WELCOME TO MARKETING BOOTCAMP!

Tom Kraeutler, Chair of the National Marketing Support Committee
Are you recording this?

Yes...

www.scouting.org/recruitment
Dave Verbraska
Chief Communications and Marketing Officer
Boy Scouts of America
What is Marketing?

Singing from the Same Song Sheet

Phil Johnson
Past-Chair
National Marketing Support Committee

Gordon Andrew
National Service Territory 13
Marketing Lead

Prepared. For Life.
Topics We’ll Cover

• What is Scouting’s definition of “Marketing”?

• What are Scouting’s marketing priorities today?

• What are a few of the ways Scouting can begin to “sing from the same song sheet” ...marketing-wise.
Scouting’s Marketing Assets

• 100+ Years of Tradition
• Millions of Active and Former Scouts & Scouters
• Values-based Orientation and Reputation
  – “He’s a real Boy Scout” = He has personal integrity
  – Higher Education and Military Recognize Scouting’s Value
• Leadership Training Through Youth-Led Culture
• Outdoor Experience More Relevant Now Than Ever
• Conservation / Environment Has Always Been Major Focus
• Introduction of Girls at All Scouting Levels
• No Other Youth Organization Offering Similar Experience
Scouting’s Marketing Liabilities

- Diversity of opinion and practice regarding what marketing is
- Diversity of marketing talent and resources at the Council level
- Often…marketing “silos;” too many marketing chefs in the kitchen; and marketing not managed as a distinct function
- Councils with fewer marketing resources / talent at disadvantage
- Few Councils have formal Marketing Plans with relevant metrics
- Market perceptions based on negative / controversial news
- Loss of marketing focus / momentum because of negative news
- Increased competition for time and attention of families and youth
- Market perceptions that Scouting is a dead or dying organization
Scouting’s Definition of Marketing

Textbook definitions of marketing are of little practical value
Scouting’s Definition of Marketing

What is Marketing?
Whatever strategies and tactics are appropriate, effective, and necessary to sustain and grow the organization…
Scouting’s Definition of Marketing

…and it starts with a written plan.

Prepared. For Life.*
Scouting’s Definition of Marketing

Your Marketing Plan should describe:
- What do we want to achieve?
- What strategies, tactics will we use?
- What resources are required?
- Who will be responsible for what?
- What’s our timetable?
- How will we measure progress?
Scouting’s (Large) Marketing Tool Kit

The essence of strategy is in choosing what NOT to do
4 of Scouting’s Marketing Goals

1. Ensure Consistent Core Messaging
2. Develop Effective Online Presence
3. Improve Recruitment-Readiness
4. Validate the “Why?” of Scouting
Goal 1: Ensure Consistent Core Messaging

• Address the lack of information and current misunderstandings regarding Scouting’s purpose, features and benefits

• At all times be positive, avoid references to any negative issues, and never appear defensive

• Focus consistently on Scouting’s core messaging priorities, which include…
Goal 1: Ensure Consistent Core Messaging

• Core Messaging Priorities
  Scouting is Alive and Well...and Growing
  Scouting Includes Boys and Girls
  Scouting Instills Personal Values
  Scouting Teaches Leadership
  Scouting Teaches Practical Life Skills
  Scouting is About the Outdoor Experience
  Scouting Builds Self-Confidence
  Scouting Has Benefitted the Lives of Millions
Goal 2: Develop Effective Online Presence

- It's on online world. People make decisions about **everything**...including Scouting...based on what they see online

*Sources: Corporate Executive Board Marketing Leadership Council / Forrester Research*
Goal 2: Develop Effective Online Presence

• Your Council’s website serves as the cornerstone of Scouting’s brand. It’s a primary portal and catalyst for membership growth.

• The top section of your website is the most important piece of real estate your Council owns.

