



Marketing Scouting with Facebook Events/Geofencing

September 2019



2018 Joining Study

Average Age of New Cub Parents...

41



How Did You Hear About Scouting?

24% Flyer at school

26% Family or friends

35% Family member was/is a Scout

10% Saw Cub Scouts Around Town



Why did they leave?

44% Meetings Not Well Organized

27% Poor Leadership

25% Schedule Conflicts

22% Child no longer interested

19% Never contacted



No. of times they were asked to join?

1



ESCAPE THE Great Indoors



Climb aboard for adventure! When you join a Cub Scout, you join a group of friends who know that the fun with the flow has never been better.

JOIN TODAY AT [BEASCOUT.ORG](#)

SCOUT ME IN



The sky's the limit AND THEN SOME



Ready for action that's out of this world? Join Cub Scouts for adventures that go above and beyond anything you've done before.

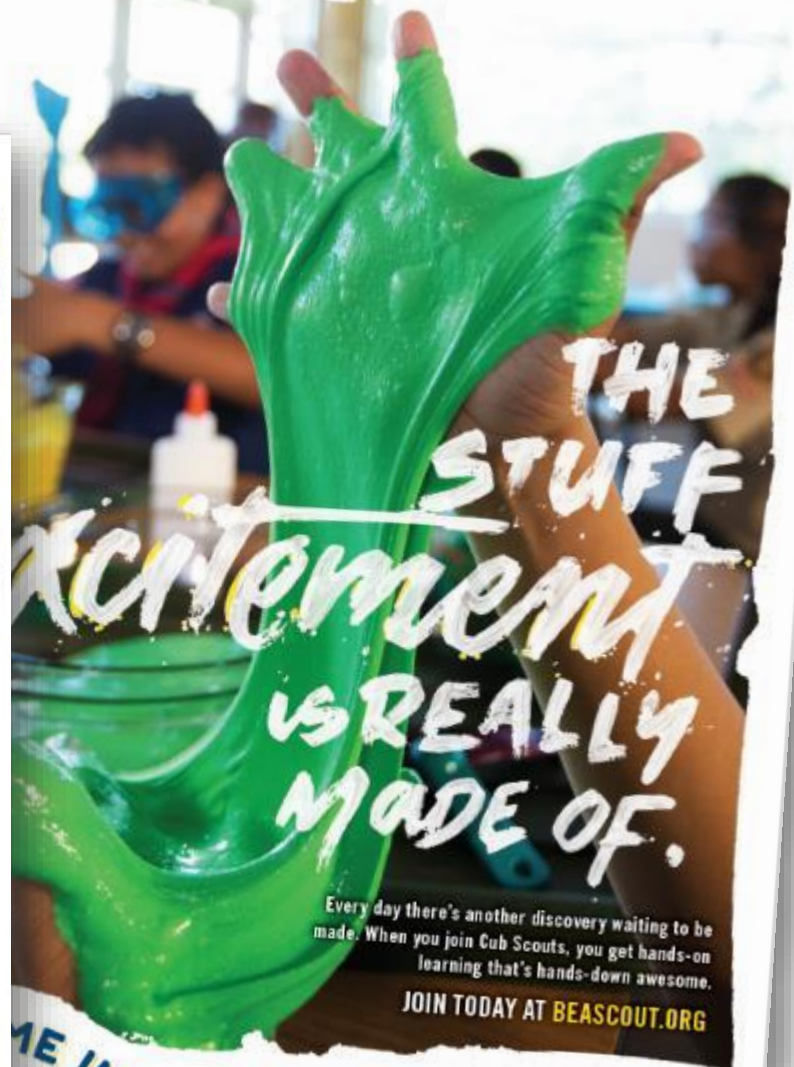
JOIN TODAY AT [BEASCOUT.ORG](#)

SCOUT ME IN



YOUR TEXT GOES HERE
Your text goes here.

THE STUFF Excitement IS REALLY MADE OF.



Every day there's another discovery waiting to be made. When you join Cub Scouts, you get hands-on learning that's hands-down awesome.

JOIN TODAY AT [BEASCOUT.ORG](#)

