

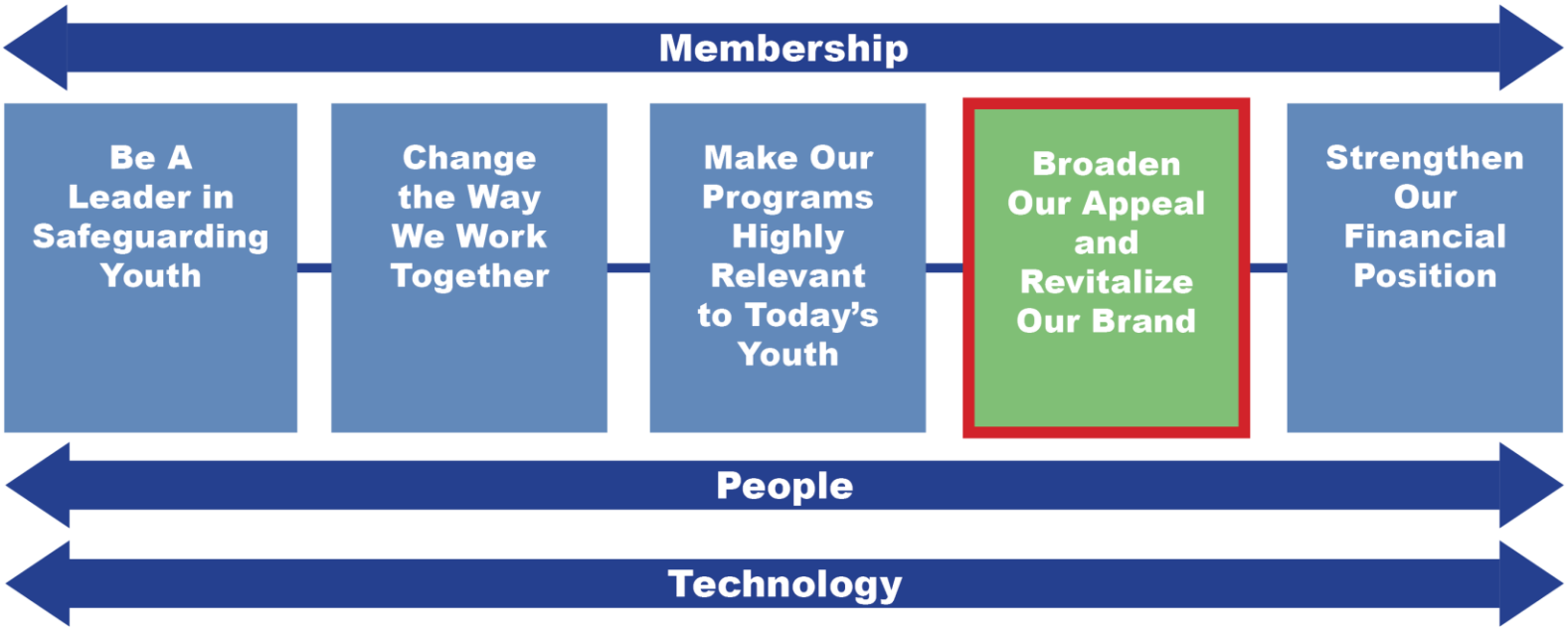


MICHAEL RAMSEY

Senior Vice President

Our Goal: To Prepare America's Youth for Lives of Impact and Purpose.

BOLD — INCLUSIVE — TRUSTWORTHY — SERVICE-ORIENTED



Our Imperative		Key Metrics		
Live the Ideals of the Scout Oath and Law		America's Leader in Safeguarding Youth	Satisfaction	Membership Growth
				Debt Below \$200 million Dec. 31, 2026

INTERPRETATION



- Tell the Scouting Story
- Sponsorships and Relationships
- Refresh. Reintroduce. Reinvite.





