

THE
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2025 NATIONAL ANNUAL MEETING

PRESENTED BY
 UpperCrust
AT YOUR SERVICE.

Scouting  America™





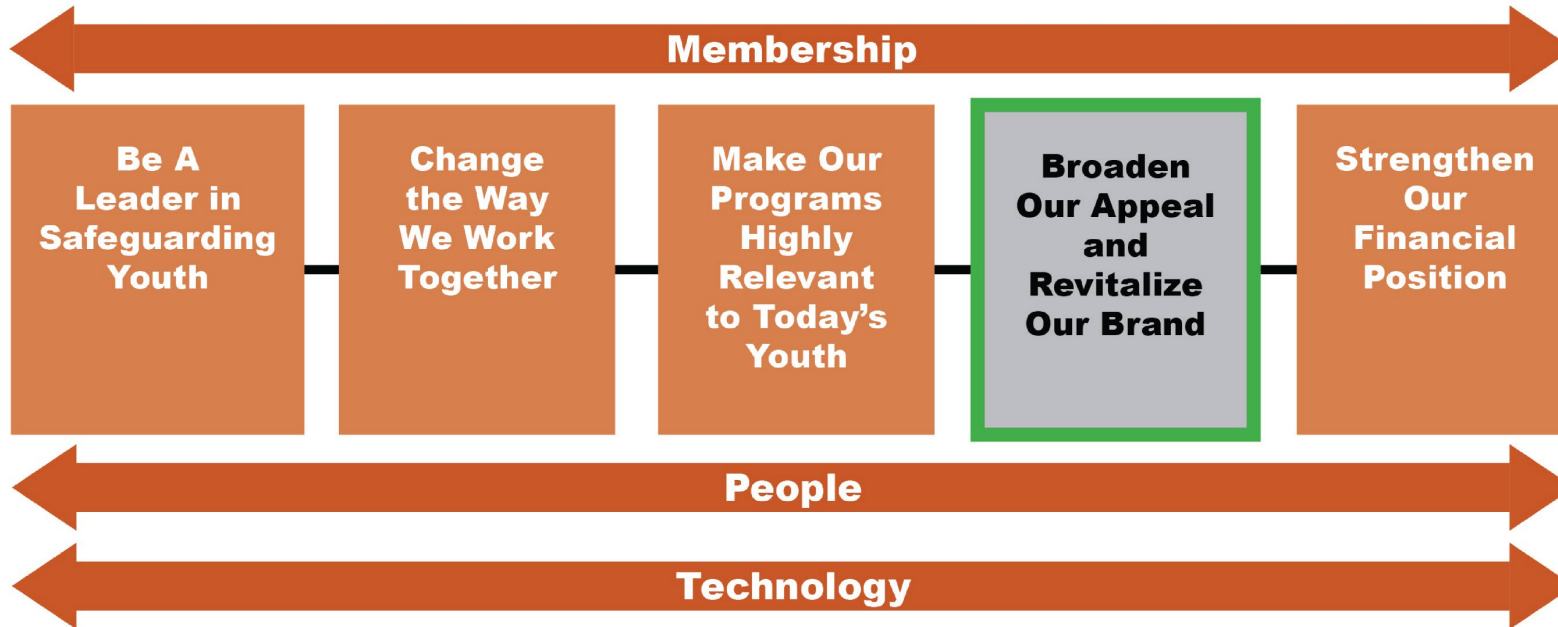
MICHAEL RAMSEY

SVP, Communications & Marketing

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



BOLD — INCLUSIVE — TRUSTWORTHY — SERVICE-ORIENTED



Our Imperative

Live the Ideals of the Scout Oath and Law

Key Metrics

America's Leader in Safeguarding Youth

Leader Satisfaction

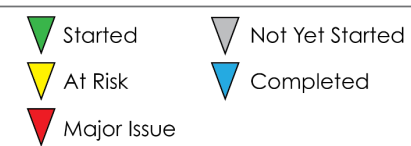
Membership Growth

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

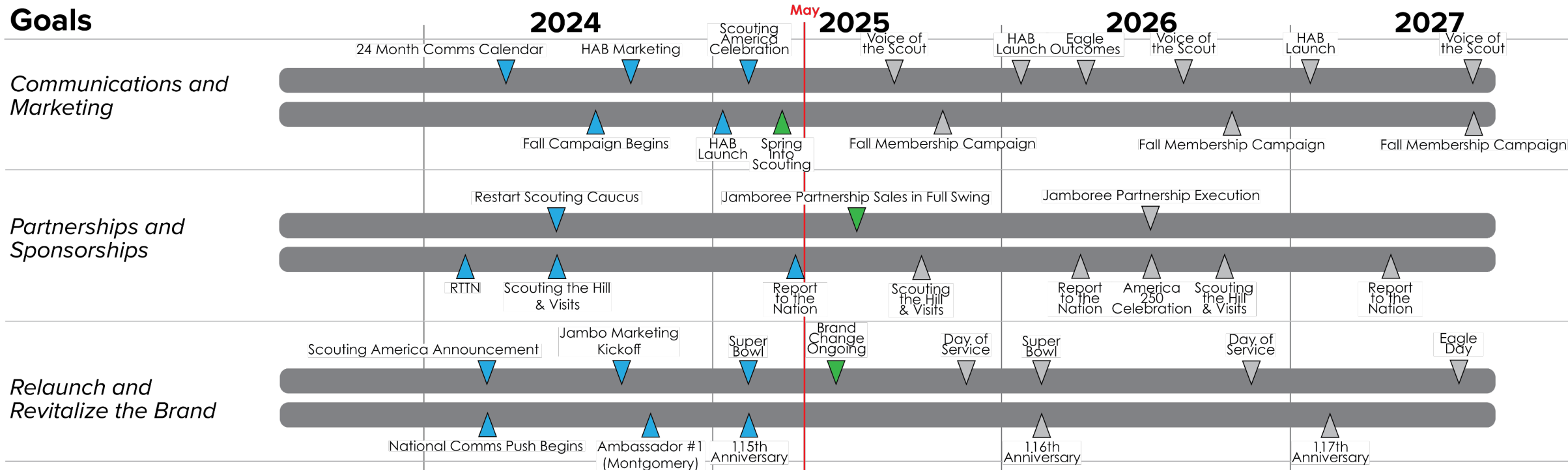


Broaden Our Appeal and Revitalize Our Brand

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
America™**

2025 YEAR AT-A-GLANCE



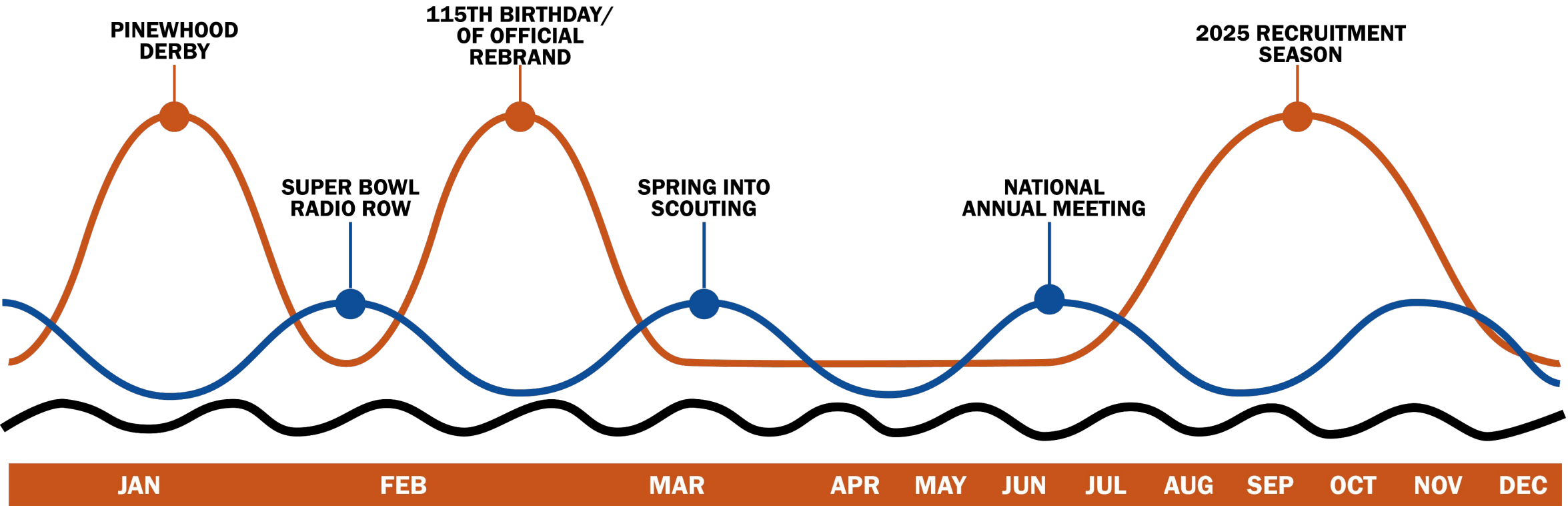
TIER 1 TENTPOLE —

TIER 2 TENTPOLE —

DRUMBEAT —

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

Ongoing storytelling, influencers & paid