SCOUT ME IN

Today

Last 7 Days

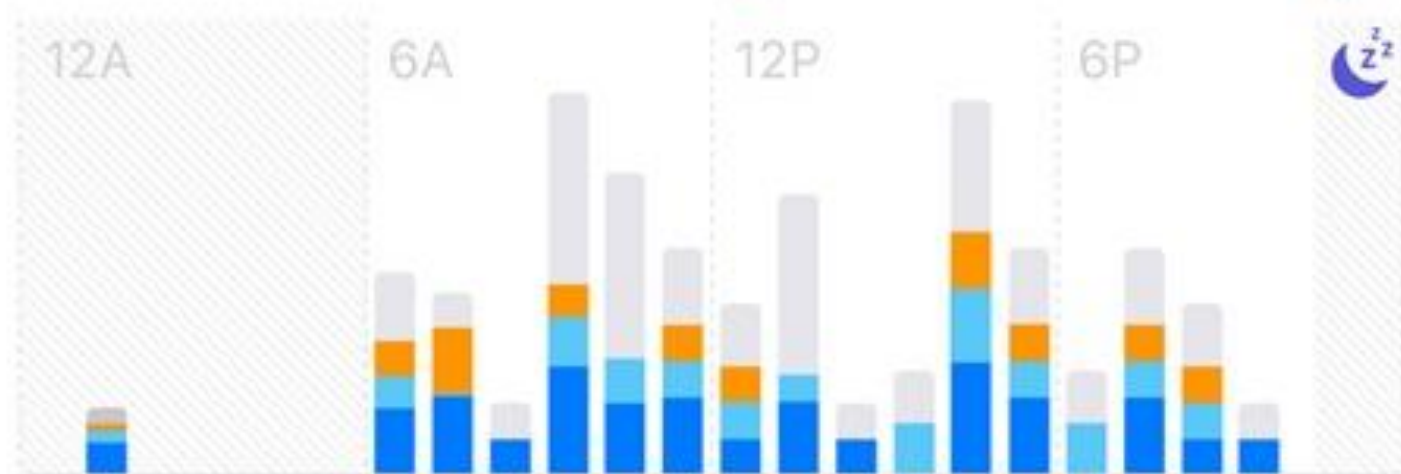
Elizabeth's iPhone

SCREEN TIME

Today at 9:41 PM

2h 45m

42m above average



Social Networking

Entertainment

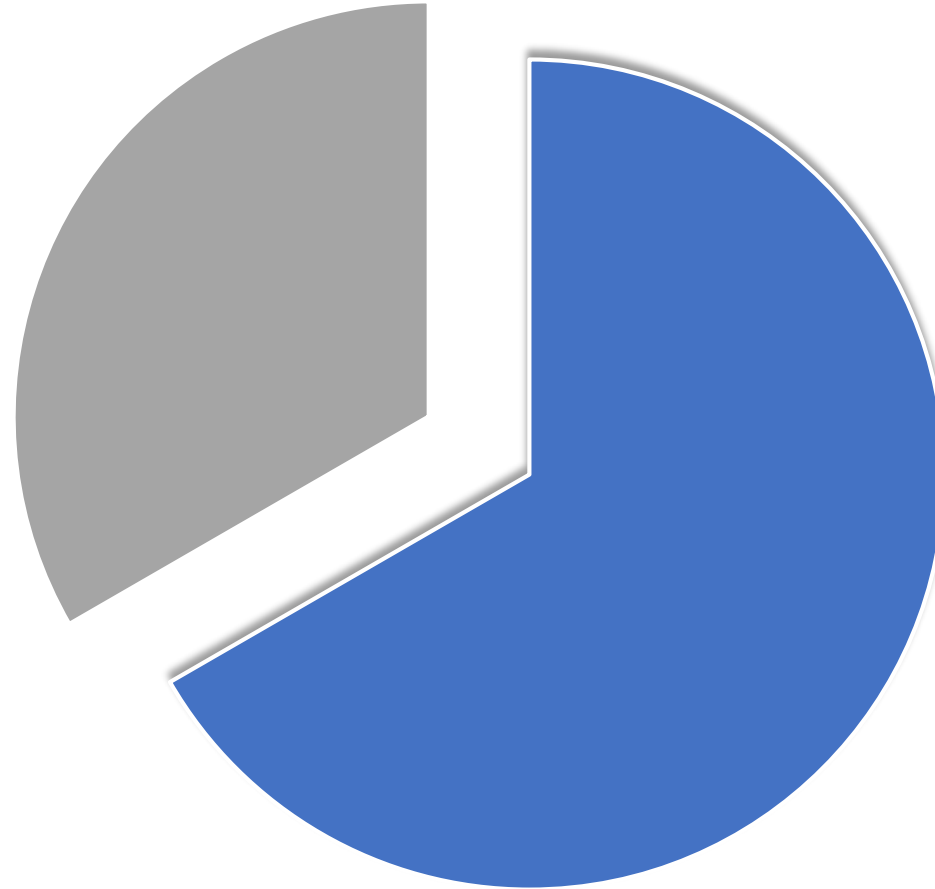
Productivity



Facebook is where parents are...



