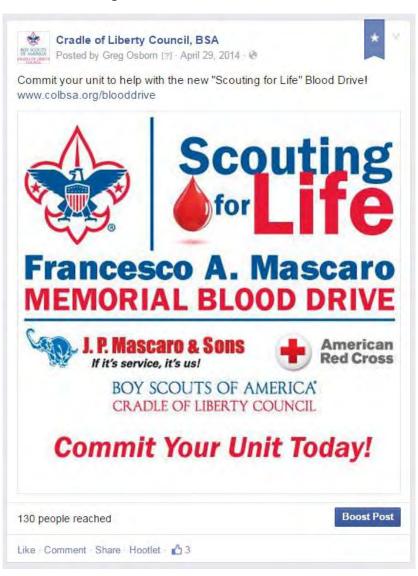


Digital Promotion Campaign

BOY SCOUTS OF AMERICA CRADLE OF LIBERTY COUNCIL

Sample Facebook Posts







Cradle of Liberty Council, BSA





Help Save Lives at a critical time for blood donation. Give blood at one of the Scouting for Life Blood Drives in August or at any Red Cross drive between now and September http://ow.ly/z2F8a



Francesco A. Mascaro MEMORIAL BLOOD





American **Red Cross**

Scouting for Life Blood Drive - 2014 Donor Commitment

Did a Scout or Scout leader ask you to consider giving blood? Please use this... COLBSA.DOUBLEKNOT.COM

349 people reached

Boost Post

Like - Comment - Share - Hootlet - 6 5







Friendly Scouts from Troops 72 and 542 greeting the 60+ blood donors signed-up for the Willow Grove Scouting for Life Drive today. Great work Washington District - Boy Scouts! We've got 7 drives scheduled around the council next weekend. Visit www.colbsa.org/blooddrive for details.



751 people reached

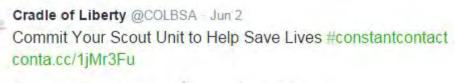
Boost Post

Like - Comment - Share - Hootlet - 🚹 27 🖵 1



Sample Twitter Posts





Sample Council Newsletter Articles

April 16, 2014

Have something to share? E-mail here

In This Email

Blood Drive

Spring "Join Cub Scouts" Night

Camp Card Sale

Summer Camp Early-bird Rates Extended

Provisional Summer Camp Opportunities

Hot Off the Press... Summer Camp Improvements

New Annual Health and Medical Record

Weekend Events

Camping & Outdoor Program Reminders

Friends of Scouting

Eagle Dinner

Cradle of Liberty Gala

Golf Tournaments

Program Partners

Unami Lodge

Jewish Committee on Scouting

Health & Safety Tip

Training Requirements

Easter Egg Hunt

Eagle Scout Shoulder Patch

Commissioner Day

Scouting for Life Blood Drive



Francesco A. Mascaro MEMORIAL BLOOD DRIVE





BOY SCOUTS OF AMERICA' CRADLE OF LIBERTY COUNCIL

Service is part of the lifeblood of Scouting. Here's a chance to give back in more ways than one.

The Cradle of Liberty Council is partnering with J.P. Mascaro & Sons and the American Red Cross to maximize participation in the Francesco A. Mascaro Memorial Blood Drive. This is a great way for Scouts and Scouters to provide service hours and support a critical need in the community!

During weekends in late August (a high-need month for blood donation), drives will be conducted throughout the council. Scouts and Scouters will be able to provide service in a several ways:

- By giving blood (donors must be at least 17 years old or 16 with parental consent form)
- By promoting the drive prior to family, friends, colleagues, business associates, and the communityat-large
- By volunteering at the drive (limited opportunities available)

*** Commit Your Unit to the Drive! ***

Visit <u>www.colbsa.org/blooddrive</u> and click the link at the top of the page to complete a short survey.