PAT WELLEN

Director of Research

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Focus Groups - Feb 2024



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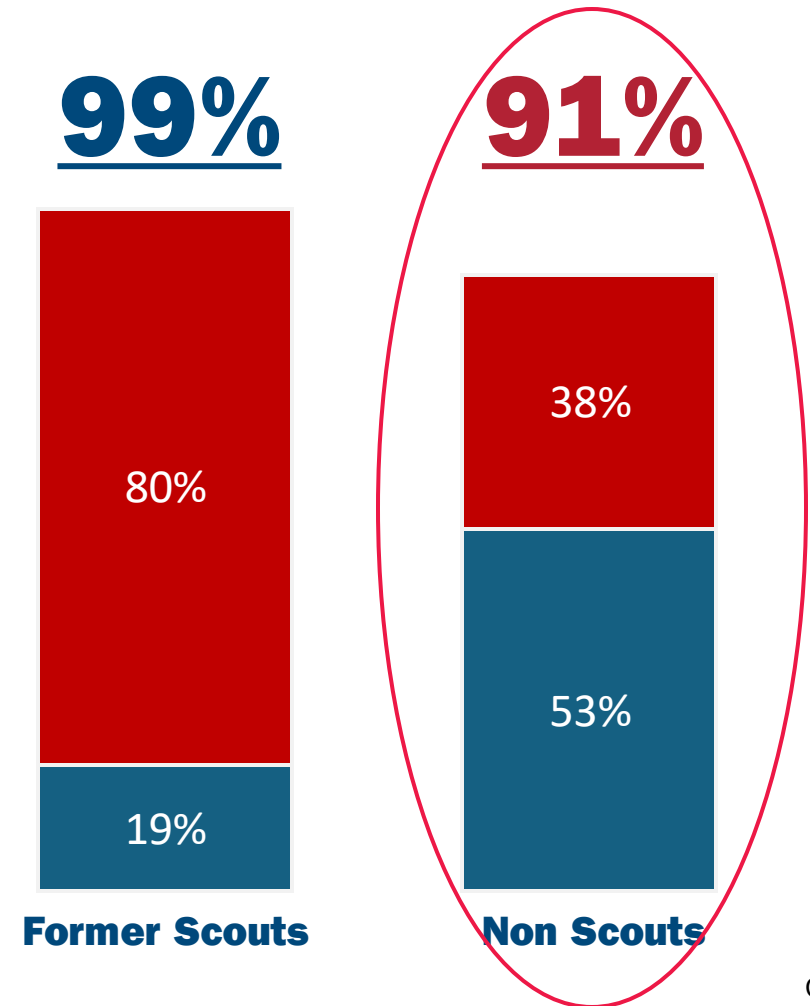
Focus Groups - Feb 2024

- Only three people mentioned or recalled something about bankruptcy or abuse (unaided awareness)
- Low awareness that girls can join
- Unaware how to join
- Positive impressions of Scouting - Scouting is associated with camping, outdoor adventure, leadership, character and Eagle Scout.

