



Heart of America Council

#ADVENTUREON!

2026 FALL RECRUITMENT
COUNCIL ORIENTATION

**SIGN UP
FOR SCOUTING**



#ADVENTUREON!

Cub Scouts	2026	2025	Diff.	%
Blue Elk	300	102	198	194.1%
Iron Horse	375	315	60	19.0%
Kaw	375	366	9	2.5%
Lone Bear	200	143	57	39.9%
North Star	350	251	99	39.4%
Soaring Eagle	170	108	62	57.4%
Three Trails	200	127	73	57.5%
Council	1,970	1,412	558	39.5%

**FALL RECRUITMENT
GOALS**

**SIGN UP
FOR SCOUTING**



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District	Date	Time	Location
Blue Elk	30-Jul	6:30 PM	Colonial Hills Community of Christ Church
Iron Horse	6-Aug	6:30 PM	Grace United Methodist Church
Kaw #1	19-Jul	3:00 PM	Sar-Ko-Par Trails Park
Kaw #2	9-Aug	7:00 PM	Atonement Lutheran Church
Lone Bear #1	25-Jul	Noon	United Methodist Church
Lone Bear #2	26-Jul	Noon	Harrisonville Chamber of Commerce
Lone Bear #3	4-Aug	7:00 PM	Pleasant Hill United Methodist Church
North Star	6-Aug	6:30PM	Salvation Army-Northland Corps
Soaring Eagle	6-Aug	7:00 PM	St. Michael's Church
Three Trails #1	23-Jul	6:30PM	HOAC Office
Three Trails #2	28-Jul	6:30PM	Lee's Summit Community of Christ Church

**DISTRICT
TRAININGS**



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FALL RECRUITMENT **MARKETING**



Heart of America Council



2 WEBSITES

KCSCOUTING.ORG
FOR NEW FAMILIES

HOAC-BSA/RECRUIT
FOR PACK RESOURCES

#ADVENTUREON!

Our Programs



Cub Scouts
K-5th Grade



Scouts BSA
11 - 17 years old



Venturing
14 – 20 years old



Exploring
14 – 20 years old



EN ^



Sea Scouts
14 – 20 years old

Cub Scouts

The Cub Scouts program is fun for the whole family and is for boys and girls, kindergarten to 5th grade.

With the help of powerful learning projects and exciting outdoor activities, Cub Scouts teaches children that doing their best can be a fun and rewarding experience—no matter the difficulty of the challenge. .

[Find a Join Scouting Night](#)

[Have Someone Contact Me](#)

Sign-Up Online

ZIP Code



[Find and Apply](#)





Find your pack and explore Cub Scouts at a Sign-Up for Scouting Night!

Simply start by typing the name of your school in the box below to search for your Sign-Up for Scouting Night.

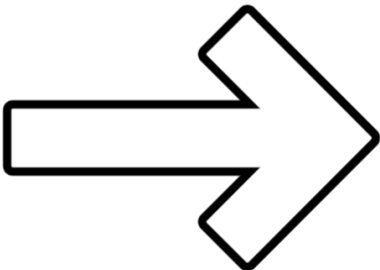
Missed your sign-up night or looking for a pack? Find your pack contact below or find a unit to join anytime online at [BeAScout.org](#). Or [complete our interest form](#) and our team will contact you directly.

Show entries

Search:

School	Pack Contact	Phone Number	Email	Pack Number	District Name
Abraham Mallinson	Scott Howell	816 550-5914	scottdhowell3@gmail.com	4282	Blue Elk
Academie Lafayette Cherry Campus	Brandon Irwin	(562) 321 - 7175	brandirwin@gmail.com	4050	Three Trails
Academie Lafayette Oak Campus	Brandon Irwin	(562) 321 - 7175	brandirwin@gmail.com	4050	Three Trails
Academy for Integrated Arts	Duane Ball	(816) 863 - 4887	ballinsky2@aol.com	4129	Three Trails
Adrian Elementary	Melenda Elmer	816-809-0644	mandmelmer@gmail.com	4238	Spirit Trail
African-Centered Prep Elem	Stephen Livingston	(816) 444 - 6721	stlvngston@aol.com	4025	Three Trails
Alexander-Doniphan	Ian Henderson	(816) 824-7325	hendersonian1028@gmail.com	4376	North Star
Alfred L. Renner	Kevin Wisniewski	(816) 659-2341	scoutpack4395@gmail.com	4395	North Star
Allen Village	Stephen Livingston	(816) 444 - 6721	stlvngston@aol.com	4025	Three Trails