July 2, 2014

Have something to share? E-mail here

In This Email

Blood Drive

New Blog

Popcorn Sale Training

FishFest

Fall Recruitment Kickoffs

Summer Camp Registration

Camping & Outdoor Program Reminders

Thank You ACME

Program Partners

Unami Lodge

Cub Scout Program Updates

Friends of Scouting

Cradle of Liberty Gala a Success

Health & Safety Tip

Annual Health and Medical Record

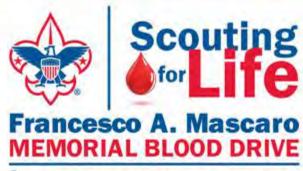
Online Merit Badge Counselor List

Training Requirements

Jewish Committee on Scouting

Eagle Scout Shoulder Patch

Scouting for Life Blood Drive







BOY SCOUTS OF AMERICA' CRADLE OF LIBERTY COUNCIL

Service is part of the lifeblood of Scouting. Here's a chance to give back in more ways than one.

Has your unit committed to promote the blood drive yet? It's easy and a great way to provide an invaluable service to the community. Plus, you'll be helping to save lives!

Every two seconds, a patient in the U.S. relies on blood and platelet donors for a fresh start. Just one Scout in your unit securing a blood donor commitment has the potential to save up to three lives!

Commit Your Unit to Help!

For more details about the drive, including information about locations, local contacts, and incentives, please visit www.colbsa.org/blooddrive. A Unit Leader Guide, donor commitment cards and promotional posters are available to download. You may also contact your local district blood drive chair or district professional to get the materials you need to help promote the drive and help save lives!

Commit to Donate Blood

Give blood at one of our 11 drives in August or at any Red Cross Blood Drive from now until September.

August 20, 2014

Have something to share? E-mail here

In This Email

Blood Drive

Council-Wide Roundtable

Fall Recruitment

Popcorn Sale

Philadelphia Encampment

Wood Badge

Fall Fest

APEX Weekend

Program Partners

Unami Lodge

Training Requirements

Online Merit Badge Counselor List

Shofar Award

World Jamboree

Eagle Scout Shoulder Patch

Health & Safety Tip

Online Store

Summer Hours

Get Social!



Help us get to 1,700 Likes on our Facebook page: "Like" Us Today!

Join Our Mailing List!

Ennward to a Friend

Scouting for Life Blood Drive



We Need Your Help!

Give Blood | Ask a Friend | Raise Awareness

There's currently a shortfall in blood donations and the Scouts are working to help meet the need by promoting the Mascaro Memorial Blood Drive this summer.

Thank you to the 121 people that made it out to our first four drives this past weekend! The bulk of our drives are scheduled for this coming weekend throughout Philadelphia, Montgomery and Delaware Counties, so there's still time to help make a difference.

If you've been considering becoming a blood donor, now is the time sign-up!

Because all but one of our drives are taking place this weekend, please sign-up to give blood directly though the American Red Cross website (www.redcrossblood.org). Here's how the scheduling process works:

- Click here to get a list of the Scouting for Life/Mascaro Memorial Blood Drive locations*
- Find the drive where you'd like to donate and click on the link "Click here to schedule an appointment to donate"
- You will be asked to login or register. Click on the "Register Now' button if you're a new user.
- You will be directed to the "Schedule an Appointment" page for the drive you selected. Select a time and you're good to go!
- If you're not directed to the scheduling page once you've logged-in or created an account, please enter the sponsor code boyscout mascaro in the blue search box at the very top of the page.

*If you can't find your drive on the page or would like to donate at any other Red Cross drive, please click "Start a new search »" near the top of the page or enter your zip code in the blue search box at the very top of the page.

Scouting for Life Blood Drive



Thank You!

A huge thank you to the hundreds of donors who participated in the Scouting for Life/Mascaro Memorial Blood Drives over the past three weekends. Your generosity helped save lives!

Patches will be distributed to participants over the next several weeks and we'll have a full report of the results once everything is tabulated

Units: please don't forget to record your service hours towards promoting the drive, helping at a location and/or giving blood on the Journey to Excellence <u>Service Hours Reporting</u> website.

There's still a critical need for blood donations, so please consider registering for a drive near you through the American Red Cross website (www.redcrossblood.org) or by calling 1-800-RED CROSS (1-800-733-2767).

Thank you for making a difference this summer!

