



MICHIGAN CROSSROADS COUNCIL

NAVIGATING YOUR COUNCIL WEBSITE

Scouting America
Michigan Crossroads Council

Kristie Phillips | MCC Web Manager | Kristie.Phillips@scouting.org

BY THE NUMBERS – MCC WEBSITE

414

Active Pages

139

Active Posts
(News articles)

490

Upcoming
Calendar
Entries



2024 MCC Website Stats:

michiganscouting.org

125,284

Total website users

26,392

Forms submitted

477,791

Total page views

568

Active Pages/Posts

WEB ANALYTICS 2024	
MOST VIEWED CONTENT 1-10	
1. Michigan Crossroads Council Boy Scouts of America/	85,251
2. Events -/events/	27,076
3. D-Bar-A Scout Ranch -/camping/properties/d-bar-a-scout-ranch/	13,727
4. Rendezvous- /rendezvous/	9765
5. Staff Directory- /staff-director/	9023
6. Facility Rental - /facility-rental/	8601
7. Cub Scout Leader Resources - /cub-scout-leader-resources/	8067
8. Cub Scout Camping /camping/cub-scout-camping/	7996
9. Camp Rotary /camping/properties/camp-rotary/	7701
10. Scouts BSA Summer Camp /camping/scoutsbsa-summer-camp/	7397

Top 10 Things I want you to Know about the MCC Website

Top 10 Things I want you to Know about the MCC Website

10

Homepage: I AM A... and I WANT TO...

Top 10 Things I want you to Know about the MCC Website

10 Homepage: I AM A... and I WANT TO...

9 **Homepage: Recent News**

Top 10 Things I want you to Know about the MCC Website

10 Homepage: I AM A... and I WANT TO...

9 Homepage: Recent News

8 **Homepage: Emails**

Top 10 Things I want you to Know about the MCC Website

- 10 Homepage: I AM A... and I WANT TO...
- 9 Homepage: Recent News
- 8 Homepage: Emails
- 7 **Homepage: Banner**

Top 10 Things I want you to Know about the MCC Website

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- 9 Homepage: Recent News
- 8 Homepage: Emails
- 7 Homepage: Banner
- 6 **Homepage: Calendars**

Top 10 Things I want you to Know about the MCC Website

- 10 Homepage: I AM A... and I WANT TO...
- 9 Homepage: Recent News
- 8 Homepage: Emails
- 7 Homepage: Banner
- 6 Homepage: Calendars
- 5 **Leader Resources: Cub Page, Troop Leader Resources**

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- 9 Homepage: Recent News
- 8 Homepage: Emails
- 7 Homepage: Banner
- 6 Homepage: Calendars
- 5 Leader Resources: Cub Page, Troop Leader Resources
- 4 **Site Map**

Top 10 Things I want you to Know about the MCC Website

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- 9 Homepage: Recent News
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- 7 Homepage: Banner
- 6 Homepage: Calendars
- 5 Leader Resources: Cub Page, Troop Leader Resources
- 4 Site Map
- 3 **Districts / District Calendars**

Top 10 Things I want you to Know about the MCC Website

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- 9 Homepage: Recent News
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- 5 Leader Resources: Cub Page, Troop Leader Resources
- 4 Site Map
- 3 Districts / District Calendars
- 2 **Camp Apps**

Top 10 Things I want you to Know about the MCC Website

- 10 Homepage: I AM A... and I WANT TO...
- 9 Homepage: Recent News
- 8 Homepage: Emails
- 7 Homepage: Banner
- 6 Homepage: Calendars
- 5 Leader Resources: Cub Page, Troop Leader Resources
- 4 Site Map
- 3 Districts / District Calendars
- 2 Camp Apps
- 1 **New Pages: Ford Trail, Clean Waters, Honor Guard**

MCC Website Other Highlights



- **Search** (searches pages, posts and events)
- **Facility Rental** /facility-rental/
- **Unit Renewal** /unit-resources/unit-renewal/
- **Member Renewal** /renewal/
- **Parent Page** /unit-resources/parents/
- **Unit Metrics** /unit-metrics/
- **Webinars** /webinars/
- **Program Benefits** - /program-benefits/
- **Program Partners** - /programpartners/
- **Summer Camp Video Library** /summervideoresources
- **Trivia** - /trivia/
- **Merit Badge opportunities** – calendar (Youth Training page)
- **International Scouting**
- **Recruitment *** /unit-resources/membership-recruitment/
- **Event Blueprint** (Project Charter replacement) – COMING SOON

