# Cub Scouts Welcome Email Series for Online Registration

The Cub Scouts program and marketing teams have recently rolled out a new welcome series for Cub Scout volunteers and parents who register via online registration. This multi-touch, automated email series will provide parents and volunteers with the information and resources to help them prepare for their Scouting journey. (A welcome email series for Cub Scout parents and volunteers who register via paper application is in development, as well as a welcome series for other BSA programs.)

This Cub Scout online registration welcome series is intended to welcome new parents and volunteers to the Scouting family as soon as they are officially members and provide them with some of the information they'll need to know to get started. The emails also serve to build excitement about the program and reinforce their decision to sign up, as well as set the tone for future communication at both the national and council level.

If your council already has a welcome email or series for new members, this automated welcome series is not intended to take the place of that. From a national level, we can provide them with information like FAQs, where they can find their uniforms and handbooks, other available resources like blogs or websites, but we can't offer them information that makes Scouting in their community unique, like local events, links to your social media sites, Council camp info, ways to get involved with the Council, etc.

However, we also know that many councils do not have the resources to develop their own welcome email or series, so this automated welcome series can serve as an official welcome from the organization and help to kick start their Scouting experience positively.

Below you will find the schedule and examples of the emails in the online registration welcome series for Cub Scout Volunteers. If you would like to see the complete email series for Cub Scouts, <u>click here</u>.

Emails are designed with Family Scouting in mind, so parents of girls will see different photos than parents of boys, and volunteers will see a combination of boy and girl Cub Scout photos. All text content is gender neutral.

If you have any questions about this new email series, please contact Marjorie.Johnson@scouting.org.

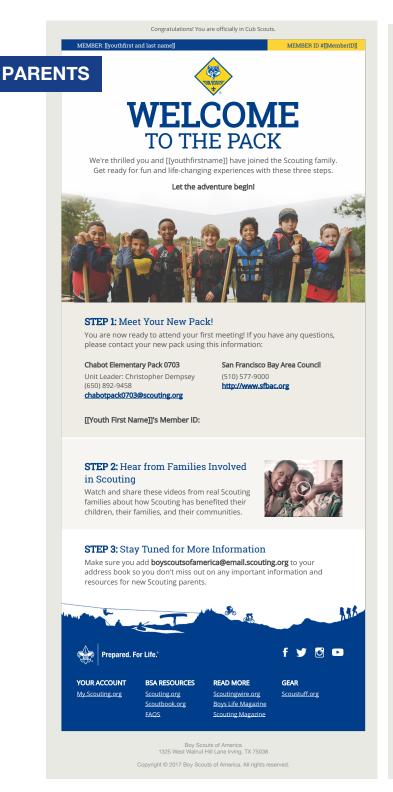
## Schedule

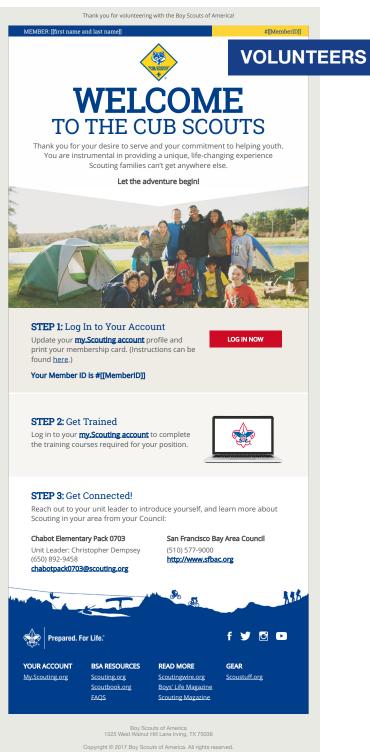
Email Delivery	Days after Approval
Welcome from national	0
*Welcome from unit	1
Gear	3
Resources	7
Boys' Life	14

<sup>\*</sup>Welcome from unit email not pictured. This is custom content provided by the unit.

#### Email #1 – Welcome

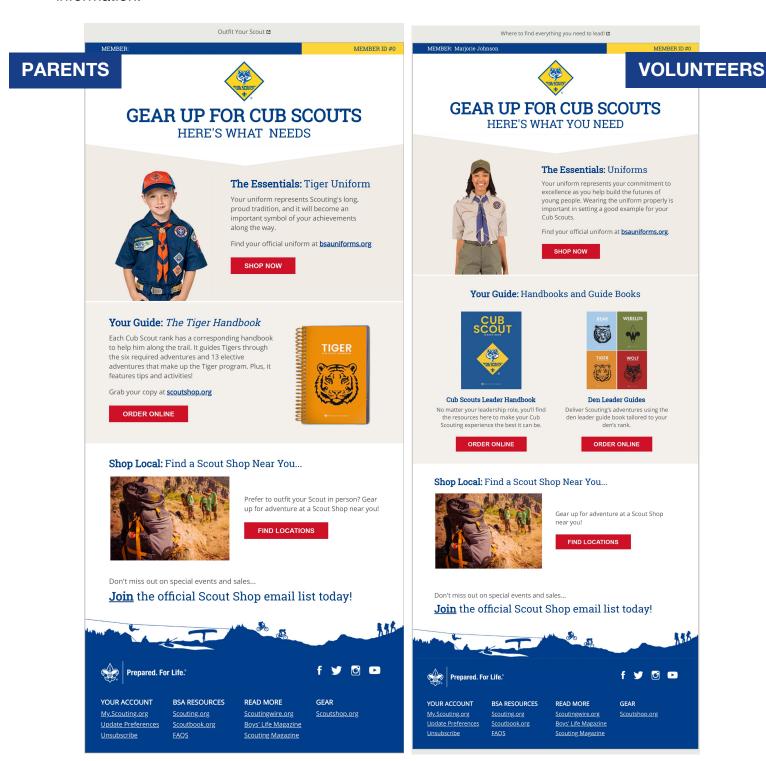
This email will be sent to new parents and new volunteers as soon as they have been approved through the online registration system.





#### Email #2 - Gear

This email will be sent 3 days after approval. Cub Scout Parents will receive personalized content based on their Scout's registration, with rank specific uniform and handbook information.



#### Email #3 – Resources

7 days after approval, new volunteers and parents will receive an email with Cub Scout resources:



### Email #4 – Boys' Life

This email will be sent 14 days after approval, to new parents who did not subscribe to *Boys' Life* during registration:

