



Dear Friends:

Enclosed is the new 2014 National Marketing and Communications Plan designed to help us reach and retain more youth and families. This new strategy is based on insights from several key pieces of research, including the recent Authenticity Gap study. This research was first previewed at Top Hands in 2013. It is our most current measurement of parents' attitudes toward Scouting.

### **Insight from Today's Families**

The BSA commissioned the Authenticity Gap to gather deeper intelligence on parents of current Scouts (to support retention) and parents of potential Scouts (to support growth). Through the research, we identified shared values between the BSA and parents of Scouting-aged children. A summary of some key findings includes:

- More than half of parents agree with the BSA's key message that "*Scouting offers life-changing experiences youth cannot get anywhere else.*"
- While parents are aware of and have positive impressions of Scouting, many also say that it's not "for families like mine" and "not easy to join."
- Innovation, in terms of a fresh image and forward-looking programs, is the leading driver for expectations among all parents surveyed. The BSA lags behind their expectations in this area.
- The BSA also lags behind parents' expectations in credible communications and better value, i.e., value for the money and time invested.
- More than half of families in this study indicate that they've never been asked to join Scouting.

The attached presentation and accompanying script provide a high-level review of the Authenticity Gap study findings and the insight that is shaping the BSA's marketing and communications strategy. In addition to the presentation, you'll find a link to a video that brings this strategy to life.

### **From Insight to Action**

The primary insight drawn from this study and the other research is that parents today are pressed for time. Work, school, homework, television, video games, religious life, and extracurricular activities all put pressure on a family's limited time. The reality is that kids grow up fast—and parents have to make the most of the little time they have to positively shape the lives of their children. Our strategy is to help parents understand that among all the choices they are faced with, *Scouting makes the most of the little time they have to positively impact their children.*

This insight is the lens through which the BSA is shaping all of its marketing and communications strategy going forward.





### **New National Recruiting Materials**

One important outcome of this strategy is the development of new national recruitment materials that help communicate the value of Scouting to parents. These materials are in testing now and will be previewed in late February on a webinar and in *Scout Wire*. They will be available to councils in April. Councils may want to wait before selecting their fall 2014 recruiting materials so they can take advantage of these new resources.

Finally, included with this email, you'll find the BSA's 2014 National Marketing and Communications Plan. With each project, there will be webinars and communications that will show how councils can connect with and leverage these activities locally.

### **The BSA's One-Stop Marketing Toolbox**

All of the BSA's most current marketing tools and resources can be found on the Marketing Toolbox at [www.Scouting.org/marketing](http://www.Scouting.org/marketing). For assistance with these materials, please call Karen Rash at 972-580-2534.

With this new strategy, and the marketing and public relations tools and messaging based on this strategy, we can continue to make Scouting available to more youth and families.

Sincerely,

A handwritten signature in blue ink that reads "Nathan Owen Rosenberg".

Nathan Rosenberg  
National Vice President of Marketing

A handwritten signature in blue ink that reads "Stephen Medlicott".

Stephen Medlicott  
Marketing Group Director

