

PRE-PRESENTATION

PRE - PRESENTATION

PLEASE READ BEFORE PRESENTING THE FOLLOWING TRAINING

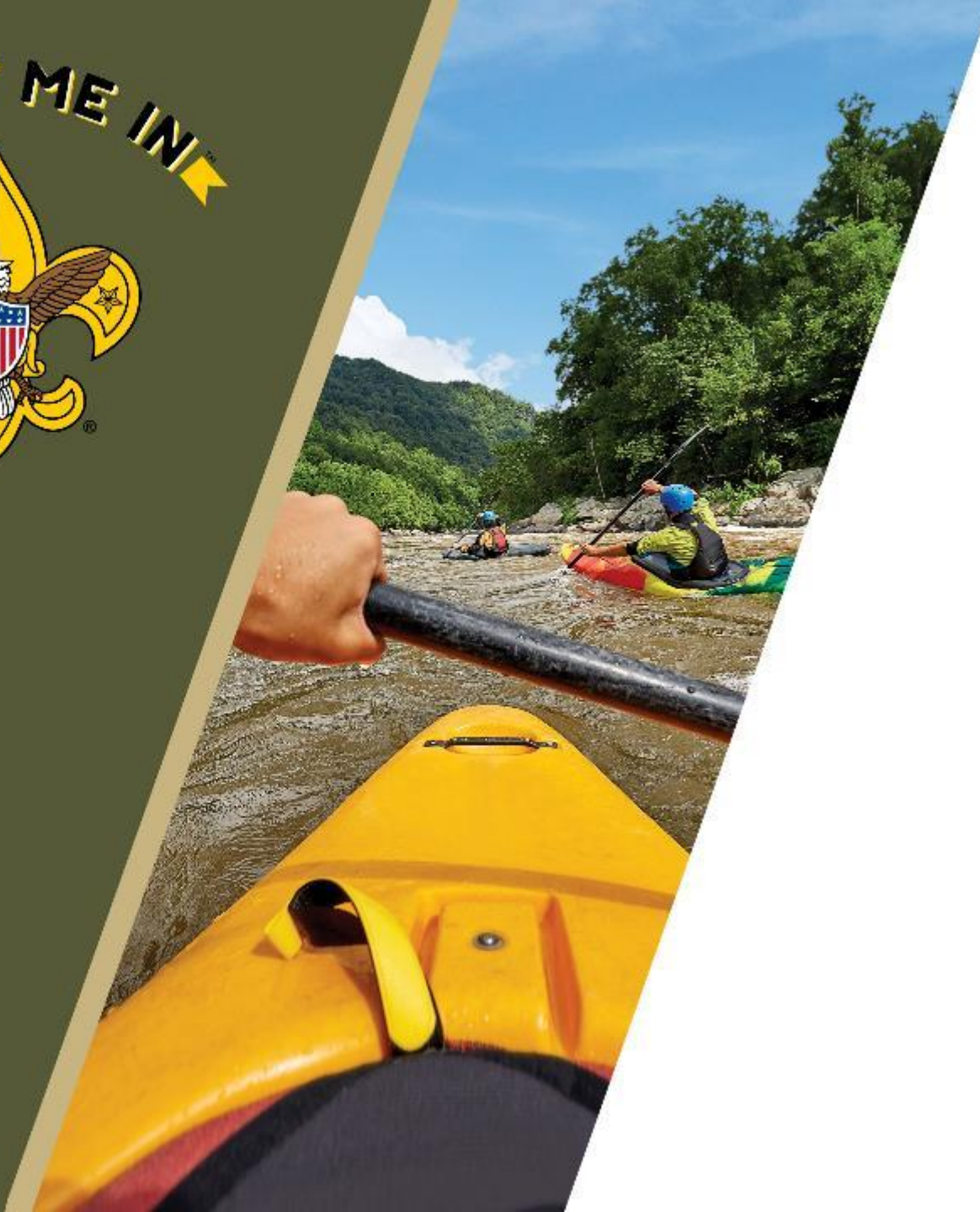
This brand guidance training offers additional clarification related to the Scouts BSA infographic that has been shared through BSA channels.

Before starting Scouts BSA info sessions or recruitment events, please make sure to use the accompanying introduction noted in the talking points.

Please make sure to start all meetings with a Safety Moment, such as:

- [Code of Conduct](#)
- [Guide to Safe Scouting](#)
- [Campout Safety](#)
- [Scouts First Helpline](#)
- [Youth Suicide Prevention](#)





Scouts BSA Brand Guidance Training

**A Step-by-Step Guide
to Using BSA Brands
Given GSUSA Litigation**

OBJECTIVES

At the end of this session you should understand how we promote Scouts BSA in regards to:

- **What materials to use and not use**
- **What to say and not to say in communications**
- **What to do and not do**



INTRODUCTION

INTRODUCTION

LIVE THE VALUES OF SCOUTING

The Boy Scouts of America applauds the work of all youth-serving organizations, including the Girl Scouts of the United States of America (GSUSA), that serve our nation's youth and is committed to respecting the organization's rights and programs.



