



July 27, 2019

Great Southwest Council, Boy Scouts of America | [Council Website](#)

COUNCIL OFFICE CLOSED SEPTEMBER 2, 2019 FOR LABOR DAY

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Calendar

AUGUST

GREAT SOUTHWEST COUNCIL MEETINGS & EVENTS SCHEDULE

August 7	<u>Council Key Three</u>
August 8	<u>Executive Committee</u>
August 21	<u>Council Membership Committee Meeting</u>
	<u>Council Camping Committee Meeting</u>
August 26	<u>Council Training Committee Meeting</u>

Service Center and High Desert Scout Shop Hours

GSWC Service Center:
Mon-Fri, 9am-5pm



Cub Scout Join Night on August 29

The Great Southwest Council's annual Cub Scout Join Night is Thursday, August 29 at Elementary Schools throughout our communities

In an effort to maximize the marketing and promotion resources available, Cub Scout Join Nights will be held throughout our Council on Thursday, August 29. The Join Night event will serve the sole purpose of welcoming families new to your Pack, registering them into BSA, and providing them with the information needed to participate in Cub Scouting. This event should last up to one hour and be held at school(s) your Pack recruits from. There will be volunteer help and support from district and Council volunteers.

To promote and market the Join Nights, there will be flyers distributed at schools, stickers for school visits, posters, and yard signs. There will also be information packets for your Pack to take Open Houses and "Meet the Teacher" events. There is also the opportunity to use social media and geofencing (more info below in Trailmarker) to promote the Join Night. There will also be media coverage and promotion for the August 29 Join Nights.

In order to prepare for the Join Night, here are some things your Pack needs to do in the coming weeks:

1. Attend district training for Join Night
2. Recruit a New Member Coordinator to organize your Pack's effort
3. Plan your Pack calendar for the upcoming program year (August - May)
4. Hold "Back to the Pack" event in August for existing families in Pack. Click [HERE](#) for more information about "Back to the Pack".
5. Attend school Open House and "Meet the Teacher" events.
6. Coordinate with your District Executive to order materials needed for promotion

Please contact your District Executive for more details and to discuss your Pack's Join Night. Updates and more information will be available

at www.gswchsa.org/oincubscouts2019

Closed Sat & Sun

High Desert Scout Shop:
Mon-Fri, 9am-5pm
Sat 9am-1pm
Closed Sunday

Use Your Smith's Rewards Card to Give Back to Scouting

Give back to Scouting with the gas and groceries you already purchase every week! Follow these simple instructions to enroll your Smith's Rewards Card and begin earning dividends to help grow Scouting in the Great Southwest Council. Enrollment in the Smith's Community Rewards program will not affect the fuel points you earn while shopping. Don't have a Smith's card? No problem! You can register a digital rewards card when you enroll at their website by clicking [HERE](#).

Scoutingwire News



The Official Blog of the Scouting Movement

Visit the Scoutingwire site any time for the latest news from around the United States by visiting www.scoutingwire.org

Scoutbook - Online Record Keeping for your Unit



Tracking the Scouting Experience from Tiger to Eagle Scout

From the first knot tied to final hours of service performed, the Scouting experience is a journey like no other. Scoutbook ensures not a moment is missed - tracking advancement, milestone

achievements and all the fun along the way. Starting January 2019 Scoutbook is free to all units.

[Click here](#) to watch a video of how Scoutbook can improve your Scouting experience.

For more details, visit www.scoutbook.com

My.Scouting Tips

My.Scouting.Org is an awesome resource with many great tools. Below are some of the great things you can do at my.scouting.org

Take Training

There are many required and supplemental trainings available at my.scouting.org. You can take Youth Protection training, but there is so much more. Cub Scout leaders can take all required trainings to be considered "trained" for their position. Boy Scout and Venturing leaders can take supplemental trainings such as Weather Hazards, Safe Swim Defense and Safety Afloat - all from the comfort of your home!

