

WELCOME



MARKETING

- SHARED SERVICES -



TODAY'S AGENDA

- Welcome
- How Marketing Shared Services can help
- Marketing Service Options Available
- Pricing & Cost
- Questions and Answers



How Marketing Services Can Help Your Council:

- Tailored Marketing Services
- Dedicated and Experienced Marketing Staff
- Cost Effective vs. Outsourcing
- Marketing Ticket System



Marketing Services Available

- Template Options (Subscription Service)
- Custom Design Services
- Digital Project Options



Template Option

- Flyers
- Brochures
- Patch Designs

Custom Design Option

- Council-Specific
 - Ex: Annual Report, Camp Leader Guides, Capital Campaign Materials
- Larger Projects

Digital Projects

- Camp or Event APP
- Website Enhancements
 - Ex: Calendar

Template Option

(Subscription Pricing)

Flyers and brochures selected from a catalog, tailored to your specific council event or special event. Digital files provided.



PINEWOOD DERBY™

Scouting America
Michigan Crossroads Council

GUARDIANS OF Scouting BREAKFAST

JUNE 3RD, 7:30AM | BATTLE CREEK REGIONAL HISTORY MUSEUM

Capt. (Ret) Thom W. Burke | Keynote Speaker ★

Thom W. Burke is a retired U.S. Navy Captain and Director of Navy Programs at RENK America, with a distinguished career in military leadership, defense strategy, and civic service. A graduate of both the University of Michigan and Harvard Kennedy School, he has overseen financial programs ranging from a few million to \$24B and is known for building high-performance teams through innovative tactics, proven processes, and operational efficiency. Thom also serves as a City Commissioner in Walker, Michigan, bringing powerful insights on leadership, public service, and honor

BE THE SPARK THAT IGNITES TOMORROW'S LEADERS
ONE MORNING CAN LIGHT THE WAY FOR A LIFETIME

BIGGBY COFFEE

BATTLE CREEK REGIONAL HISTORY MUSEUM

Cereal City Sunrise Rotary

LONG ISLAND Café

PLEASE RSVP BY MAY 27TH
michiganscouting.org/guardians-breakfast/

MORE INFO: Kristian Benko-Rimoni at
269-256-6604 or kristian.rimoni@scouting.org



LASTER CAMP RESERVATION

SUNSET DISTRICT

DINO RODEO

SUMMER CAMP TAKEOVER AT D-BAR-A SCOUT RANCH

JULY 18-21, 2025

Cub Scout Overnight camp is an amazing adventure for any Cub Scout. Cub Scouts spend 4 days/3 nights at one of our amazing camp properties with their Packs doing all those "camp things" that they enjoy and love. Depending on the camp, Cub Scouts may participate in fishing, swimming, archery, BB gun, bouldering wall, crafts, hikes, and of course – camping!

Camp scholarships are available to help fund your adventure! For more information and to apply for a camp scholarship, visit the link: michiganscouting.org/camping/campships.

Entering Fifth Grade this fall? Check out AOL Camp! www.scoutingevent.com/272-AOL25

Scouts in Kindergarten through Fifth Grade are welcome!

scan to learn about campships

scan to register

Scouting America
Michigan Crossroads Council

COST: \$170 PER PERSON
Register today at scoutingevent.com/272-93212-219663

Custom Projects

Custom designed project for your Council for larger projects.

Digital and Source files provided (Adobe Software Required)



DISCOVER SCOUTING
ROCHESTER HILLS

DISCOVERSCOUTING.ORG

Scouting America
Michigan Crossroads Council

PAUL HARDY | PAUL.HARDY@SCOUTING.ORG | BEASCOUT.ORG

FUN FOR BOYS & GIRLS FROM KINDERGARTEN THROUGH AGE 18

Meet local Scout leaders, discover exciting activities, and see why Scouting is the adventure of a lifetime. Bring your family and see what Scouting is all about. Whether you're just starting your journey or looking to take it to the next level, Scouting has a place for you!

OCTOBER 30TH, 2024
6:30PM - 8:00PM
Chief Financial Credit Union
20 S. Main, Rochester, MI 48307

OUTDOOR ADVENTURES | LIFE SKILLS DEVELOPMENT | COMMUNITY SERVICE | LEADERSHIP OPPORTUNITIES



Scouting America
Michigan Crossroads Council

2024
ANNUAL
REPORT

**MOVING FORWARD.
TOGETHER.**

Working together to build the future of Scouting
for youth in the Michigan Crossroads Council

WWW.MICHIGANSCOUTING.ORG



**CAMP'S
RESOUNDING
IMPACT ON YOUTH**

"If it weren't for you, so many people wouldn't have had the opportunity to go to camp! Thank you for setting an example of generosity for the world."