Digital Billboards



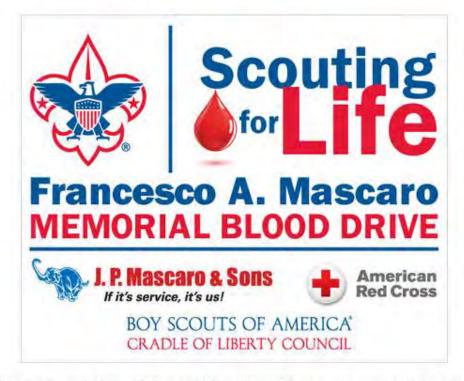


Website & Online Sign-Ups

Events Ordeal Candidates Community Service Scouting for Life Blood Drive Scouting For Food Program Partner Events Program Partner Calendar Program Partner Events Become a Program Partnerl High Adventure Philmont Bechtel Summit Florida Seabase Northern Tier Get more information Health & Safety Resources Awards

Thank you to everyone who participated in the drive!

2014 Scouting For Life Blood Drive



Service is part of the lifeblood of Scouting. Here's a chance to give back in more ways than one.

The Cradle of Liberty Council is partnering with J.P. Mascaro & Sons and the American Red Cross to maximize participation in the Francesco A. Mascaro Memorial Blood Drive. Frank "The Chief" Mascaro spent his entire life giving back to the community. The Mascaro Family has organized a blood donation drive to help those in need and honor Frank's memory. This initiative integrates well with Scouting's core ideal of service to others and is a great way for Scouting units to get the service hours they need.



During weekends in late August (a high-need month for blood donation), drives will be conducted throughout the council. Scouts and Scouters will be able to provide service in a several ways:

- By promoting the drive to family, friends, colleagues, business associates, and the community-at-large and securing blood donor commitments.
- By giving blood (donors must be at least 17 years old or 16 with parental consent form).
- By volunteering at the drive (limited opportunities available).

Read more...

Make Sure To Record Your Unit's Service Hours!

Documents Historical Trails

Forms and

Shooting Sports

Activities

Committee Contact Information

Policies and Forms

Resources

Training

Jamborees

National Jamoree

World(International)

Young Professional

Scouting for Life Blood Drive - 2014 Donor Commitment

Welcome Greg Log off | My Account



Did a Scout or Scout leader ask you to consider giving blood? Please use this form to commit to donating blood through the Francesco A. Mascaro Memorial Blood Drive or any American Red Cross blood drive in the Delaware Valley. Thank you for your

Donor Information			
* First Name			
* Last Name			
* Address			
* City			
* State	PA		
* Zip			
* Phone			
* Email			

Continue >

Home



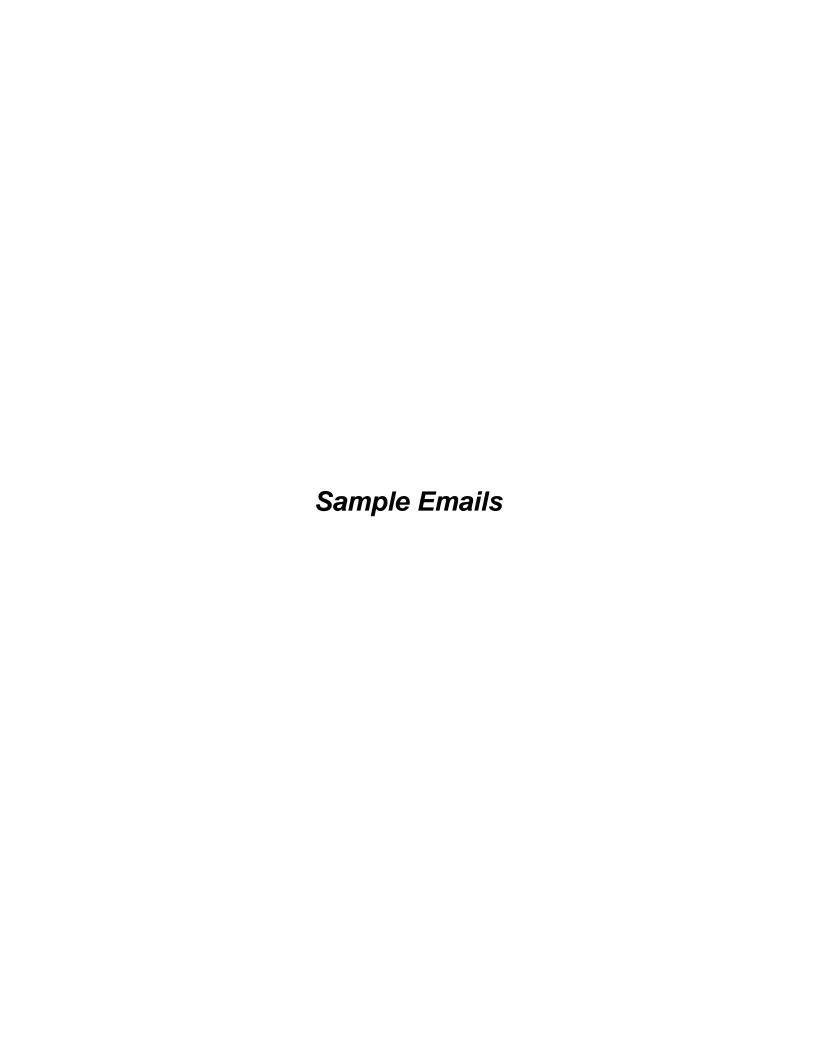
Feature List | Support & Knowledge Base | Training Videos | Help

