

THE
POWER
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2025 NATIONAL ANNUAL MEETING

PRESENTED BY
UpperCrust
AT YOUR SERVICE.

Scouting  America™





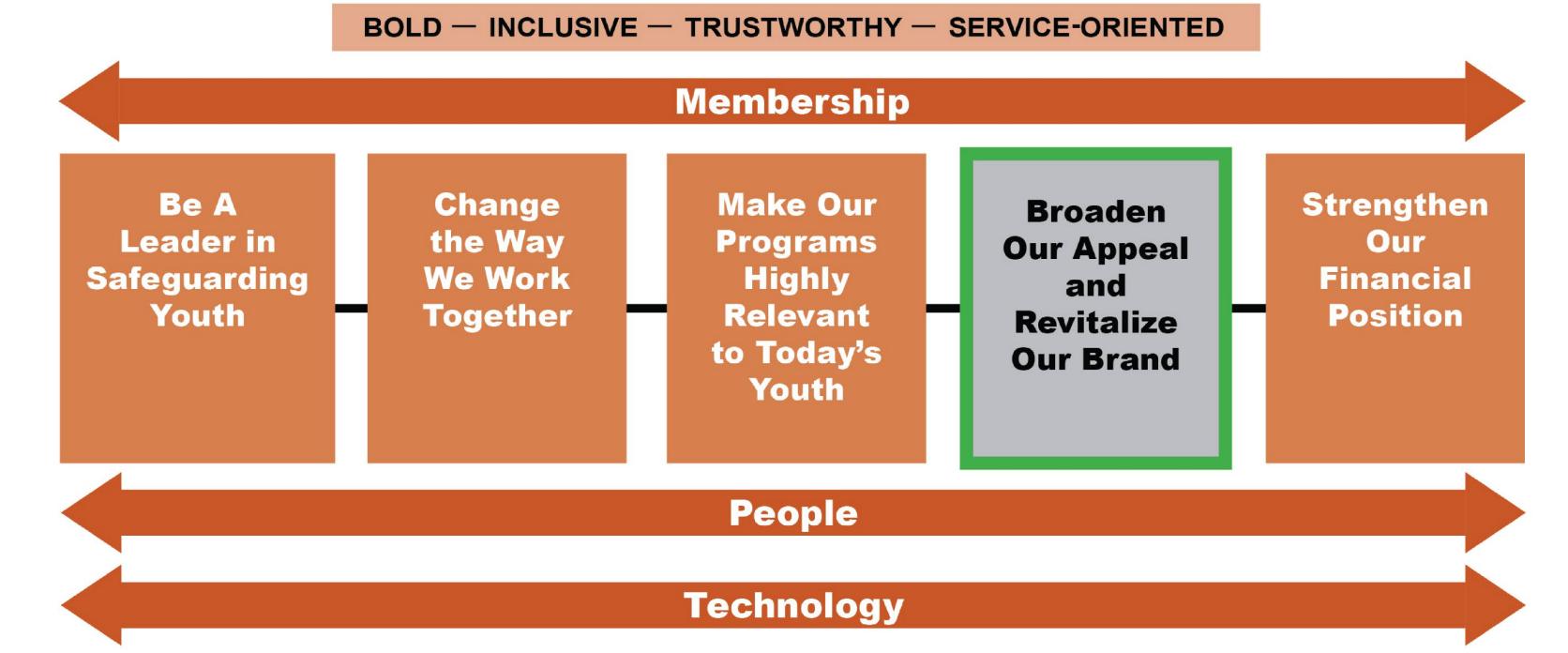
MICHAEL RAMSEY

SVP, Communications & Marketing

A large, solid orange triangle is positioned on the left side of the slide, pointing towards the center. Below the triangle is a dark silhouette of a mountain range.



OUR GOAL: TO PREPARE AMERICA'S YOUTH FOR LIVES OF IMPACT AND PURPOSE.