* “Recruitment resources” is the topic of the next Episode in this webinar series

SHORTCUTS

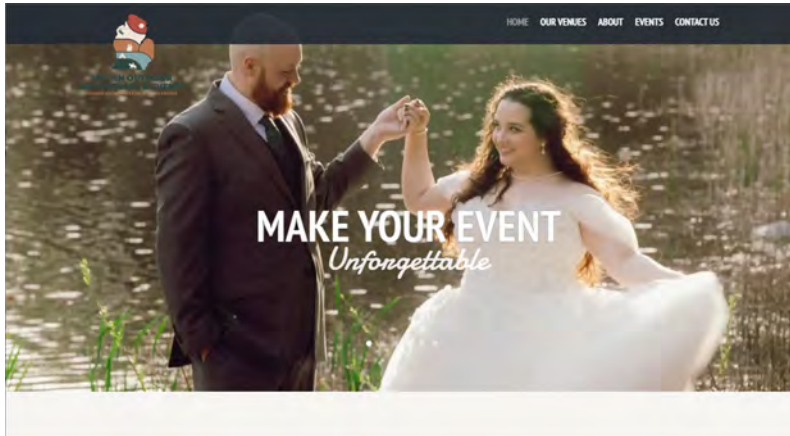
Want quick ways to access the most used pages?
Use short links (also found at bottom of site map)

- /events/
- /camp/
- /scoutcamp/
- /cubcamp/
- /gerber/
- /cole/
- /rotary/
- /teetonkah/
- /dbara/
- /hiawatha/
- /glsa/
- /training/
- /campforms/
- /camperships/
- /events/
- /give/
- /emails/
- /forms/
- /renewal/
- /Unit-renewal/
- /venturing/
- /news/

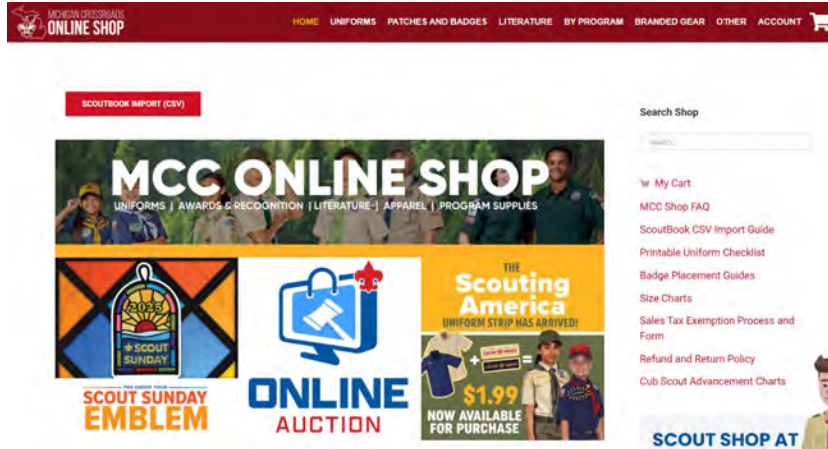


OUR WEBSITES

MCC maintains a number of websites, including the main michiganscouting.org.



Mittenoutdoors.org - Mitten Outdoors



Shop.michiganscouting.org – Online Shop



discoverscouting.org – for interested families



Adventurepoint.org – AP / DeVos Center for Scouting



WEBSITE FEEDBACK

Have something you want to see on the website? See something this isn't up to date? Use the feedback form!

About

Corporate Headquarters
14258 Michigan Street
PO Box 129
Eagle, MI 48822
(517) 940-4210
communications@michiganscouting.org

[f](#) [X](#) [i](#) [p](#) [v](#)

Explore

About	Support
Programs	Shop
Camps	Resources
Activities & Events	Contact
Join	Site Map

Search... [Q](#)

Quick Links

Latest Posts	Events Around the Council
Recent Emails	Facility Rental
Council Calendar	Youth Protection
Forms	Staff Directory
Camping Forms	Privacy Policy
Scout Shops	Website Feedback
Incident Reporting	



<https://michiganscouting.org/website-feedback/>

THANK YOU!