• The focus of your Council’s website should be on prospective Scouts and families, rather than on existing Scouts and families.
Goal 2: Develop Effective Online Presence
Goal 2: Develop Effective Online Presence
Goal 2: Develop Effective Online Presence

- Focus is on existing Scouts and families
- Facebook / Instagram are content beasts that must be fed
- Needs to convey a sense of energy and ongoing activity
Goal 2: Develop Effective Online Presence

- Video generates the highest level of interest and engagement
- Your videos need not be elaborate, or Hollywood productions
Goal 2: Develop Effective Online Presence

- Your best media approach is an interesting photo with a well written caption
- Find out which editor is responsible. Send content to a person, not a title
- Don’t be a pest
Goal 3: Improve Recruitment-Readiness

- The initial unit level experience may be the most critical step in the buyer’s journey for Scouting

Chart 1: Most Influential Sources of Information in Student’s Application Decisions

- Visits to schools: 65%
- Your parents or other family members: 30%
- Current students or graduates of the schools: 33%
- Individual web sites of colleges and universities: 26%
- Catalogs, viewbooks, and print materials from schools: 25%
- High school guidance counselors: 24%
- Admissions staff at the colleges or universities: 24%
- College search sites on the internet: 20%

StudentPoll, Art & Science Group, LLC
Goal 3: Improve Recruitment-Readiness

• There’s a strong correlation between response time and “conversion”

• What message does a slow response send to interested families?
Goal 3: Improve Recruitment-Readiness

• How well trained and equipped are unit level leaders to convert leads into registrations?

• How much time and effort is involved in following up on visits?
Goal 4: Validate the “Why?” of Scouting

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Prepared. For Life.
Goal 4: Validate the “Why?” of Scouting

- People need to understand the “Why” of Scouting
- Parents want to know the long-term benefits

Scouting produces people who can change their world
Goal 4: Validate the “Why?” of Scouting

• Scouting’s most effective advocates are the millions of Scouts, Scouters and parents who have benefitted from the Scouting experience

• They have stories that provide credible 3rd party validation for the “Why” of Scouting

• Find ways to apply their stories to websites, social media, public events, earned media and recruitment materials
Goal 4: Validate the “Why?” of Scouting

• Third-party validation of Scouting is a necessary component for brand reputation and recruitment

• One way to start is reviews on Google, Facebook and your website
3 Marketing “Rules” to Remember

1. Put yourself in the shoes of your target audience
2. Keep your message simple
3. Repetition is a good thing
What is Marketing?

Questions and Comments

Phil Johnson
phil.johnson.bsa@gmail.com

Gordon Andrew
gordon@gordonandrew.com
Marketing Assets & Resources

Michael Ramsey
Director of Marketing & Brand
Volunteer Newsletter

March 9, 2022

scouts at BSA Florida Sea Base Work to Rescue Florida's Coral

The scouts have been working on a massive conservation effort in restoring the

National Annual Meeting

Date: BSA National Annual Meeting to Be Rescheduled for a

For Women's History Month in March, We Salute Five Female

BRYAN ON SCOUTING

A blog for the Boy Scouts' Adult Leaders

Bryan on Scouting

Get all the details on registering for the 2023 National Jamboree

William Hamon, 1st of four dies that created the Pinewood Derby and Pinewood Derby

Scouting

Head to the Scouting magazine app to get the news and stories

You need every day!
Social Channels

Boy Scouts of America
Scout Shop
National Jamboree
High Adventure Bases
• Northern Tier
• Sea Base
• Philmont
• Summit

National Jamboree
Family Adventure Camp
Order of the Arrow
Exploring
Sea Scouting
Venturing
Leader pages

Social Channels
RECRUITMENT RESOURCES

Nothing highlights the fun and excitement of Scouting like being in the outdoors — at a summer camp, or a fall camporee, getting outside is what kids want to do the most. It’s “outdoors” better than the BSA. Let’s help new families join the fun. With these resources, we can help families to join us in the outdoors as we #AdventureOn.