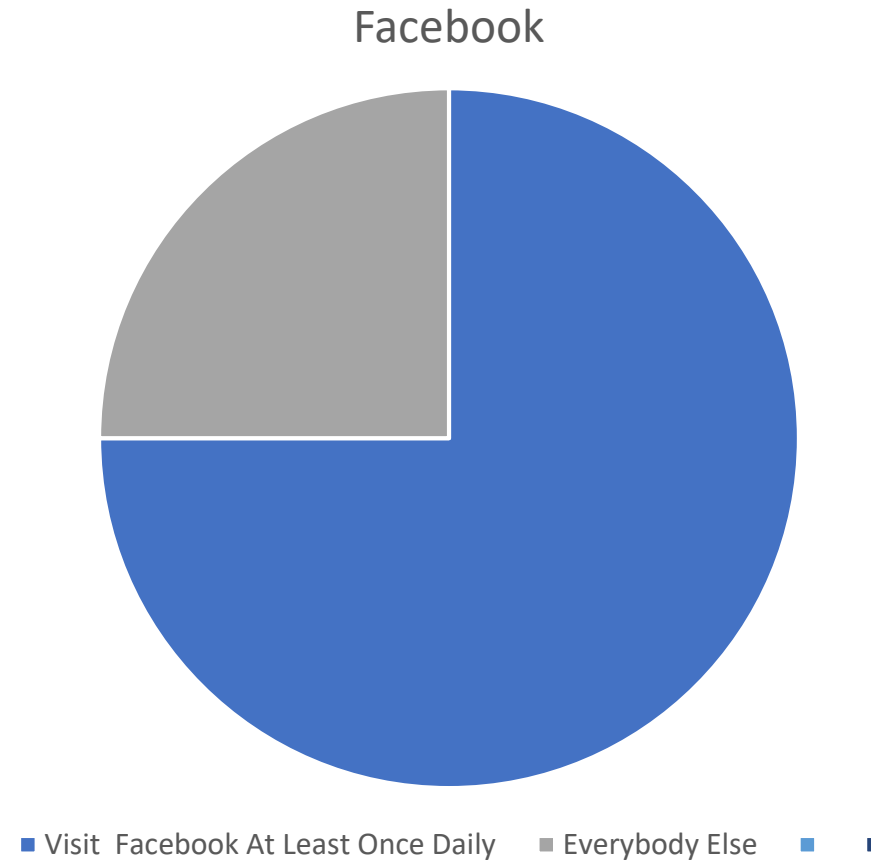
69% of All American Adults are on Facebook



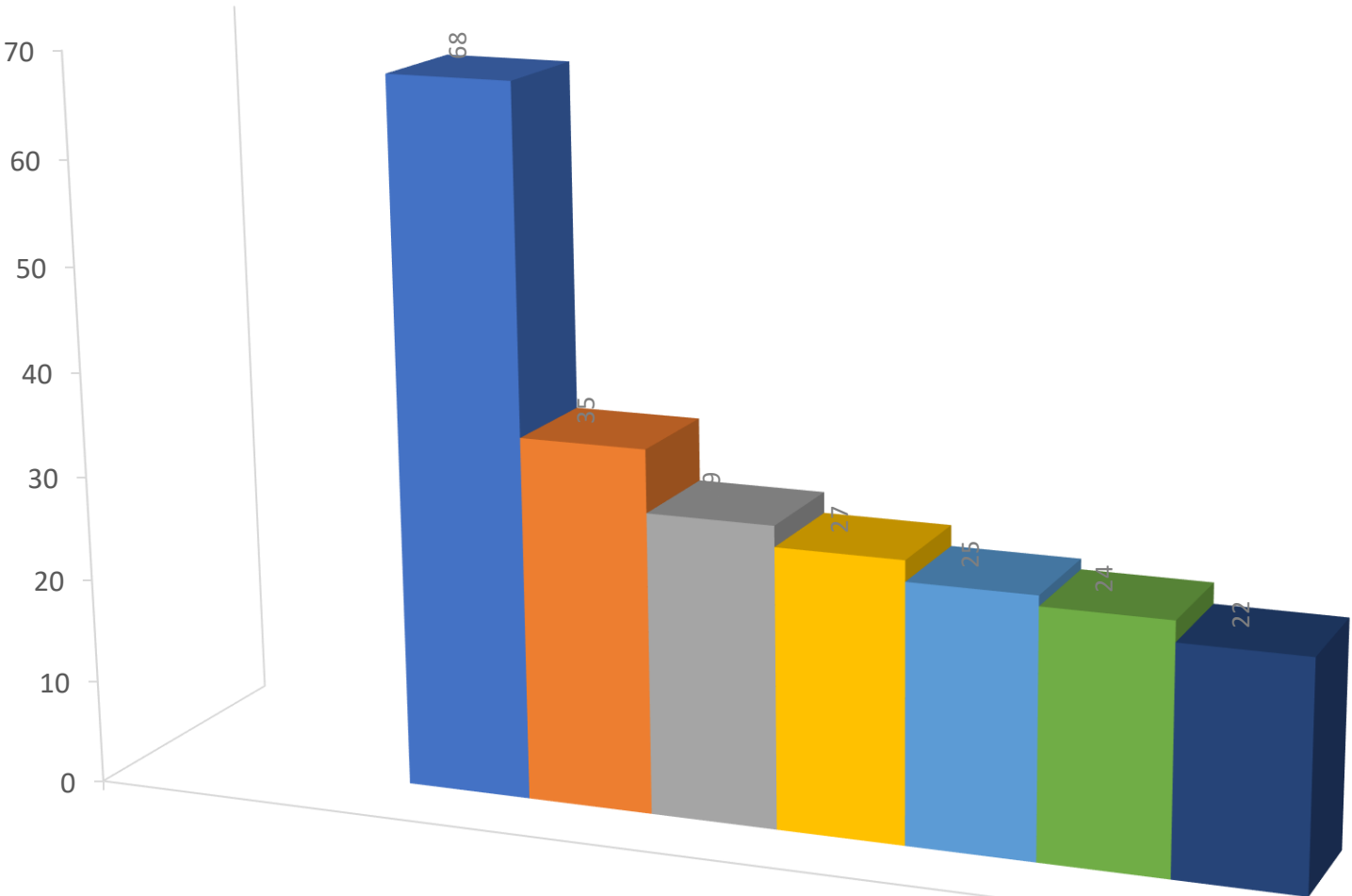
- Facebook Users
- Everybody Else - My Space?