Kristie Phillips

Kristie.Phillips@scouting.org

Make sure to return for Episode Two on
May 28 – Unit Recruitment Resources

DISCOVER SCOUTING

DISCOVERSCOUTING.org

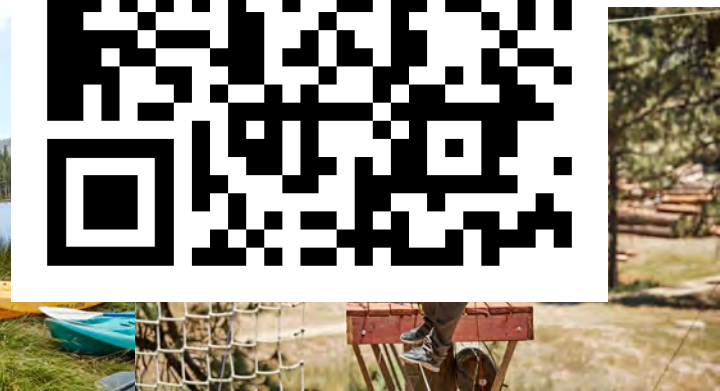
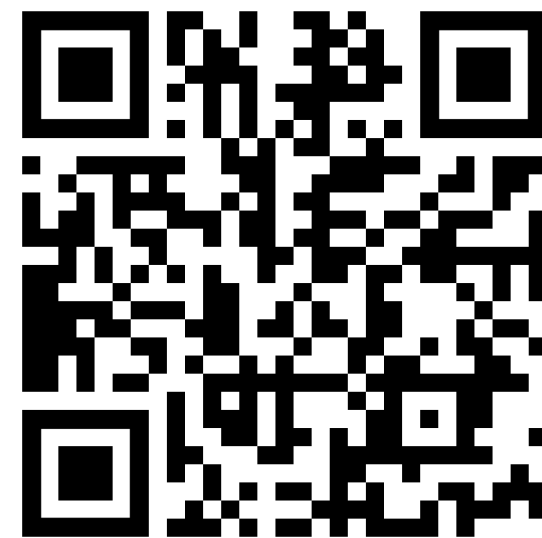


WHAT IS SCOUTING?

Scouting is a term that describes all of the programs provided by Scouting America for both boys and girls ages 5-20. Scouting teaches youth to confront any challenge with whole hearts and clear minds—to live their lives without regret, never back down, and do their very best! Through the Scouting America programs, Scouts learn a variety of skills that prepare them to confront challenges through their life.

The Discover Scouting website, launched in August 2024, targets parents looking to learn more about Scouting and the benefits to their children and their family.

- Program specifics (Cub, SBSA, Vent, SS)
- Testimonial/stories
- Statistics on the benefits
- FAQs





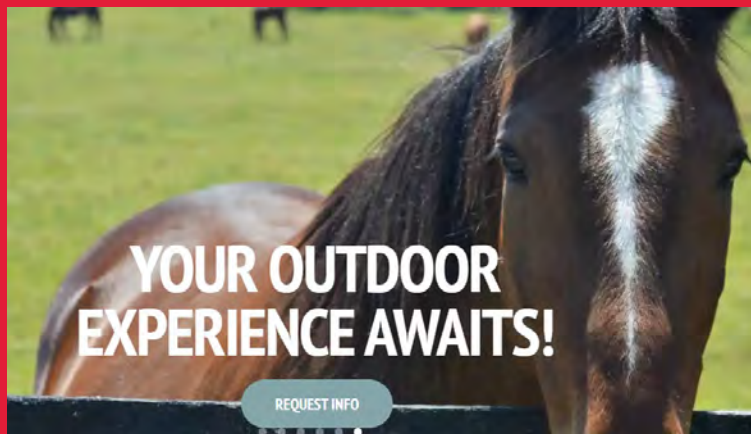
MITTEN OUTDOOR ADVENTURES & EVENTS

UNIQUE LOCATIONS FOR ALL OCCASIONS

MITTENOUTDOORS.org

The Mitten Outdoors website was launched a year and a half ago, catering to outside groups that may want to rent facilities at our Camps.

- Family reunions
- Weddings
- Retreats
- School events





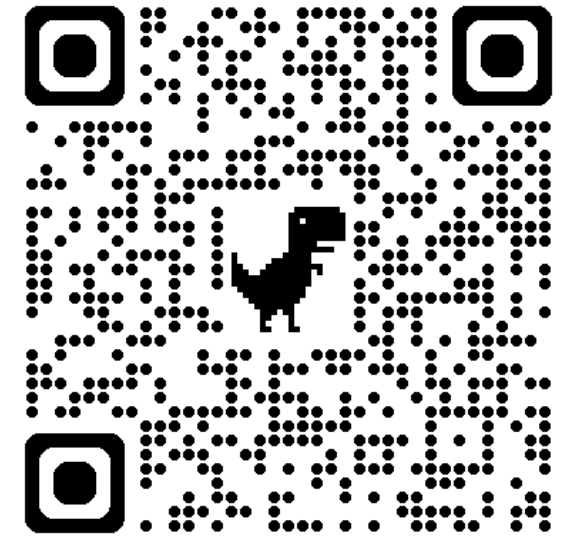
[SHOP.MICHIGANSCOUTING.org](https://shop.michiganscouting.org)

The MCC Online Shop just celebrated its 2nd anniversary. Owned and run within our council, it is a way to purchase Scout essentials. Proceeds from sales stay within the council.

