

FAMILY SCOUTING

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

WHAT IS HAPPENING?

Families can now choose Cub Scouts® for their sons AND daughters.

Scouting's most iconic program, now called Scouts BSA, is available to both boys and girls ages 11 - 17.

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 Scouts BSA for their daughters

HOW IT WORKS

◆ Cub Scout Pack
 ● All-Boy Den
 ● All-Girl Den



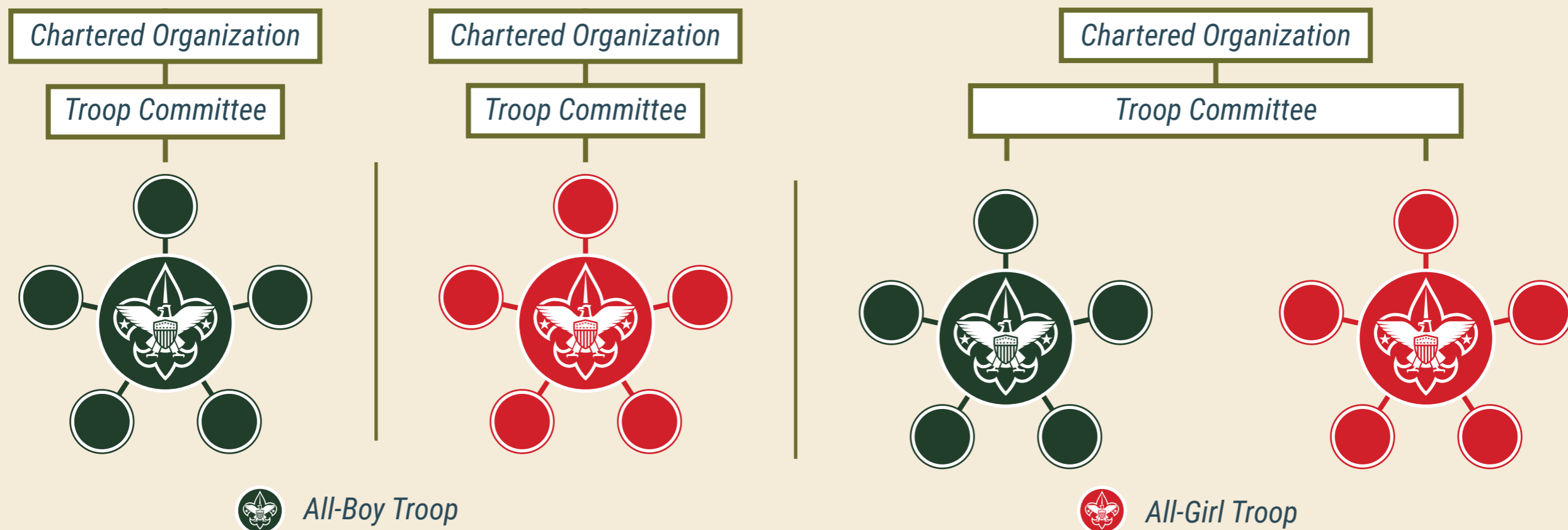
Scouts BSA

Ages 11-17 (or grades 6-12)

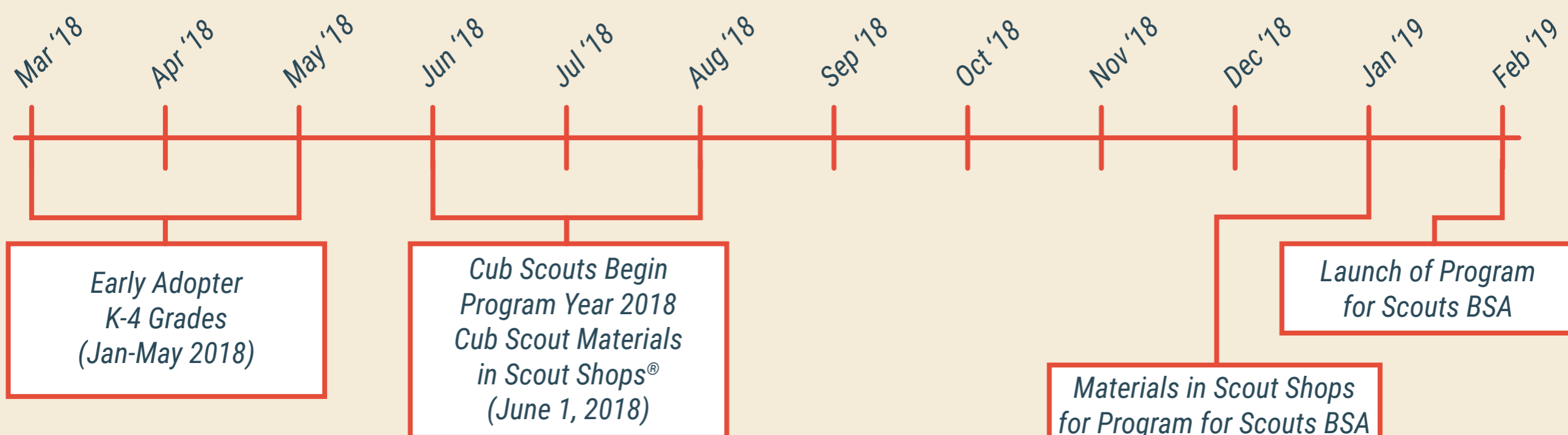


Stand-Alone Troops

Linked Troops



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