#ADVENTUREON MATERIALS
Files, posters, logos and more! Check out the BSA Brand Center for the latest in customizable recruiting materials. Download, print and go!

SAVE 25% ON SELECT GEAR
(These Dates: 08/16-09/07/23)
TIME TO TAKE ON NEW ADVENTURES
BBA Brand Center
#ADVENTUREON

For 2022

Adventure-Themed
Deliver brand promise through outdoor imagery

Councils and Units
Available on the BSA Brand Center

Variety of Assets
Digital and print assets available
Get the scoop on how to help promote the Jamboree!

See what types of creative assets are available and then go to the BSA Brand Center at the Link Below.

Check out the Brand Center

Jamboree Marketing Presentation

The 2023 National Jamboree Power Point presentation is designed to highlight the adventure that is Jamboree! Ideal for unit, district or council presentations.

Social Media Graphics

Go Forward and share your jamboree message with social media graphic. Use these images and posts to help promote your Jamboree experience.
BSA NATIONAL JAMBOREEE
SUMMIT BECHTEL RESERVE
JULY 19-28, 2023
What is this?
Pro Tip
https://www.qr-code-generator.com/
#ADVENTUREON

Voice of the Scout:
Why families leave, why they stay and why experience matters!

2021 NET PROMOTER SCORES AND UNIT SATISFACTION DRIVERS

Phil Johnson
Past-Chair
National Marketing Support Committee

Pat Wellen
National Director of Research

Michael Ramsey
National Director of Marketing & Brand
# TOP RECOMMENDATION DRIVERS

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Cub Scout Parents</th>
<th>Scouts BSA Parents</th>
<th>Scouts BSA Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scouting is a great value for the money.</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Scouting is really fun for me.</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Our family feels like we belong in our Scout unit</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scouting is constantly reinforcing worthwhile values</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Scouting is our partner in providing positive youth programs to meet our goals.</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Being in Scouting makes me feel like I am part of something bigger than myself.</td>
<td>6</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>
Scouting is constantly reinforcing worthwhile values

<table>
<thead>
<tr>
<th>Year</th>
<th>Cub Scout Parent</th>
<th>Scouts BSA Parent</th>
<th>Scouts BSA Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>2018</td>
<td>83%</td>
<td>81%</td>
<td>78%</td>
</tr>
<tr>
<td>2019</td>
<td>84%</td>
<td>83%</td>
<td>77%</td>
</tr>
<tr>
<td>2020</td>
<td>83%</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>2021</td>
<td>82%</td>
<td>84%</td>
<td>77%</td>
</tr>
</tbody>
</table>

% totally agree or agree
Scouting is really fun for me

<table>
<thead>
<tr>
<th>Year</th>
<th>Cub Scout Parent</th>
<th>Scouts BSA Parent</th>
<th>Scouts BSA Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>85%</td>
<td>87%</td>
<td>90%</td>
</tr>
<tr>
<td>2018</td>
<td>68%</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>2019</td>
<td>70%</td>
<td>72%</td>
<td>76%</td>
</tr>
<tr>
<td>2020</td>
<td>67%</td>
<td>72%</td>
<td>76%</td>
</tr>
<tr>
<td>2021</td>
<td>69%</td>
<td>75%</td>
<td>79%</td>
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% totally agree or agree
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<th>Cub Scout Parent</th>
<th>Scouts BSA Parent</th>
<th>Scouts BSA Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>89%</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>2018</td>
<td>77%</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>2019</td>
<td>78%</td>
<td>80%</td>
<td>80%</td>
</tr>
<tr>
<td>2020</td>
<td>75%</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>2021</td>
<td>75%</td>
<td>83%</td>
<td>81%</td>
</tr>
</tbody>
</table>