Updated 2x Weekly



KCSCOUTING.ORG

FOR NEW FAMILIES

Have Someone Contact Me ×

Parent First Name *

Parent Last Name *

Phone Number *

Email *

Postal Code *

School Name *

Scouting Type (select all that apply) *

☐ Cub Scouts (Grades K-5)

☐ Scouts BSA (Ages 11-17)

☐ Venturing (Ages 14-20)

☐ Sea Scouts (Ages 14-20)

Future Scout's Name *

☐

I'm not a robot

reCAPTCHA is changing its terms of service.
[Take action.](#)

reCAPTCHA

Submit



Join For Less.

New Member Discount

Join Scouting at our special discounted rate just for new families. Available for all new Scouts and parents from **August 1 - October 31**, this is the perfect way to try Scouting!

Use promo code **KCSCOUT26** to activate discount online.

Part of a military family? Youth in active-duty, Reserve, or National Guard families can join for free.

[Learn About Our Military Fee Waiver](#)

New site features include: In-site contact feature, new member discount messaging, bi-lingual toggle feature, new video testimonials, ADA compliant

KCSCOUTING.ORG FOR NEW FAMILIES



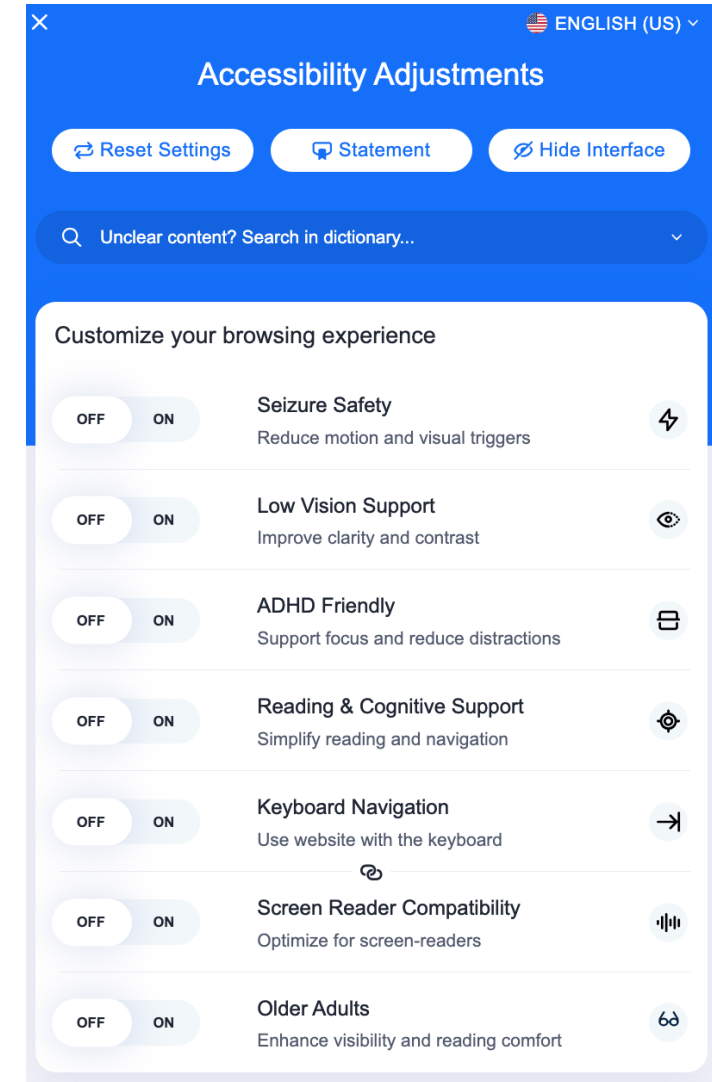
Únete por menos. Descuento para nuevos miembros

Únete al escultismo con nuestra tarifa especial con descuento para familias nuevas. Disponible para todos los nuevos scouts y padres del **1 de agosto al 31 de octubre**, ¡esta es la manera perfecta de probar el escultismo!

Utiliza el código promocional **KCSCOUT26** para activar el descuento online.

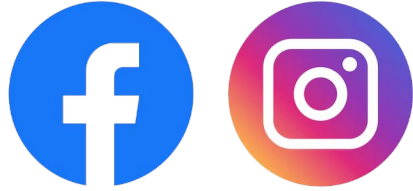
¿Formas parte de una familia militar? Los jóvenes de familias con servicio activo, en la reserva o en la Guardia Nacional pueden unirse gratis.