Welcome Greg Log off | My Account

Scouting for Life Blood Drive - 2014 Unit Commitment

* Unit Type	Cub Scout pack Boy Scout	troop Varsity Scout team Venturing crew Sea Scout ship
* Unit Numb	er	
* District	Please Select: ▼	
The pers	on listed here will be the liaison be	Unit Contact etween your Scout unit and your district's blood drive chair.
* First Name		
* Last Name		
* Phone		
* Email		

Continue >

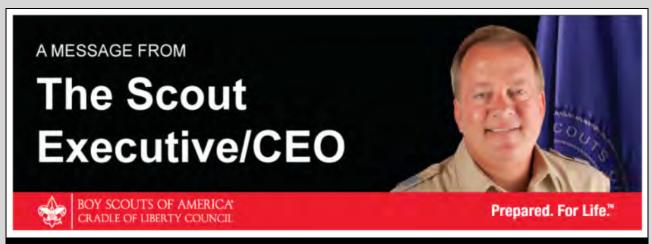


Having trouble viewing this email? Click here

Hi, just a reminder that you're receiving this email because you have expressed an interest in Cradle of Liberty Council. Don't forget to add news@colbsa.org to your address book so we'll be sure to land in your inbox!

You may <u>unsubscribe</u> if you no longer wish to receive our emails.





A Special Message About the Mascaro Memorial Blood Drive

July 8, 2014

Dear Scouting Family,

Community service is at the core of what Scouting is all about. The Scout Oath tells us to "help other people at all times" and Scouts have answered that call time and time again. We need a little bit of your time--and maybe even a pint of your blood--to answer the call to service once again.

A few months ago, I was fortunate enough to meet Pasquale 'Pat' Mascaro, President of J.P. Mascaro & Sons. I extended my appreciation for their longtime support of our programs, especially providing their space for Lafayette District roundtables each month. We talked about the impact of Scouting and how our programs not only affect individuals in a positive way but also result in better communities and ultimately a stronger society as a whole.

Pat let me know about a blood drive his family was planning to honor his late brother, Francesco 'Frank' Mascaro. Frank lived his life giving back to others, so it was only appropriate that an initiative be launched in his name to help fulfill a critical, life-saving need for so many. Immediately I knew that the Cradle of Liberty Council had the capacity to assist with such a worthwhile effort, especially at a time of the year when blood donation reaches a dire need. I left that meeting and immediately had conversations with members of the council's top volunteer leadership. All were onboard to get behind this effort, so I followed-up with Pat and made the commitment to help with the blood drive on behalf of the council.

The concept is simple: we need the Cradle of Liberty Council's network of Scouts, families, adult leaders, supporters, and friends to encourage people to give blood and, when eligible, give blood themselves. We have coordinated 11 drives for the last three weeks of August throughout the council's territory. While we want to make

sure that these drives fill-up and are successful, we also don't want to discourage people from giving if they can't make one of our drives in August. There are hundreds of drives throughout the area from now until September that we can encourage people to participate in and, in doing so, meet the need and save lives.