74% visit the site at least once per day.



No other platform comes close in size.



And it's popular among ALL demographic groups.

■ Facebook ■ Instagram ■ Pinterest ■ Snapchat ■ LinkedIn ■ Twitter ■ WhatsApp

43% of Adults Get Their News from Facebook.



This is Where Our Customers Are

57%

Have already made up their minds before they go to store make a purchase.

6.3 x

Average number of times Moms check Facebook per day



64%

Read online reviews before making a purchase

65%

Learn of a product or service through social media



How do we make this work for Scouting?

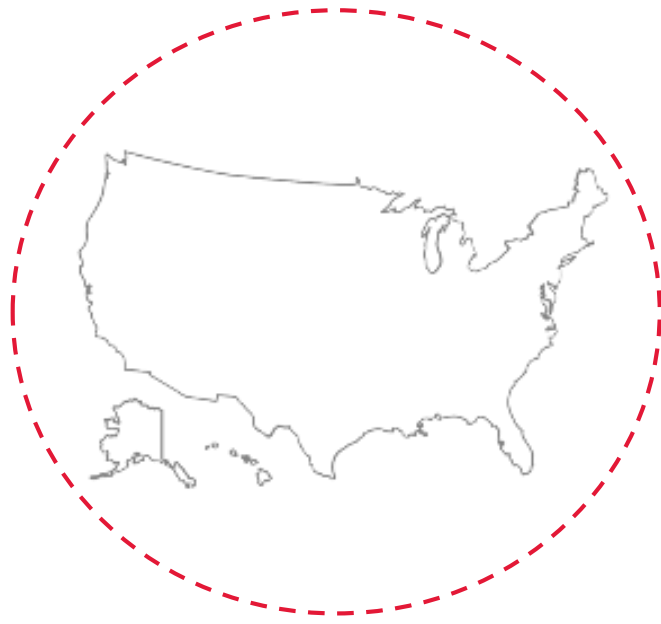


Facebook Events and Geofencing



Digital Tactics

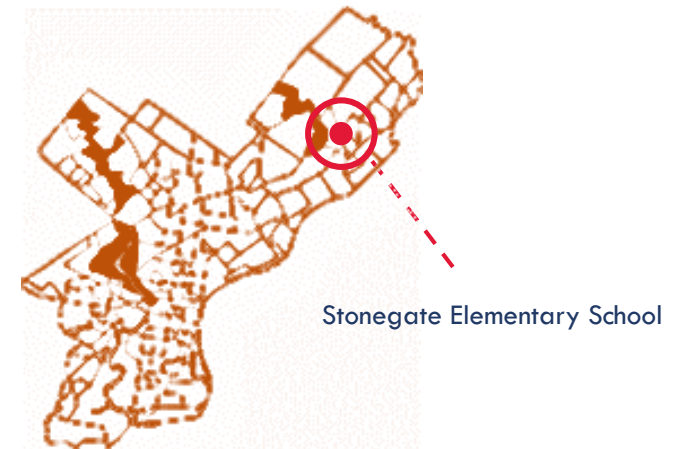
SEARCH
NATIONAL LAYER



SOCIAL
LOCAL COUNCIL / MARKET LAYER



GEOFENCING
UNIT / NEIGHBORHOOD LAYER





JAN
20

Open House and Pinewood Derby!

Public · Hosted by Pack 1325

★ Interested

✓ Going

➦ Share ▼



🕒 Saturday, January 20, 2018 at 1 PM - 4 PM

📍 1325 W Walnut Hill Ln, Irving, TX 75038-3008, United States [Show Map](#)

About

Discussion



Cub Scouts Pack 495

@bsa495nm

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Info and Ads



Like Follow Share ...



Cub Scouts Pack 495



125 people like this
Nonprofit Organization

Typically replies within a day

125 people like this

Albums

Unit Name	Count	Time
Crystal	22F 1	3.391
Datsun 280Z	5F 2	3.401
Green	1F 3	3.411
Superman Stink13F	4	3.431
Speedy Ecto-1	20F 5	3.459
Green Tornado	6F 6	3.460
Pac-man	17F 7	3.466
Zeke Eats-1st	C4F 8	3.511
Mario	3F 9	3.608
USA	1934/10	3.626

Mobile Uploads
343 Photos



Timeline Photos
48 Photos



Cover Photos
3 Photos

Type a message...



Chat (30)

Cub Scouting Media 2018

- 3,119 Geofences
- Across 20 Councils

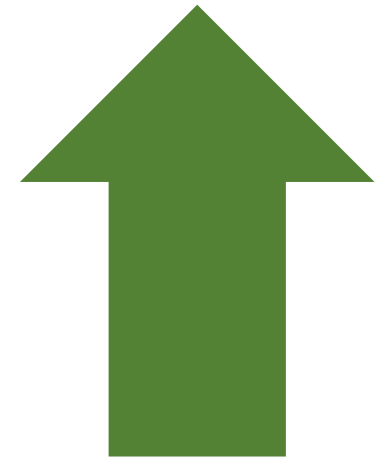




Geofenced units on average recruited

+7.43% MORE

new Cub Scouts than they did a year ago.