Scouting EDGE

Scouts and non-Scouts
Agree that Scouting helps
character development

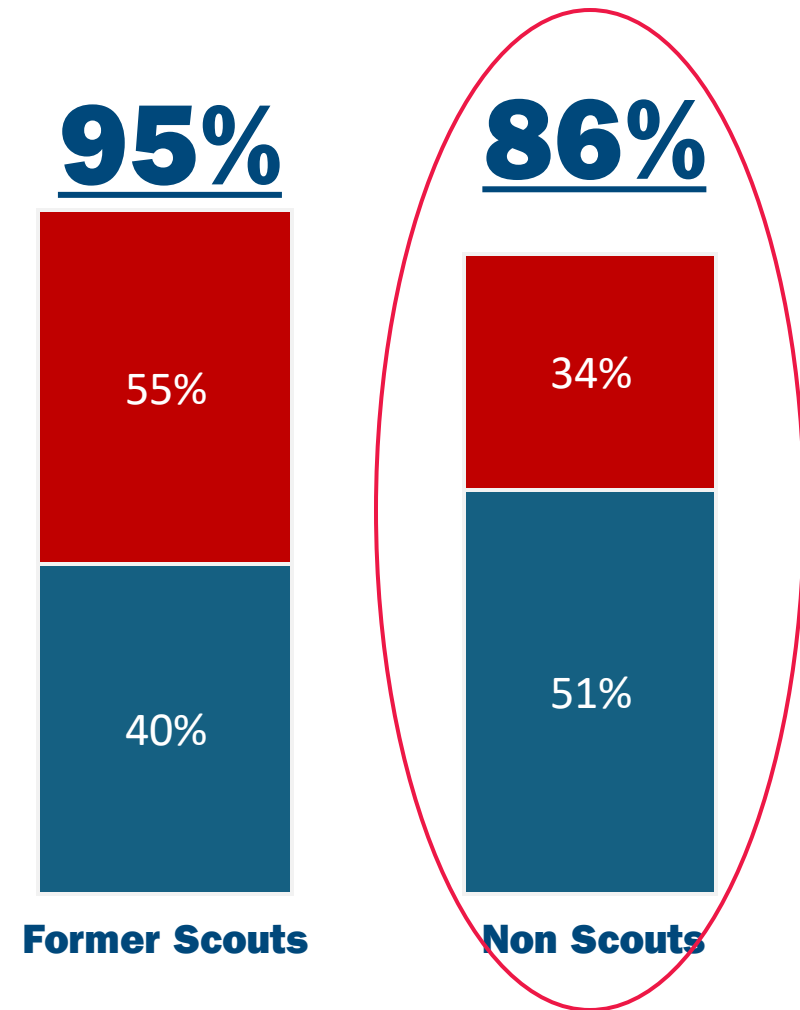
99%



Scouting EDGE

Scouts are more likely to
indicate Scouting helps
build respect

95%



Before seeing these ads,
had you ever considered
enrolling your child in
Scouting?

58%

NO

“Just Never Thought About It” = No Scouting

It's time to introduce America to Scouting.
This is how we'll do it!

Amplify the Scouting Message

If you don't give the market the story to talk about, they'll define your brand's story for you.

Take Control of the Scouting Narrative

24-Month National Communications Calendar

Major Initiatives:

- Brand Relaunch
- Membership
- Youth Safety, Health and Wellness



Cultivate Sponsorships and Relationships

Rebuild support of corporate America, foundations, civic organizations and governmental entities and partner with select youth-serving organizations to grow membership, build the brand and support financial development.

GOVERNMENTAL RELATIONS



Establish governmental relations function to better understand and adapt to the regulatory landscape and protect the interests of the organization.

- Reestablishing the Scouting Caucus
- Educating Congress on Issues Important to Scouting
- Quarterly Visits to Capitol Hill
- Establish Legislative Agenda
- *Scouting the Hill*



RELAUNCHING THE BRAND

Start with WHY

Everyone is welcome in Scouting.

Refresh. Reintroduce. Reinvite.

Scouting America™

February 8, 2025



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Families



Kids



Business



America





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Scouting America **Media Outreach**

- Associated Press (AP) – Today!
- Virtual Press Conference – Today!
- Satellite Media Tours
- Op-Ed in the *Wall Street Journal*
- Media Outreach in Local Markets
- Amplify our Coverage on LinkedIn and Social Media

Council Resources

Talking Points

Questions and Answers

Links to Logos Brand Materials

- Logos
- Custom Council Logos
- Brand Guide
- Launch Videos
- Social Content

Links to PR Materials

- Press Release
- Press Release Templates
- Op-Eds
- Videos

Plus:

- Scouting America Webinar Series



Scouting  **America**
Orange County Council

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Scouting's Values are America's Values

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Broaden Our Appeal and Revitalize Our Brand