Early sign-ups have been encouraging, but we need a lot more commitments to reach our goal of 1,000 pints. Whether you can make it to one of our drives in August or want to give blood now, please commit to being a blood donor through our website.

If your Scout unit wants to sign-on to help promote the effort, visit the page and complete the online <u>Unit Commitment Form</u> and we'll make sure you get the materials you need. Thank you to the many units that have already committed to promote the drive!

Thank you for your support of this very important effort. Let's make sure Scouting continues to answer the call to service.

Sincerely,

Michael Kaufman Scout Executive

Cradle of Liberty Council, BSA



1485 Valley Forge Road | Wayne, PA 19087

colbsa.org/blooddrive Blood Drive Hotline: 484-654-9245 blooddrive@colbsa.org

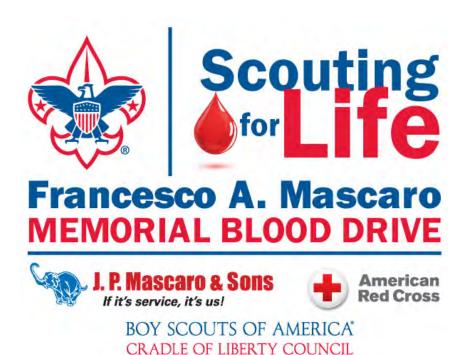
Click Here to Commit to Donate Blood Today



The Constant Contact Cares for Kids program supports youth oriented nonprofit organizations. Learn more about the <u>Cares for Kids</u> program.

More than 500,000 small businesses and organizations trust Constant Contact to connect with their customers and members. Signup for a free 60-day trial.

Forward this email



Commit Your Scout Unit Today!

June 2, 2014

Dear Scouting Family,

As you may know, the Cradle of Liberty Council has launched a new community service project for this spring and summer called "Scouting for Life." In partnership with J.P. Mascaro and Sons and the American Red Cross, the council will be holding blood drives in the Scout districts throughout the tri-county area during the last three weekends of August, which are the highest demand time of the year for blood donations.

We need your help to make this successful. The Scouts, Scouters, friends, and families in your unit can participate in several ways by:

- Helping to promote the drive to family, friends, colleagues, business associates, and the community-at-large and securing blood donor commitments from your local area.
- Making the commitment to be a blood donor (must be at least 17 years old or 16 with parental consent form).
- Becoming a volunteer at the local drive in your unit's district.

The "Scouting for Life" blood drive is a great opportunity for your Scout's unit to earn service hours towards its Journey to Excellence goal. More importantly it's also a chance for Scouting to make a profound impact in our communities to provide lifesaving blood products for people in need.

Every two seconds, a patient in the U.S. relies on blood and platelet donors. Just one blood donor commitment has the potential to save up to three lives!

In order to help build some excitement for this program, the council is providing a few incentives and special recognition for individual Scouts as well as units that actively participate in their district:

- The top two Scouts securing the most donor commitments in each district will receive scholarships to attend summer camp.
- The top two units in each district will receive a special-edition "Scouting for Life" tarp/dining fly as well as a special recognition in BSA Today and a feature on the council website.
- Every Scout and Scouter that participates will receive a commemorative patch.

For more details about drive, including information about locations, local contacts, and incentives, please visit www.colbsa.org/blooddrive. Donor commitment cards are available to download or donors may complete an online form to pledge their participation. Also, available for unit leaders on the site is a downloadable Unit Leader Guide, and promotional posters to use for promoting Scouting for Life in your area.

You may also contact your local district blood drive chair or district professional to get the materials you need to help promote the drive and help save lives!

We hope you can support the Boy Scouts in making this important program a success. Please commit your unit to help with the drive by completing a short <u>online form</u> today!

Thank you for your support.

Sincerely,

Peter Walts

Eagle Scout and "Scouting for Life" Blood Drive Chair Cradle of Liberty Council, Boy Scouts of America

PS - the direct link to the unit commitment online form is https://colbsa.doubleknot.com/form/formjump.asp?
bidx=0&survevID=39375&OrgKev=541



colbsa.org/blooddrive Blood Drive Hotline: 484-654-9245 blooddrive@colbsa.org

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Like us on Facebook

Follow us on twitter





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More than 500,000 small businesses and organizations trust Constant Contact to connect with their customers and members. Signup for a free 60-day trial.

