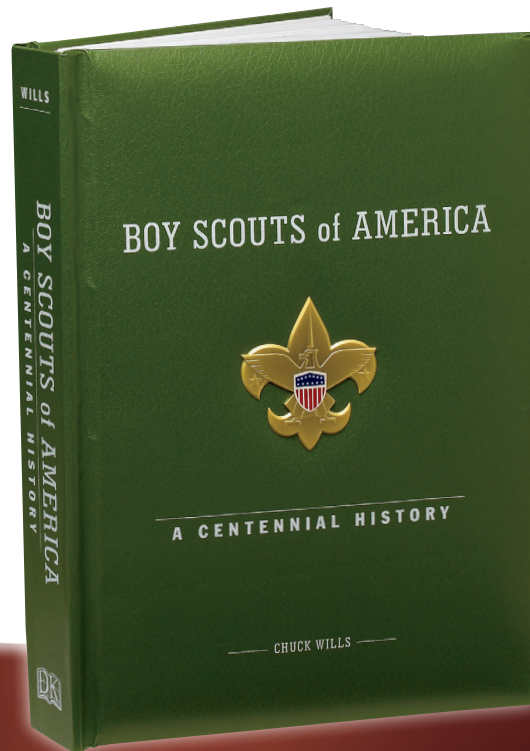


# BOY SCOUTS OF AMERICA: A CENTENNIAL HISTORY COUNCIL TOOL KIT



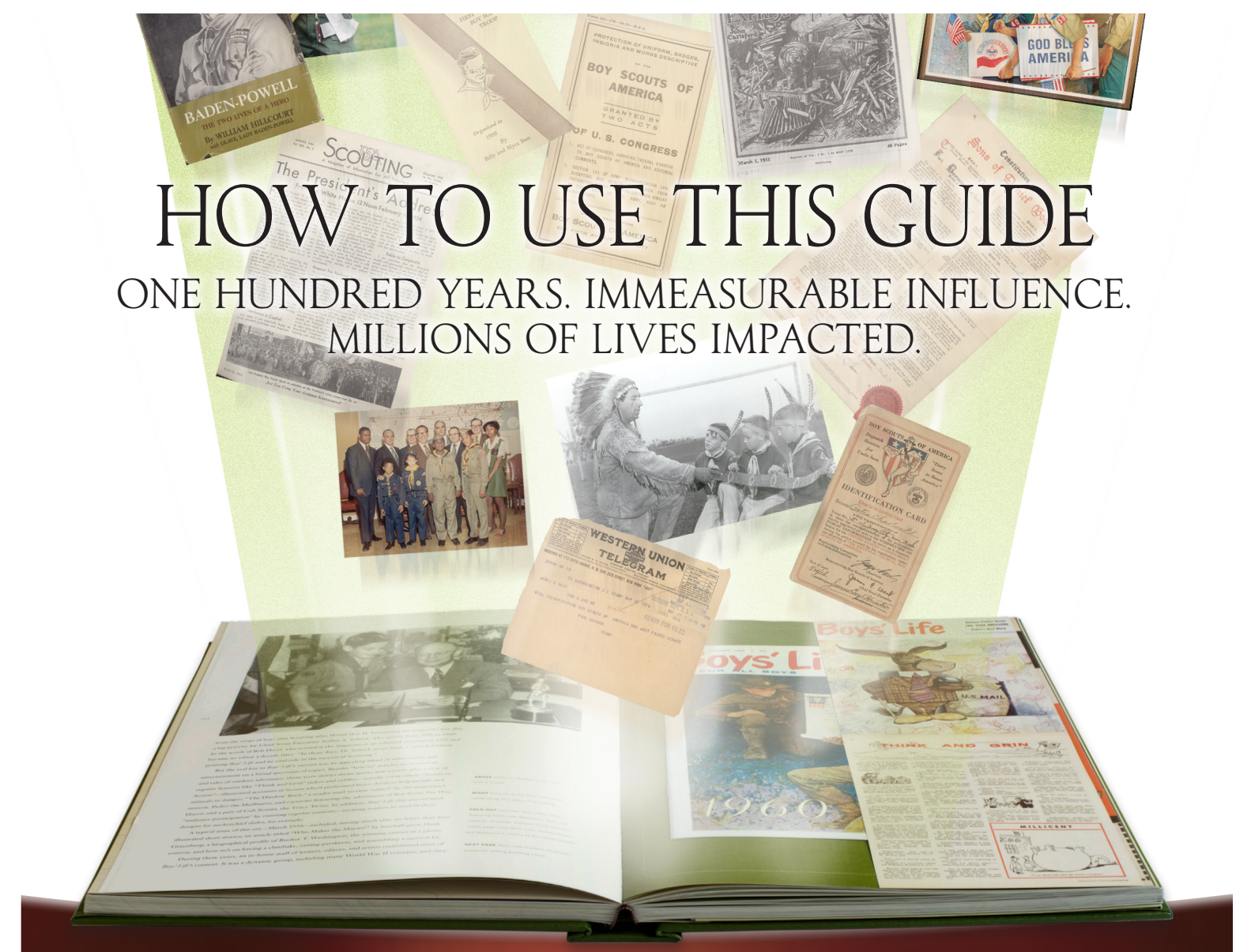
Along with a multitude of events, celebrations, and service projects, the 100th Anniversary will also bring hundreds of unique commemorative items. Sure to be one of the most sought after is the numbered, limited edition *Boy Scouts of America: A Centennial History* book. Within its pages, you will find the rich and full history of the Boy Scouts through engaging commentary which traces the organization back to its founding roots.

**Designed to be more than just a book, this is an experience!** With more than 70 removable replicas of never-before-seen Scouting artifacts, memorabilia, and vivid photos, the book enables readers to hold the history of the Scouts in their hands. Also included is a DVD of historical and contemporary footage.

In anticipation of heavy demand for the book, we have created the attached Council Tool Kit that provides many tools and ideas for promoting the book to Scouts, Scouters, and the general public.



BOY SCOUTS OF AMERICA



# HOW TO USE THIS GUIDE

ONE HUNDRED YEARS. IMMEASURABLE INFLUENCE.  
MILLIONS OF LIVES IMPACTED.

## One Book that tells it all.

This tool kit is intended to describe some of the ways that your council can utilize the *Boy Scouts of America: A Centennial History* book for promotions, sales, and as a gift and recognition tool.

Designed to be a collector's item, there is a limited number of this premium edition; therefore promotion of this book is intended to be short-term in nature and covers an approximate 18- to 20-month period or until all units are sold.

You will find a general explanation of opportunities on how to use the book to your council's benefit. It will familiarize you with some specific ideas and suggestions on promotions and events, as well as provide you with camera-ready advertisements and editorial articles for your electronic and print newsletters. This kit is intended to help connect current volunteers and past Scouts and Scouters to your council, as well as generate further excitement for our upcoming 100th Anniversary Celebration.

# PRE-PURCHASING

Due to the limited quantity of the books, your council may want to purchase a few to use as gifting and recognition opportunities leading up to the 100th Anniversary, as well as through the duration of 2010.

In addition to giving the books as gifts, councils may want to use their own upcoming events such as Distinguished Award Dinners, Gathering of Eagles, or the 100th Anniversary Hall of

Leadership to promote the book (for purchase or review) to audiences who have a vested interest in Scouting.

As we approach our 100th Anniversary, many of your Scouts, volunteers, and people in your community will be looking for a way to commemorate the occasion. This book is the perfect gift for a Scouting enthusiast because of its symbolic nature and its unique interactive elements.

