

Dear Unit Leader

July 16, 2020

The Golden Spread Council will be supporting your pack with digital recruitment marketing this fall. Through digital ads, we'll ensure that families in your community understand the incredible benefits of Cub Scouting and know how to join.

Layered on top of your pack's recruitment efforts will be ads in Facebook, Instagram, Pinterest, YouTube and Nextdoor that will promote Cub Scouting and drive people to your specific joining events.

We're not asking you to do anything differently than you already do! Continue to plan your recruitment event. We're simply adding digital ads on top of those plans in a seamless, turnkey way.

Your pack can utilize digital media to recruit new scouts as well! The instructions on how to use Nextdoor and Facebook's Geofencing is available here and on the website: www.goldenspread.org

What will it cost your pack? If you use Nextdoor, there is no cost, but to use Geofencing, there is a small fee.

No additional tasks...no additional cost...what's the catch? There is no catch!

We're working hard to ensure families understand that Cub Scouting can help them make the most of the time they have together, and that Cub Scouting can help them set their children on the path to success. With a strong recruiting effort, we can ensure every family has the opportunity to join Scouting.

Thank you for all you do through Scouting to support the families in your community. Your work changes lives, piece by piece, meeting by meeting. Your efforts make a difference, and we thank you for the time you so generously give.

Yours in Scouting,

Scott Kilian

Scott C. Kilian
Assistant Scout Executive