Our Imperative

Live the Ideals of the Scout Oath and Law

Key Metrics

America's Leader in Safeguarding Youth

Leader Satisfaction

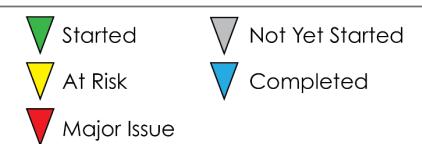
Membership Growth

Debt Below \$200MM by Dec. 31, 2026

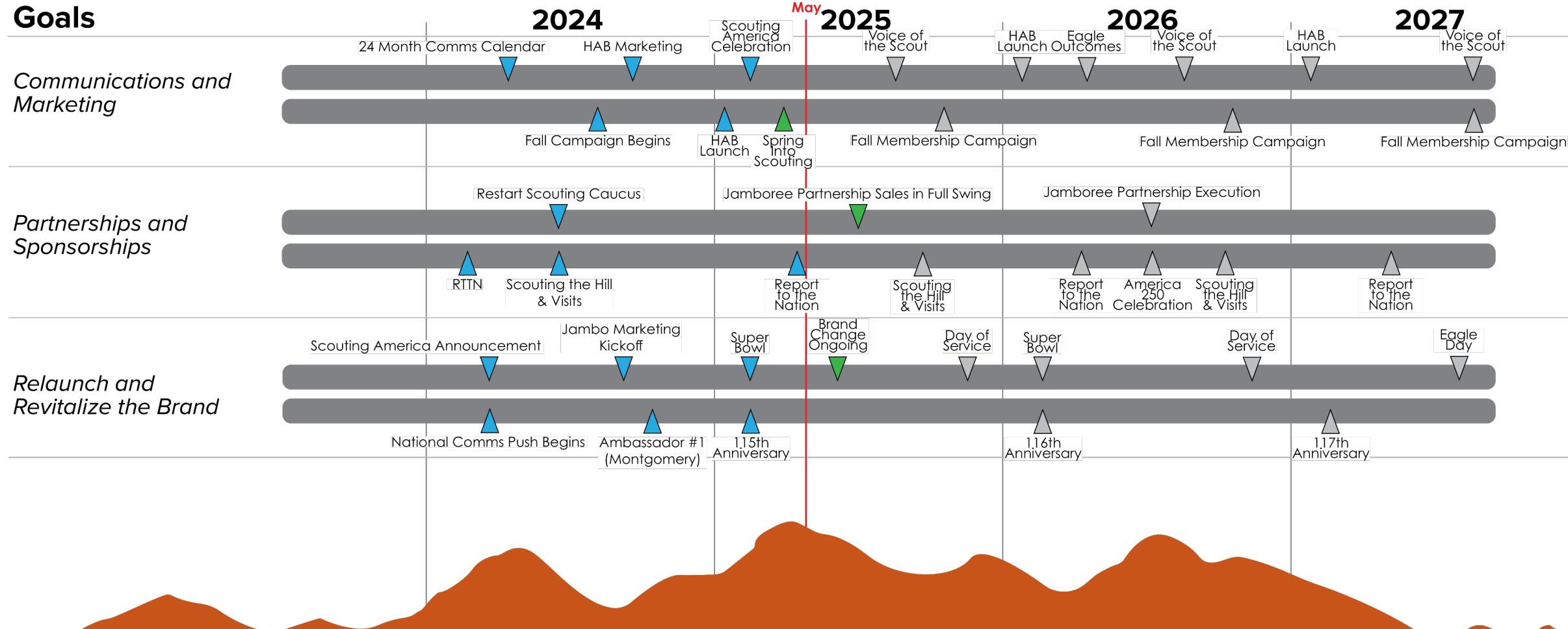


Broaden Our Appeal and Revitalize Our Brand

Preparing America's Youth for Lives of Impact and Purpose



Goals



BROADEN OUR APPEAL: 2024 ACCOMPLISHMENTS

- Refreshed the brand generating billions of impressions.
- Reversed years of negative media sentiment.
- Signed David Montgomery.
- Drove historic levels of traffic to BeAScout.org.
- Restarted the congressional caucus.
- Celebrated our 115th anniversary.

BROADEN OUR APPEAL: 2025 GOALS



- Establish a relationships office.
- Rebuild our presence in Washington, DC.
- Drive membership in Fall 2025.
- Launch a Lilly Endowment national day of service.
- Begin the celebration of America250.

SCOUTING AMERICA MEDIA STRATEGY

Where all youth are welcome and everyone has a path forward

REFRESH

REINTRODUCE

REINVITE

2025

2026

Pinewood
Derby

NAM

AI Merit
Badge

Eagle Study

National
Jamboree

115 Anniversary

2025 Fall
Recruiting

Lilly National
Day of Service

250:
Service
Initiative





Scouting
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2025 YEAR AT-A-GLANCE