## TIPS FOR PROMOTION

- Have an unwrapped copy of the book at functions where the book is presented as a recognition item so attendees may review and order.
- Groups within Scouting may also be interested in purchasing this book through Scout shops, online, or your council. Include copies of the sales sheet at Wood Badge training, James E. West award presentations, OA Conclaves, and other events.
- Include a copy of the marketing/sales sheet with the order form at roundtables, Executive Board and committee meetings.
- If an order is made, (using the sales sheet with the order form included in this tool kit) the Scout executive or the president may want to include a thank-you letter to the purchaser on behalf of the council when delivery/payment is made. [Click here for a sample of a thank-you letter.](#)

## KEY EVENTS TO GIFT OR PROMOTE THE BOOK

- Distinguished Award Dinners
- Gathering of Eagles
- 100th Anniversary Hall of Leadership
- Wood Badge
- James E. West
- Order of the Arrow Conclaves
- Board meetings
- Marketing meetings
- History Committee meetings

# PRESS RELEASE

(COUNCIL LETTERHEAD)

Contact:

## BOY SCOUTS RELEASE LIMITED EDITION CENTENNIAL HISTORY BOOK

### **Interactive book features removable replicas of rare Scouting documents and memorabilia**

CITY, STATE - DATE—To commemorate the Boy Scouts of America's upcoming 100th Anniversary, the BSA has opened its extensive archives to create a unique, interactive book and DVD package that chronicles the rich history of Scouting. Written by historical author Chuck Willis, *Boy Scouts of America: A Centennial History* invites the public to experience the story of the BSA, from its roots as the Sons of Daniel Boone and the Woodcraft Tribe to its evolving role in society today.

From the Scouts' contributions during World Wars I and II, the Depression, and to the aid they offered to victims of Hurricane Katrina, the Boy Scouts of America has played a pivotal role in our country's history. In the course of telling the BSA's history, the book honors notable Scouts like Paul Siple, Neil Armstrong, and John F. Kennedy.

The collector's edition book also features removable replicas of rare, Scouting memorabilia, artifacts, and vivid photographs that until now have only been seen in museums or archives.

This historical book literally puts the history of the Boy Scouts in the hands of its readers:

- Includes a DVD featuring historic and contemporary footage
- Handwritten letter from a young President John F. Kennedy
- Original Pinewood Derby rulebook
- Baden-Powell watercolors
- The Constitution of the Sons of Daniel Boone

The limited collector's edition of *Boy Scouts of America: A Centennial History* is available now for purchase at [www.scoutstuff.org](http://www.scoutstuff.org), or for more information check your local Scout shop or council.

Over the next two years, Boy Scouts of America will reintroduce to America the contributions Scouting makes in communities across the country and the positive impact Scouting has on millions of young lives. The 100th Anniversary Celebration will include major national events, activities, and initiatives to engage nearly 3 million youth and 1.2 million volunteers, an estimated 50 million Scouting alumni, and the general public.

### **About the Boy Scouts of America**

Serving nearly 4.7 million young people between 7 and 20 years of age with more than 300 councils throughout the United States and its territories, the Boy Scouts of America is the nation's foremost youth program of character development and values-based leadership training. For more information on the Boy Scouts of America, please visit [www.scouting.org](http://www.scouting.org).

INSERT LOCAL COUNCIL INFO

# # #

# MEDIA

## HOW TO PROMOTE THE 100TH ANNIVERSARY BOOK TO LOCAL MEDIA

*Boy Scouts of America: A Centennial History* is the most in-depth look at the organization's history that the BSA has made available to the general public.

Historians will be drawn to the book because of the BSA historical significance both in its engaging and educational commentary and the DVD of historic and contemporary footage. Collectors will be drawn to the replicas of rarely seen documents contained in the book. Anyone who was active in Scouting will want to look through the pages, because our history is their history. We want everyone who reads *Boy Scouts of America: A Centennial History* to relive their own Scouting history.