- Advancements (try the Scoutbook upload!)
- Uniforms
- Books



New: Online Auction!
[/auctions/](https://shop.michiganscouting.org/auctions/)



Homepage layout / navigation



I AM A >

[JOIN NOW](#) [SITE MAP](#) [CALENDAR](#) [INCIDENT REPORTING](#) [DONATE](#) [NEWS](#) [SHOP](#)

LEADER

- Leader Resources
- Incident Reporting Tool
- Membership Recruitment
- Program Resources
- Program Planning
- Membership Fees
- Membership & Unit Renewal
- 2024 Cub Program Updates
- Youth Social & Mental Health

PARENT

- Parent Resources
- Join Scouting
- Find a Pack/Troop/Crew/Ship
- Events Around the Council
- Youth Protection
- Registration Scholarship Request
- Camp Scholarship Request
- Program Benefits
- Youth Social & Mental Health

YOUTH LEADER

- Youth Resources
- Youth Leader Training
- Upcoming Activities
- Merit Badge Classes
- Events Around the Council
- Camp
- High Adventure
- Order of the Arrow

DONOR / ALUMNI

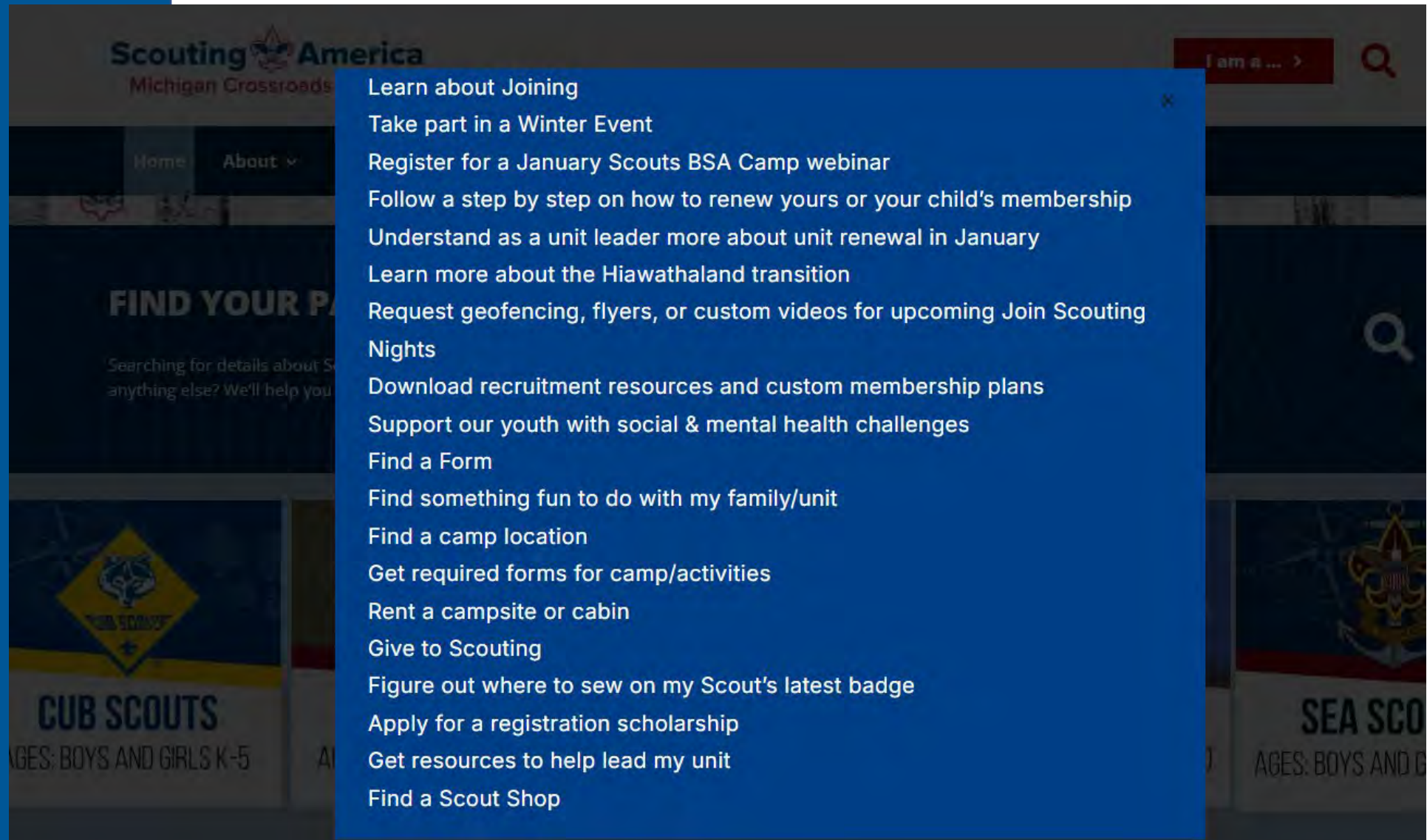
- Give
- Donate - Friends of Scouting
- Leadership and Adventure
- Eagle Scout Alumni of Michigan
- Give to Camp
- Planned Giving
- Special Events