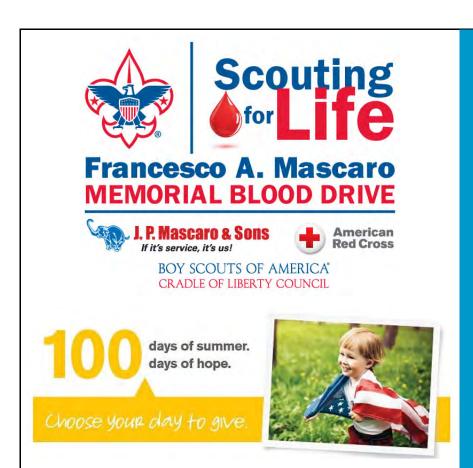
Forward this email

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This email was sent to news@colbsa.org, by blooddrive@colbsa.org
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.



Cradle of Liberty Council | 1485 Valley Forge Road | Wayne | PA | 19087



Thank you for committing to donate blood this summer! There is a critical need for blood donation this time of year and we appreciate you answering the call to help save lives.

To ensure that the process goes as smoothly as possible, please visit the American Red Cross Blood Donation website at your next opportunity to register for a time slot at your drive of choice.

Some drives are filling quickly or are already full, so if a time slot is not available at your first-choice drive please select another drive that is closest to you.

Here's how the scheduling process works:

- <u>Click here</u> to get a list of the Scouting for Life/Mascaro Memorial Blood Drive locations*
- Find the drive where you'd like to donate and click on the link "Click here to schedule an appointment to donate"
- You will be asked to login or register. Click on the "Register Now' button if you're a new user.
- You will be directed to the "Schedule an







Donor Resources

First Time Donors

Eligibility Requirements

Donation Process

Donation FAQs

16-Year-Old Donation Form

Donor Stories

Learn About Blood

Appointment" page for the drive you selected. Select a time and you're good to go!

 If you're not directed to the scheduling page once you've logged-in or created an account, please enter the sponsor code boyscout mascaro in the blue search box at the very top of the page.

*If you can't find your drive on the page or would like to donate at any other Red Cross drive, please click "Start a new search »" near the top of the page or enter your zip code in the blue search box at the very top of the page.

You may also call 1-800-RED CROSS (1-800-733-2767) to schedule your donation appointment. Call the number or contact the Cradle of Liberty Council via email or phone (see below) if you need any assistance.

Thank you in advance for your blood donation and please encourage your family, friends and coworkers to participate!



colbsa.org/blooddrive Blood Drive Hotline: 484-654-9245 blooddrive@colbsa.org

STAY CONNECTED

Like us on Facebook

Follow us on twitter

Sign-up for a time slot today!

Email Sponsored By:

The Constant Contact Cares for Kids program supports youth oriented nonprofit organizations. Learn more about the Cares for Kids program.



Francesco A. Mascaro MEMORIAL BLOOD DRIVE





BOY SCOUTS OF AMERICA" CRADLE OF LIBERTY COUNCIL

Dear Unit Leader,

Thank you for committing your unit to help with the Scouting for Life Blood Drive! By promoting the drive throughout your community, you and your Scouting families will be providing an invaluable community service during a critical time of the year for blood donation.

Now is the time to post information about the drive everywhere you can (with permission of course). This counts towards service hours, so make sure to keep track and report the hours on the Journey to Excellence Service Hours Reporting website. Fliers/posters are available to download at colbsa.org/blooddrive and from your local district blood drive chair or professional.

Here are some places you can post information about the drive:

- Apartment buildings
- Offices
- Schools
- Community Centers
- Stores
- Churches
- Your company's or organization's intranet
- Newsletters
- Social media







Promotion Tips:

For details, please download the Unit Leader Guide here

Wear your Scout uniform when recruiting potential blood donors.

Ask appropriately and face-to-face.

Educate about the importance of blood donation.

Make it personal.

Remember that the goal here is to get the word out about giving blood and securing donor commitments. Donors may sign-up for one of our 12 blood drive locations in August, but you may also encourage people to give at any Red Cross blood drive from now until September if they can't give at one of our council-organized drives but still want to participate.