Non-fenced units within those same councils were **DOWN** an average of -**9.12%** in new Cub Scouts recruited.





There was an average **16.55%** difference between units that were geofenced, versus those that were not geofenced.



Data also showed that....

Single-unit events performed better than events with multiple-unit events.



Data also showed that....

Geofenced events held at schools performed the best, followed events in parks and lastly by events at churches.



\$1 a day per unit



Facebook Events & Geofencing

It's simple.

A solid gray square graphic is positioned below the text, partially overlapping the word "simple".



Cub Scouts Pack 495

@bsa495nm

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Like

Follow

Share



Cub Scouts Pack 495



125 people like this
Nonprofit Organization

Typically replies within a day

125 people like this

Albums

Year	Name	Age	Count	Time
	Crystal	22F	1	3,391
	Datsun 280Z	5F	2	3,401
	Green	1F	3	3,411
	Superman Stnk 13F	4	3,431	
	Speedy Ecto-1	20F	5	3,459
	Green Tomado	6F	6	3,460
	Pac-man	17F	7	3,466
	Zeke Eats-1st	D4F	8	3,511
	Mario	3F	9	3,608
	USA	1934	10	3,626



Mobile Uploads
343 Photos

Timeline Photos
48 Photos

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Type a message...



Chat (30)



Pack 1325 @Pack1325

- Home
- About
- Events**
 - See more
- Boost
- Manage Promotions

Like Follow Share

Donate

+ Create Event

Share Events

Upcoming Events

Share Events

FEB 11

Join Scouting Open House Mon 7 PM · Hosted by Pack 1325

Stonegate Elementary Bedford, TX

Boost Event

More

Past Events

MAY 7

Scout Me In - Day Camp 2018 Mon 8 AM · 1 guest

1325 W Walnut Hill Ln, Irving...

JAN 20

Open House and Pinewood Derby! Sat 1 PM · 1 guest

1325 W Walnut Hill Ln, Irving...

Chat (32)



Create an Event

New Event by Pack 1325

Required Info

This info is required to create your event and may appear in News Feed and any ads you create for this event.

Event Photo or Video ?



Event Name ?

Join Scouting Open House

24 / 64

Location ?

 Stonegate Elementary

You can add **Stonegate Elementary** as a co-host so they can share your event with their followers and put it on their calendar. They'll be able to edit this event. X

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft

Publish



Pack 1325 @Pack1325

- Home
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- Events
- See more

Boost Manage Promotions

New Event by Pack 1325

calendar. They'll be able to edit this event.
Add Co-Host

Description **Description**
Cub Scouts is for boys AND girls. It's fun for the entire family!

Category **Other**

Frequency **Occurs Once**

Starts **1/31/2019** **8:00 PM** **CST**

Ends

January 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Add any Page to co-host this event. They'll get a notification to accept your request.

Add Pages and friends

Details

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft **Publish**

New! Bring your audience together around your videos

Add a milestone List



Donate

People who might like your Page?

J. Ramsey **Invite**

Hosiner Hampton **Invite**

n Ramsey **Invite**

Karin Vaught **Invite**

Morgan Ramsey **Invite**

Chat (27)



Pack 1325 @Pack1325

- Home
- About
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- See more

Boost Manage Promotions

New Event by Pack 1325

Co-hosts
 You can add multiple friends or Pages, like artists and sponsors, to help spread the word. They'll have editing privileges and can add it to their calendars.

Stonegal

- Stonegate Elementary**
900 Bedford Rd, Bedford, Texas 76022 · Elementary School · 479 like this · 1.8K p...
- Stonegate Swimming Pool**
533 Bedford Rd, Bedford, Texas 76022 · Public Swimming Pool · 217 like this · 66 ...
- StoneGate Christian Academy**
1705 Esters Rd, Irving, Texas 75061 · Private School · 487 like this · 790 people ch...
- Stonegate Church**
4025 E HWY 287, Midlothian, Texas 76065 · Religious Organization · 2.2K like this ...
- Stonegable**
Personal Blog · StoneGableblog · 37K like this
- Stonegate Center**
7510 FM 1886, Azle, Texas 76020 · Drug Addiction Treatment Center · 2.3K like thi...
- Stonegate Bedford, Bedford, Texas**
Bedford, Texas · Neighborhood · 5 like this · 7 people checked in here
- The Stonegate Mansion**
4100 Stonegate Blvd, Fort Worth, Texas 76109 · Wedding Planning · 1.3K like this ...
- Stonegate Elementary PTA**
900 Bedford Rd, Bedford, Texas 76022 · Nonprofit Organization · StonegatePTA · 1...
- STONEGARDEN**
Musician/Band · 340 like this

Ticket URL Add a link to your ticketing website On Sale Now

When you create an event on Facebook the Pages, Groups and Events Policies apply. Save Draft Publish

New! Bring your audience together around your videos



Donate

Who might like your Page? People discover your Page by inviting...

- Invite
- Invite
- Invite
- Invite
- Invite
- Invite
- Invite
- Invite



Customize Your Event

Edit Event

Required Info

This info is required to create your event and may appear in News Feed and any ads you create for this event.