Infórmese sobre nuestra exención de cuotas para militares.



New site features include: In-site contact feature, new member discount messaging, bi-lingual toggle feature, new video testimonials, ADA compliant





PAID SOCIAL

August 1 – September 30

Local Testimonial Video Campaign
More Refined – Docustyle
+ UGC (More Gritty/Unpolished)
Partnered w/National Media Buy



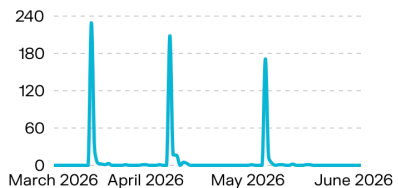
RETARGETING EMAIL MAPPING

August 1 – September 30

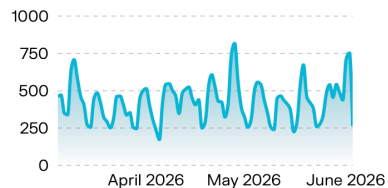


Display & Animation
+ Email

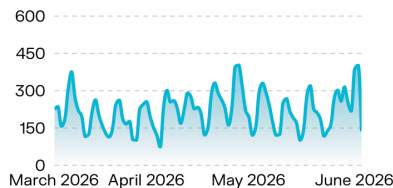
Email clicks ⓘ
706 people



Page views ⓘ
38,941 people



Page link clicks ⓘ
20,038 people



Retargeting

Retarget specific groups of your existing audience with ads across the web



Email Mapping

Match a list of emails to cookies that you can then target with ads



Historical Geofencing

Target mobile devices that were at a specific location some time in the past



scouting

AI Mode **All** Images Videos Shopping News Forums More ▾ Tools ▾

● Kansas City, MO 64131 · Choose area ⋮

Sponsored results



Heart Of America Council

<https://www.hoac-bsa.org> ⋮

Cub Scouts, Scouts BSA, & More | Explore Scouting | Join Scouting

Explore the Heart of America with **Scouting** Activities year-round! **Scouting** means learning through making every day an adventure that challenges you.

[Heart Of America Council](#)

Learn how scouting can make the difference in your life!



[Learn About Our Programs](#)

Learn through living, and make every day an adventure that challenges you to be your best.



Google Scouting

Google Ad Grants

\$10,000 per month

Allocated to Recruitment in Fall



Heart of America Council

PACK RESOURCES [HOAC-BSA.ORG/RECRUIT](https://hoac-bsa.org/recruit)



DOWNLOAD NOW





PRINT RESOURCES

- Flyers – 3 Versions English
- Flyer – 1 Version Spanish
- Yard Signs – Static Polybag
- Postcards – Schools w/No Access
- Peer-to-Peer Cards
- Business Cards – Generic
- Stickers
- Posters
- Take Home Flyer - Linktree





digital design
PORTAL



Cub Scouts & Scouts BSA Designs



LINKTREE
RESOURCES
#ADVENTUREON!