FROM THE CHIEF SCOUT EXECUTIVE

“Within the Boy Scouts of America, we are witnessing momentum in our movement that is inspiring and exciting.

More and more families are eager to join us for Scouting’s adventures, and we see their enthusiasm come to life in inspiring ways - from parents sharing Scouting with their children for the first time to generations of Scouters passing on the torch to continue a tradition.

I am thankful for the unique opportunity we have right now to bring Scouting to more young people, families and communities than ever before, and all of those volunteers and staff members that are stepping up to spark the love of Scouting.”



BSA & OUR PROGRAMS AT A GLANCE

BSA AT-A-GLANCE

As our organization welcomes families, boys and girls to our programs, it is important to remember and reiterate that:

- The name of our organization remains the same; we are the Boy Scouts of America (BSA).
- We work to achieve our mission of preparing young people for life through our programs, including:
 - Cub Scouts
 - Boy Scouts (Scouts BSA as of 2/1/19)
 - Venturing
 - Sea Scouts
 - STEM Scouts
 - Exploring
 - Learning for Life



WHAT TO USE ✓




BRAND CENTER ASSETS ✓

BRAND CENTER ASSETS

Only use marketing materials located on the [BSA Brand Center](https://www.scouting.org/scoutsbsa).





Asset Library Search Tips Brand Guidelines Marketing + Membership Hub Licensing Terms and Conditions Sign Up

Search Login

Search

Folders / Scouts BSA (11 folders, 0 files)

Hide Facets

Program

☐ Scouts BSA 287

☐ Boy Scouts 1

☐ Cub Scouts 1

more

Campaign

☐ Scout Me In 217

Resource Type

☐ Photographs 71

☐ Web Banners 62

☐ Social Medi... 43

more

Language

☐ English 165


Gender / Age Group

☐ Girls 124


☐ Boys 53

☐ Women 5


more




Council Guides




Email Templates




Fliers




Logos and Insignia




Photos




Postcards




Posters




Social Media Images



Troop Cards



Videos



Web Banners

11 out of 11 Items

- Email templates
- Fliers
- Postcards
- Posters
- Social media images
- Troop cards
- Videos
- Web Banners

WHAT NOT TO USE



OTHER ASSETS

OTHER ASSETS

Well-intentioned self-developed assets can be problematic and are not permitted.



OUR COMMUNITY PACK AND TROOP

COME ON DOWN!

Pack [redacted] meets on Thursday nights
from 6:15 pm - 7:30pm
in the Youth Lounge and is looking
for boys and girls in grades K-4

Boy Troop [redacted] meets on Thursday nights
from 7:30 pm - 9:00pm
in the Youth Lounge

and is looking for boys from 5th grade up to 18 years old

We are in the process of forming a Girl Scouts BSA Troop
as well (meetings will start at the beginning of February),
which will meet Thursday nights from 7:30pm - 9:00pm
(location still TBD) and are looking for
interested girls from 5th grade up to 18 years old.
For more information, please email me
at [redacted]

All three units are always looking for adults to volunteer as
well. Come on down and see how much fun it is!"



by [redacted]



Summer fun at [redacted]



Scout Troop Starting!

September 21st

Fridays, 3:30-5:30



Religious Awards Breakfast Article



GSUSA ASSETS

GSUSA ASSETS



The GSUSA has prohibited co-branding of GSUSA and BSA.

Do NOT use the programs, marks, logos, uniform or images of the GSUSA. Ex. “Girl Scouts.”



Do NOT combine GSUSA marks, logos, uniform or images with those of the BSA Ex. “Golden Eagle” when alluding to the Gold Award.

ACTION: Pull any materials with these issues from the market.



WHAT TO SAY ✓



SCOUTS ✓

SCOUTS

The separate troops can be called:

- Scouts BSA girl troops; Scouts BSA boy troops
- Troops for girls; troops for boys
- Girl troops; boy troops

For instance:

- In a recruitment setting, it is best to refer to Scouts BSA girl troops
- In a meeting setting, it is best to refer to troops for girls



WHAT NOT TO SAY



“GIRL” IN FRONT OF “SCOUT” ❌

GIRL AND SCOUT

NEVER put the word “Girl” immediately before the word “Scout” when referring to girls who are part of the BSA.