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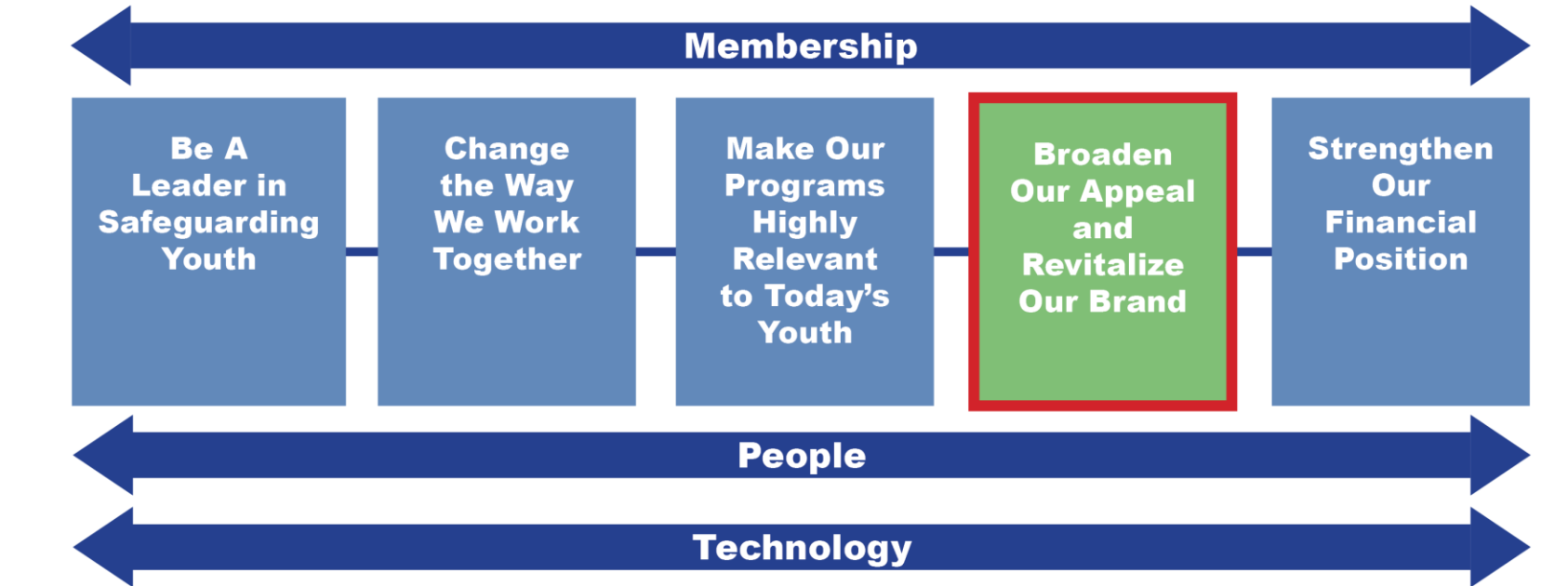


LISA SCHUCHART

Vice President and Chief Diversity Officer

Our Goal: To Prepare America's Youth for Lives of Impact and Purpose.

BOLD — INCLUSIVE — TRUSTWORTHY — SERVICE-ORIENTED



Our Imperative

Live the Ideals of the Scout Oath and Law

Key Metrics

America's Leader in Safeguarding Youth

Satisfaction

Membership Growth

Debt Below \$200 million
Dec. 31, 2026

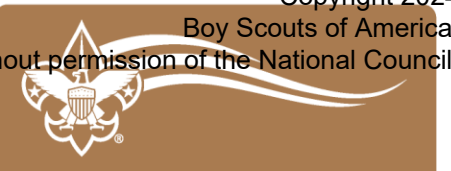
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INTERPRETATION



- Test all actions and strategies against the goal of "Preparing America's Youth for Lives of Impact and Purpose"
- Create an inclusive and welcoming culture for all
- Expand the breadth and depth of our supporter base to reach more of America's youth



Be BRAVE

- B – Bold
- R – Respectful and Resilient
- A – Authentic
- V – Vulnerable
- E – Empathetic





