



Welcome to Cub Scout Ideas! I'm Sherry Smothermon-Short, and I look forward to working with you.



Our Mission

Cub Scout Ideas is a **go-to source of fun, easy and creative ideas** for Cub Scout parents and leaders, so they can spend less time on the work and more time on the FUN with their Scouts!

What is Cub Scouts?

A program of the Boy Scouts of America (BSA), Cub Scouting is a family-oriented program designed specifically to address the needs of **younger boys--first through fifth graders**. Through Cub Scouting, young boys can see and learn fun, new things they can't get anywhere else.

My Experience

I have been a **Cub Scout volunteer mom for over six years**. During that time, I have served as a den leader for all Cub Scout ranks. For the past three years, I have been our pack's committee chairperson. For the last six summers, I have been heavily involved as the director, program director or instructor for our local Cub Scout day camp.

Target Market

Cub Scout Idea's target market is **families with boys ages 6 through 11**. Their children are a priority to them. They tend to **spend their money on their children**--not on themselves. They believe in giving their boys a good grounding in values and positive experiences--especially outdoor experiences.



Please visit my social media profiles.



Audience Profile

- Gender
 - 65% Female
 - 35% Male
- Age
 - 53% ages 35-44
 - 20% ages 45-54
 - 11% ages 25-34
 - 9% ages 55-64
 - 4% ages 65+
 - 3% ages 18-24



"Once again, thank you for the wonderful review! I had many sales from your website, and a record-setting year overall so far. I look forward to possibly working with you again in the future for advertising purposes."

--Vince Roman, Vince's Arrows

Reach (as of December 31, 2015)

My website has grown dramatically during 2015. Pageviews have increased 47%, and I have 29% more visitors. I have 114% more email subscribers and 103% more Facebook "likes." I expect this upward trend will continue.

The Cub Scout niche is seasonal. Traffic begins rising in August and continues through March. There is a slight dip in December. Pageviews slow down in April but begin increasing in late July or early August.

- 549,628 pageviews during 2015. This is a **47% increase** over 2014.
- 207,400 visitors during 2015. This is a **29% increase** over 2014.
- 8,807 email subscribers which is a **114% increase** since December 2014.
- 5,602 Facebook likes which is a **103% increase** since December 2014.
- 3,288 Pinterest followers
- 1,366 Twitter followers

Advertising Options

- Site-Wide Banner Advertising
- Sponsored Blog Post
- Product Review
- Hosting a Contest / Drawing / Giveaway
- Dedicated Feature to my Email List
- Social Media Promotion

If you want to reach a very targeted audience of families, contact me at **IdeasForCubScouts@gmail.com**. I can work with you to create a customized advertising program that will be most beneficial for your brand.