



MICHIGAN CROSSROADS COUNCIL

UNIT RECRUITMENT RESOURCES

Scouting America
Michigan Crossroads Council

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Tonight's Topics

- Self-Serve Recruitment Resources
- Flyers, Custom Videos, and “Geofencing”
- DIY “Geofencing”
- Getting started creating a Unit website

Self-Serve Recruitment Resources

For units that want to customize and print/distribute their own resources, the “Recruitment Tools” page is the place to start!

- Pack/Troop membership plans
- Printable guides for new families
- Social media graphics/campaign ideas
- Bookmarks, Postcards, Lawn Signs
- Holiday cards (think parades, egg hunts, trick or treat)
- Logos / Stock Photos (for creating your own assets)

MCC Website menu: Resources → Marketing → Recruitment Tools
<https://michiganscouting.org/unit-resources/membership-recruitment/>



Unit Flyer Request Form
Cub Scout Recruitment Idea Book
Recruitment Campaign Guide
Cub – Discover Scouting Flyer
Cub Stickers – Fillable
Cub Bookmark
Cub Recruiting Cards
Halloween Trick-or-Treat Cards
Halloween Trick-or-Treat Stickers
Valentine's Day Cards (NEW! 2025)
St. Patrick's Day Cards (NEW! 2025)
Easter Cards for Egg Hunts (NEW! 2025)
Parade Cards (Mem. Day, July 4) (NEW! 2025)
Lawn Signs
Postcards
Posters
Paper Airplane Printable



Custom Unit Video Request
Five Questions about Cub Scouts (English)
Five Questions about Cub Scouts (Spanish)
Scout Talk (Spanish – 60 sec)
Scout Talk (Boys and Girls)
Scout Talk – Carlos – 60 sec | 30 sec
Scout Talk – Dax – 60 Sec | 30 sec
Scout Talk – Eden – 60 sec | 30 sec
Scout Talk – Jada – 60 sec | 30 sec
Scout Talk – Kathleen – 60 sec | 30 sec
Scout Talk – Maddox – 60 sec | 30 sec



Social Media Graphic (Square) – Girl Archery (NEW 2024)
Social Media Graphic (Square) – Co-Ed Pinewood (NEW 2024)
Social Media Graphic (Square) – Boy (NEW 2024)
Social Media Graphic (Square) – Co-Ed (NEW 2024)
Social Media Graphic (Square) – Boy Climbing (NEW 2024)
E-Mail Templates – Cub Scouts
Social Media Images – Cub Scouts
Social Video (Bike)
Social Video (Camping)
Social Video (Fishing)
Social Video (Rockets)
Social Media Posts by Week – Cub Scouts
How to “Geo-fence” your own Events



Web Banners



Parent Guide
Parent Guide – Printer Friendly
Welcome New Cub Scout Family Guide
Registration Assistance Form (Scholarship)
Uniform Checklist
Scout Me In Tri-Fold Brochure- Cub Scouts
Adventure On Parent Info Sheet – Fillable
Strengthening Youth Through Scouting – Cub Scouts
Strengthening Youth Through Scouting – General



Badges of Rank
Program Logos
Stock Photos
Order Unit Flag



Marketing Resources

Side note: if you are looking to promote a district or council event, visiting the Marketing Resources page will be most helpful. You can view some resources, and link to the Marketing Ticket System.

All of our Marketing Mini-Series videos are also posted on this page!

MARKETING MINI-SERIES

Join us for a series of webinars on Marketing-related topics that might help you with your units or Scouting position. These monthly webinars are meant to help all Scouters learn more about how they can get the information they need and reach current and prospective families. Recordings and slides will be added below.

MCC Website menu: Resources → Marketing → Marketing Resources
<https://michiganscouting.org/general-resources/marketing-resources/>



Marketing Mini-Series: Episode 1

Navigating your MCC Website – April 23, 2025

Learn more about the basic navigation of the MCC website, as well as some pages you may not have know existed. A 30ish minute quick overview of the almost 600 pages of information to help you on your Scouting journey.

[Download Slides](#)



Marketing Mini-Series: Episode 2

Marketing Resources – Wednesday, May 28 7:30-8:15pm

Want to know more about Marketing resources that exist from the MCC? Want to learn how to create your own unit Facebook events and ads (similar to the geofenced ones Marketing does)? Interested in creating a unit website but not sure where to start? We will touch on all of these aspects.