Event Photo or Video



Event Name **Join Pack 1325 April 6** 22 / 64

Location **Philmont Training Center**

Description **The Best Pack On the Santa Fe Trail!**

Category

Cancel Event

Cancel

S

Image Assets

Account Stock Page Instagram

Filter by

Aspect Ratio

Height

More than 340 px

More than 1067 px

Width

More than 600 px

Search images by name Sort by Upload Images



untitled

800 x 410

untitled

900 x 638

untitled

640 x 900

EDITED_IMAGE

625 x 327

untitled

2048 x 1382



_DSC2639 tre...

2048 x 1382

untitled

900 x 638

untitled

625 x 884

untitled

900 x 625

untitled

600 x 617



Selected image



Cancel

Continue

Boost Event

AD CREATIVE

Format

Choose the type of image or video format you'd like to use in this ad.

Single Image

Single Image

Upload an image or choose one from your page

Browse Library Free Stock Images



Text

Cub Scouts is for boys AND girls. It's fun for the entire family!

AUDIENCE

DESKTOP NEWS FEED MOBILE NEWS FEED MOBILE MARKETPLACE

Pack 1325 shared an event. Sponsored

Cub Scouts is for boys AND girls. It's fun for the entire family!

THU, JAN 31 AT 7 PM

Join Scouting Open House
Stonegate Elementary

INTERESTED

Like Comment Share

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Cancel Boost



“Boost” the Event

Like Follow Share ...

March 27 at 5:25 PM · 🌐

The Best Pack On the Santa Fe Trail!



SAT. APR 6 AT 5 PM MDT

Join Pack 1325 April 6

★ Interested

Philmont Training Center · Cimarron

Promote Your Event ✕
Boost your event "Join Pack 1325 April 6". You can reach up to 1.9K people for \$15.

Boost Event

Like Comment Share



Target Your Audience

Boost Event ✕

AUDIENCE

DESKTOP NEWS FEED **MOBILE NEWS FEED** MOBILE MARKETPLACE

- People you choose through targeting [Edit](#)
- Location - Living In: United States
- Age: 18 - 65+
- Parents 2018
- Parents

BUDGET AND DURATION

Total budget ⓘ

\$20.00 USD

Estimated People Reached

150 - 800 people per day

Refine your audience or add to your target matter to you.

Duration ⓘ

Edit Audience ✕

Make sure to save your edits once you're done.

Gender ⓘ

All Men Women

Age ⓘ

33 ▼ - 49 ▼

Locations ⓘ

United States

📍 900 Bedford Rd, Bedford, TX, United States + 1mi ▼

Add locations

✓ 1 location has been added. ✕



Set the Geofence

Create Audience



All

Men

Women

Age ⓘ

40 ▼

-

59 ▼

Locations ⓘ

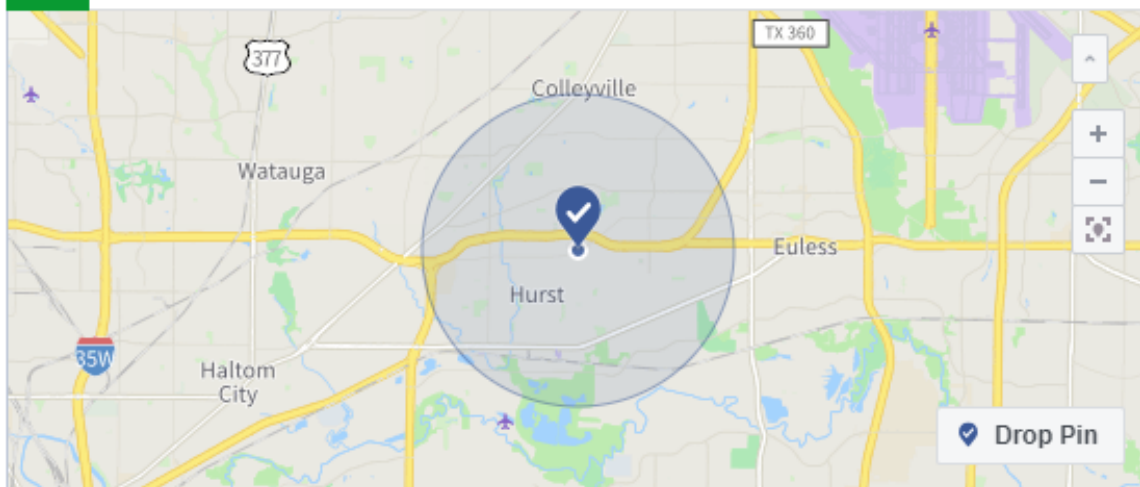
United States

📍 900 Bedford Rd, Bedford, TX, United States + 3mi ▼

Add locations



1 location has been added.