COMMISSIONER

- Commissioner Resources
- Contacts
- Unit Metrics
- MCC Dashboard
- Roundtables
- Roles & Charter
- Calendar
- Awards

I Want To >



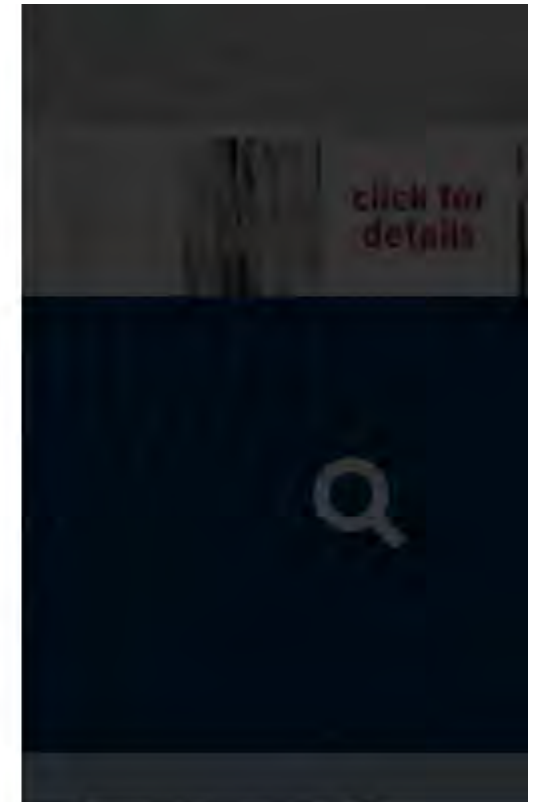
Search (Pages, Posts & Events)

 klondike

2025 Running Waters Klondike Derby: Test Your Mettle – Saturday Only
Event

Cub Scout Winter Klondike hosted by North Star District
Event

2025 Running Waters Klondike Derby: Test Your Mettle – Friday and Saturday
Event



Stay Connected

STAY CONNECTED

SUBSCRIBE



EMAIL & NEWSLETTERS



BLOG & NEWS



FOLLOW US



EMAILS

January 2025

SW Michigan Klondike | Feb 7-9
First Aid Rally 2025 | Mar 15
Silver Beaver Award Nominations | Jan 31
Honored Eagle Scout Award Nominations | Jan 31
Volunteer Wranglers Needed | D-Bar-A Scout Ranch | Feb 1 Training
Cub Camping Webinar – Sign Up Today! | Jan 29
Check out our Scouting Auction Site – Now Open!
University of Scouting (East) – REGISTER TODAY | Jan 25
Pre-Order Your Scout Sunday Emblems (2025)
MCC | Scouts BSA Summer Camp Webinars (2025)
2026 National Jamboree | Informational Webinars
Scouting America Uniform Strip Now Available | Online + In-Store
Pre-Order your 2025 Pinewood Derby Emblems
Nominate a Union Member for the George Meany Award Today!
Be Prepared | Stay Connected with Text Alerts

NEWSLETTERS

October

Kernel's Journal | Popcorn S

September

Kernel's Journal | Orders du
Upcoming Training Opportu

August

Upcoming Training Opportu

June

MiScouter – Cub Scout Editi

MiScouter – Scouts BSA Edi

Kernel's Journal – And the V

May

BLOG

Home / Blog

All Activities Announcements Awards Cub Scouts Districts Outdoor Adventures Scouts BSA



HONORED EAGLE | NOMINATIONS DUE JANUARY 31

The Honored Eagle Award is a Council level recognition to encourage and honor Eagle Scouts who continue to serve Scouting America as a volunteer leader in Unit, District, and Council roles. To champion our local "Hometown Scouting Heroes" as[...]

