

## SHARING SCOUTING WITH YOUTH AND ADULTS

Why are you in Scouting? [*Pause momentarily or solicit a response or two*]

What or who got you or your child into Scouting? [*Tell your story. If it involved being asked, emphasize that fact. If it didn't, no worries. You can also ask for one or two people to share their stories in 30 seconds.*]

People who are not in Scouting want what we offer. How do we know? Membership is up so far this year! As we emerge from the pandemic, people want to get into the outdoors. More people are visiting our National Parks in record numbers. People are looking for adventures and ways to create memories.

Parents want the character and leadership development we provide. An independent study has proven that Cub Scouts gain in cheerfulness, helpfulness, obedience, kindness, hopefulness, and trustworthiness, especially as compared to non-Scouts. Bottom line: Scouting works! [*Hand out copies of the attached infographic and display it on screen if there is one.*]

A scientific study of Scouts BSA also shows greater well-being, civic engagement, commitment to learning, goal orientation, work ethics, morality, and so much more of Scouting alumni. [Eagle Scouts: Merit Beyond the Badge](#)

The only thing those parents and those kids need is to be asked! Some people don't even know Scouting still exists or anything about it. So, let's visit with them! share your passion! and then invite them!

If you haven't already, please reach out to the PTO/PTA at your school. Units around the country are finding that developing a relationship with, and introducing their units to, the PTO/PTA is very effective for recruiting new members.

While we need to recruit new Scouts all year long, the fall is when we conduct our traditional drive. We know you are already gearing up for it. Here are some things worth addressing right now, as you get ready:

- Update your BeAScout pin.
- Have a system – Plan A and Plan B – for checking online registration every day or two at the most.
- Double check that finding a link to join is easy on your unit website, Facebook, Instagram, Pinterest, etc. QR codes are the tool of the day.
- Set up geofencing for every recruitment event you have planned.
- Line up and plan youth involvement in recruitment events. Both youth and adults like to hear from the kids. You and your Scouts should wear unit t-shirts instead of field uniforms.
- Check out the BSA membership and marketing page for great materials. ([www.scouting.org/membership](http://www.scouting.org/membership))
- Prepare your teams so everyone knows their roles and what they are going to say (and not say), and how to answer questions.
- Develop your communication or marketing plan.
- Troops, have you thought about a recruitment event for non-Scouts? Visiting 5<sup>th</sup> and 6<sup>th</sup> grades if we can get access in school or something else to let 10- and 11-year-olds and their parents know

you offer fun experiences and opportunities. Canoes, tents, and archery targets draw attention. Geofencing a fun Troop meeting that might attract new members is another idea.

Whatever you are doing, please coordinate with our Membership Chair, \_\_\_\_\_, and District Executive, \_\_\_\_\_.

This Hot Topic began with questions about why you are in Scouting and what got you started. Odds are someone or something triggered it for you or your child. Group efforts like back-to-school nights and general assemblies are critically important, but the most important thing for each of us to do – for all of us to do – is to invite someone. Who do you know who has a child who might be interested and who would benefit from Scouting? [*pause a moment*]

We all know every child would benefit. So, please invite them. Ask your Scouts to invite their friends too. You might have to encourage them a few times. For you, all you have to do is share your passion and talk about the fun or joy you are having. The same is true of your Scouts. It's not sales; it's about sharing the fun!

Adults benefit from Scouting too; think about how all the great training you have gotten has served you in your job or family, or maybe it's about the friends you have made, here in this room, for example. Please share your passion and energy and invite the parents to join. In Cub Scouts, the parent-child time is amazing! It's even better than doing homework together! 😊

So, let's have fun this fall inviting our friends, neighbors, and colleagues. Let's grow Scouting and make this a better world one youth and one adult at a time!



## DOES SCOUTING WORK?

We all know Scouting's goal is to prepare young people for life, but does it work? Scouting was put to the test over the course of three years, when a research team from Tufts University worked with the Boy Scouts of America's Cradle of Liberty Council to measure the character attributes of both Scouts and non-Scouts — all with a goal of better understanding the character development of youth as it was happening. The project, which was funded by the John Templeton Foundation and led by Dr. Richard M. Lerner, surveyed nearly 1,800 Cub Scouts and nearly 400 non-Scouts under age 12 using both interviews and survey data. **In the beginning, there were no significant differences in character attributes between the two groups. By the end, however, the differences were striking in several areas:**



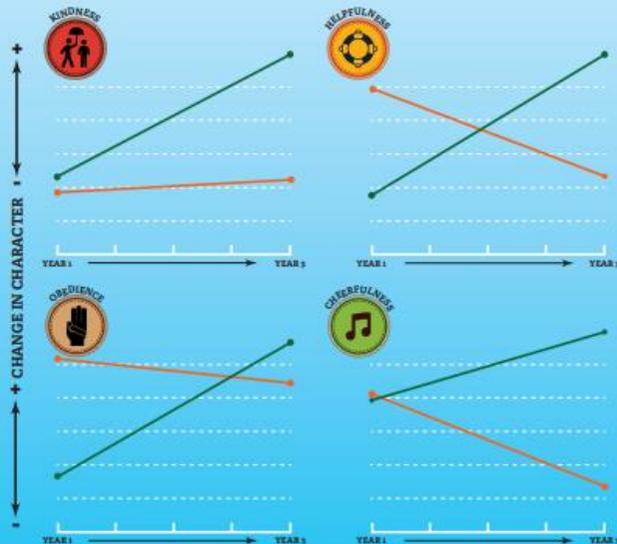
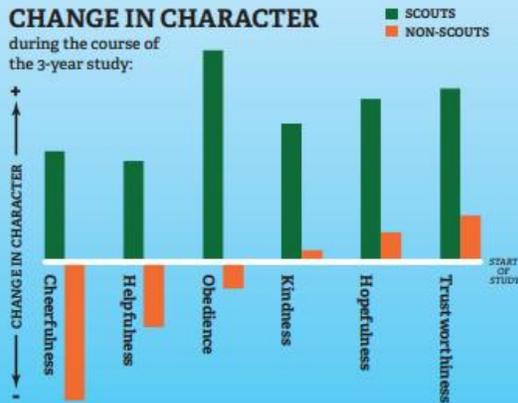
**2,000+**  
Scouts and non-Scouts  
aged 6-12 from across the  
Philadelphia area were  
measured in 6 key areas:



\*Hopeful Future Expectations

## CHANGE IN CHARACTER

during the course of  
the 3-year study:



### KEY FINDINGS:

- The more time kids spend in Scouting, the better the outcomes in character development
- Those who attend meetings regularly report higher outcomes virtually across the board when compared to Scouts with lower attendance
- Scouts are more likely to embrace positive social values than non-Scouts
- Scouts who are more engaged in the program report higher outcomes in nearly every category

With fun and discovery at every turn, Scouting makes the most of right now. But what's more, it builds positive character and provides young people a foundation they can stand on to embrace opportunity, overcome obstacles, and make new discoveries.

**SCOUTING WORKS.**