

Roundtable Membership Moment

BSA Brand Center...What's in it?

For more than 100 years, Scouting has been a symbol of adventure, excitement, and achievement. Scouting provides once-in-a-lifetime experiences that prepares the next generation for a lifetime of opportunity. It is a serious business that couldn't be more fun.



The BSA National Marketing team has created themes, design content and marketing material to help you recruit Scouts and adults into your unit. Take advantage of it. Head on over to the [BSA Brand Center](#) to find a multitude of resources to assist you in sharing the Scouting story.

Here's what you'll find:

[Marketing Library](#): Scouting logos, insignia, stock photos, and social media content to use for promoting scouting events and activities. When it comes to marketing your unit, “a picture is worth a thousand words”. Feel free to use pictures from the marketing library, or your own pictures – as long as you follow youth protection guidelines.

[Branding Guidelines](#): The BSA brand identity guide contains all the tools you need to craft messages and materials that resonate with today's families while keeping true to the BSA brand.

[Marketing and Membership Hub](#): Marketing and membership go hand in hand. Here you will find instructional guides on how to host “join nights”, along with many other helpful best practices and how-to guides. This is where you can also find the latest marketing and membership webinars, which include great recruitment ideas you can use.

Custom Videos: Use these for social media, commercials, informational meetings, and during presentations. They are the perfect addition to any membership and marketing campaign, even at the Unit level!

Testimonials: Testimonials can be incredibly powerful. Check them out on the Marketing and Membership Hub and use them to help people understand why they should join Scouting. Here is a short testimonial you may wish to share at roundtable during the membership moment:

<https://www.youtube.com/watch?v=7MmVdjSNVO0>

Resources:

BSA Brand Center <https://scouting.webdamdb.com/bp/#/>

BSA Branding Guidelines <https://scoutingwire.org/bsa-brand-center/brand-identity/>

Families Like Mine Testimonials

<https://scoutingwire.org/marketing-and-membership-hub/new-unit-development/families-like-mine-testimonial-videos/>

Language of Scouting <https://www.scouting.org/resources/los/#>