

JOIN SCOUTS NOW! BEASCOUT.ORG

2009 SCHOOL NIGHT FOR SCOUTING and FALL ROUNDUP

The annual fall recruitment campaign in the Hawk Mountain Council will be centered on the theme of “Words To Live By” featuring a new web site entitled – beascout.org . The “Words To Live By” are found in the Boy Scout Oath and Law which lead a youth in the proper direction and guide his/her every day life as he/she attempts to navigate the path of life. The campaign will feature beascout.org which is a site that permits any family/person to learn about joining opportunities within a 10 mile radius of their home. The Hawk Mountain Council is asking each local unit to assist with the financial responsibilities associated with this campaign @ \$36 per unit in Berks County and \$24 per unit in Schuylkill County. Why the need for additional resources? This campaign will include additional marketing efforts – TV spots, Radio spots, Billboards, Fliers, Posters, and the web site. The web site remains up and running for a 12 month period. The difference in revenue requested per county is based on the fact that only units in Berks County will benefit from the TV and Radio spots as they are being purchased on a regional basis as a part of the Philadelphia Regional Market which includes Berks but not Schuylkill. We will continue to work diligently to assist all units with their recruitment efforts. Please contact your District Executive with any requests and or concerns. You can find their contact information under your district column in this edition of Herbie Hawk News. Everyone plays a part in recruiting new families to the scouting program! Change a life – ask someone to join today and live by the words we repeat every week at our unit meetings!