that do not reflect our current virtual environment?

A: Scouting is and will remain a family activity that focuses on adventure, learning and citizenship. Though the current worldwide pandemic from COVID 19 has our Packs meeting (generally) in a digital setting, this will not last forever. Encourage families to get involved and engaged now so they can be ready to go as soon as they are given the green light to go to in person meetings again

Q: What is the deadline for new Scouts to receive a rocket?

A: Currently we are advertising that all Scouts that sign up before September 15th will receive a rocket, but it is truly "while supplies last". If we have still have rockets after September 15th, new Scouts will still receive one

Q: What do we do if we have rockets left over from last year?

A: Please submit those to your District Executive who will add them to the total inventory for the district and make them available to you upon your recruiting of new Scouts

Fees

Q: How do we recruit new adults with their fee being so high?

A: Adult fees this year are $42. Please keep in mind that families new to Scouting do not know that the fee went up this year, and therefore it doesn't feel like an increase to them. Rechartering members are more likely to have issues with the increase in fees than new members.

Q: How do we justify the high membership fee for a virtual program?

A: Packs are encouraged to review their Local Pack Program Dues to ensure that they are provide an excellent and cost effective program. Packs could consider lowering their dues during this time of virtual programming and asking families to pay per activity once everything opens back up for in person activities again

New SHAC Text to Join Feature at www.shac.org/join

Q: What if our pack serves more than one elementary school, will our pack be listed for all schools we serve?

A: Yes

Q: Will our pack's church be included on the www.shac.org/join landing page?

A: Packs that meet at churches but serve schools will be on the landing page next to their school under the column "meeting location." The www.shac.org/join page is not listed by churches, as most new families join Scouting through the school setting, and parents associate their kids activities with their school

Q: How will new families find our pack if we homeschool?

A: There is a "Home School" tab onto the www.shac.org/join page where Home School units can submit their information. Please visit and make sure your information is correct.

Q: How will new families find our pack if we recruit from a private school?

A: There is a "Private Schools" tab on the www.shac.org/join page where private schools can submit their information. Please visit and make sure your information is correct.

Q: Does SHAC plan to implement a text to join feature for Scouts BSA and Venturing?

A: Yes

Q: How do we update incorrect information on the www.shac.org/join landing page?

A: Please submit corrections to your district executive. District executives will compile corrections and submit them once a week for bulk changes to be made to the website. As there are 22 districts and over 300 Cub Scout packs, please allow a few days for corrections to be made and uploaded.

Q: Should we include the 2021 National membership fee in our pack program dues listed on the www.shac.org/join landing page?

A: You can, but please note that in your fee description so new families will understand that the Pack fee covers their next year of Scouting as well

Q: Why does the join link work for our pack on the www.shac.org/join landing page, but is not an option on beascout.org?

A: In order to apply through www.Beascout.org , units must turn on the online application feature through the organization management tool in my.scouting.org . You can find a "How To" video for www.beascout.org on the Membership and Marketing hub or by clicking this link (fast forward to minute 20) https://vimeo.com/437251195

Q: Will there be a short video clip to share on social media that includes the new SHAC text to join feature?

A: SHAC is working with the national office to try and get the files to make this happen. We do not have a timeline for completion on this as we have not received an update from the national organization as to whether they will provide the raw file for us to edit.