Inviting All Families to Join in the Fun and Say:
What is "Scout Me In"?

• "Scout Me In" Says “Count Me In”.

• It is the new recruitment campaign that invites all kids and families in America to be part of the life-changing experience that is Scouting.

• The tagline, Scout Me In, celebrates the BSA’s historic decision to serve families and welcome girls and boys into Scouting so they can experience the character-building fun and adventure the program brings to life in communities across the country.
What It Means

For kids, *Scout Me In* is a call to action
- It’s an invitation to take part in the fun and adventure that will help kids to build the confidence to find and forge a path to their own best self – today and in the future.

For families, *Scout Me In* is a call for togetherness.
- ‘Today’s families are busier than ever. They are looking for options that welcome the whole family – mom, dad, sisters, and brothers – to the adventure of Scouting.'
What It Means

For the BSA, Scout Me In is a call for celebration!

• This is historic! By welcoming boys and girls into Cub Scouts – and into our older youth Scouting program scheduled for February 2019 – even more young people will have access to the character development and values-based leadership that will prepare them for a lifetime of success. It’s time to celebrate!
It’s Not Just for Cub Scouts
The Historic Name is **Not Changing**

We Are Still Boy Scouts of America

The organization name will continue to be ‘Boy Scouts of America.’ The BSA will continue to build the future of Scouting with Scouts BSA, as we deliver character and leadership and offer a path to the rank of Eagle Scout for boys and girls.

Why Scouts BSA? Because it builds on the legacy of the Scout name. The Scout meetings, Scout camp, the Scout handbook, Scouts themselves - we have more than 108 years of heritage and tradition built on the Scout name.
How did we arrive at “Scouts BSA”?

In February 2018, the BSA began working with an outside agency to develop naming options for the Older Girl/Youth Program.

Guidelines included:

- The organization name ‘Boy Scouts of America’ will not change
- The name must be relevant to today’s youth and families
- Explore two scenarios:
  - (1) Two names – keep the name ‘Boy Scout’ and come up with a name for the older girl program, or
  - (2) One name – develop one name that would be used for the program that would serve both boys and girls.

After reviewing and refining a list of potential names, the BSA shared the naming options with key stakeholders.

Outcome:
All of the groups independently decided that the one-name scenario was the best choice. They also agreed that the best name choice was ‘Scouts’. They agreed that the name ‘Scouts’ best preserved the brand equity of the program and provided the easiest transition, while still being inclusive for all.
Scout Me In Puts Kids in the Middle of the Action

• Instead of giving boys and girls a pulled-back view of Scouting, Scout Me In puts them right into the middle of the action.
Targeted Photos so Both Boys and Girls Can See Themselves in the Action.
Erie Shores Council Initiatives as We Roll Out Family Scouting and “Scouts BSA”

Confident. Unstoppable. Brave. at Camp Miakonda
- Took place on May 6th
- 53 local girls participated and we had help from over 35 volunteers
- The goal of the event was to get families to start thinking about what girls can do when they join our program

Brittany Dennis is feeling proud at Camp Miakonda.

May 6 at 7:15pm · Toledo · 🎉

I JUST WANT TO TAKE A SECOND TO SAY HOW PROUD I AM today I got to watch my daughter be a leader I remember doing this exact thing at camp everyone has to flip the tarp without stepping off my baby stepped up and figured it out I cried she’s so grown up socializing she did archery for the 1st time such a great job I’m just overflowing with pride you are amazing ahlanna I love you #ProudMoma
It’s Time to Celebrate as We Move Forward