Published On: January 20, 2025

READ MORE



SILVER BEAVER | NOMINATIONS DUE JANUARY 31

The Silver Beaver Award was introduced in 1931 and is a council-level distinguished service award of the Boy Scouts of America. Recipients of this award are registered Scouters who have made an impact on the lives of youth through[...]

Published On: January 20, 2025

READ MORE

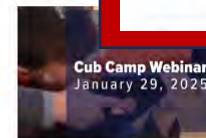


APO EAGLE SCHOLARSHIP

Alpha Phi Omega Leaders of Service Scholarships For Eagle Scouts About Annually, APO Eagle Alumni Association recognizes individuals who are: Eagle Scouts, and who have risen above their peers in exemplifying the qualities of that rank. Who are the[...]

Published On: January 17, 2025

READ MORE



CUB CAMP WEBINAR 2025

It's that time of year! Time to start thinking about Cub Scout Camp! We have many opportunities at a variety of camps this summer -- camp opportunities for Packs, Dens and Families (bring everyone, not just the Cub Scouts!). [...]

Published On: January 14, 2025

READ MORE

MICHIGAN CROSSROADS COUNCIL



facebook



instagram



linkedin



vimeo



flickr



email



X



youtube



pinterest



camp apps



event app

Calendars

- /events/
- /month-view/
- /schedule-printable/



Other Filtered Calendars

- /training/ - Adult Training
- Youth Training → MB Classes
- Events Around the Council (Featured Events and All Events)
- Commissioner Calendar – Roundtables and District Meetings
- Special Events Calendar (public fundraising events)

The screenshot displays the Michigan Crossroads Council Program Calendar. At the top, there's a banner with the council's logo and the title "PROGRAM CALENDAR". Below this, navigation buttons for "NEW! Month View", "Schedule View", "Print-Friendly View", and "Mobile View" are visible. A search bar and a "CHOOSE MONTH" dropdown are present. The main content area shows the "JANUARY, 2025" calendar view. On the left, a list of events is shown, including "GSR POLAR BEAR" (a featured event on Jan 24-26) and "UNIVERSITY OF SCOUTING (OAKLAND CC - AUBURN HILLS)" (a training event on Jan 25). On the right, a calendar grid shows the days of the month with event icons and dates. A sidebar on the far right contains a list of filters for narrowing down the search.

Site Map


[JOIN NOW](#) [SITE MAP](#) [CALENDAR](#) [INCIDENT REPORTING](#) [DONATE](#) [NEWS](#) [SHOP](#)

[I am a ... >](#) 

[Home](#) [About](#) [Programs](#) [Events](#) [Camp](#) [Resources](#) [Donate](#) [Shop](#) [Learn More](#)

SITE MAP

Home / Site Map



QUICK LINKS

- [Join Scouting \(Discover Scouting\)](#)
- [Scouting America](#)
- [Scouting America re-branding](#)
- [Scouting Forms](#)
- [Camping Forms](#)
- [Event Calendar](#)
- [Events Around the Council](#)

- [Leaders Resources](#)
- [Welcoming & Belonging: Youth Social/Mental Health](#)
- [Give to Scouting](#)
- [Health Forms Parts AB \(short trips, Cub Camp\)](#)
- [Health Forms Parts A-C \(long trips, Scouts BSA summer camp\)](#)
- [Recruitment Resources](#)
- [Geofencing/Flyer/Video Request](#)
- [Scout A Scout](#)

Facility Rental /facility-rental/



To start your reservation process, click on the button below that describes your group type and desired camp.

NOTE: If you do not see the facility that you need for the date(s) you want, or if you want to know more about the amenities at a facility, please contact the Camp Director (listed below) to reserve. We will work with your group's needs.

Campsites are now **FREE** to registered MCC units through your annual program fee!

Please see the Check-in / Check-out Procedures section of the **Policies** at the end of this page for overnight reservation times. Day rentals are from 8am – 11pm unless otherwise noted in the facility description.