Companies with high levels of diversity are **70% more likely** to capture new markets

Source: HBR

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U.S. Youth Race/Ethnicity Demographics

Ages 0 - 17

Identify as people of color:

2024 Actual: 51.3%

2034 Projected: 54.6%

2044 Projected: 58.5%



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YOUTH WE SERVE TODAY

Compared to Target Age Youth by Race/Ethnicity

	Asian American Pacific Islander TAY	Asian American Pacific Islander Members	Black Target Age Youth	Black Members	Latino Target Age Youth	Latino Members	Other Race Target Age Youth	Other Race Members	White Target Age Youth	White Members	Ethnicity Not Provided
Cub Scouts	5.7%	6.0%	12.6%	8.0%	20.8%	9.0%	5.5%	12.0%	55.5%	65.0%	2.0%
Scouts BSA	5.6%	9.0%	12.3%	4.0%	20.4%	6.0%	5.4%	7.0%	56.3%	72.0%	3.0%
Older Youth Programs	5.6%	6.0%	12.1%	11.0%	20.1%	17.0%	5.4%	17.0%	56.7%	47.0%	3.0%

*2023 YE Data

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OBJECTIVE 1



- Test all actions and strategies against the goal of “Preparing America’s Youth for Lives of Purpose and Impact”
- Achieve the goal by providing relevant knowledge, instruction and experiences



OBJECTIVE 2

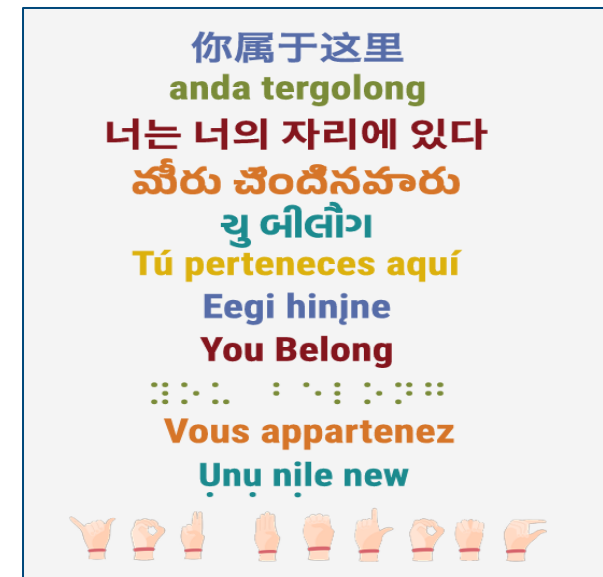


Barry Williams
CST DEI Committee Chair



Kate Benson
SE, Piedmont Council
RISE WRG Lead

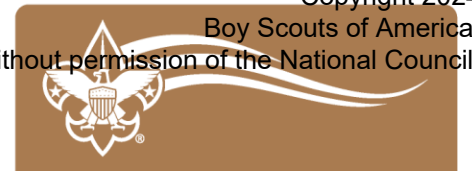
Create an Inclusive and
Welcoming Culture for all



INCLUSIVE AND WELCOMING CULTURE



- Embed DEI into the fabric of our organization through education and accountability
- Empower Scouters with tools and resources
- Solicit feedback and measure success



“

**“Inclusion is not
bringing people into
what already exists;
it is making a new
space, a better
space for everyone”**

- George Dei



**Belonging
is a Verb**

WITH MELISSA MARCELISSEN

OBJECTIVE 3



Jeff Goldsmith
Religious
Relationships
Membership
Committee Member



Joy Torrero
Field Director,
Western LA County Council



Xaviera Henderson
DEI Manager

Expand the breadth and depth
of our support base to reach
more of America's youth



FORGE - GROW - PROMOTE



- Forge relationships with diverse communities and organizations
- Grow representation to be more reflective of our communities
- Promote storytelling and learnings





**When you hand
good people possibilities
they do great things.**

Biz Stone





Broaden Our Appeal and Strengthen Our Brand

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