SCOUTS RECEIVING NEED-BASED SCHOLARSHIPS: **739**

TOTAL AMOUNT OF SCHOLARSHIPS AWARDED: **\$93,170**

43,425 NIGHTS & 57,295 DAYS SPENT CAMPING

CLUB SCOUTS	SCOUTS USA	ADULT VOLUNTEERS	CAMP STAFF
1,567	3,708	1,602	189

Throughout the year, Scouts are taught timeless traditions which prepare them for the modern world. While at Summer Camp, Scouts engage in activities which build foundational skills that help them thrive later in life, including the value of working hard, problem solving, networking and collaborating.

Thanks to Summer Camp, youth reported:

92%	pushed themselves to try something new
89%	learned the values of working together to achieve a goal
93%	learned why following the rules keeps everyone safe
82%	think about how they can reduce waste which impacts nature



**COMMUNITY
SERVICE**

**911 DAY OF
REMEMBRANCE**

This annual event now in its 23rd year is an opportunity for families and communities to come together to remember and honor those who lost their lives on September 11, 2001, as well as to thank and honor our Military, Veterans, Police, Fire, and EMS personnel.

1900 BADGES EARNED
(Scouts attending the 9/11 Remembrance)

**2024 SCOUTING FOR
FOOD RECAP**

**OVER 117,000 LBS
OF FOOD COLLECTED**
Over 30,000 lbs more than 2023

2,000 SCOUTS
900 LEADERS

750 FAMILY MEMBERS
23 DISTRICTS

**THOUSANDS OF FAMILIES
SERVED ACROSS MICHIGAN**

**GLENN AND MELINDA ADAMS
EAGLE PROJECT OF THE YEAR AWARD**

Jason Babo, of Troop 211, in Kalamazoo, was the Glenn and Melinda Adams Eagle Project of the Year Recipient for the Michigan Crossroads Council. Jason joined as a Tiger in 2013, Pack 211 and earned his Arrow of Light in 2018. His Eagle Scout project supported the Riverside Cemetery, in partnership with the Sons of Union Veterans of the Civil War. Jason worked out a plan to dispatch a team of volunteers into Riverside Cemetery to survey the graves and record the location of veteran graves in 25 sections. Through the efforts of the volunteers, they identified the final resting places of 733 veterans and added 170 new veteran names to the records for 22 sections of Riverside Cemetery. The records were tabulated and shared with the Sons of Union Veterans of the Civil War for future Memorial Day flag placements.



Scouting America

Michigan Crossroads Council



Custom Camp or Event APP

- Customizable to your camp or event
- PWA, Google Play Store, and Apple Store
- Staff / Volunteer Training Provided

Scouting  **America**
Michigan Crossroads Council



EVENTS – MOBILE VIEW

Search Entire Calendar



CHOOSE MONTH

MAY, 2025 < >

Search Events This Month



Type

Who

District

Event Location

Tag

MICHIGAN HIGH ADVENTURE: 2025 ADVENTURES – SESSION 1

SUN
25

SAT
31

Type: Outdoor Adventures

Who: Scouts BSA, Sea Scouts, Venturing

MAY
12:00 am - 11:59 pm (31) (GMT-04:00)

📍 Cole Canoe Base, 1356 E Greenwood Rd, Alger, MI 48610

MACKINAC ISLAND HONOR GUARD 2025 – SESSION 1: TROOP 127

MON
26

SAT
31

Type: Activity

Who: Scouts BSA, Sea Scouts, Venturing

MAY
1:00 pm - 10:00 am (31) (GMT-04:00)

📍 PO Box, Mackinac Island, MI 49757

Event Tags: Service

CORPS 5 PRECAMP SWIM TESTS

WED

28

MAY

Type: Activity

Who: Scouts BSA, Sea Scouts, Venturing

District: Mahican

🕒 6:30 pm - 8:30 pm (GMT-04:00)

📍 Annapolis High School, 4650 Clippert St, Dearborn Heights, MI 48125

Event Tags: Advancement

MARKETING MINI-SERIES EPISODE 2: MARKETING RESOURCES

VIRTUAL EVENT

Website Enhancements

- Website calendar (From Blackpug Interface)