% totally agree or agree

I feel like I belong in our Scout unit
Scouting is a great value for the money

<table>
<thead>
<tr>
<th>Year</th>
<th>Cub Scout Parent</th>
<th>Scouts BSA Parent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>85%</td>
<td>87%</td>
</tr>
<tr>
<td>2018</td>
<td>73%</td>
<td>74%</td>
</tr>
<tr>
<td>2019</td>
<td>71%</td>
<td>73%</td>
</tr>
<tr>
<td>2020</td>
<td>61%</td>
<td>73%</td>
</tr>
<tr>
<td>2021</td>
<td>58%</td>
<td>64%</td>
</tr>
</tbody>
</table>

% totally agree or agree
## TOP UNIT SATISFACTION DRIVERS

<table>
<thead>
<tr>
<th>Top Unit Satisfaction Drivers</th>
<th>Cub Scout Parents</th>
<th>Scouts BSA Parents</th>
<th>Scouts BSA Youth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our unit has great outdoor activities.</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>I have support from leaders to be an effective contributor/better Scout</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Our family feels like we belong in our Scout unit</td>
<td>3</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Scout meetings are a good use of our family’s time.</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>
## TOP 5 REASONS FOR LEAVING

<table>
<thead>
<tr>
<th>Reason</th>
<th>Cub Scout Parents</th>
<th>Scouts BSA Parents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit had poor leadership/problems with leaders</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Our family did not feel welcome</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Child is no longer interested in the program</td>
<td>18%</td>
<td>32%</td>
</tr>
<tr>
<td>Too expensive</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Lack of communication from leaders</td>
<td>15%</td>
<td>3%</td>
</tr>
</tbody>
</table>
What is a ‘persona’?

• A persona is generally defined like a real person. It usually has a name, description, and characteristics.
• However, personas are fictional characters, based upon research in order to represent the different user types we are targeting.
• They help us to understand the targets' needs, experiences, behaviors and goals.
“AMBITIOUS ANNIE”

“I am a busy mom who worries about her kids being under pressure and not having time to just be a kid. They are growing up so fast, so I am looking for things we can do together before they no longer want to spend time with me.”

A BIT ABOUT ANNIE...

‣ A bit skeptical. Question marketing and will search the internet to validate info?
‣ Spread thin so make things easy. Have less than an hour a day for themselves.
‣ They worry about their kids. Covid has only made it worse.
‣ Doesn’t have a relationship with Scouting in her family.

DEMO

38 | Married | $75K+ HHI | 2 Income | 4 Yr Degree
Mosaic: Council Market Analysis, Kids and Cabernet

WHAT ANNIE WANTS FOR HER KIDS

Safe. Emotionally healthy. Prepared for real life. Life skills and values. Wants to experience activities with their child. Technology is both a blessing and a curse.

WHERE DOES ANNIE GO FOR INFORMATION?

Online influencers. Taps internet via mobile device. Online 5+ hrs./day on ave. Reads online reviews before making purchase decision. Friends key info source as well. Prefers to be communicated via email. Trusts communication that comes from her child’s school. Facebook still rules.

BRAND AFFINITIES

QUESTIONS ANNIE HAS ABOUT SCOUTING

‣ Will my children be safe – it’s the first and foremost measure to be addressed. Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.

‣ Is Scouting relevant anymore? Is it for families like mine? The ideals the Scouting program teaches are timeless. Scouting builds respect for others, character, fitness and leadership and so much more. Scouting helps youth become their best future selves. It prepares them for life!

‣ Will our kids get exposure to new things and opportunities? Scouting is all about trying new things and new experiences. Whether it’s camping or science – you can find it in Scouting. It’s an amazing adventure for the whole family.

‣ Can girls join? This is still a question! Yes, girls are part of Scouts BSA and Cub Scouts. Scouting is for the whole family!

‣ What will it cost (we don’t want to do fundraising!)? It depends on the unit, but most packs/troops/crews find ways to make the program affordable.
QUESTIONS FAMILIES HAVE ABOUT CUB SCOUTS

► Will my children be safe – it’s the first and foremost measure to be addressed.
  ► Safety is our number one priority. Scouting has the most comprehensive youth protection policies of any youth organization.