Create Audience



Age ⓘ

40 ▼

- 59 ▼

Locations ⓘ

United States

📍 1000 Harrison Ln, Hurst, TX, United States + 3mi ▼

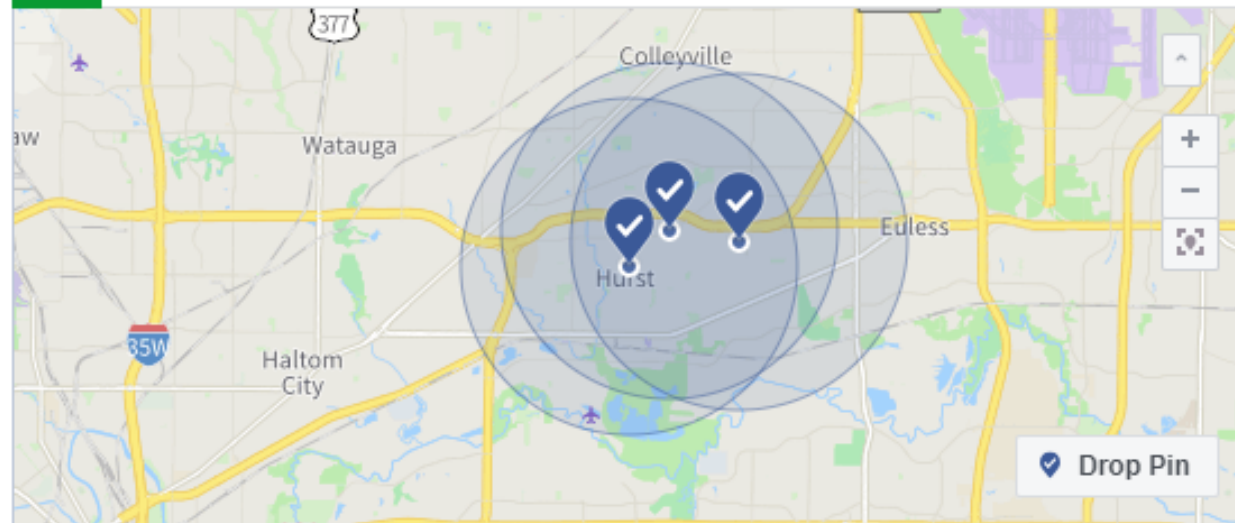
📍 1300 Winchester Way, Bedford, TX, United States + 3mi ▼

📍 900 Bedford Rd, Bedford, TX, United States + 3mi ▼

Add locations



1 location has been added.



find day care near me

Rating at least

Any rating

Bedford KinderCare

Ad 3.1 (17)

Day care center · 2309 Central Dr



La Petite Academy of Bedford

Ad 4.0 (10)

Day care center · 2020 Harwood Rd



Mid-Cities Scholars

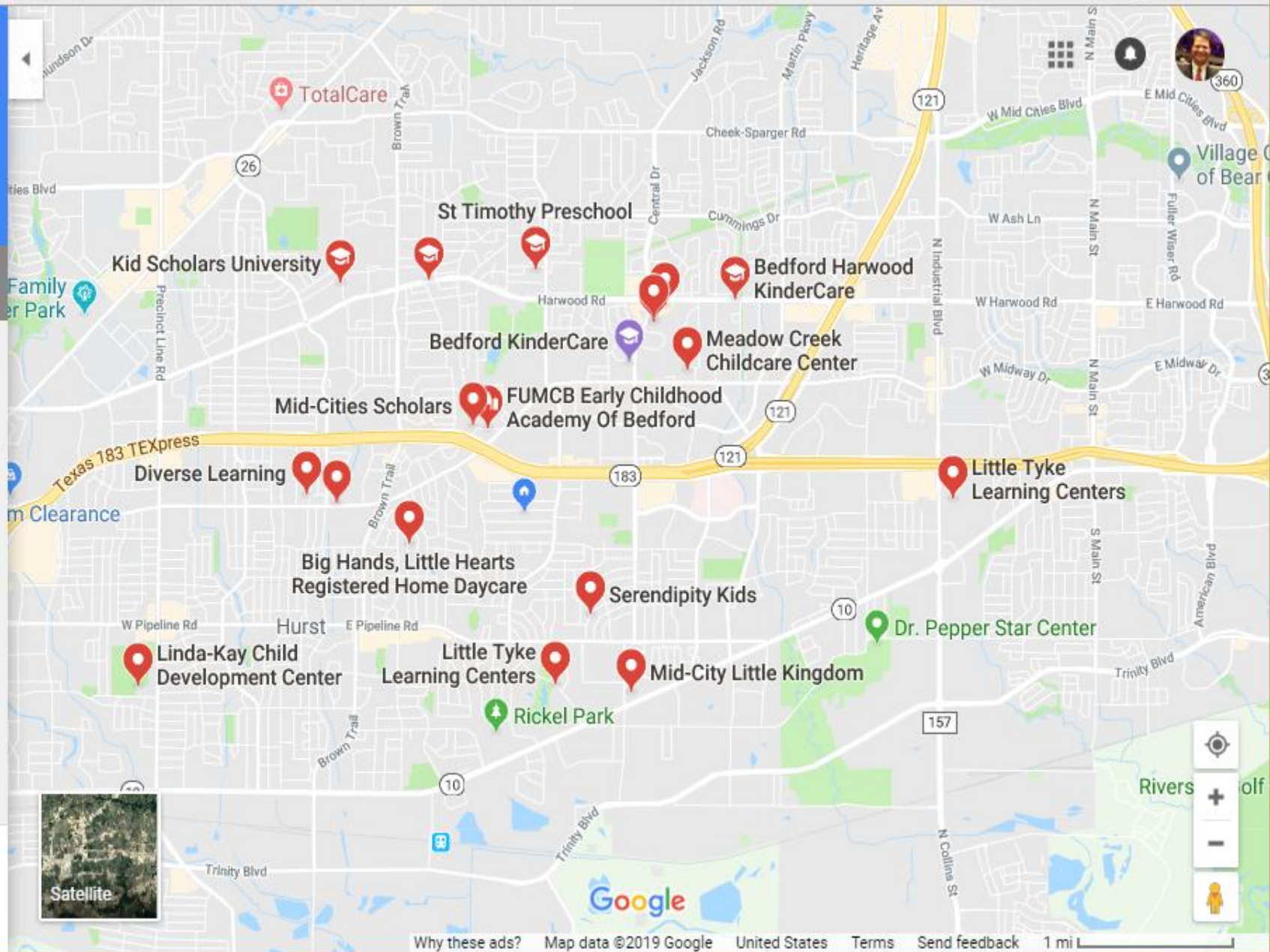
4.0 (4)