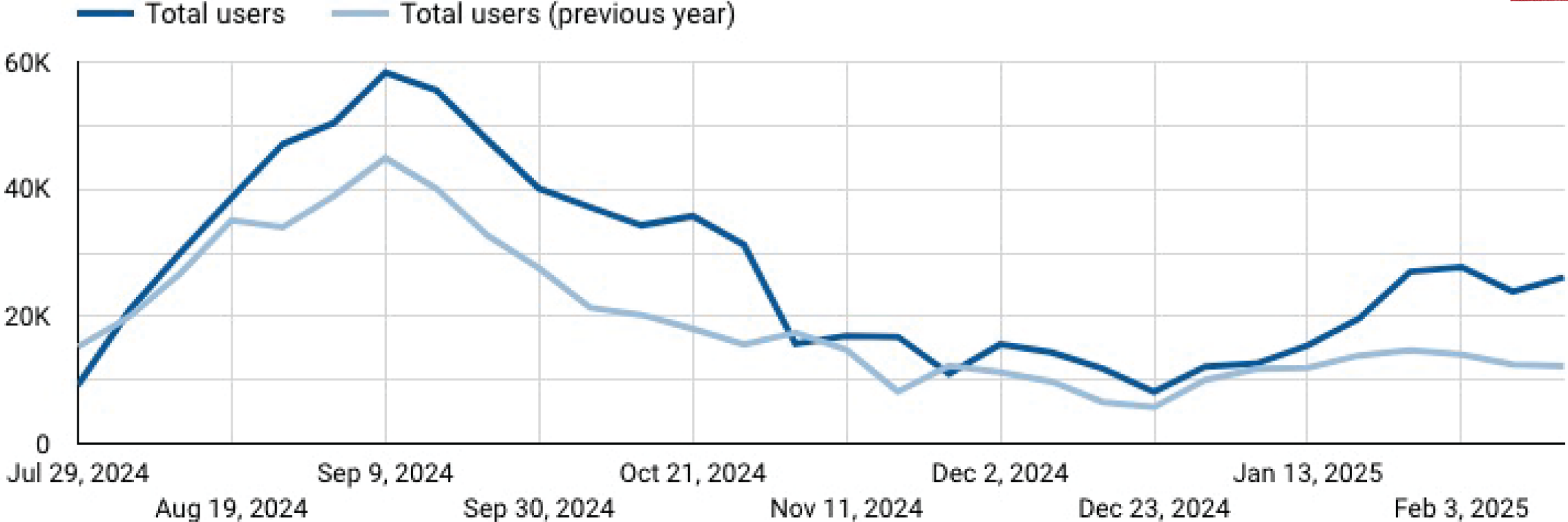


LAUNCHED INFLUENCERS TO REACH NEW PARENTS



Six influencers generated 33 million impressions.

FALL RECRUITMENT: DROVE 40+% INCREASE



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



PR



Paid Search



Retargeting



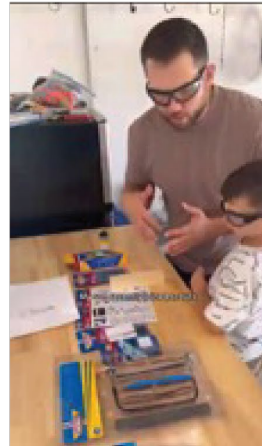
Influencers

DAVID MONTGOMERY



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ALWAYS ON



Google



Scouting AmericaTM



**GOOD
MORNING
AMERICA**

abc



SCOUTING AMERICA CELEBRATES 115 YEARS OF SERVICE

abc



TODAY



Scouting AmericaTM

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 in the back-to-school buzz begins in July, we'll launch social shorts at least summer camps, highlighting everything Scouting America has to offer.

This social-first content will be conceptualized to ensure it's attention-grabbing and entertaining for parents and will run in the paid campaign until the core campaign content (showcasing camps, activities, 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

Get up exciting local partner David Montgomery (DB, Detroit Lions) with national endorsement and sports media to speak about how his Scouting experience helped him on his NFL, college and other media moments in his life.

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

For content, we'll collect images of David in his media moments - as a Scout, as a Lions player, as a Lions coach, as a Lions fan. We'll also develop an interview-style video where David discusses how his Scouting helped him in his NFL career.

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

MING-NA WEN

Current Ming-Na Wen, Scouting America's current ambassador and set up interviews with endorsement and sports media for her and her Eagle Scout son to discuss her media moments and her son's media experience with Scouting that set him up for success.

Sample Media: People, Parade, Pop Culture, Deadline, Country Living, Entertainment Weekly, CNN, ABC, TV Insider.