► Is Scouting relevant anymore? Is it for families like mine?
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  ► It depends on the unit, but most packs/troops/crews find ways to make the program affordable.
Growing Scouting

with

Tiger Dens and ‘Normal’ Friend Activities

Lisa Wylie
Chair
National Cub Scout Committee

Ashley Steigerwald
Communications Chair
National Scouts BSA Committee
Relationships
Relationships
Relationships
Relationships
BREAK!

See you back here in 10 minutes!
Public Relations 101

Tom Kraeutler
Chair, National Marketing Support Committee

Bob Brown
Marketing Lead - NST 11

Brad VanAuken
Marketing Lead - NST 10

Debby Robinson
President
Victory Management Group
Marketing to Create a Diverse Membership

Mike Matzinger
Marketing Lead – NST 15

Lisa Schuchart
Diversity, Equity, Inclusion Director

Elizabeth Washka
VP Diversity, Equity and Inclusion & Chief Diversity Officer
DEI VISION AND MISSION

DEI VISION

To partner with all families and communities in raising young people of high moral character, development of their leadership skills and preparing them to serve and thrive in a world of increasing complexity and challenge.

DEI MISSION

The Boy Scouts of America promotes a culture where every youth, volunteer, and employee feels a sense of belonging and builds communities where every person feels respected and valued. Leading by example and encouraging each other to live by the values expressed by the Scout Oath and Scout Law, we welcome families of all backgrounds to help prepare young people to serve as successful members and leaders of our nation’s increasingly diverse communities.
WHERE TO BEGIN

• Q. What and where are key areas of opportunity?
  o A: Evaluate metrics and local/regional populations to identify key opportunities for expansion and diversification.

• Q. How do we connect with these youth, their parents and communities?
  o A. Cultivate relationships locally and regionally.
    – Engage with at least two other non-profits to share ideas and best practices.
    – Learn community contacts and network – extend outreach to a minimum of four "new" organizations.
      • Schools, churches, community service organizations, other.
        o Ask who are the youth that could most benefit?
      • Learn about and connect with diverse communities.
    – Connect with local known voices for diversity for learnings and to promote opportunities.
      • Target participation in three media events to promote BSA.
  o B. Promote education and awareness.
    – Share DEI volunteer training: https://training.scouting.org/courses/SCO_1800 to advance understanding of DEI and offer resources to enable meaningful dialogues.
    – Engage units in completing the Citizenship in Society merit badge and promote learnings.
    – Identify local cultural and diversity celebrations and share information to empower self-guided learning.
WHERE TO BEGIN

Q. WHAT APPROACH WILL RESONATE WITH THESE YOUTH AND THEIR FAMILIES?
A. Consider alternative approaches.
   • What is important to the youth?
     o Culturally
     o Educationally
     o Extra-curricular interests

Q. HOW DO WE MARKET TO THESE FAMILIES?
A. Partner with organizations that are important to them.
   • Share what we offer, with a focus on what’s most important to the group.
B. Engage and involve the parents.
C. Promote wins and use the Scouts to talk about experiences and impacts.
WHERE TO BEGIN

Q. How do we engage and retain the youth and their families?
  o A: Cultivate an inclusive and welcoming culture for all.
    - Ensure everyone has a voice and is listened to.
    - Engage everyone in providing responsibilities.
    - Assign a “buddy” for new Scouts.
    - LISTEN and learn.
      • Hold feedback sessions (or survey for input if necessary).
      • Identify what’s working effectively and where opportunities lie.
        o Empower youth and volunteers to problem-solve.
RECAP

OFFICEOF.CHIEFDIVERSITYOFFICER@SCOUTING.ORG

SCOUTING.ORG/DEI
#ADVENTUREON
Marketing Bootcamp

Social Media 101
Darin Kinn
National Marketing Manager
Boy Scouts of America
DARIN KINN
MARKETING MANAGER
NATIONAL MARKETING GROUP
BOY SCOUTS OF AMERICA
DARIN.KINN@SCOUTING.ORG