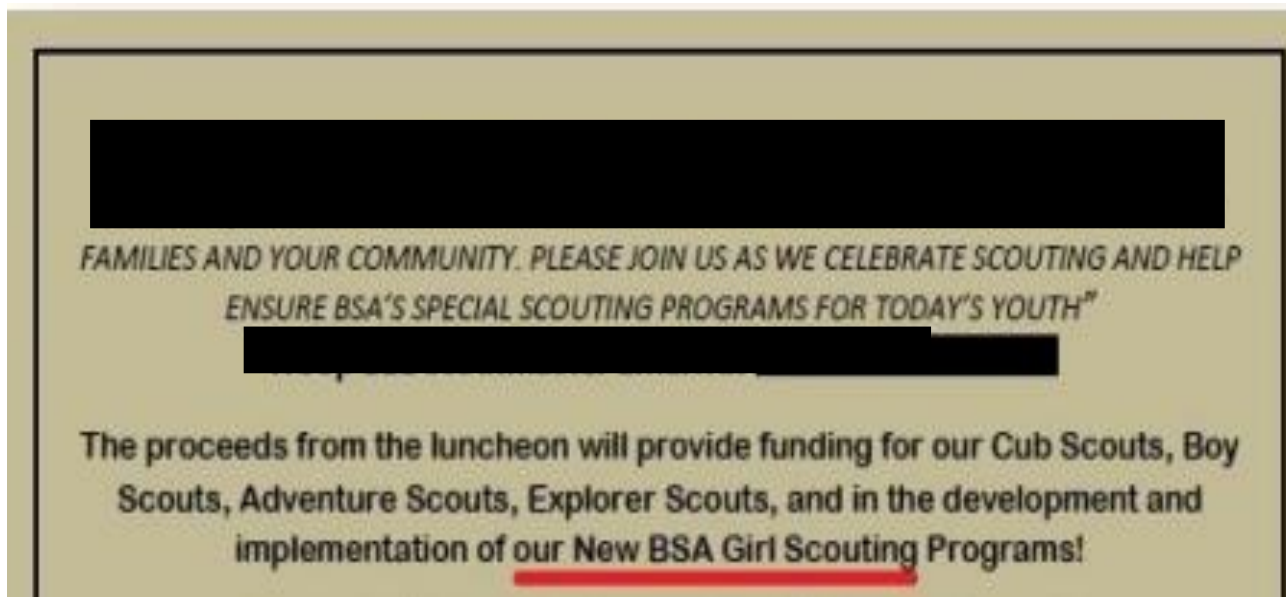
DO NOT SAY:
Girl Scouts BSA troop
Girl Scouts

ACTION: Pull any materials with these issues from the market.



“GIRL” IN FRONT OF “SCOUT” ❌

GIRL AND SCOUT



WHAT TO DO ✓



FOCUS ON OUR MISSION ✓

FOCUS ON OUR MISSION

MISSION STATEMENT

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Scout Oath

On my honor I will do my best
To do my duty to God and my country
and to obey the Scout Law;
To help other people at all times;
To keep myself physically strong,
mentally awake, and morally straight.



Scout Law

A Scout is:

Trustworthy	Obedient
Loyal	Cheerful
Helpful	Thrifty
Friendly	Brave
Courteous	Clean
Kind	Reverent



FOCUS ON OUR AIMS ✓

FOCUS ON OUR AIMS

- Character Development
- Citizenship
- Leadership
- Personal Fitness



HELP EDUCATE THE PUBLIC ✓

HELP EDUCATE THE PUBLIC

Reiterate that the BSA and GSUSA are separate organizations.

The Boy Scouts of America is the only Scouting organization in the United States that is a member of the World Organization of the Scout Movement (WOSM).



CONTINUE POSITIVE RELATIONSHIPS ✓

KEEP POSITIVE RELATIONSHIPS

Background:

The GSUSA has instructed its members and volunteers not to conduct joint activities with the BSA.

Do reach out to your local GSUSA representative should you receive requests to conduct joint activities.



USE THE NATIONAL PR TEAM ✓

ONE VOICE/ONE MESSAGE

The national PR team includes media experts available to respond to any inquiry.

Send ALL media inquiries to PR@scouting.org.



WHAT NOT TO DO



SPEAK ON BEHALF OF THE GSUSA

REFER QUESTIONS TO GSUSA

Do not speak for or on behalf of the GSUSA or try to interpret its programs or policies for others.

Instead, refer questions to a local GSUSA council or www.GirlScouts.org.



DO

DON'T

What to Use

Only BSA-sourced
marketing materials
from Brand Center

Locally-developed
marketing materials

GSUSA programs,
marks, logos, uniforms or
images

What to Say

Scouts BSA girl troops
Troops for girls
Girl troops

girl Scouts
girl Scouts BSA

What to Do

Educate the public about the
BSA, our mission and aims

Disparage any other youth-
serving organization

Continue positive relationships

Notify the National PR team if
contacted by media

Speak on behalf
of the GSUSA



LIVE THE VALUES OF SCOUTING

The Boy Scouts of America applauds the work of all youth-serving organizations that serve our nation's youth.

We believe that there is an opportunity for all such organizations to serve girls and boys in our communities.

