Dig in, get dirty and make a difference on May 11.

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Council Banquet Moves to May 1

Downtown Kansas City Marriott

Due to winter weather earlier in February, our Council Recognition Banquet has been rescheduled for Wednesday, May 1 at 6:30 pm at the Downtown Kansas City Marriott. This year’s “Traditions Old…Adventures New” themed banquet is a can’t miss celebration of Scouting in Kansas City and will honor our council’s top volunteers along with a few surprises.

The highlight of the evening will be the presentation of the Silver Beaver Awards, the highest recognition presented on the council level.

Additional awards such as the North Star Award, District and Units of the Year, and Eagle Scout Project of the Year will also be presented as part of this year’s banquet.

Reserve your table now at hoac-bsa.org/annual-recognition-dinner.
DIG DAY

Saturday, May 11 | 9:00 am – 2:00 pm

We need you to dig in, get dirty, and make a difference! On Saturday, May 11, Scouts and Kansas City Parks and Recreation staff will team up for Dig Day - a day dedicated to giving back.

We’re partnering with Kansas City Parks and Recreation and Suburban Lawn & Garden to plant more than 18,000 flowers across the city on Mother’s Day weekend.

Here’s How It Works:

Select your dig site at www.hoac-bsa.org/Dig-Day.

From 9:00 am – 2:00 pm, work with Parks and Rec staff to plant flowers at your chosen dig site.

Bring water, sun screen, work gloves, a cheerful attitude and be ready to have fun and get your hands dirty!

After planting, record your service hours as you work towards your Journey to Excellence goals.

More than just beautifying Kansas City, Dig Day also helps save the city time and money. What would normally take Kansas City Parks about two months to complete, our Scouts will accomplish in just half a day, saving the city an estimated $35,000. Talk about a Good Turn!

Sign up and select your dig site at www.hoac-bsa.org/Dig-Day
A ROYAL RETURN

Scout Day Returns to the K

Spring is here and that means Scout Day is back at the K! Presented by our friends at Commerce Bank, our annual celebration of Scouting and baseball returns to Kauffman Stadium on Sunday, April 28. Bring the entire family to the ballpark for only $15 and watch the Kansas City Royals battle the Los Angeles Angels in an early season American League showdown. But act fast—only a limited number of tickets are still available!

More than just a ticket to the game, all Scout Day at the K ticket holders will receive exclusive pre-game access to the “Little K” as well as opportunities to enjoy pre-game extras like our Scout parade and special in-game Scout experiences. And be sure to wear your uniform for your chance to appear on Crown Vision!

We’ll also unveil this year’s Ewing M. Kauffman Distinguished Eagle Scout Class along with a few other surprises.

GIVE A CAN…GET THE PATCH

Giving back is a major part of the Scouting program and this year’s Scout Day at the K will once again help feed the hungry in Kansas City.

The first 5,000 Scouts who bring a canned food item for Harvesters to the game will receive the official 2019 Scout Day at the K patch.
Summer camp is almost here and there’s still time to book the ultimate adventure for your Scout in 2019. Our Summer Camp Adventure Guide will help you navigate our summer sessions and help you pick the perfect one for your Scout. Browse our interactive guide at ScoutCamping.org and explore camping opportunities from Day Camps to Scouts BSA Camps and everything in between.

SCOUTS BSA CAMPS

H. Roe Bartle Scout Reservation
Limited Reservations Still Available
- Full payments Due April 17, 2019

Theodore Naish Scout Reservation
Limited Reservations Still Available
- Full payments Due April 17, 2019

CUB SCOUT CAMPS

Day Camp
- Online Reservations Available Now
- Discounted Pricing Through April 24, 2019

Bear Camp
- Online Reservations Available Now
- Final Payments Due April 24, 2019

Webelos Camp
- Online Reservations Available Now
- Final Payments Due April 24, 2019

BOOK YOUR SUMMER ADVENTURE
SCOUTCAMPING.ORG

ALL GIRL SESSION
SUMMER 2019
July 16-25 | 5th Session | Piercing Arrow

The H. Roe Bartle Scout Reservation will make history this summer by hosting the first ever all-girl summer camp session July 16-25 during 5th session in Camp Piercing Arrow. More than 300 Scouts and leaders have already registered for this inaugural session making it one of the largest all-girl Scouts BSA events in the country! This first of its kind 10-day session will truly be something special and will feature the same great activities and premier camping experience expected from the H. Roe Bartle Scout Reservation.