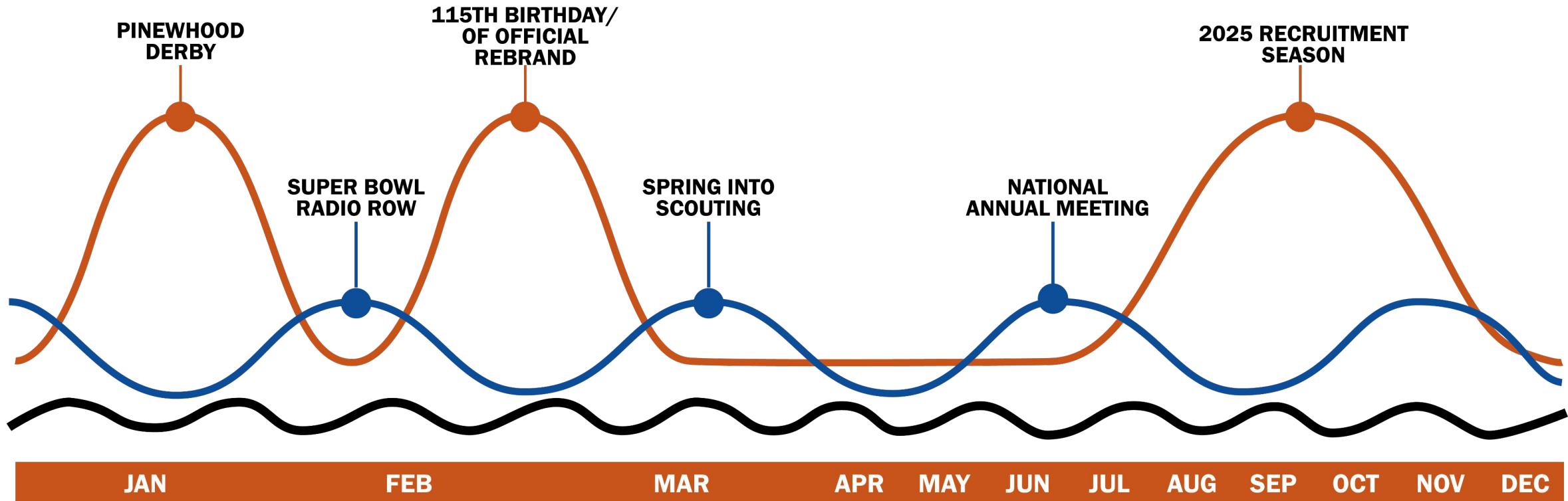
TIER 1 TENTPOLE

Big and infrequent brand moments with a fully integrated approach that will create high traffic and conversation for Scouting

TIER 2 TENTPOLE

DRUMBEAT

Ongoing storytelling, influencers & paid



LAUNCHED INFLUENCERS TO REACH NEW PARENTS



Six influencers generated 33 million impressions.

FALL RECRUITMENT: DROVE 40+% INCREASE



Sponsored, Geo-Targeted Social
& Digital Content (Posts / Video)



Google

PR

Paid Search



Retargeting



Influencers

DAVID MONTGOMERY



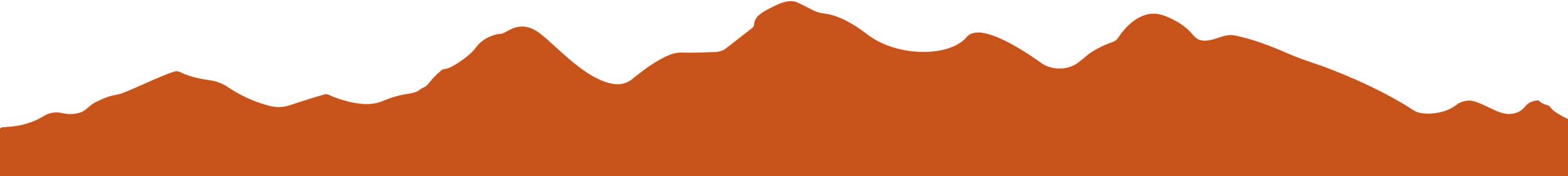
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ALWAYS ON



Google



Scouting America™



GOOD
MORNING
AMERICA

abc

SCOUTING AMERICA CELEBRATES 115 YEARS OF SERVICE

abc
NEWS



TODAY



Scouting America™

Celebrating 115 Years of Scouting

In Studio End of May...



Fall Recruiting Is Starting Earlier Than Ever



JUMPING INTO THE BACK-TO-SCHOOL CONVERSATION

To position Scouting America at the forefront of parents' minds as the back-to-school buzz begins in July, we'll manage social media posts and content, highlighting everything Scouting America has to offer.

This social-dict content will be conceived to ensure it's attention-grabbing and entertaining for parents and will run in the first two weeks of July. The content (showcasing celebs, influencers, athletes) is ready to go.

