


SCOUT ME IN EMAIL TEMPLATES


These HTML email templates were created to help you promote Scout Me In in your council. These templates can be dropped into your existing email marketing tool, or the elements can be used for you to build your own email.

Below are some suggestions on how to best customize the template to best work for your Council, message, and call to action.



ESCAPE THE Great Indoors


SCOUT ME IN







1 Climb aboard for adventure! When you become a Cub Scout, you join a group where going with the flow has never been more fun.

Find a Cub Scout Pack near you at beascout.org and sign up today!

2 **JOIN TODAY**

3  **BOY SCOUTS OF AMERICA**

4    

5 Boy Scouts of America
1325 West Walnut Hill Lane Irving, TX 75038
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1. Customize/modify the body text area as needed to highlight local activation.
2. The "JOIN NOW" button currently goes to beascout.org. You can change the call to action text and/or link as needed.
3. This would be a great place for your council logo. Replace the BSA corporate logo with an all-white (with transparent background) logo. The width of the image is 250px.
4. The social links go to the national Cub Scout pages, but you can update the links with your own.
5. Add your own unsubscribe/contact info here or delete this section if your email tool adds that automatically.

Color reference:

Scouting Red: #CE1126

Scouting Blue: #003F87

Font Color (Scouting Warm Grey): #515354

If you have any questions, please contact marjorie.johnson@scouting.org.