If your Scouts BSA all-girl troop is still looking for a summer camp experience then call us today at 816.942.9333. This session is filling up fast so don’t wait!

Session Fees:
In an effort to give every girl the opportunity to attend, we’re offering discounted pricing now through June.

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Heart of America Council, Boy Scouts of America
Using Facebook Geofencing to Reach More Families

Ready to be the superstar of your Scouting unit? Take your recruitment efforts to the next level using a resource you probably use every day—Facebook. While it may sound intimidating, Facebook geofencing is a great way to reach the families in your neighborhood and it’s easier than you think.

What is Geofencing?

Geofencing is a method of geographically targeting a specific audience through digital platforms like Facebook. Simply start by creating a Facebook “Join Scouting” event or any other activity you would like to promote. 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.

Take a recruitment night for example. Set up a geofence with a 1-2 mile radius around the area where the joining night is scheduled. When a parent enters that area, they’ll receive a notification on their Facebook page about the event. It’s easy. It’s local, and it only applies to your specific Scouting unit.

Sound expensive? Think again because the cost is very minimal. You could pay as little as $1 per day!

Frequently Asked Questions:

1. Does this replace the recruitment flier?
   No. This is simply one additional tactic to strengthen your recruitment efforts.

2. Can I do this with any Facebook page?
   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.

3. How much does it cost?
   It costs as little as $1 per day. You can spend more if you like, but we found the lower spend to be effective.

4. Can I geofence multiple locations?
   Yes, you can.

5. What about timing? How far out should I schedule the geofence?
   Up to 14 days. Time it with your flier distribution.

6. Do I need permission to geofence a location, such as a school?
   No. You are simply extending a calendar invitation to those who might be interested in attending.

7. How else could I use this tactic?
   Use it to help promote any scheduled event, such as festivals, day camp, popcorn sales. The possibilities are endless!

Let Us Help

Interested in learning more about social media tactics and Scout marketing? Your unit could qualify for FREE geofencing. Contact your district professional or our council’s Director of Marketing & Communications, Matt Armstrong, at matt.armstrong@scouting.org to learn more.
Thanks a Brunch is a fundraising event that will celebrate and connect Scout moms across Kansas City. All proceeds will benefit the Heart of America Council’s Scoutreach program—an initiative that makes sure every young person can be a Scout!

This year’s Thanks a Brunch event will be held on Thursday, April 25 at Polsinelli on the Plaza. Brunch will be provided by Lon Lane’s Inspired Occasions along with a Kendra Scott mobile store with 20% of all purchases going back to Scouting.

**Brunch Ticket $50**
Includes brunch and event admission
Brunch begins at 8:30 am | Program at 9:00 am

**EVENT CHAIR**
Kate Banks is the mother of an Eagle Scout and the mother of 16-year-old triplets. Kate is the Founder and Principal of Ferrell Capital, Inc., a private investment holding company. She serves on several boards throughout Kansas City and is continuously giving back to our community.

Online reservations available now at hoac-bsa.org/thanks-a-brunch

**In Memory of:**
- **Thomas Burg**
  - Sara & Leland Burch
  - Janet & Jerry Copeland
  - Donna & Randy Gregory
  - Carolyn & Raymond Kimminau
  - Markita Shippy
  - Sky LLC
  - Nancy & Eric Sutton
  - Carol & Larry Winburn
- **Gary Farmer**
  - Jane Farmer
  - Robert Finn
  - Laura Rogers
- **Dean Glorioso**
  - Fonda & Daniel Baker
  - Barbara Bickham
  - A Mia Heissan
  - Gerald Trapp
  - Truman Medical Center
  - Mark Forsythe
  - Jennifer Phillips
  - Kristen Nordike
  - Harold Nicholson
  - Chris Delay
  - Chris Steinlage
  - Dixie & Randy Nichols
  - TMC Practice Mgmt Divn/friends of Susan Glorioso
  - Brandon & Amanda Weckbaugh
- **Donald Gould**
  - Allen E Boyd
  - Muriel McBrien Kauffman Foundation
  - Sara & James Boyd
  - Sarah & Chalmers Clark III
  - Bette & Thomas Petersen
  - C G Thompson
  - Allison & James Waters
- **Rick Gunn**
  - Gordon Family
  - Terry Gunn
  - Carol Hoover
  - Richard & Kathleen Knutson
  - Joyce McNelly
  - Phillip & Sandra Straight
- **Ted Heckman**
  - Patrick Sallee
- **Duane Holder**
  - Nancy Esry
  - Gary & Barbara Leabo
  - Teresa R Sperry
- **Ronald Lee Morman**
  - John Curtis
- **Roy M Moore**
  - Mic Finn
  - Lorna Meyer
  - Stepp & Rothwell Inc
  - Bobbie Smith
- **Robert Mudd**
  - Jason Mudd
- **Norman Nelsen**
  - Kirk & Rita Nelsen
  - Wendell & Lynda Wilkinson
- **Allen Rogers**
  - Gwen & Darren Rogers
  - Kathy Rogers
  - Steve & Teresa Salsbury
  - Donna Shelton
- **David Sanford**
  - Joan Sanford
- **John Starr**
  - Richard M Davis
- **Marian Elizabeth Van der Veen**
  - Donald H Linn
  - Susan & Charles Linn
- **Tim & Ralph Van Goethem**
  - Jeannette Van Goethem
- **Norma Wasko**
  - Dale Anderson
  - Richard & Barbara Greenwood
  - Thomas & Jane Holik
  - Debra Howell
  - James & Sharon Reinert
  - Beverly Sommers
  - Norvel Smith
  - Randy & Dee Turner
- **Robert Whitaker**
  - Patricia & Thomas Chafin