To take online trainings, please follow these steps:
- navigate to <http://my.scouting.org>
- log in to your account

- Rio Grande (west ABQ, Rio Rancho, Valencia & Socorro Counties, Grants & Gallup) - Mary Mazza-Andersen: mary.mazza-andersen@scouting.org
- Sandia (east ABQ, East Mountains) - Ethan Crisp: ethan.crisp@scouting.org
- Sangre de Cristo (Santa Fe, Los Alamos & northeastern NM) - Randy Saunders: randy.saunders@scouting.org
- San Juan Mountains (San Juan County, NM and southwestern Colorado) - Randy Saunders: randy.saunders@scouting.org



Visit the [popcorn page](#) on our website for all the information needed for the 2019 Trails End Popcorn Sale.

Popcorn Patch Contest

This year's popcorn patch will be designed by one of our own!!
Submit entries to dawn.kristensen@scouting.org. Entries may also be submitted to the GSWC office.

- Entries due by August 30th.
 - Winner will be announced September 13th.
- Winner receives \$50 in gift cards from Amazon or Walmart. Plus, the pleasure of seeing their design on hundreds of Scout uniforms!
- Design should be no more than 3" in diameter or 2.5" square, and no more than 9 colors.
- There is no limit to the number of entries per Scout.

2019 Popcorn Campaign What's New

- Free shipping for **ALL** online orders
- New Trail's End App functionality
- Every Scout can do credit card sales
 - *Square card readers provided by Trail's End based on 2018 sales volume for the unit*
 - *Credit card fees paid by Trail's End*
- Scout portal for selling and tracking
- Parents can track their Scout's sales
- Unit leader portal for tracking sales
- Storefront sales (a.k.a. Show and Sell) tracking available
- Wagon Sales tracking available (a.k.a. Show and Deliver)
- Amazon Gift Card Reward Program - Automatic to all Scouts with at least \$1,500 in total sales. Tiered program starting at \$75 gift card for \$1,500 in total sales
- Prizes for total sales less than \$1,500 are optional
- No additional paperwork required for any prizes
- 4% **BONUS** commission for units meeting growth goal

Key Dates and Commission Info

Max commission = 40% for non-Partnership units

2019 Partnership units receive additional 5% on Take Order sales for a max

- in the upper left corner, click home
- click "my dashboard"
- click "training center"

Print Membership Cards

Your unit's Key 3 (Unit leader, Committee Chair, and Chartered Organization Representative) have the ability to generate and print membership cards for anyone registered in your unit. No need to call the Council Service Center - this functionality is there any time you need it!

- navigate to <http://my.scouting.org>
- log in to your account
- click "menu" in the upper left corner
- click the ">" next to your unit's information
- click member manager
- below "Roster Details" click one of the options
- click the rectangle icon with a fleur-de-lis below the words "Roster by Person"

2019 Partnership units earn an additional 5% on Take Order sales for a max commission of 45%.

August 11, Storefront order due (a.k.a. Show and Sell)
August 23 & 24, Show and Sell product distribution to units
August 25, Product sale starts for all methods
October 20, Take Order orders due
November 1 & 2, Take Order product distribution to units

It's not too late to join the 2019 Popcorn Sale. Just complete this [form](#) and return to Jessica at jessica.parsons@scouting.org.

WELCOME BACK CARYL!

It is our pleasure to announce Caryl Donovan Sharpe's return to the Great Southwest Council effective July 15, 2019. Her position of Senior Development Director is funded through a grant from the BSA National Office.

Most recently Caryl served as Development Director for the Chief Seattle Council where she managed special events such as the Eagle Banquet, auction, Seattle Mariners FOS Luncheon, Seattle Seahawks FOS Luncheon and prepared all foundation proposals.

Prior to her work in Seattle, Caryl was the Great Southwest Council's Program Director, Camp Director, and buyer. Many of you may remember her from the Scout Shop where she spent 24 years working for the BSA Supply Division. Please join us in welcoming home Caryl Sharpe. She can be reached at 505-503-2388 or caryl.sharpe@scouting.org



**Merit Badge Adventure Camp Weekends
 @ Gorham Scout Ranch**

Merit Badge Adventure Camp is a weekend program at Gorham Scout Ranch. Scouts arrive on Friday evening (or before 8:00am on Saturday), take a merit badge class or adventure activity all day Saturday, and go home on Sunday morning (or Saturday night). Meals are provided in the Lodge prepared by the camp's kitchen crew. Troops sleep in canvas tents at our campsites. These amenities are time savers for Troops looking to maximize on merit badge coursework or activity time. Scouts are welcome to attend with their Troop or individually (individual Scouts will camp with another Troop or in our provisional site with at least two adults for supervision).