The content will be amplified through our paid social and online video channels to capitalize on the increased back-to-school search interest in July and early August.



DAVID MONTGOMERY



AMBASSADOR MEDIA AND CONTENT DAYS

Recruitment season kicks off with brand ambassadors David Montgomery and Ming-Na Wen.

DAVID MONTGOMERY

Scouting America brand ambassador David Montgomery (RB, Detroit Lions) will attend meet-and-greets and speak needs to speak about how the lessons he learned in Scouting have shaped his life and how Scouting can help others do the same.

- Sample Media: USA Today, Fox43, Bleacher Report, NFL Network, Yahoo!

For content, we'll capture images of David at his cookie moments - as a Scout, an NCAA athlete, or Jerry Rice, a rookie with the Chicago Bears. We'll also develop a short video of David talking about his love for Scouting and how Scouting helped him become the player he is today. Ming-Na will be active with all these moments and encourage kids to sign up for their own Scouting experience. Call to action: Sign up for Scouting.

MING-NA WEN

Cast member Ming-Na in Scouting America's newest ambassador and set up interviews with entertainment and lifestyle media for her and her Eagle Scout son to discuss her cookie moments and how Scouting has shaped her life and how Scouting can help others do the same.

- Sample Media: People, Parade, People.com, Deadline, Country Living, Entertainment Weekly, Canna Blend, TV Insider

For content, we'll collect images of Ming-Na from her history with the organization including her time as a Scout, her time as a college student, and her time as a mom. Ming-Na and her son are sharing their cookie moments throughout their lives and we're encouraging others to do the same. Call to action: Sign up for Scouting.

TIMING: Early August

TIMING: Mid-August



ACTIVATING LOCAL COUNCILS



Always On





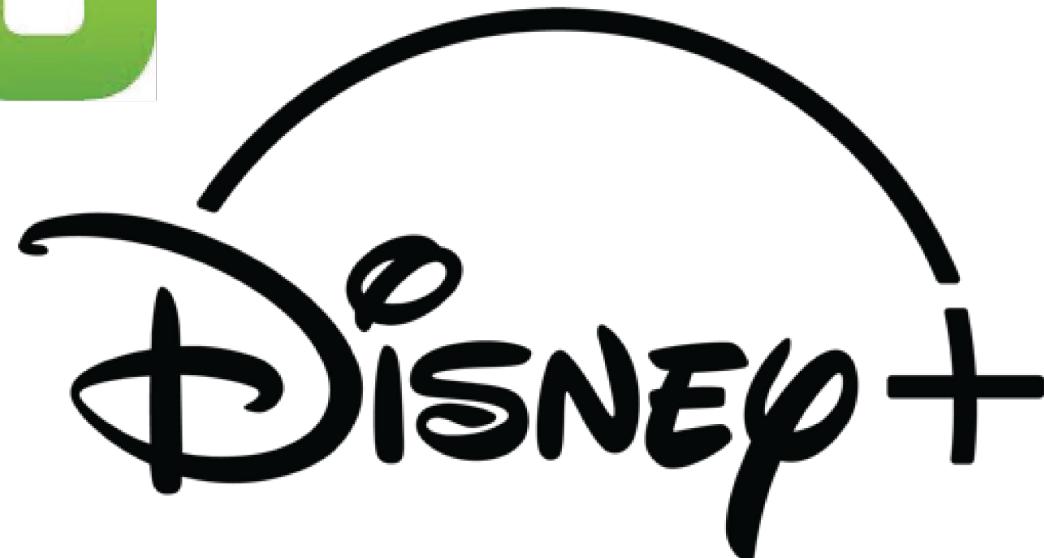
TARGETED HIGH-IMPACT

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Google

FOR THE FIRST TIME. . .





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AND THERE
IS MORE...

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NATIONAL DAY OF SERVICE

November 2025

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**PLEDGING 10 MILLION HOURS
OF SERVICE TO THE NATION**

July 2025 - July 2026



AMERICA

250

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2026 NATIONAL EAGLE SCOUT OUTCOMES STUDY

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Keyword Analysis

2019

new Child Victims Act Chapter 11 bankruptcy
limitations laws sexual abuse people
time New Jersey files lawsuits
bankruptcy girls abuse children Scouts
lawyers church New York boys Catholic Church
case clients plaintiffs program current youth participation
Associated Press Attorney Tim Kosnoff

11K Media Placements

Average
Sentiment
-38

2020

New Mexico opportunity process
Eagle Scout national organization federal bankruptcy court
hundreds sexual abuse lawyers Scouts attorneys
survivors decades **victims** abuse lawsuits children
case assets claims bankruptcy bankruptcy case
bankruptcy protection local councils New York
compensation fund future leaders