**In Honor of:**
- **Bill Vandenberg Sr**
  - Nick Badgerow
  - Thomas & Linda Girard
  - Peter & Catherine Grassl
  - Robert Kline
  - Thomas & Nancy Olson
  - Robert Overly
  - Steven & Polly Revare
  - Andrew Rowland
  - Shannon Tucker
- **Larry Winn Jr**
  - Kansas City Life Insurance Co.

To remember a loved one or honor a friend, mail your check to Memorials & Tributes, Heart of America Council, Endowment Fund, P.O. Box 414177, Kansas City, MO 64141-4177.
Limit one coupon per customer. Must be used in one transaction. Minimum purchase of $50, excludes tax and shipping charges. Cannot be combined with any other offers, team discounts, or used for gift cards, licenses or previously purchased merchandise. Not redeemable for cash, gift cards or store credit. No reproductions or photocopies accepted. Returns or exchanges where a ScoreCard Reward or other discount was applied may result in an adjusted refund amount. Excludes Dick’s Team Sports HQ Uniform and FanWear purchases and clearance items. Clearance items have .X3 or .X7 endings. Some exclusions apply. See store and DICK’S.com/Exclusions for details. Valid 2/1/19 through 1/31/20.

TO LEARN MORE ABOUT HOW DICK’S SUPPORTS SPORTS LEAGUES, VISIT DICKS.COM/TSHQ
The NYLT Advantage

National Youth Leadership Training

National Youth Leadership Training (NYLT) is an intensive, seven-day outdoor training experience for young men and women and is the ultimate course to train your unit’s youth leadership.

The purpose of NYLT is to give participants the confidence and knowledge to run the unit program; to give participants a basic knowledge of the eleven skills of leadership and help them relate these skills to their unit responsibilities; to give participants the opportunity to share ideas and experiences with youth from other units; to create an atmosphere where Scouts will experience Scouting at it’s best; to enhance the relationship between his/her unit leader, and to have fun!

Reservations are now being accepted for our 2019 sessions.

2019 Course Dates

Pre-Course Meeting: May 9, 2019 (Central Camp Dining Hall, Naish)

Course A: June 2 – 7, 2019 (Naish)
Course B: June 3 – 8, 2019 (Naish)
Course C: July 28 – August 3, 2019 (Bartle)

Register at www.hoac-bsa.org/nylt

Heartland Tree Alliance Academy

April 13 | Cross Creek Park | Overland Park, KS

Earn Forestry Merit Badge and help plant more than 1,500 trees in Overland Park during our annual Heartland Tree Alliance Academy on April 13. This FREE workshop is open to all Webelos, Scouts BSA troops and Venturing crews and includes everything from planting demos to conservation best practices. This is a great opportunity for Scouts to learn about nature and earn some service hours along the way.

WHEN: April 13, 2019 | 8:30 am – 12:30 pm (May 4, 2019—rain out day)
WHERE: Cross Creek Park in Overland Park, Kansas (10801 Indian Creek Pkwy, Overland Park, KS 66213)
REGISTRATION: Register in advance at hoac-bsa.org

*No prior tree planting experience is necessary. Tools and equipment will be provided.

Questions? Contact Lynn Houston at (816) 885-7682 or Lynn.Houston8@gmail.com.
<table>
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