Schedule (Merit Badges are taught on Saturday - one merit badge per Scout):

- August 9-11: Swimming, Lifesaving, First Aid, Emergency Preparedness, Climbing & ATV
- August 16-18: Archery, Rifle, Shotgun, First Aid, Environmental Science, & ATV
- August 23-25: Swimming, Lifesaving, First Aid, Emergency Preparedness, Climbing & ATV
- Sept. 6-8: Cooking, Wilderness Survival, First Aid, Search & Rescue, Leatherwork & ATV
- Sept 13-15: Cooking, Wilderness Survival, First Aid, Search & Rescue, Leatherwork & ATV
- Sept 20-22: Archery, Rifle, Shotgun, First Aid, Environmental Science, & ATV
- Oct. 11-13: Astronomy, Space Exploration, Emergency Preparedness, First Aid, Climbing & ATV
- Oct. 18-20: Archery, Rifle, Shotgun, First Aid, Environmental Science, & ATV
- Oct. 25-27: Astronomy, Space Exploration, Emergency Preparedness, First Aid, Climbing & ATV

For more information, click [HERE](#).

To register, visit our [Tentaroo](#) camp reservation site.

Gorham Scout Ranch has Cub Scout Camping, too!

Cub Scouts and Webelos Scouts have an excellent opportunity to camp at the Great Southwest Council's premier location, Gorham Scout Ranch.

Cub Scout Family Camp: Labor Day Weekend, August 31-September 2...
Close-out an exciting summer with a family camping weekend. There are lots of activities, the facilities are excellent, and the whole family has fun.

Please take a look at our [LEADERS GUIDE](#) for more information.
Click [HERE](#) for the reservation form and register today.

2020 RESERVATIONS

Scouts BSA Troops are invited to make reservations now for 2020 summer camp at Gorham Scout Ranch.

There are four weeks of Scouts BSA summer camp in 2020. Make a reservation for your preferred week now!

Click [HERE](#) for the reservation form. Complete form and send (or drop-off) \$250 reservation fee to Scout office.

Join the Gorham Scout Ranch Staff Today

Looking for a way to earn money this summer while having fun? Is one week of summer camp not enough? Let Gorham Scout Ranch be your home for the summer of 2020! A camp staff position at Gorham Scout Ranch is an experience that you will always remember.

Camp staff are expected to live by the Scout Oath and Law. All camp

staff wear a uniform. Camp staff live in a canvas tent on a wooden platform and is equipped with electricity.

Below is an overview of the camp staff positions (and age requirements) available for summer of 2020.

Click [HERE](#) for the staff application.

Minimum Age 21 and Older:

Aquatics Director (National Camp School required), Shooting Sports Director (National Camp School required), COPE Director (National Camp School required), Climbing Director (National Camp School required), High Adventure Director, ATV Director, Trading Post Manager, Camp Medic, and Head Cook. These positions are all managers and are expected to serve as the leaders of the camp staff.

Minimum Age 18 and Older:

Commissioner, Scoutcraft Director, Archery Director, Nature Director, Trail to First Class Director, COPE Instructor, Climbing Instructor, Assistant Cook, Dining Hall Steward, and Camp Clerk. These positions are junior managers and are expected to serve as role models for the younger staff and Scout campers.

Minimum Age 15 and Older:

Merit Badge and Skills Instructor, Lifeguard, Trading Post Staff, and Kitchen Staff (dishwasher). Youth staff members are set the example to campers by living the Scout Oath and Law.

Staff-In-Training:

Staff In Training is an unpaid work experience designed for Scouts 14 years old that are interested in learning more about how to become a camp staff member. Staff-In-Training youth will be given the opportunity to experience different program areas, providing merit badge instruction, and other camp staff duties. This young people will wear the staff uniform, sleep in the staff area, and be expected to live by the Scout Oath and Law. Staff-In-Training program is a two-week experience.