15.8K Media Placements

Average
Sentiment
-85

Keyword Analysis

2021

organizations insurance policies claimants official victims committee
sexual abuse claims settlement sexual abuse
abuse victims attorneys **bankruptcy protection**
organization **bankruptcy** judges survivors
committee victims **plan agreement** children child sex abuse
new plan claims further liability abuse claims
compensation fund insurers abuse survivors bankruptcy trustee
coalition

17.2K Media Placements

Average
Sentiment
-51

2022

lawsuit compensation fund due process rights
bankruptcy abuse claims **bankruptcy code**
debtorsinsurers plan local councils sexual abuse
victims **bankruptcy protection** judge child
abuse claimants children claims survivors scouts
abuse victims bankrupt trustee reorganization plan
lawsuits claimants group local BSA councils settlement
funds to abuse

9.8K Media Placements

Average
Sentiment
-81

Keyword Analysis

2023

proposed settlement fund Scouting For information
Scouting organization compensation trust distribution process
process
foremost youth program valid claims
bankruptcy
sexual abuse survivors compensation fund
claims in order judge youth children adults reorganization
world country program abuse insurers
future sex abuse lawsuits detailed claims questionnaire bsa and others
administration and distribution

8.51K Media Placements

Average
Sentiment
-36

2024 YTD

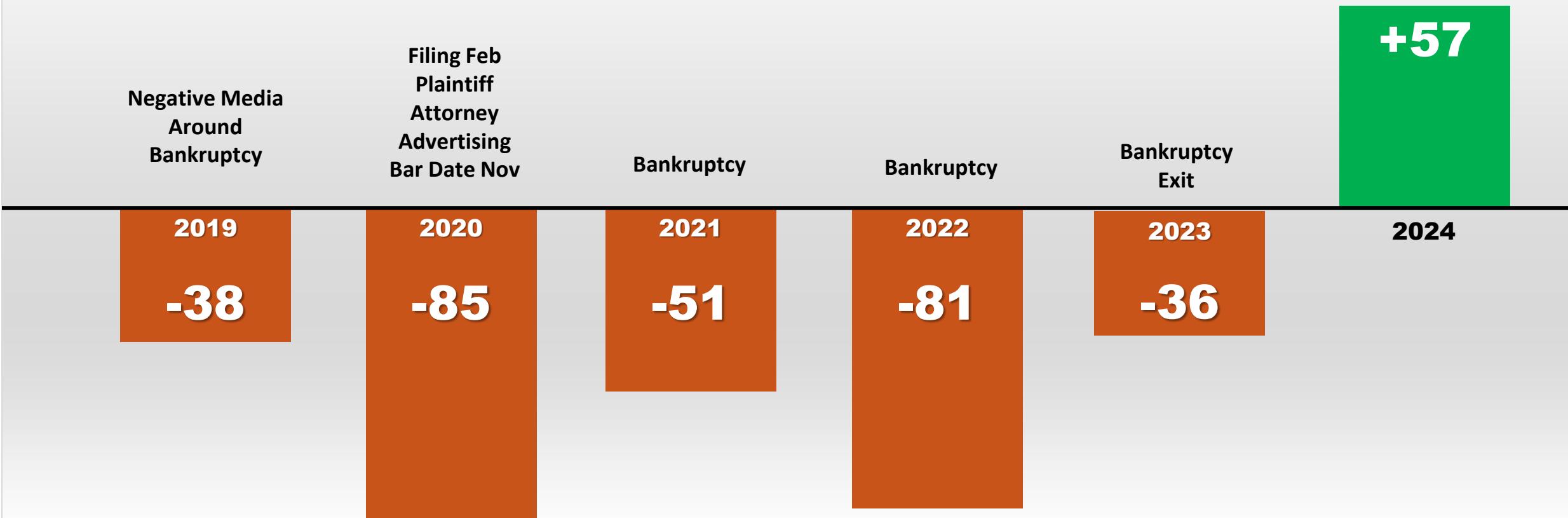
(Oct 15, 2024)

gay adult leaders seismic changes bankruptcy reorganization plan
local councils name change life parents young women
claims ranks youth change
family troop modern-day skills
country foremost youth program
members gay youth child sexual abuse claims
safe environment
character development and values

17K Media Placements

Average
Sentiment
+57

Aggressive Marketing Has Shifted Media Sentiment to Positive for the First Time in Years.



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