Welcome To Scouting!
- New Cub Scout Resources -

Request More Info

Find A Joining Night or Pack

Our Commitment to Safety

Sign Up for Scouting News

Welcome to Scouting Video

New Parent Orientation Guide

Kansas City Scout Shop Deals

Upcoming Activities

Our Scouting Programs



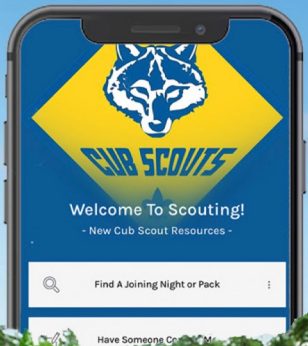


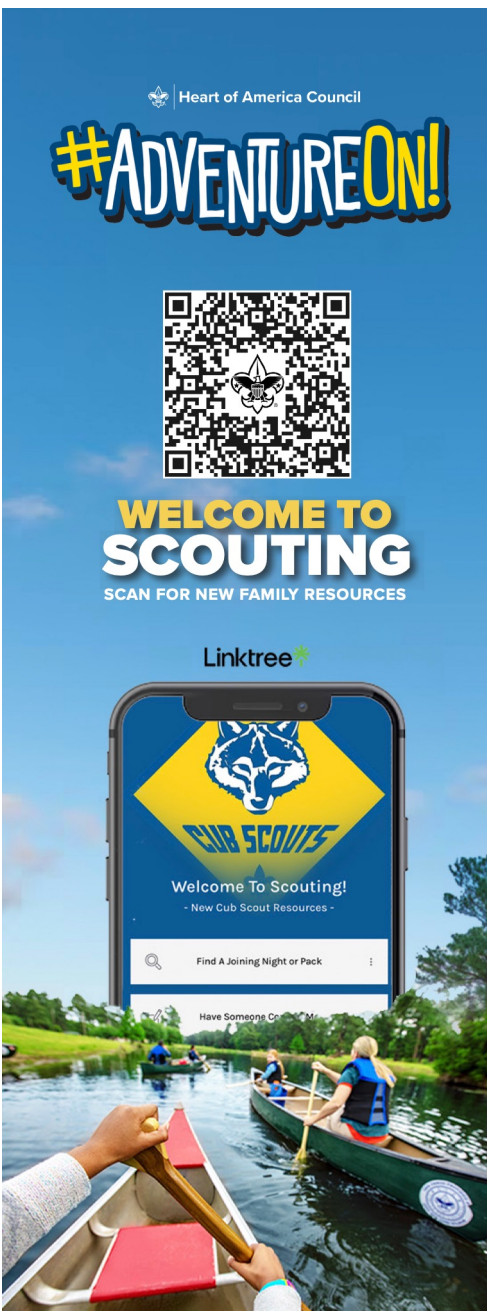
#ADVENTUREON!

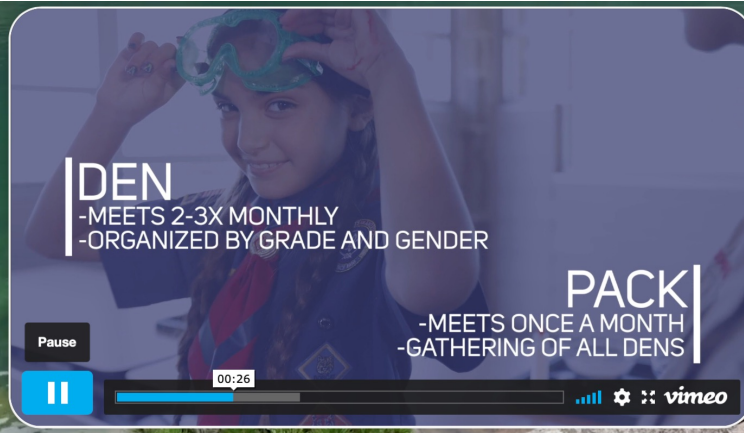


WELCOME TO SCOUTING
SCAN FOR NEW FAMILY RESOURCES

Linktree







DEN
- MEETS 2-3X MONTHLY
- ORGANIZED BY GRADE AND GENDER

PACK
- MEETS ONCE A MONTH
- GATHERING OF ALL DENS

Pause 00:26 vimeo



WELCOME TO CUB SCOUTS
PARENT ORIENTATION GUIDE

Heart of America Council

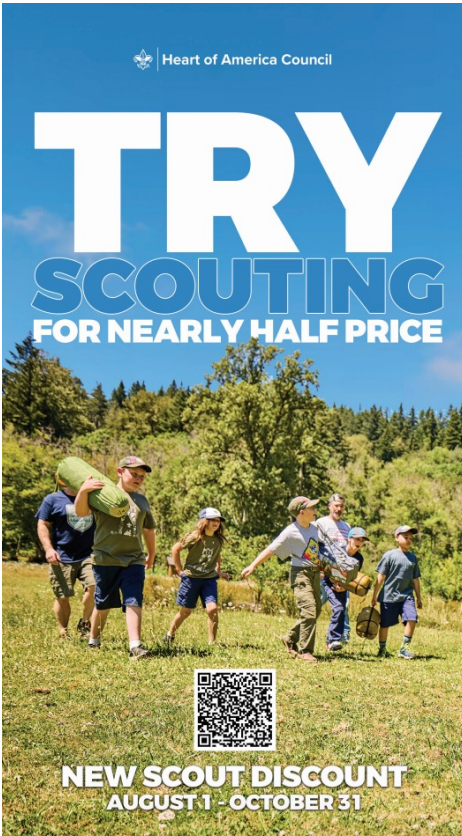






TRY SCOUTING
FOR NEARLY HALF PRICE





NEW SCOUT DISCOUNT
AUGUST 1 - OCTOBER 31

NOTHING IS MORE POWERFUL
THAN A PARENT ASKING A PARENT
OR A SCOUT INVITING A FRIEND TO JOIN

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