Need help creating or viewing a reservation? Check out our **MCC Facility Rental User Guide**. It will walk you through the process of creating a reservation, as well as how to modify/view/cancel after it is created.

Now available for booking: Current – April 30, 2025

New window opens May 1 of each year

MCC UNITS



Cole MCC Units



D-Bar-A MCC Units



Gerber MCC Units



Hiawatha



Rotary MCC Units




Teetonkah MCC Units



Note: All bookings here are two night bookings — Friday and Saturday night. Prices shown are per night. Effective September 1, 2023, Cub Scouts may now camp two nights at approved facilities, which includes MCC Camps.

DetailsAvailabilityPhotosBook Now

Beaver Creek Cabin



\$192.50 USD
per night
AVAILABLE

CloseContinue

Beaver Creek Cabin

Scout Rate two-night booking

Capacity: 24
Sub-Camp: Beaver Creek
Co-ed
Inside Water: Yes
Inside Bathrooms: No Showers: No
Maximum Vehicles Allowed: 7

**Utility fee of \$12.50/night charged between Oct 1 – Mar 31

Birdwatcher Adirondacks

Capacity: 3 to 4 per shelter - 12 total

Amenities: Fire Ring, Latrines, Picnic Tables
Camporee Area
Maximum Vehicles Allowed: 4

** Please note that between October 1 and May 1 many of the wells in camp are shut off for the winter season. You may not have readily available water at your cabin or campsite during that time. When you... (Read More)

Christoph Cabin

Capacity: 16

Sub-Camp: Trout Lake
Inside Water: No
Inside Bathrooms: No
Showers: No
Maximum Vehicles Allowed: 4

**Utility fee of \$12.50/night charged between Oct 1 – Mar 31

Log in

Leader Resources

Cub Scout Leader Resources

Scouts BSA Leaders – Getting Started

RESOURCES



Cub Scouts

MCC Cub Scout Leader Resource Page

Our page that compiles lists of den-specific planning resources. Includes links to the "New Leaders Guides" to help the brand-new adult leaders.

MCC Cub Scout Leader Video Series Page

A series of videos that helps Den Leaders take advantage of the "Den Leader Experience" of the Scoutbook app. The app helps leaders plan, implement and track den meetings and advancements.

BSA Cub Scout Den Meeting Resources



Scouts BSA

BSA Troop Program Resources

Resources including Troop Meeting ideas, ceremonies, Leaders' Minutes, Campcraft skill videos and more! For youth and adult leaders.

BSA Troop Leader Resources

Resources for Troop Leaders including Troop "basics", Troop Meeting agenda/planning, Troop Meeting Program Feature plans (months of ready-to-use meeting plans in 48 different high-energy areas).

Scouts BSA Advancements



Scouts BSA

MCC Scouts BSA Troop Leader Resource Page

Our page that compiles lists of troop-specific planning resources. Includes links to the "New Leaders Guides" to help the brand-new adult leaders.

MCC Scouts BSA Troop Leader Video Series Page

A series of videos that helps Troop Leaders take advantage of the "Troop Leader Experience" of the Scoutbook app. The app helps leaders plan, implement and track troop meetings and advancements.

BSA Scouts BSA Troop Meeting Resources

Troop Leader Resource Hub

Your destination for Scouts BSA troop info and planning resources



Scoutmasters:

- BSA Missions, Aims and Vision
- Scouter Code of Conduct
- Guide to Safe Scouting
- Meeting Ideas (to help Scouts with)
 - Scouts BSA Troop basics
 - Troop positions
 - Printable position cards



Committee Chair/Committee:

- BSA Missions, Aims and Vision
- Scouter Code of Conduct
- Guide to Safe Scouting
- Troop Dynamic Recruitment Plan
- Accommodating Special Needs Scouts
- Handbook: Troop Committee Guidebook
- Dictionary of Scouting terms



SPL, ASPL, Troop Guide, Instructor:

- BSA Missions, Aims and Vision
- Scouter Code of Conduct
- Guide to Safe Scouting
- Scouts BSA Troop basics
 - Troop positions



Lion Resources

Lion Adventures

Lion Requirements PDF



Tiger Resources

Tiger Adventures

Tiger Requirements PDF



Wolf Resources

Wolf Adventures

Wolf Requirements PDF

- Welcome! New Wolf or Bear Den Leader
- Welcome Den Leader! Wolf 5min video
- Wolf Handbook
- Protect Yourself Video – Wolf



AOL Resources

AOL Adventures

AOL Requirements PDF

- Welcome! New Arrow of Light Den Leader
- Welcome Den Leader! AOL 5min video
- AOL Handbook
- Protect Yourself Rules Video – AOL

Start with the **Scouting America Troop Leader Resources** hub, redesigned and updated in 2024!

