



We Google Everything!

Get your Pack/Troop/Crew on Google maps – for FREE!

You can add your unit to Google Maps *with or without* a physical address.

Here are the instructions:

Go to <https://www.google.com/business/>

Click “Manage Now”

Add business: “Pack 0000” then Click Next

Click No on “add a location customers can visit” then Click Next

Add city/cities in your area then Click Next

Type “Scouting” in Business Category then Click Next

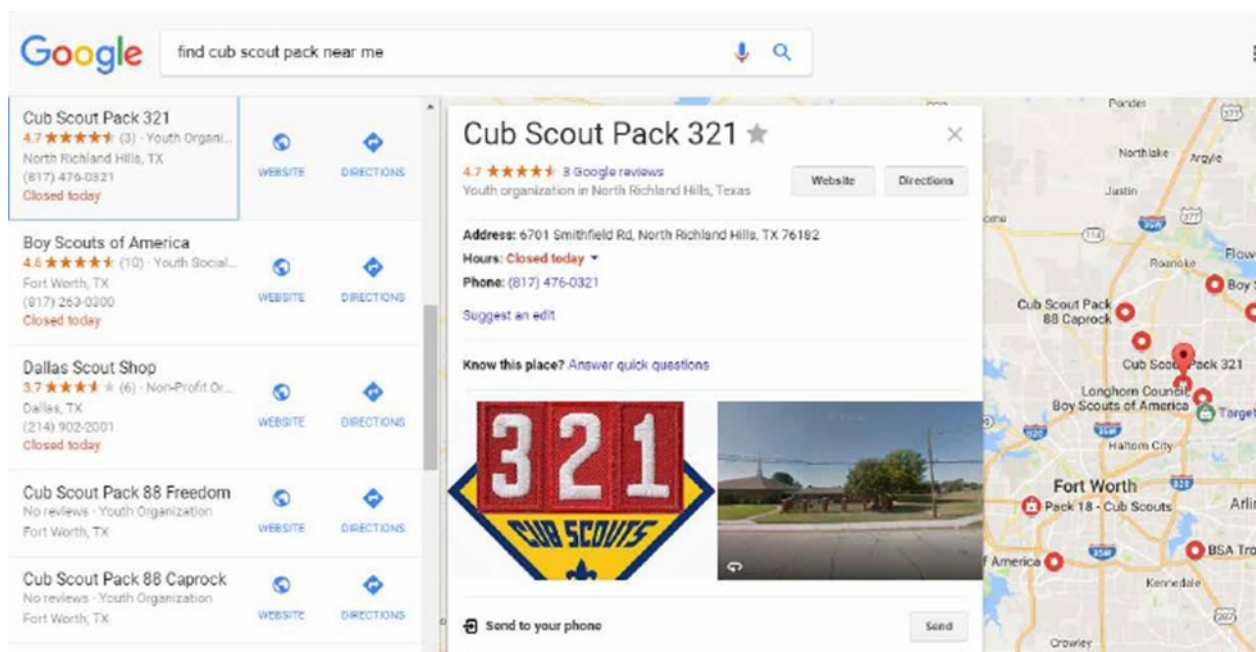
Add phone number and website (if applicable) then Click Next

Click Finish

Add address (won’t show up in listing) then Click Next

Follow instructions to verify account

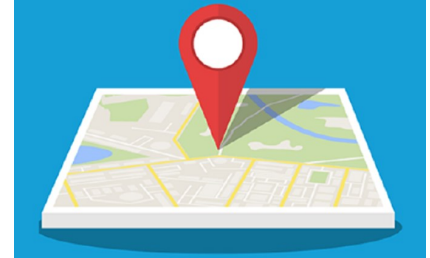
Let’s fill the map up so families find us with a quick search!





W. D. Boyce Council and BSA National have teamed up to help your Pack's Fall Recruitment by Geofencing your recruitment night at **no cost** to you.

Geofencing is an online ad that will geographically target specific families in your area to let them know the details of your recruitment night. Each Pack will get an ad that runs for 14 days!



We need your help to make this happen. What we need:

- Between now and mid-July, we need to know the date/s and location/s of your Pack's Recruitment Night/s.
- From mid-July – August 9, work with your USE to confirm the Recruitment Night with your school/s. The August 9 deadline is important because it will take time to get all the event information to National and still leave time to advertise for your Pack for 14 days before the event.

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.