

BUILDING OUR BRAND STRATEGIC PILLAR

OUR VISION

The Boy Scouts of America is known and valued by the people of our nation. Our brand is so recognized and respected that it empowers our members and enables our success.

STRATEGIC OBJECTIVES & GOALS

Objective I: Scouting is “cool” with youth.

Strategies to Achieve the Objective:

- Position Scouting to appeal to today’s youth.
- Embed Scouting in youth culture.

Specific Goals:

1. We have completed and analyzed an attitude, awareness, and usage study on the perceptions of Scouting among various segments of youth. [March 2011]
2. We have conducted the first meeting of a youth advisory panel to provide continuous feedback with a youth perspective. [August 2012]
3. We have completed a three-year, youth-targeted media campaign that has significantly improved youth awareness of and attitudes toward Scouting*. [May 2014]
** Target audiences are to be selected by April 2011.*
4. We have leveraged Scouting’s image in the market through strategic partnerships with at least three major youth-focused organizations and/or companies, such as Major League Baseball and the National Football League. [May 2013]
5. The BSA has developed a product and brand placement strategy, sized to market capacity, to place Scouting-branded products and elements into media and retail channels. [May 2013]

Objective II: The BSA brand is recognized and valued nationally and locally across targeted audience segments.

Strategies to Achieve the Objective:

- Strengthen, broaden, and deepen the brand identity of the BSA.
- Extend core brand elements and leadership across the organization.

Specific Goals:

1. We have fully articulated the message platforms and target audiences of both the BSA's primary programs (Cub Scouting, Boy Scouting, Varsity Scouting, Venturing, and Exploring) and its sub-brands (e.g., Philmont, the Order of the Arrow, and the National Scouting Museum).* [April 2012]
**The message platforms have been defined by May 2010.*
2. In the 2015 Cone Nonprofit Power Brand 100 report (or another survey selected in 2010), the BSA's brand equity is among the top five non-profits in America. [December 2015]
3. We have trained marketing chairs in all councils, areas, and regions. [December 2011]
4. We have developed consistent, relevant, and appropriately branded messages for multicultural markets (e.g., African American, Hispanic, Asian, and Pacific communities). [December 2011]
5. We have a structure in place that educates new and existing volunteers and employees about the BSA brand. [May 2012]

Objective III: The BSA is positioned as a trusted advocate for youth.

Strategies to Achieve the Objective:

- Promote key youth advocacy areas of emphasis for the BSA.
- Seek high-profile opportunities and platforms for BSA experts to provide thought leadership on youth issues.
- Showcase the youth advocacy and strategic relationships functions of the BSA.

Specific Goals:

1. We have presented at the BSA National Annual Meeting an attitude, awareness, and usage study of youth and adults on the perceptions of Scouting among community and thought leaders, particularly demonstrating how the BSA is perceived as an advocate for and expert on youth. [May 2011]
2. We have distributed at least five new resources (e.g., templates, speeches, press releases, Web pages, and forums) and have 50 trained experts available to represent us and our areas of expertise. [May 2011]
3. We have evaluated the effectiveness of Scouting's 2011–2015 advocacy efforts by measuring public perceptions, awareness, school access, and membership growth. [December 2015]