[Register](#)

UNIT RECRUITMENT REQUESTS

Our team is dedicated to helping you market you unit's Join Scouting Nights/events!

Troops and Packs can request marketing resources to help promote your upcoming recruitment activities. **Custom Flyers** can be created and printed to provide to your schools, **Custom Unit Videos** can be created for units to post on social media or share with families, and **Social Media Events/Ads** (Facebook geofencing) can be created to target members of your community.

All of these resources are provided to you FREE by the Michigan Crossroads Council. Flyers will be shipped at no cost.

Please allow at least three (3) weeks for all resources to be created.



Flyers

TROOPS & PACKS: Request submitted by you, approved by your district team, and printed by the Print Shop in Eagle. TIP: If all you need is a digital version, simply download the fillable flyers and add your unit's info. (Crew, Ship and Post/Club are available on Recruitment resources page.)



FLYERS

A custom flyer will be designed with your Troop or Pack 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 to distribute yourself?
Download the fillable versions below.

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

NOTE: Sea Scout, Venturing, and Exploring flyers can be found on the [Recruitment page](#).

Cub Scout Fillable Flyer

Scouts BSA Fillable Flyer



Custom Videos

TROOPS & PACKS: We will add your recruitment information (location, date/time, and contact info) to a custom video. The short 1ish minute videos talk about Scouts BSA or Cub Scouts, and end with your custom information. Your unit can then share that on social media, embed on a website, or use however you would like.

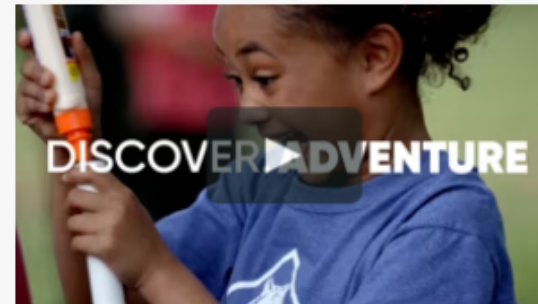


**CUSTOM
VIDEO**

We will create a custom video that you can share on your own social media or websites. The date and location of your event as well as contact information will be added to the video.

Share the video with families any way you prefer.

Contact: marketing@michiganscouting.org



Cub Scout



Scouts BSA



Facebook Ads, aka, “Geofencing”

TROOPS & PACKS: Request a Facebook EVENT, which will be created within about a week – you can share the event with your families and community. About 7 days prior to your event, MCC will use the Event to run a targeted Facebook ad. The ad will appear to Facebook users that meet certain Interests/Demographics in your area.



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 you event that meet certain age and interest criteria.

Contact: marketing@michiganscouting.org

All MCC FB Events



Sample Facebook Ad

click image to zoom



Using Social Media

Using Social Media is almost a requirement these days, and most units tend towards Facebook (since that is where parents are). Linking a Facebook account to Instagram is a great way to cross post some of your great photos.

- Facebook pages need to be PUBLIC so potential families can see what is going on in your unit
 - Can have separate groups or other platforms that are private for sharing photos
- Be mindful of photo sharing. Parents can indicate that they do not want their child's image shared publicly
- Two-deep leadership applies to social media as well
 - no direct messaging with Scouts (through social or texting/emails)
 - Do not friend a youth

<https://scoutingwire.org/social-media-guidelines/>

<https://www.scouting.org/health-and-safety/safety-moments/digital-safety-and-online-scouting-activities/>



DIY “Geofencing”

The Facebook Event is created and managed on the Michigan Crossroads Council Facebook page, and thus cannot be managed by units. If you would rather take control of your own Events and run your own ads, you are welcome to do it! It doesn't take much \$ to get started!

Basic steps (detailed in guide below):

1. **Create a Facebook Event** in your Unit's Facebook page. Create as soon as you have a date, even if it is months away.
2. When you are ready to start the AD (which are paid “by the day”), go to the Event you created and click “**Boost Event**”
3. **Choose your Audience** – you can choose age range (roughly 27-50 for Cubs, 30-60 for Scouts BSA), location (radius around a specified location), and interests/demographics.
4. **Choose how long you want to run the ad** and how much total you want to pay. Minimum \$1/day. Recommend 7-14 days prior to event.
5. **Choose payment account.** This can be done on your own Facebook account by going to Settings & Privacy and clicking Ads payments on the left bar. Before boosting, or during (?)