However, in order for us to know that they were encouraged to give blood through the Scouting for Life effort and to count towards unit and Scout incentives, it is critical that donors complete a hardcopy commitment form or the online form. Please make sure that hardcopy donor commitments are returned to the council resource center/office ASAP so we can follow-up.

A Unit Leader Guide, commitment forms and other promotional materials are available here.

Thank you again for your service to Scouting and the community!

Sincerely,

Peter Walts

Eagle Scout and "Scouting for Life" Blood Drive Chair Cradle of Liberty Council, Boy Scouts of America



colbsa.org/blooddrive
Blood Drive Hotline: 484-654-9245
blooddrive@colbsa.org

STAY CONNECTED

Like us on Facebook 🚹

Follow us on twitter

Know the date,
time and
location of the
blood drive
closest to you.
(the Scout drive and
other local blood drives)

Get a commitment.

Remind donors to register for a time.

Advertise. Advertise. Advertise. Email Sponsored By:



The Constant Contact Cares for Kids program supports youth oriented nonprofit organizations. Learn more about the <u>Cares for Kids</u> program.

More than 500,000 small businesses and organizations trust Constant Contact to connect with their customers and members. Signup for a free 60-day trial.

Forward this email

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This email was sent to news@colbsa.org, by blooddrive@colbsa.org
Update Profile/Email Address | Instant removal with SafeUnsubscribe™ | Privacy Policy.



Cradle of Liberty Council | 1485 Valley Forge Road | Wayne | PA | 19087







We Need Your Help!

Give Blood | Ask a Friend | Raise Awareness

There's currently a shortfall in blood donations and the Scouts are working to help meet the need by promoting the Mascaro Memorial Blood Drive this summer.

We've scheduled 12 blood drives throughout Philadelphia, Montgomery and Delaware Counties to assist with the effort. The first drive starts in just 10 days!

If you've been considering becoming a blood donor, now is the time signup. <u>Visit our website to commit to giving blood at one of our drives</u> <u>or at any Red Cross drive between now and September.</u> One pint of blood can save up to three lives!

Whether you choose to become a blood donor or not, please consider forwarding this email to family, friends and co-workers to help us get the word out.

Thank you for making a difference this summer!

Scouting for Life Blood Drive Locations

Friday, August 15, 2014:

Shepherd of the Hills Church 2:00 PM - 7:00 PM | 527 Hoffmansville Road, Bechtelsville, PA 19505

Saturday, August 16, 2014:

Germantown YMCA/GLEC 9:00 AM - 2:00 PM | 5722 Greene St, Philadelphia, PA 19144

Shepherd of the Hills Church 8:00 AM - 2:00 PM | 527 Hoffmansville Road, Bechtelsville, PA 19505

Willow Grove Giant 9:00 AM - 2:00 PM | 315 York Rd, Willow Grove, PA 19090

Saturday, August 23, 2014:

Little Zion Lutheran Church 9:00 AM - 2:00 PM | 267 Morwood Rd, Telford, PA 18969

Our Mother of Good Counsel Parish 9:00 AM - 2:00 PM | 31 Pennswood Rd, Bryn Mawr, PA 19010

Sunday, August 24, 2014:

Amtrak 30th Street Station 9:00 AM - 2:00 PM | Philadelphia, PA 19104

American Legion Post #10 8:00 AM - 1:00 PM | 493 S Bethlehem Pike, Fort Washington, PA 19034

Firestone Scouting Resource Center 9:00 AM - 2:00 PM | 1485 Valley Forge Rd, Wayne, PA 19087

Old Mill in Rose Valley 8:00 AM - 1:00 PM | 9 Old Mill Ln, Rose Valley, PA 19063

Ridley Area YMCA 8:00 AM - 1:00 PM | 900 South Ave, Secane, PA 19018

Saturday, August 30, 2014:

Deer Meadows Retirement Community, Walton Conference Center 9:00 AM - 3:00 PM | 8301 Roosevelt Blvd, Philadelphia, PA 19152

Sign-up Today!

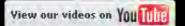
⊠> Forward to a Friend



colbsa.org/blooddrive 484-654-9245 blooddrive@colbsa.org

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Follow us on twitter







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