

# FAMILY SCOUTING

OFFERING ICONIC BOY SCOUTS OF AMERICA® PROGRAMS TO BOYS AND GIRLS

## WHAT IS HAPPENING?

Starting in 2018, families can choose Cub Scouts® for their sons AND daughters.

A Scouting® program for older girls will be delivered in 2019, allowing participants to earn the highest rank of Eagle Scout™

## WHY THE CHANGE?

Families today are busier than ever and with less free time, families want convenience. In fact, **convenience beats cost as the #1 concern.**

Research shows that our programs are extremely appealing to today's busy families.



In a recent survey of parents not involved with Scouting...

**90%** are interested in a program like Cub Scouts for their daughters

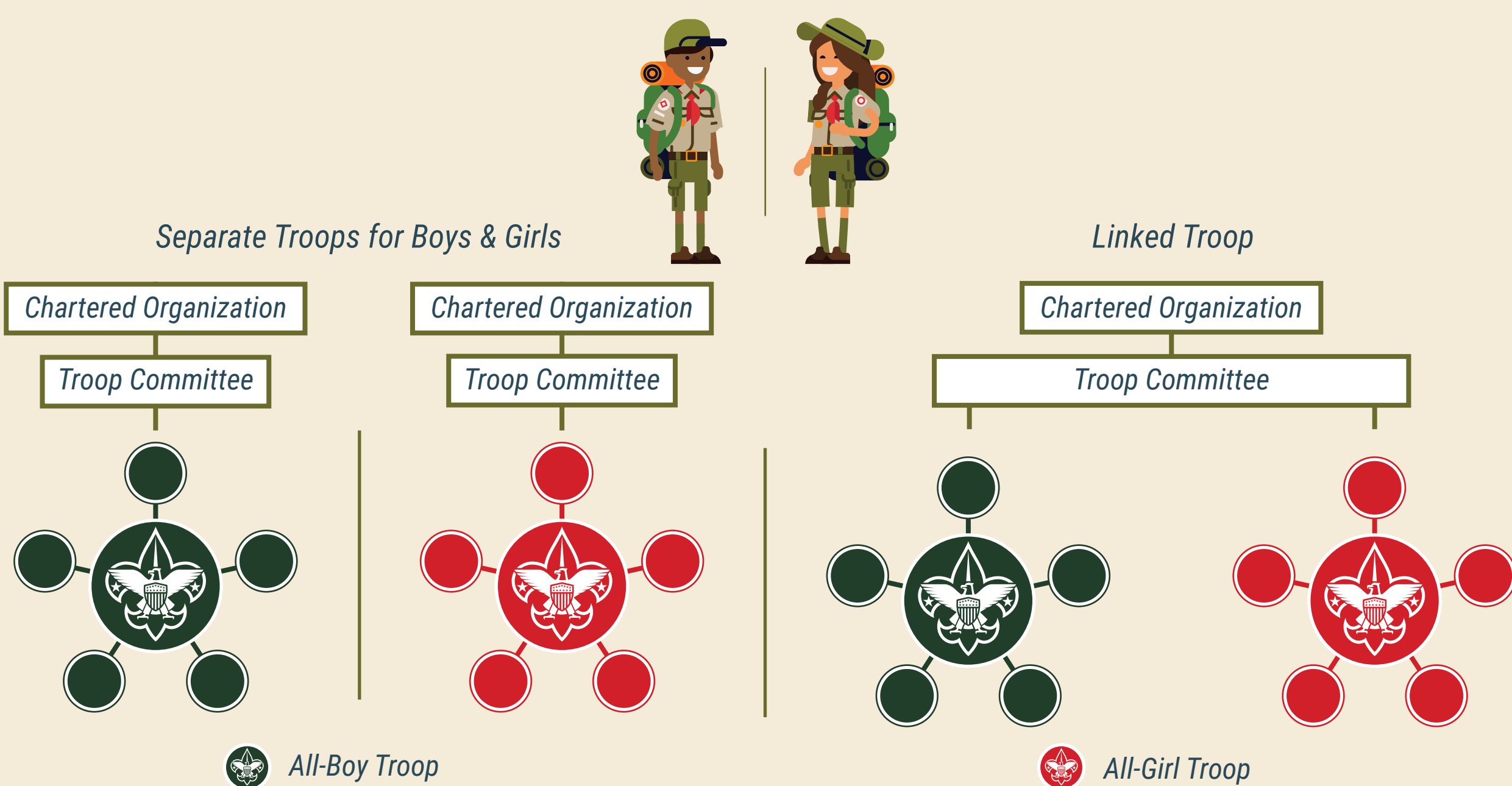
**87%** are interested in a program like Boy Scouts® for their daughters

## HOW WILL IT WORK?

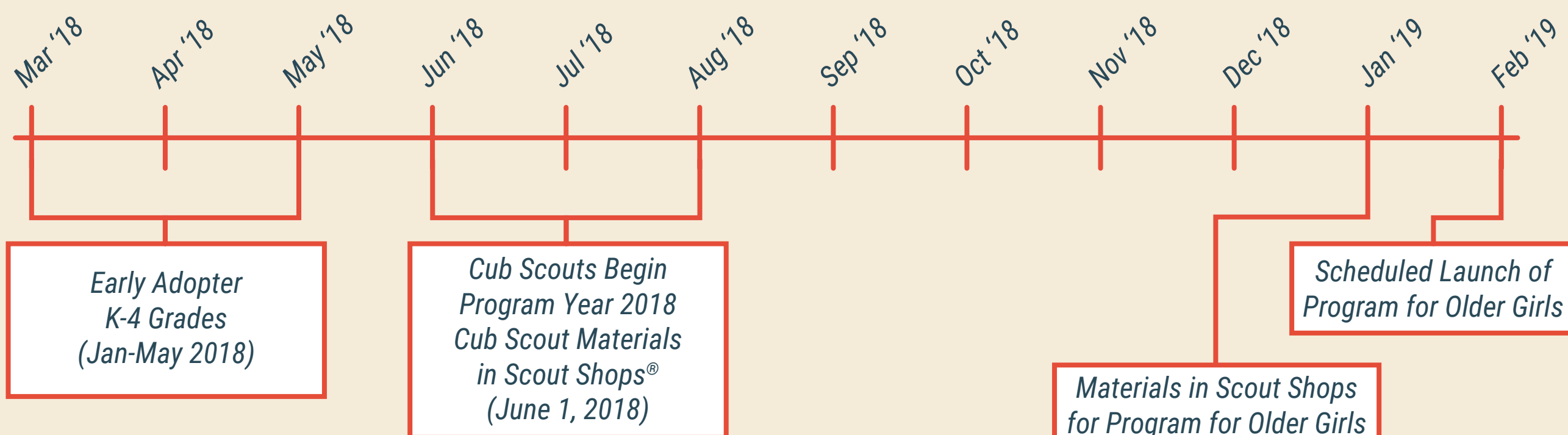
Cub Scout Pack    All-Boy Den    All-Girl Den



## Scouts BSA Scheduled Launch February 2019 Ages 11-17 (or grades 6-12)



## TIMELINE



Allows organizations to identify the options that work best for their communities

Allows flexibility for chartered partners

Allows us to introduce Scouting to more families

Allows boys and girls to learn and grow at the pace that is unique to their development