For content, we'll collect images of Ming-Na Wen from her history with the organization including being a national volunteer. We'll also develop an interview-style video where Ming-Na and her son are sharing media moments throughout their lives and media Scouting moments, such as building a fire campfire, taking a few hikes, etc.

Sample Media: People, Parade, Pop Culture, Deadline, Country Living, Entertainment Weekly, CNN, ABC, TV Insider.

TIMING: Early August

David Montgomery: From the Power of Being a Scout - and Now a Football Player - and How Scouting Helped Him Succeed

Before the Lions and Now: How Scouting America Helped David Montgomery's Media Moment

Wing the Way: David's Scout Masterhood, Scouting America, and How His Scout Son is the Future of Scouting

Activating Ming-Na Wen's Scouting as DB's Media Moment with Her Eagle Scout Son and Scouting America

ACTIVATING LOCAL COUNCILS



TARGETED HIGH-IMPACT

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Google

FOR THE FIRST TIME...

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**AND THERE
IS MORE...**

Scouting  **America**™

NATIONAL DAY OF SERVICE

November 2025

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PLEDGING 10 MILLION HOURS OF SERVICE TO THE NATION

July 2025 - July 2026



AMERICA



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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 lawsuit
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 judge survivors
committee victims plan agreement children child sex abuse
new plan claims further liability abuse claims coalition
compensation fund insurers abuse survivors bankruptcy trustee

17.2K Media Placements

Average
Sentiment

-51

2022

lawsuit compensation fund due process rights
bankruptcy abuse claims bankruptcy code
debtor insurers plan local councils sexual abuse
victims bankruptcy protection judge child
abuse claimants children claims survivors scouts
abuse victims bankruptcy 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 trust distribution process
Scouting organization compensation process
foremost youth program bankruptcy valid claims
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

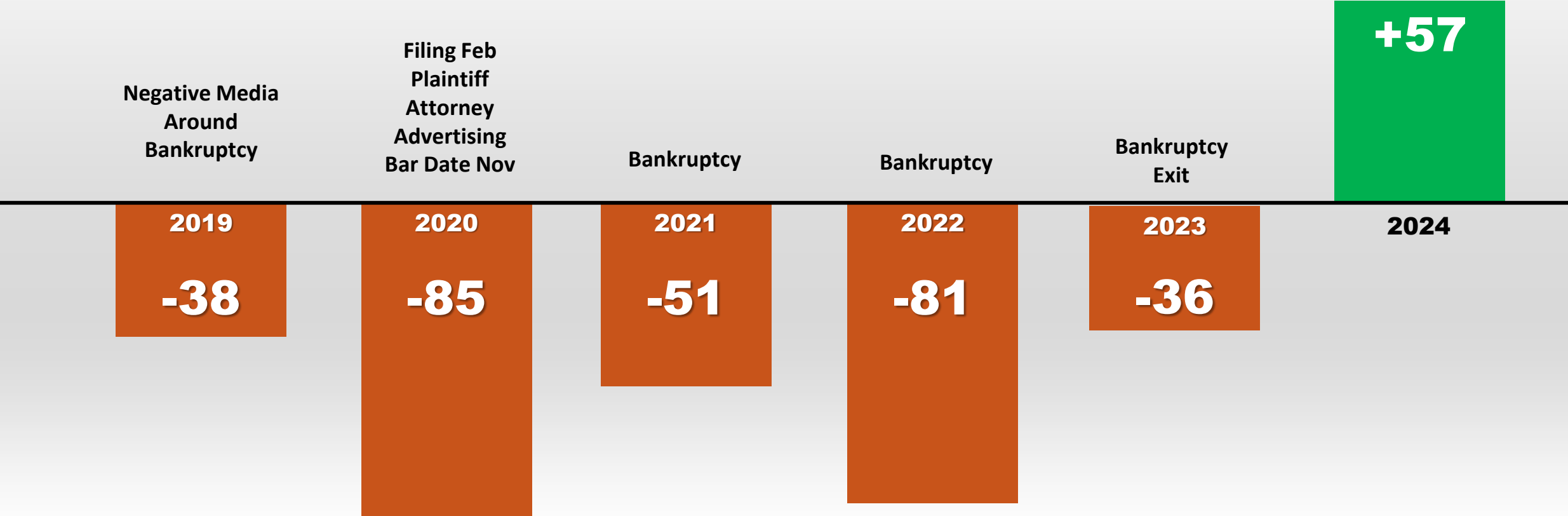
2024 YTD (Oct 15, 2024)

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
character development and values safe environment

17K Media Placements

Average
Sentiment
+57

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



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