BLENDED CPR 2025 – SATURDAY MAY 31, 2025

SAT

31

MAY

🕒 9:00 am - 12:00 pm (GMT-04:00)

Type: Training

Who: Leaders, Scouts BSA, Sea Scouts, Venturing

📍 Camp Teetonkah, 3710 Burkhart Road, Jackson, MI 49201



Time

May 31, 2025 9:00 am - 12:00 pm
(GMT-04:00)



Location

Camp Teetonkah
3710 Burkhart Road, Jackson, MI 49201

OTHER EVENTS >



REGISTER / EVENT DETAILS



CALENDAR GOOGLEGAL



Get Directions

Type your address to get directions



Event Details

For more information visit <https://scoutingevent.com/272-CPR2025>

JUNE, 2025

Search Events This Month



Type

Who

District

Event Location

Tag

SUN	MON	TUE	WED	THU	FRI	SAT
1 2025 Mishigami Camp Weldon + More	2 Mackinac Island Michigan High + More	3 Mackinac Island Michigan High + More	4 Mackinac Island Michigan High + More	5 Mackinac Island Michigan High + More	6 Mackinac Island Michigan High + More	7 Mackinac Island Michigan High + More
8 MIS / Nasoar GLD-VOA Rifle + More	9 Mackinac Island Michigan High + More	10 Mackinac Island Michigan High + More	11 Mackinac Island Michigan High + More	12 Mackinac Island Michigan High + More	13 Mackinac Island Michigan High + More	14 Mackinac Island Michigan High + More
15 2025 Mishigami Canoe Voyage + More	16 Mackinac Island Michigan High + More	17 Mackinac Island Michigan High + More	18 Mackinac Island Michigan High + More	19 Mackinac Island Michigan High + More	20 Mackinac Island Michigan High + More	21 Mackinac Island Michigan High + More
22 Adventure Point + More	23 Adventure Point + More	24 Adventure Point + More	25 Adventure Point + More	26 Adventure Point + More	27 Adventure Point + More	28 Adventure Point + More
29 Adventure Point + More	30 Adventure Point + More					

2025 MISHIGAMI LODGE - ORDER OF THE ARROW INDUCTION EVENTS - SPRING INDUCTION - GERBER

FRI 30 - 01 JUN

Type Activity
Who Order of the Arrow

Gerber Scout Reservation,
1733 Owasippe Rd, Twin Lake,
MI 49457

MCC PRINTABLE SCHEDULE

Home / MCC Printable Schedule

Use this view to print each month's calendar. Filter the results (click the filter button above the month name). Print using your browser's print capability (often a right click on the page and then choose "Print").



MAY, 2025

Search Events This Month



25 MAY SUN	All Day	Michigan High Adventure: 2025 Adventures - Session 1
26 MAY MON	All Day	Michigan High Adventure: 2025 Adventures - Session 1
	From 1:00 pm	Mackinac Island Honor Guard 2025 - Session 1: Troop 127
27 MAY TUE	All Day	Michigan High Adventure: 2025 Adventures - Session 1
	All Day	Mackinac Island Honor Guard 2025 - Session 1: Troop 127
28 MAY WED	All Day	Michigan High Adventure: 2025 Adventures - Session 1
	All Day	Mackinac Island Honor Guard 2025 - Session 1: Troop 127
	6:30 pm - 8:30 pm	Corps 5 PreCamp Swim Tests

MAY, 2025

Search Events This Month



Type

Who

District

Event Location

Tag

MICHIGAN

SUN 25 MAY
12:00 am -

MACKINAC



ADVENTURES - SESSION 1

Michigan High Adventure
Scouts BSA, Sea Scouts,

Cole Canoe Base, 1356 E
Greenwood Rd, Alger, MI 48610

SESSION 1: TROOP 127

Type Activity
Who Scouts BSA,
Sea Scouts, Venturing

PO Box, Mackinac
Island, MI 49757
Event Tags Service

- All
- Commissioners
- Cub Scouts
- Exploring
- Families
- Leaders
- Order of the Arrow
- Public
- Scouts BSA

SUBSCRIPTION PRICING

Class	Annual Cost	Monthly Cost
500	\$ 2,700.00	\$ 225.00
400	\$ 4,050.00	\$ 337.50
300	\$ 4,725.00	\$ 393.75
200	\$ 6,075.00	\$ 506.25
100	\$ 8,775.00	\$ 731.25



CONTACT

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Chief Information Officer

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**THANK YOUR
FOR ATTENDING**