Adult Volunteers

The camp is continually looking for adult volunteers who are willing to put their time and effort into making a truly spectacular summer program. Volunteers who have specialized skills or knowledge, and are willing to pass them on to a new generation of Scouts, instruct training programs for our adults or assisting the camp ranger with improvement projects are always welcome.





Wood Badge 2019

September 22-27, 2019
Philmont Scout Ranch

Click [HERE](#) for more information and to reserve your spot in this special course today! **Registration deadline is August 23.**

*Join Our Partnership
for Scouting*



Will your Pack, Troop or Crew Become a Partnership Unit in 2019?

The Partnership for Scouting was established in 2017 to strengthen the ability for the Council and Units to provide the best Scouting experience possible for participating families. By working together and pressing toward this common goal of better Scouting, the Council and its Units can make best use of limited resources. One of the key factors of this Scouting Partnership is improved communication between the Council and its Units.

The benefits for becoming a Partnership unit are listed below. As you can see, the savings a Unit can receive are significant.

<u>Partnership Benefits</u>	<u>Savings per Person</u>
• Free Cloth & Card Rank Advancement	\$3.00
• 10% Resident Camp Rebate	\$32.00
• 10% Day Camp Rebate	\$8.00
• Free Eagle Kit	\$25.00
• 10% NYLT/Brownsea Rebate	\$32.00
• Insurance Rebate	\$25.00
• 10% Wood Badge Training Rebate	\$30.00
• Pinewood Derby Cars	\$4.50 each
• Free JTE Patches for Scouts and adults	\$2.00 each

Total Potential Savings Per Scout \$161.50

Plus -

- 10% off camping gear purchased at the Scout Shop
- 5% Bonus Commission on popcorn Take Order sale.

Will your Pack, Troop or Crew qualify as a Partnership Unit in 2019, and reap the benefits in 2020? To qualify your unit must raise a goal equal to \$150 x number of scouts (registered on January 1, 2019), attend Cub Scout day camp or summer camp at Gorham Scout Ranch within the

past three years, and earn JTE bronze, silver or gold at recharter.

One perk of being a Partnership unit is the insurance recovery fee rebate. The insurance recovery fee, \$25 per person due at recharter, is completely rebated to Partnership units. This is a huge savings for your Pack, Troop or Crew.

Click [HERE](#) for the current Partnership for Scouting status by units. This update includes # youth Rechartered, Friends of Scouting donations, jerky sales amounts, and camp attendance.

For more information concerning Partnership for Scouting, please contact Randy Saunders at randy.saunders@scouting.org. Thank you for continuing to support the Great Southwest Council.

REMINDER - Insurance Recovery Fee to increase to \$25

In 2017 the Great Southwest Council's Executive Board instituted an insurance recovery fee of \$7.00 per person payable at recharter. This fee was calculated by taking the Council's total rechartered membership and dividing it into the cost of insurance.

Since then, due to National BSA claims experience, the cost of our general liability insurance has increased. As a result, we have been required to recalculate our insurance fee and raise it from \$7.00 to \$10.00 in 2018.

The Council expects to lose a substantial portion of its membership when the LDS Church concludes its official role in Scouting at the end of 2019. With that in mind, the insurance recovery fee will increase to \$25.00 per person, effective at the upcoming charter renewal due December 31, 2019.

Remember, however, that units who qualify as Partnership units this year will receive back the \$25 per person fee in January 2020 as recognition for supporting the Council through Friends of Scouting and popcorn sales.

To summarize: This fall, the insurance fee will increase from \$10.00 to \$25.00. All units are required to pay the insurance fee at recharter and Partnership units will receive a credit for this fee to their unit account in January.

Thank you for your understanding and commitment to Scouting.

ONLINE
AUCTION



7th Annual Gift of Scouting Online Auction November 29 through December 14, 2019

The 7th Annual Gift of Scouting Online Auction for the Great Southwest Council is upon us! It's fun. It's a great source for unique gifts for the holidays. And, it's a great way to support local Scouting.

We are starting to gather items for the auction now. Please consider donating an item. Please consider collecting an item for the auction from your employer. Your help is greatly appreciated.

