SCOUTS BSA
LAUNCH PLAN
Starting in February of 2019, girls and boys will both be able to participate in Scouting’s most iconic program, now known as Scouts BSA, and work towards its most prestigious award, the rank of Eagle Scout.
### Scout Me In Campaign Overview:
- Landing page Scouting.org/ScoutsBSA
- "Pre-Launch" video series, flyers, web banners
- Instagram/social media playbook
- Scout Me In launch video

### Scout Me In Pre-Launch Materials:
- Strengthening Youth Through Scouts BSA brochure and PowerPoint
- "Preparing for a Successful Launch"

### Scout Me In Asset Release:
- Print/digital assets
- Social and long form videos
- Marketing kit to Councils
- Recruiting Playbook

### Preview Feb 2019 launch plan
- Female Scout Leader testimonials
- Youth testimonials

### First 90 Days playbook

### 2019 Scouts BSA recruiting plan

### Scouting.org/ScoutsBSA

### REGISTRATION GOES LIVE
- Scouts BSA Handbook available
- Program materials in Scout Shops available

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### TIMELINE OF DELIVERABLES

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<th>AUG '18</th>
<th>SEP '18</th>
<th>OCT '18</th>
<th>NOV '18</th>
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<th>JAN '19</th>
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“COMING SOON”
ASSETS

SCOUT ME IN™
“COMING SOON”

PRE-LAUNCH ASSETS

To generate awareness and interest with Scouts BSA aged girls, parents, and prospective volunteers, BSA National Marketing has created a series of assets to help start identifying new members right now!
“COMING SOON”

PRE-LAUNCH ASSETS

Pre-launch recruiting assets include:

Videos
• Scouts BSA Manifesto
• “What About You?” Scouts BSA story
• “Coming Soon” :06 pre-roll videos
• Teaser and activity videos featuring outdoor and STEM (:15)

Print
• Flyer for distribution at key locations

Digital
• Photos from shoots for custom content creation
• Banner display ads for websites
Starting now you can (and should) begin using these assets to recruit new members through February of 2019

**Video**
Post videos to your social media channels, share at meetings, and use to recruit new members

**Print**
Print copies of the print assets and distribute everywhere you recruit youth

**Digital**
Place banners on your website and use the photos to create custom assets for your council
RECRUITMENT ASSETS

VIDEO

Scout Me In
- Master video (boy & girl), boy version, and girl version (1 minute, :30, :15, :06 versions)
- Social media activity videos (boy & girl)

Recruiting youth
- Mercedes Matlock interview
- Claire Osterman interview

Recruiting leadership
- Current female leadership interviews
  - Coming October/November 2018
RECRUITMENT ASSETS

PRINT

Flyers
• Distribute at local schools, churches, etc.

Post cards
• Print and mail to prospective families

Posters
• Place in schools, churches, etc.

Business ”buddy” cards
• Hand out to prospective Scouts

Billboards
• Available for print if you have access

And more
• Check the BSA Brand Center for updates

COMING OCTOBER 2018
RECRUITMENT ASSETS

DIGITAL

Email templates
• Utilize to create consistent branded email campaigns

Web banners
• Place on your own website or other websites of key partners

Social images
• Utilize on your social media platforms

Stock photography
• Available for additional asset creation as needed
RECRUITMENT ASSETS

CHARTERED ORGANIZATIONS

Strengthening Youth Through Scouting & Strengthening Youth Through Scouts BSA

• These charter organization specific brochures were designed to help you better engage current and prospective chartered organizations to start new troops in your area

• Also includes a PowerPoint version for presentations to large groups
### UTILIZATION

Starting in February you can (and should) begin using these assets to recruit new members throughout 2019

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RECRUITING NEW MEMBERS

At the National Service Center, our #1 goal is to help councils recruit more new members. To do so, we’re creating a system to collect contact information for interested youth, parents, and prospective volunteers.
NATIONAL SUPPORT

Launch Strategy

Contact information collection
• Utilize search, social media, and email to drive youth, parents, and volunteers to www.scouting.org/scoutsbsa

Target Markets
• Youth – Girls & boys ages 11-17
• Adults – Moms & dads ages 35-45
NATIONAL SUPPORT

Launch Tactics

Search
• Google Ads buy to maximize search engine results

Social
• Targeted ad campaign on Instagram, YouTube, and Facebook

Email
• Regular communication to keep them interested in the program and updated on any changes or big news
Councils will be sent a list of their prospective leads based on zip code on a weekly basis.

Promptly contacting prospective youth and adults will be critical to the success of the Scouts BSA launch in your community.
WHAT TO DO NOW TO PREPARE
6 KEY THINGS

Actively recruit new members (boys and girls) into the program

2. Talk to your charter partners
Identify which are prepared to welcome girls in either linked or new troops

3. Identify potential new leaders
Engage parents and other key community leaders
6 KEY THINGS

4. Update BeAScout.org pins
Prospects need to be able to find you, so make sure your info is updated.

5. Leverage “Coming Soon” assets
Utilize the new assets to build momentum in your council and attract new members.

6. Scout Me In recruiting assets
Familiarize yourself with these assets so you can customize them to support the February launch.
OVERCOMMUNICATE.

SHARE THIS POWERPOINT WITH EVERYONE IN YOUR COUNCIL TO GET EVERYONE ON THE SAME PAGE SO YOU ARE PREPARED COME FEBRUARY.
THANK YOU!