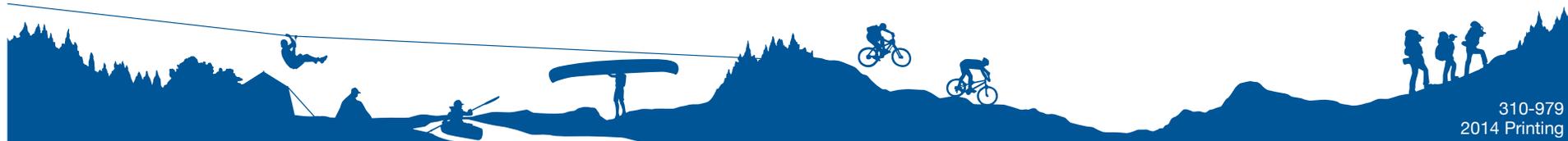


# BOY SCOUTS OF AMERICA

## 2014 NATIONAL MARKETING AND COMMUNICATIONS PLAN

Strategy: Scouting makes the most of the little time parents have to impact their children. ... It's go time.

Opportunity		Project	Strategy Tie-In	Timing
Leadership	Report to the Nation 2013	The annual Report to the Nation provides an opportunity for positive media coverage. This will be accomplished by providing a toolkit for councils to create a localized report of their own and conducting media outreach in the delegates home areas.	Highlights Scouting's community impact and value for parents.	Q1
	New National President	The new BSA national president, former Secretary of Defense Dr. Robert Gates, will take office in May 2014.	Reinforces that Scouting develops strong leaders and will help children reach their full potential. The new president will promote Scouting's positive impact and relevance for parents and communities.	Q2
Program	Cub Scouting, Boy Scouting, and Venturing Program Updates	The program updates for Cub Scouting, Boy Scouting, and Venturing will be introduced in May 2014. Program changes for Venturing take effect in May 2014, and for Cub Scouting and Boy Scouting in 2015.	Highlights innovation, relevance, and value. Promotes the breadth of the Scouting program and educates parents that Scouting is for "families like mine."	Q2
	Merit Badges	Four new merit badges, including Digital Technology; Mining in Society; Signs, Signals, and Codes; and Animation.	The increasing variety of merit badges offered by the BSA showcases the depth and breadth of the Scouting program for youth and parents.	Q2-Q4
Marketing	Recruitment	<p>The BSA will introduce new recruiting creative material for use in Fall 2014.</p> <ul style="list-style-type: none"> <li>• Preview webinar February 2014</li> <li>• Material released April 2014</li> <li>• Full debut at the 2014 National Annual Meeting</li> </ul>	New recruitment assets will communicate Scouting's relevance and values with a sense of urgency to join.	Q3
	High-Adventure Base/ Local Camp Marketing	Highlight the first year of Summit high-adventure program.	Materials will remind parents that Scouting's outdoor programs let youth members develop their leadership skills and provide life-changing experiences they can't get anywhere else.	Q2
Thought Leadership	Sustainability	Leveraging the BSA's sustainability efforts all year long, including a sustainability report and sustainability summit.	Scouting is taking its 100-year commitment to conservation to a new level—from stewardship to sustainability, and from Leave No Trace to leaving the world a better place. This means thinking about people, the environment, and systems, and how they're all interdependent.	Q3
	National Youth Protection Symposium	The BSA demonstrates it is on the leading edge of Youth Protection by annually hosting the National Youth Protection Symposium.	Youth Protection requires sustained vigilance. That is why the BSA has continued to develop and enhance its Youth Protection efforts, including hosting an annual symposium for youth-serving organizations, as everyone continues to learn more about the dangers and challenges facing youth.	Q4



# BOY SCOUTS OF AMERICA

**Unique Selling Proposition:** Scouting provides unique, life-changing experiences you can't get anywhere else.

BSA Mission Scout Oath and Scout Law	National Strategic Plan
Prepared. For Life.®	National Theme
Scouting makes the most of the little time parents have to impact their children. ... It's go time.	Strategy
Tactical Execution	

 <b>Public Relations</b>	 <b>Recruiting</b>
 <b>Social and Digital</b>	 <b>Internal Communications</b>
 <b>Marketing</b>	 <b>Publications</b>

**Prepared. For Life.®**