Contact Jessica Parsons (505) 503-2392 or jessica.parsons@scouting.org with a description of the item you would like to donate by November 15. If needed, we can arrange pickup of your item. You will also receive a letter documenting your tax deductible donation. Thank you for your generosity.



"Why Should We Give to Our Council's Endowment?"

August begins the fall online-giving campaign to build our endowment fund. But why give? You might think that contributing to our endowment is a good idea but others should do this rather than yourself.

I was recently reminded by a local Scouter when referring to council leaders: "We often say they need to do this and they need to do that. Look into the mirror and meet them." A former Scoutmaster I know also has a saying: Many hands make less work."

Friends-of Scouting (FOS) is a major campaign we need to pay for our council's annual budget costs and our ability to remain financially solvent. A typical family budget is equivalent to our council budget. But all families try to set some funds aside for hard times or for the education of their children. Our endowment is no different. We need to invest in our future, like a family, for our Scouts.

Not everyone can give the same but giving something, however small, adds up when many people push the buttons to give on our endowment webpage.

How much of a difference can our combined contributions make? Starting in 2019, assume 100 people contributed \$20 annually for 20 years. Also, assume the invested donations had a reasonable 5.5% annual net earnings rate, a 2% inflation rate and a 2% withdrawal rate from the fund to pay for the council's annual operations. In 2039, the council would have withdrawn \$1,800 to support the council's budget and the fund's value would increase to \$5,188 dollars in 2019 actual dollars! As you can see, the endowment fund is growing and paying for some of the council's cost. Most important, as the fund grows so do the returns.

So why bother with these figures? Looking at these results, our council gains wealth and becomes less reliant on selling popcorn, sponsoring special events, and gathering FOS donations to pay for our council's costs.

Yes, we have a few donors that make major contributions to our endowments through cash as well as wills and trusts. But when everyone gives there is a different attitude - a new culture. There is no longer "they." There is only WE!

Please consider making a contribution on our webpage by first clicking onto council website's Donate button and then the Endowment button to access our site. WE need your support:

Yours in Scouting,
Jim Mayo
Vice-President for Endowment
Great Southwest Council



2021 National Scout Jamboree @ Summit Bechtel Reserve

Scouting's flagship event is one-of-a-kind. It's a gathering of approximately 40,000 Scouts, leaders, and staff that showcases everything that is great about the BSA and its members. Held every four years, the Jamboree is an amazing opportunity for participants, volunteers, and visitors to experience the best of Scouting, all in one place.

Features include; one of the longest zip line courses in North America, a world-class skate park, ATV offerings, treetop canopy tours, rock climbing, patch trading, stadium shows, and much more!

HISTORY

The first Boy Scouts of America national jamboree was scheduled to be held in Washington, D.C., in 1935 to celebrate the 25th anniversary of Scouting in America. Unfortunately, the jamboree was canceled because of a polio outbreak in Washington. When the first jamboree was finally held in 1937, Dan Beard lit the opening campfire using flint and steel. Scouts from all 48 states brought the wood that was used in the campfire. There were 27,232 Scouts camped on the National Mall under the Washington

campfire. There were 27,252 Scouts camped on the National Mall under the Washington Monument. Since that time, an additional 18 national jamborees have been held, the last in 2017.

DETAILS

Every four years, the Great Southwest Council puts together a Jamboree Contingent consisting of 1 to 2 troops, comprised each of 36 youth and 4 adult leaders. Besides the Jamboree experience itself, there are many costs that are incurred in preparation for the event. These costs include (but may not be limited to):

- Airfare to and from the east coast
- Luggage fees
- Jamboree training, meetings, and other events
- Jamboree gear, including all troop/crew specific gear (flags, unit numerals, water bottles, hats, shirts, backpack, duffle bag, patches)
- Jamboree event fee
- Dedicated Scouting professional and support staff to facilitate and assist in a successful Jamboree experience
- Bus transportation to and from Jamboree with dedicated bus drivers

YOUTH PARTICIPANTS

The Jamboree is open to all who are qualified on a first-come, first-served basis. Qualifications to attend the National Jamboree include:

- Registered member of a Scout Troop, who has completed the 6th grade, or will be at least 12 years old (but who has not yet reached their 18th birthday by 8/1/2021) and a first class Scout by July 1, 2021. **--OR--**
- Registered member of a Venture Crew.
- Must live and abide by the Scout Oath and Law.
- Must abide by the Jamboree Code of Conduct.