Can be found on the Unit Recruitment Resource Request page under Geofencing

<https://michiganscouting.org/wp-content/uploads/2025/05/Using-Facebook-to-Promote-your-Events.pdf>



Brand Center

Need images for Social media, your own assets, or a website? Look no further than the Scouting America brand center. Download official logos, photos, and social media images!

<https://scouting.webdamdb.com/bp/#/>



Hide Facets

Program

☐ Scouts BSA 1,629

☐ Cub Scouts 1,479

☐ Exploring 606

more

Resource Type

☐ Photographs 3,041

☐ Insignia 679

☐ Logos 426

more

Gender / Age Group

☐ Boys 2,015

☐ Girls 1,956

☐ Women 581

more


Types of Insignia

☐ Patches 325


☐ Adventure Loops... 138

☐ Badges of Rank 99


more




2026 National Jamboree




Cub Scouts




Exploring



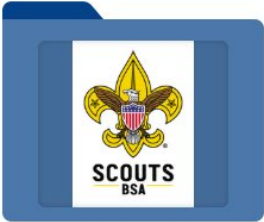
Insignia




Logos



Scouting America Organizational / ...



Scouts BSA



Sea Scouts

Unit Websites

Great way to increase your presence to new families and provide information to existing ones. No official guidelines, but here are some tips:

- Keep it **simple!** Handful of pages to start
- Lots of **photos** (with permission) to make it visually appealing
- Homepage should explain about your unit to the **NEW family** — what is Scouts BSA/Cub Scouts, age range, gender, what to expect, etc.
- If you have an upcoming **recruitment event**, make sure it is prominent on the homepage (a link to another page with details is fine)
- A **contact page/form** so people can reach out via a form or email/phone
- Schedule** — post the full schedule for the year on there with as much detail at the time
- Optional for schedule: embed a public **Google calendar** (associated with Troop email) — people can also then incorporate the Troop calendar into their own Google calendar (so everything is on their calendar automatically)
- Past events** — let people see highlights of past events. Either one page with a photo/description of each, or a post-type page for each, but then all listed on one "Past Events" page
- Links** for current Scout families — link to external resources that your unit might like to see. MCC calendar, Online Scout shop, Merit Badge Pamphlet downloads, etc.



Unit Websites – How to Get Started

A few website platforms have “Free” versions to get started. The free versions will be simple, but can be enough to meet your unit’s needs.

- Wix.com
- Wordpress.com
- GoDaddy.com
- SquareSpace.com

Free sites will have the basics of design, and the URL (address) will be something like <yourunit>.wordpress.com. If you want your own domain, e.g., pack1234.org, there will be an additional cost, but should be under \$100 year. (E.g., I have a personal page with a custom domain on Wordpress, and I last paid \$67/year).


Aaron on Scouting: Best Websites of 2019

<https://blog.scoutingmagazine.org/2019/12/11/check-out-some-of-the-best-troop-pack-and-crew-websites-of-2019/>



Unit Websites – How to Get Started


Wordpress Examples



Hamilton Troop 333G

A Scouts BSA Troop for girls ages 11-17

- HOME
- Prospective Scouts ▾
- Current Scouts ▾
- Evening



- About
- Calendars
- Parent FAQ
- Resources


Sea Scout Ship 9316

Holland, MI

- Home
- Contact Us
- About Us
- Schedule
- More Info ▾

Sea Scout Ship 9316 | Holland, MI

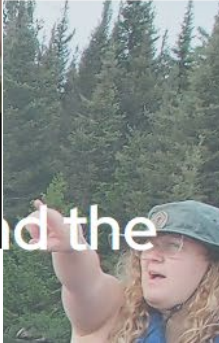
Michigan Crossroads Council
Scouting America



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With a sad heart that
Troop, we were unable
girls' Troop again.

Contact us!
scouting.org





THANK YOU!

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Make sure to return for Episode Three TBD