

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, [click here](#).

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

*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.

Congratulations! You are officially in Cub Scouts.


MEMBER: [[youthfirst and last name]] MEMBER ID #[[MemberID]]

PARENTS

WELCOME TO THE PACK

We're thrilled you and [[youthfirstname]] have joined the Scouting family. Get ready for fun and life-changing experiences with these three steps.

Let the adventure begin!



STEP 1: Meet Your New Pack!

You are now ready to attend your first meeting! If you have any questions, please contact your new pack using this information:


Chabot Elementary Pack 0703
Unit Leader: Christopher Dempsey
(650) 892-9458
chabotpack0703@scouting.org

San Francisco Bay Area Council
(510) 577-9000
<http://www.sfbac.org>

[[Youth First Name]]'s Member ID:


STEP 2: Hear from Families Involved in Scouting


Watch and share these videos from real Scouting families about how Scouting has benefited their children, their families, and their communities.



STEP 3: Stay Tuned for More Information

Make sure you add boyscoutsofamerica@email.scouting.org to your address book so you don't miss out on any important information and resources for new Scouting parents.



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f t i y

YOUR ACCOUNT	BSA RESOURCES	READ MORE	GEAR
My.Scouting.org	Scouting.org	Scoutingwire.org	Scoutstuff.org
	Scoutbook.org	Boys' Life Magazine	
	FAQS	Scouting Magazine	

Thank you for volunteering with the Boy Scouts of America!


MEMBER: [[first name and last name]] #[[MemberID]]

VOLUNTEERS

WELCOME TO THE CUB SCOUTS

Thank you for your desire to serve and your commitment to helping youth. You are instrumental in providing a unique, life-changing experience Scouting families can't get anywhere else.

Let the adventure begin!




STEP 1: Log In to Your Account

Update your [my.Scouting account](#) profile and print your membership card. (Instructions can be found [here](#).)

Your Member ID is #[[MemberID]]

STEP 2: Get Trained

Log in to your [my.Scouting account](#) to complete the training courses required for your position.





STEP 3: Get Connected!

Reach out to your unit leader to introduce yourself, and learn more about Scouting in your area from your Council:

Chabot Elementary Pack 0703
Unit Leader: Christopher Dempsey
(650) 892-9458
chabotpack0703@scouting.org

San Francisco Bay Area Council
(510) 577-9000
<http://www.sfbac.org>



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YOUR ACCOUNT	BSA RESOURCES	READ MORE	GEAR
My.Scouting.org	Scouting.org	Scoutingwire.org	Scoutstuff.org
	Scoutbook.org	Boys' Life Magazine	
	FAQS	Scouting Magazine	


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.

MEMBER: MEMBER ID #0


Outfit Your Scout

PARENTS



GEAR UP FOR CUB SCOUTS

HERE'S WHAT NEEDS



The Essentials: Tiger Uniform

Your uniform represents Scouting's long, proud tradition, and it will become an important symbol of your achievements along the way.


Find your official uniform at bsauniforms.org

[SHOP NOW](#)


Your Guide: The Tiger Handbook

Each Cub Scout rank has a corresponding handbook to help him along the trail. It guides Tigers through the six required adventures and 13 elective adventures that make up the Tiger program. Plus, it features tips and activities!

Grab your copy at scoutshop.org

[ORDER ONLINE](#)

Shop Local: Find a Scout Shop Near You...








Prefer to outfit your Scout in person? Gear up for adventure at a Scout Shop near you!

[FIND LOCATIONS](#)

Don't miss out on special events and sales...

Join the official Scout Shop email list today!

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[Update Preferences](#)
[Unsubscribe](#)

BSA RESOURCES

[Scouting.org](#)
[Scoutbook.org](#)
[FAQS](#)

READ MORE

[Scoutingwire.org](#)
[Boys' Life Magazine](#)
[Scouting Magazine](#)


GEAR

[Scoutshop.org](#)

MEMBER: Marjorie Johnson MEMBER ID #0


Where to find everything you need to lead!

VOLUNTEERS



GEAR UP FOR CUB SCOUTS

HERE'S WHAT YOU NEED




The Essentials: Uniforms

Your uniform represents your commitment to excellence as you help build the futures of young people. Wearing the uniform properly is important in setting a good example for your Cub Scouts.

Find your official uniform at bsauniforms.org.

[SHOP NOW](#)


Your Guide: Handbooks and Guide Books



Cub Scouts Leader Handbook

No matter your leadership role, you'll find the resources here to make your Cub Scouting experience the best it can be.

[ORDER ONLINE](#)




Den Leader Guides

Deliver Scouting's adventures using the den leader guide book tailored to your den's rank.

[ORDER ONLINE](#)

Shop Local: Find a Scout Shop Near You...








Gear up for adventure at a Scout Shop near you!

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GEAR

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Email #3 – Resources

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

MEMBER


MEMBER ID #0

Content




HERE'S THE SCOOP

ON YOUR SCOUTING ADVENTURE




RESOURCES for Volunteers & Parents


Visit these pages for information and answers to common questions about Cub Scouts:




NEW PARENT ORIENTATION



SCOUTSOURCE FOR VOLUNTEERS




FREQUENTLY ASKED QUESTIONS




What is the order of Cub Scout ranks?
Each rank brings new adventures.

SEE THE ORDER




How to volunteer with Cub Scouts
Are you a parent who wants to get involved, but aren't sure where to start? Read this step-by-step guide.

GET INVOLVED



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YOUR ACCOUNT

[My.Scouting.org](#)

[Update Preferences](#)

[Unsubscribe](#)

BSA RESOURCES

[Scouting.org](#)

[Scoutbook.org](#)

[FAQS](#)

READ MORE

[Scoutingwire.org](#)

[Boys' Life Magazine](#)

[Scouting Magazine](#)

CAMPS & GEAR


[Scoutshop.org](#)

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:

MEMBER: ANTHONY JOHNSON


Member ID #12345



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gives your Cub Scout 12 monthly issues of *Boys' Life*! Use discount code **CSE17**.

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-  Teach valuable life lessons.
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