Staff Advisor – 2013 National Jamboree Social Media Team

Staff Advisor – 2017 National Jamboree Social Media Team

Co-Staff Advisor – 2019 World Jamboree Social Media Team

Staff Advisor – 2023 National Jamboree Social Media Team

Directed Social Promotional Strategy for:

- National Camp-In
- Family Fun Fest
- Be The Change: Inaugural Female Eagle Class
The Good Old Days....
Still the good old days...
With all the complexity...

HOW DO YOU REACH FAMILIES TODAY?
Social Media
Why Social Media?

1. It is where families are...

2. It is an efficient use of resources
145 Minutes

The amount of time people spend on social media daily

Gen Z: 4.5 Hours Per Day
(YPulse 2021)

Source: GlobalWebIndex; We Are Social; DataReportal; Hootsuite
Resource-efficient!

- Content Creator Right in Our Pocket
- Amazing Video Quality
- Native Social Apps
- Mobile – Take It Anywhere
- Easy to Use
- Everyone Has One

#ADVENTUREON
WE GET IT!
Social is important...

But where do I start?
Start with Facebook and Instagram

Expand once you have a sustainable presence in those two channels

TikTok is exploding...

Snapchat is not dead!

---

Based on a survey of 5,047 online consumers aged 18 to 64 in the U.S. conducted in three waves between Feb. 2020 and Mar. 2021
Source: Statista Global Consumer Survey
Getting started...

- Be active – “feed the beast” (post 3-4 times per week and build from there)
- Use a team – multiple people creating content with an “editor” posting
- Engagement matters – distribution, algorithm, followers
- Boost posts – organic reach declining, paid increasing
- Have fun...within guard rails of safety & YPT
- Authentic tone/voice
- Use hashtags
Watchouts

• BSA Photo Release (part of medical form)

• Don’t post personally identifiable info

• Don’t be afraid of negative comments
Pro Tips

Video is King...but engagement is Supreme Emperor

Use analytics tools – best time to post

Use distribution scores

Don’t forget Stories & Reels
Resources

• Social Media Guidelines – scoutingwire.org/social-media-guidelines
• Brand Guidelines – BSA Brand Center
• Images – BSA Brand Center
• Recruitment Assets – scouting.org/recruitment
What’s next....

Tom Kraeutler & Michael Ramsey
Where to start....

• Do a quick marketing audit.
  • Review ...
    • Web site (Are we talking to ourselves?)
    • Social Media (What story are you telling?)
      • Posting frequency is important!
      • Measurement: Are we measuring the right things?

• Audience is key! Remember who you are talking

• Start small
  • Try some things
  • Measure
  • Rinse, wash, repeat (or replace!)
Your Marketing Leads!

Mark Yusa, NST 1  
Bruce Dooley, NST 2  
Joshua Gilliland, NST 3  
Sharon Sodor, NST 4  
Ron Clary, NST 5  

Steve Piehl, NST 6  
David Rollins, NST 7  
John Hearrell, NST 8  
Rich Gargas, NST 9  
Brad VanAuken, NST 10

Bob Brown, NST 11  
Brian Tedeschi, NST 12  
Gordon Andrew, NST 13  
Beth Stockner, NST 14  
Mike Matzinger, NST 15  
Monique Yeager, NST 16
Where to look for help…

• Scouting.org
• ScoutingWire.org
• BSA Brand Center
• [www.scouting.org/recruitment](http://www.scouting.org/recruitment)
• Jamboree.Scouting.org
• ScoutLife.org
• ScoutingMagazine.org
• NESA.org (National Eagle Scout Association)
Are you recording this?

Yes...

www.scouting.org/recruitment
Take the Survey!

Watch your email for the Bootcamp Survey!

(Because measurement is important!)
Thank you