Recruitment & Geofencing/Flyers



Need resources for your Join Scouting Nights? Flyers shipped to your home? Facebook ad in your area (geofencing)? Custom video to share on your own social media? We have you covered! Click the link below to go to our Request page.

[REQUEST — GEOFENCING | CUSTOM VIDEO | FLYERS](#)

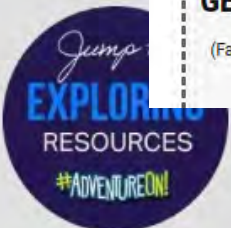


Fall Recruitment Webinars for Cub Scout Leaders. Learn some new features that should help you recruit this fall.

- Trial Membership
- Flyer and resource requests

[WEBINAR RECORDING](#)

[TRIAL MEMBERSHIP](#)



FLYERS

A custom flyer will be designed with your event's information. Once approved by a district executive, you will be asked to approve the digital version before printing. Printed flyers will be shipped directly to the address you provide at no cost to your unit.

Contact: printshop@michiganscouting.org



Want to create a digital flyer yourself? Download the fillable versions below.

These are the same flyers you will receive a printed version of if requested.

[Cub Scout Fillable Flyer](#)

[Scouts BSA Fillable Flyer](#)

FLYER REQUEST



SUBMIT FLYER REQUEST



FIELD STAFF APPROVES



FLYER PROOF CREATED



DIGITAL COPY EMAILED TO UNIT FOR APPROVAL



UNIT EMAILS APPROVAL TO PRINT SHOP



FLYERS ARE MAILED TO UNIT FREE



UNIT HAS AMAZING JSN EVENT



GEOFENCING

(Facebook Ad/Event)

We will create a Facebook Event on the MCC Facebook page for your event and share the link with you. Units are encouraged to share the event with people as soon as they receive it. Seven days prior to your event, we will create a Facebook ad that will target families in your area. The ad is set up to run randomly for Facebook users in a radius around your event that meet certain age and interest criteria.

Contact: marketing@michiganscouting.org

[All MCC FB Events](#)



Sample Facebook Ad
[click image to zoom](#)

Marketing Tickets

MARKETING SUPPORT REQUEST

[Home](#) / [Marketing Support Request](#)

Need the MCC Marketing team to create resources or promote your upcoming event? This is the place to be. Log onto the system below to create your tickets. Once a ticket is create, you will receive email notifications on the progress. This system is open to MCC staff and our wonderful council volunteers.

NEW! Once your ticket is created, you can update it with your comments by simply hitting **Reply** on the email and adding your comments. Your comments will be added to the ticket and the marketing team will be emailed with your updates. You will have to log back in to Close your ticket when you are satisfied.

Marketing requests include (but are not limited to):

Custom Graphics | Flyers | Social media posts
Videos | Website updates | Bulk emails
Requests for Photography/Videography at events

Contact us at
marketing@michiganscouting.org

Other Request Forms:

UNIT RECRUITMENT REQUEST
(FLYERS, GEOFENCE, VIDEO)

REQUEST BLACKPUG REGISTRATION
LINK

PRINT SHOP REQUEST

Please Note:

All Marketing Support Requests must be submitted at least two (2) weeks in advance.

- If you are requesting marketing for an event, please **include the registration link** to the event. This is required for social media posts and emails. This can be requested from the Program team using the **Event/Activity Registration Form**.
- If you are a volunteer or staff that needs a job printed, please use the **Print Shop request**.

[Dashboard](#) [Ticket List](#) [New Ticket](#) [My Profile](#) [Agent Profile](#)

Search...

Filter

All

Bulk Actions ▼ List Actions ▼

<input type="checkbox"/>	ID	Status	Project Title	Name	Priority	Assigned Agent	Date Updated	Project Type
<input type="checkbox"/>	#2516	Open	Updated Paper Airplane	Suzanne Parks	Urgent	Ashley Kraft	11 minutes ago	Flyer or Print Material De
<input type="checkbox"/>	#2470	Awaiting Volunteer or Staff Reply	IQLS - Introduction to Outdoor Leader Skills hosted by Blue Water District	Sorrel Cooper	Medium	None	5 hours ago	Flyer or Print Material De