Day care center · 1101 Airport Fwy



Showing results 1 - 20

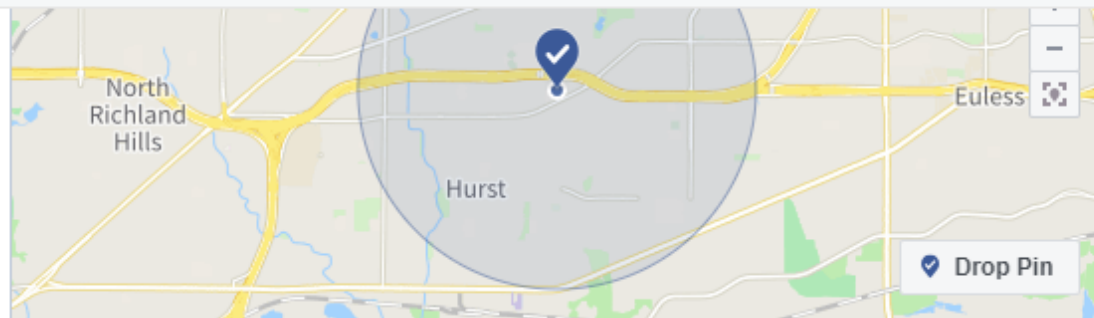
Update results when map moves






**You Can Get
Even More
Specific on Who
Sees Your Event**

Edit Audience



Detailed Targeting

INCLUDE people who match at least ONE of the following 

Interests > Additional Interests

Fifth grade

First grade

Fourth grade

Second grade

Third grade

Interests > Family and relationships

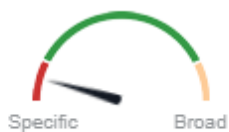
Family

Parenting


Add demographics, interests or behaviors

Suggestions

Browse



Your audience selection is **too specific** for your ads to be shown. Try making it broader.

Potential Reach: 23,000 people 

Cancel

Save

Boost Event



Total budget ⓘ

\$15.00 USD



Estimated People Reached ⓘ



Estimated reach is unavailable.




Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

Run this ad until  Feb 11, 2019

You will spend **\$1.00** per day. This ad will run for **15** days, ending on Feb 11, 2019.

DESKTOP NEWS FEED

MOBILE NEWS FEED

MOBILE MARKETPLACE



Pack 1325 shared an event.



Sponsored · 

Cub Scouts is for boys AND girls. It's fun for the entire family!



MON, FEB 11 AT 7 PM



By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel

Boost



Let's Talk About \$\$

Boost Event



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\$15.00 USD



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Estimated reach is unavailable.



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MOBILE NEWS FEED

MOBILE MARKETPLACE



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Cub Scouts is for boys AND girls. It's fun for the entire family!



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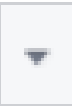
By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel

Boost

Total budget ⓘ

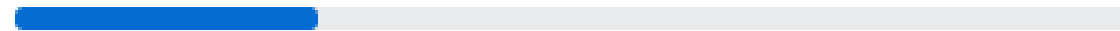
14.00 USD



Estimated People Reached ⓘ

1,000 - 2,700 people

of 21,000



Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

Run this ad until

 Nov 19, 2017

You will spend an average of **\$1.00** per day. This ad will run for **14** days, ending on Nov 19, 2017.

Total budget ⓘ

14.00 USD

- ✓ **14.00 USD** Est. Reach 1000 - 2700
- 100.00 USD Est. Reach 3400 - 8900
- 200.00 USD Est. Reach 5100 - 14000
- 300.00 USD Est. Reach 6500 - 17000
- 500.00 USD Est. Reach 8700 - 21000
- 750.00 USD Est. Reach 9900 - 21000

Choose Your Own

You will spend an average of **\$1.00** per day. This ad will run for **14** days, ending on Nov 19, 2017.

Frequently Asked Questions

- How large should/could geofences be?
 - Can I do my entire district?
- Can you cross multiple cities?
- What about overlapping geofences?
- What if they don't click on 'interested'?
- What a about photo vs a video vs a logo in the invitation?





Discussion