

Case Study: Boy Scouts of America, Southeast Louisiana Council

Online-only registrations and reservations deliver benefits to council staff, leaders, troops and families

About the Council

With council offices in Metairie, Louisiana, the Boy Scouts of America Southeast Louisiana Council serves more than 10,000 youth and approximately 2,500 adult volunteers in eleven parishes. In addition to a year-round schedule of events and programs, the council operates the Salmen Scout Reservation, which hosts scout camps as well as off-season rentals for any unit, district, out-of-council unit or non-BSA group.

Challenge

The council has long relied on Doubleknot event registration and management solutions, but had been manually handling reservations for camp properties and bookings for on-site activities like COPE. All of the paperwork and payments were submitted to the council office, where staff entered the information into spreadsheets. As a result, much staff time was dedicated to processing paperwork and manual payments, and records of transactions, registrations and reservations were stored in different locations. In addition, the council faced challenges enforcing advance booking requirements, ensuring that the right forms were completed and collecting the correct fees for every type of reservation.

Solution

With the addition of online booking for the Salmen Scout Reservation in 2015, 100 percent of the council's registrations and reservations are entered and managed online in Doubleknot. Doubleknot's features were already well known at the Southeast Louisiana Council. Says Scout Executive/CEO Ernesto Carballo Jr., "When I worked at a smaller council, Doubleknot was invaluable. Now that I'm at a larger council, Doubleknot still delivers the same benefits. We love having everything online."

To address the needs of constituents without Internet access or who aren't comfortable with online processes, the council installed three kiosks in the office that are dedicated to customer registration and reservations. "We take access issues very seriously," says Nancy Allen, Office/Camp Business Manager. "In addition to the kiosks, our staff is specially trained to help people make their registrations and reservations in Doubleknot."

Features and Benefits

According to Carballo and Allen, Doubleknot provides the council with several benefits. For example, Allen appreciates being able to keep registration open during an event. Says Allen, "People who aren't registered can sign up on the spot, and registrant information for the event is automatically updated. And, we can collect funds during an event without having to keep track of paperwork and cash or checks."

Other features that the council enjoys include:

- **Advance booking windows and other custom reservation requirements** let the council customize schedules, pricing, rental time period, number of participants and many other options for the Salmen Scout Reservation's campsites, lodges, waterfront and aquatic activities and program areas. "We can set up the properties the way we want, and enforce our requirement that reservations be booked two weeks in advance," says Allen.



- **In-council and out-of-council pricing and discounts.** With custom price groups, the council ensures that all registrants and reservation owners are charged the right amounts, and discounts create incentives for greater participation. Examples of the council’s discounts include one free night for campsite reservations of at least two nights, different automatic discounts for COPE reservations depending on whether the reservation contains BSA or non-BSA participants, and custom discount codes for specific events and workshops.
- **Group registration for camp programs** lets leaders secure summer campsites for their troops with a deposit, and add participants and activities closer to the start of camp.
- **Custom forms** ensure that the council gathers all the different information, waivers and agreements that are required for events, camp programs and reservations. And, Doubleknot forms make it easy to offer add-on costs and options for merchandise, meals and snacks or additional materials.
- **Payment schedules** can be customized for any program and **billing reminders** can be automatically sent on a custom schedule for different events or reservations.
- **The built-in Communications Center** supports the council’s need to share information with districts, units, troops, and the council at large or only with the registrants for a specific event, program or reservation.
- **Comprehensive reporting** includes dozens of standard built-in reports, a custom report writer and an ad hoc query tool to create and save reports that contain exactly the information needed by any department.

Council employees aren’t the only ones who appreciate Doubleknot. Says Carballo, “We can present our financial information the way that our auditors want it. Our auditors are very happy.”

Visitors can book campsites, lodges and activities online at any time with the always-up-to-date availability calendar.

Enter Search Criteria	Availability from 11/16/2018 to 11/18/2018																																																	
Category <input type="text" value="Lodges"/>	Cabin 1 (5:00 PM - 12:00 PM) Costs \$25 - \$50 per night Capacity: 4 <input type="button" value="RESERVE"/>																																																	
Date (8/1/2015 - 12/31/2020) <div style="text-align: center;"> < November 2018 > </div> <table border="1"> <thead> <tr> <th>Su</th><th>Mo</th><th>Tu</th><th>We</th><th>Th</th><th>Fr</th><th>Sa</th></tr> </thead> <tbody> <tr> <td>28</td><td>29</td><td>30</td><td>31</td><td>1</td><td>2</td><td>3</td></tr> <tr> <td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr> <td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr> <td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr> <td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>1</td></tr> <tr> <td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> </tbody> </table>	Su	Mo	Tu	We	Th	Fr	Sa	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	Cabin 2 (5:00 PM - 12:00 PM) Costs \$25 - \$50 per night Capacity: 4 <input type="button" value="RESERVE"/>
Su	Mo	Tu	We	Th	Fr	Sa																																												
28	29	30	31	1	2	3																																												
4	5	6	7	8	9	10																																												
11	12	13	14	15	16	17																																												
18	19	20	21	22	23	24																																												
25	26	27	28	29	30	1																																												
2	3	4	5	6	7	8																																												
Duration <input type="text" value="2"/> night(s) <input checked="" type="checkbox"/> Include unavailable <input type="button" value="Search"/>	Jung Lodge (19-36 people) (5:00 PM - 12:00 PM) Costs \$300 - \$600 per night Capacity: 36 <input type="button" value="RESERVE"/>																																																	
	Jung Lodge (up to 18 people) (5:00 PM - 12:00 PM) Costs \$150 - \$300 per night Capacity: 18 <div style="text-align: right; font-size: 2em; transform: rotate(-45deg);">NOT AVAILABLE</div>																																																	

Learn More

To learn more about Doubleknot’s solutions for scout councils, including event and program management, reservations and rentals, badge management, online donations and the Sales Station POS/mobile POS solution, contact us at (408) 971-9120 or Sales@doubleknot.com.