At the time of registration, Scouts will be placed in a Jamboree troop/crew that is closest to where you live, unless that troop/crew is full. If that troop/crew is full the Scout will be placed in the closest available troop/crew. Each Scout will be a member of a patrol within their unit. Every contingent member will be required to participate in and have the following:

- Monthly troop or crew meetings
- A completed National Jamboree Medical form signed by a licensed physician
- Attend the all-contingent gathering
- Attend an overnight training encampment.
- **Have all fees paid no later than April 15, 2021.**

ADULT LEADERSHIP

Adult Leadership has not been selected for the Great Southwest Council contingent. If interested please email Chris Shelby at chris.shelby@scouting.org

PRICING AND REGISTRATION

2021 Jamboree fee is **\$2400**. Jamboree fees include everything listed above. Other out-of-pocket expenses may include (but are not limited to) additional uniforms, patches, and spending money.

A non-refundable reservation fee of \$250 must accompany the initial registration. Once you click on the registration button, you will be prompted to "choose participant type". Once you begin your registration process, you will also be prompted to indicate which type of unit you would prefer to be in: Male Troop, Female Troop, or Venture Crew.

We highly suggest that regular payments be made, perhaps \$100 per month or even quarterly payments. Full payment must be received **no later than April 15, 2021** in order for the participant to attend. The following is the payment schedule for the 2021 National Jamboree (although more may be paid in advance):

Payment Schedule:

- \$250 non-refundable per youth at time of registration
- \$800 non-refundable by 3/01/2020
- \$1,200 non-refundable by 07/01/2020
- \$1,800 non-refundable by 12/01/2020
- \$2,400 non-refundable by 03/01/2021

If for some reason a participant is unable to attend, a refund may be considered minus the non-refundable amount. If for some reason a participant is unable to attend and is able to fill his/her spot with another eligible participant, a full refund minus the initial \$250 deposit will be approved.

Mark your calendars today!!!



**MADD New Mexico
Albuquerque, NM**

September 28

9 am

Tiguex Park

WE WALK for those who no longer can, and alongside those who are learning to walk again.

WE WALK with supporters who share our vision of no more drunk or

drugged driving victims.
WE WALK because together we will end drunk and drugged driving.

walklikemadd.org/nm

505.255.2955



National Eagle Scout Association Expansion Program

The Great Southwest Council (GSWC) National Eagle Scout Association (NESA) Committee is working at re-engaging adult Eagle Scouts while also keeping new Eagle Scouts engaged.

The committee is looking at getting business professionals and civic leaders, young and old, involved in supporting the Council's efforts with young men and women. This is the beginning of the process of creating a more comprehensive NESA organization that will support the Great Southwest Council and help it to continue to grow and prosper.

Some of the ways in which you can help is by being a merit badge counselor, a commissioner, or volunteering to serve on one of the many NESA Board positions.

There are two ways for Eagle Scouts who are interested in getting more information on this process to contact the local NESA
Email: gswcnesa@gmail.com. You can also contact Skip Brown on his cell phone (505-239-9173).

Once you have left a message, you will be contacted to set up an initial meeting and get more detailed information forwarded to you.

Once an Eagle, always an Eagle.

Geofencing



More information is also available [HERE](#).

Using event geofencing through Facebook to support recruitment showed exciting results in the last Cub Scout recruitment season. On average, geofenced units recruited +7.43% more new Cub Scouts than they did the previous year. Whereas non-fenced units within those same councils were down an average of -9.12% in new Cub Scouts recruited.

What is Geofencing?

Geofencing is a method of geographically targeting a specific audience using Facebook. In this case, we first set up an event in Facebook to feature a "Join Scouting" night. Once the Facebook event is set up, you can set up a geofence for the event and "boost" it. This means paying a fee within Facebook so that members of your target audience who enter into the geographical area in the real world while they are also on Facebook are shown the event information.

The cost is minimal - we paid \$1 per day, per unit.

In the example of a joining event where we want to reach parents, we set up an event geofence in Facebook with a 1-2 mile radius around the school where the joining night is scheduled. When a parent enters that area, they receive a notification on their Facebook page about the event. It's easy. It's hyper local, and it doesn't rely on someone else passing out fliers or other material.

Key Learnings:

- Geofenced events held at schools performed the best, followed by events held at parks/community venues, followed finally by events at churches.
- Church-based recruiting events did not perform as well as school-based recruiting events.
- Single-unit events performed better than events with multiple units participating (e.g. events in parks, etc.).

Frequently Asked Questions:

Does this replace the recruitment flier?

- No. This is simply one additional tactic to strengthen your recruitment efforts.

Can I do this with any Facebook page?

- o No. You will need to have an 'organization' page, not a personal Facebook page. Organizational pages have more tools to use for communication and marketing.

How much does it cost?

- o It costs as little as \$1 per day, per unit. You can spend more if you like, but we found the lower spend to be effective.

Can I geofence multiple locations?

- o Yes, you can.

Can I geofence one location and have the event at a different location?

- o Yes.

What about timing? How far out should I schedule the geofence?

- o Up to 14 days. Time it with your flier distribution.

Do I need permission to geofence a location, such as a school?

- o No. You are simply extending a calendar invitation to those who might be interested in attending.

How else could I use this tactic?

- o Use it to help promote any scheduled event, such as fundraising events, festivals, day camp, resident camp, popcorn sales. The possibilities are endless!

How do I create a community Facebook page?

Find more information on creating a Facebook page here:

<https://www.facebook.com/pages/create>

Note: To create a 'Community' Nonprofit page, at the link above, select the box on the top row, center column titled Company, Organization or Institution, and follow the prompts.

How do I Boost an Event on Facebook?

Find more information on how to boost an event

here: **<https://www.facebook.com/business/help/1519209995047756>**

Boosting an event lets you promote an event to specific people, in a specific geographic area, and at a specific time. Once you have an event set up on your community Facebook page, it's easy to boost the event to even more people.



AmazonSmile: Shop Amazon and Support Scouting

AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

Every item available for purchase on www.amazon.com is also available on AmazonSmile (smile.amazon.com) at the same price. You will see eligible products marked "Eligible for AmazonSmile donation" on their product detail pages.

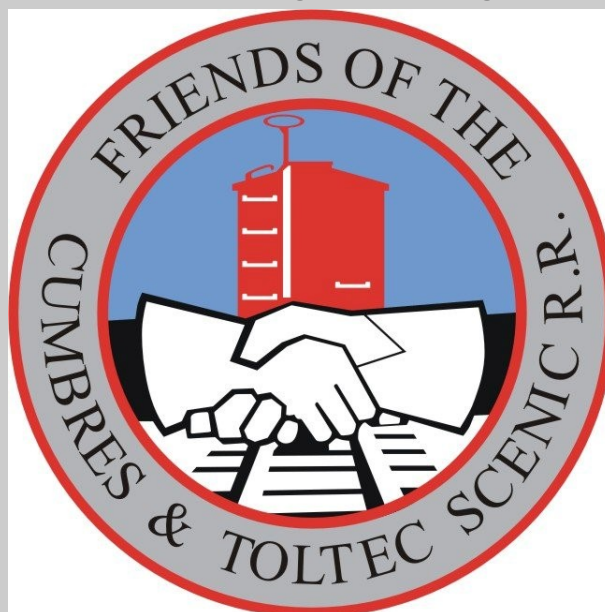
The Great Southwest Council is a charitable organization that is available for you to support by making purchases on AmazonSmile. For more information about the AmazonSmile program, go to <http://smile.amazon.com/about>.

Please Welcome our Merit Badge Sponsors

New to the Great Southwest Council are Merit Badge Sponsorships. These businesses and groups are Scouting supporters that will also provide opportunities for Scouts to earn merit badges related to their occupational field or interest(s).

The first few are:

Railroading Merit Badge



Electricity Merit Badge



Law Merit Badge



Digital Technology Merit Badge



Please Support Businesses in our Community that Support Scouting!

Thank you for your service to the youth of our community!

505-345-8603
www.gswcbsa.org
5841 Office Blvd NE