### Sample Media Pitches

<b>Pitch</b>	Book Promotion-100th Anniversary of Scouting
<b>Visuals</b>	Book and two or three replicas that might be of broad interest
<b>Spokesperson</b>	Scout executive and Scout alumnus that can talk about the history
<b>Media</b>	Cut-in for morning shows, mid-days cut-in
<b>Pitch</b>	Dedication of the book to a VFW, American Legion, or retirement center
<b>Visuals</b>	Scouts in uniforms make to someone in particular . . .say the oldest Scout at the VFW, Legion, or retirement center. Also take photos and send to papers with press release.
<b>Spokesperson</b>	Scout executive, member of receiving organization
<b>Media</b>	Print publications and broadcast news would be interested
<b>Pitch</b>	What's your Scouting history?
<b>Visuals</b>	Feature story during Scout Week or during month of February
<b>Media</b>	Daily/weekly print publications, community magazines, broadcast on-line by targeting bloggers with this one as well as for additional buzz. You can make this a quiz and see if your local paper will partner with you to feature a daily quiz . . . a winner can be selected to win the book. This can also be done through the council's Web site. For additional coverage, send out a release announcing the winner.
<b>Pitch</b>	Book review
<b>Visuals</b>	Provide a copy in advance to interviewer (pick up after interview)
<b>Spokesperson</b>	Scout executive and Scout alumnus that can talk about the history (Make sure you have very animated people when it comes to radio . . . words have to come to life)
<b>Media</b>	Talk radio is generally the best format for thorough discussion of content
<b>Pitch</b>	On-air gifting of the book to on-air talent (unexpected)
<b>Visuals</b>	The book, along with pictures from the talent's participation in Scouting
<b>Spokesperson</b>	Scout executive and Scout alumnus that can talk about the history
<b>Media</b>	A one-on-one interview format or a group of Scouts presenting at a media outlet-sponsored event to say thank you
<b>Pitch</b>	Dedication of <i>Boy Scouts of America: A Centennial History</i> to mayor's office, library, other public access location
<b>Visuals</b>	Photo opportunity if you can get a group together, or youngest and oldest Scouts
<b>Spokesperson</b>	Scout executive
<b>Media</b>	Print and broadcast TV

**NOTE:** Spokesperson can be anyone who can represent the council-while we have suggested the Scout executive as the spokesperson, other professionals and volunteers such as council president, 100th Anniversary chairperson, or council commissioner could be a part of the activities, especially if they have an established tie to the function.

# RECOGNITION

## GIVE AN EXPERIENCE, NOT JUST A GIFT.

Award presentations are extremely important to our organization. The Boy Scouts of America understands the value of recognizing volunteers and donors with thoughtful and meaningful recognition items that will be remembered and

valued for years to come. Personalize the Centennial History book experience by including a letter from the Scout executive and the council president to each person who purchases the book through the council office.

## GIFT RECIPIENT IDEAS

- Present one to a longtime Scoutmaster. A troop over several generations can collectively get together to purchase one from all of the Scouts or Eagles who have been impacted by his leadership—present to him during Scout Week.
- A unit, a chartered partner, or troop can recognize a strong supporter of Scouting units in the African American community with a presentation of the book as a part of Black History Month activities.
- If councils in your state participate in “Report to the State” activities, consider giving a copy to the governor or the elected official receiving the report. There are, of course, additional benefits if this person has a Scouting background.
- What father wouldn’t want a copy? Present your father or your father’s father with his own copy of the Centennial History book.
- Have major league and minor league sport teams in your area supported Scouting through camporees and fund-raising functions? Make a presentation when they open the season or during the on-site event to say thank you for their support of Scouting.
- If your boss is an Eagle Scout and you think he’s great, gather other employees to give the book as a Boss’s Day or holiday gift.
- Grandparents are the foundation of a great family, but they can be difficult to buy for. Honor their years of love and hard work by giving them the experience of the history of Scouting all over again.
- Sweetest Day or Valentine’s Day—if he’s earned it, he deserves it. Give your “honey” a copy of the book that helped to make him the man he is today.
- Scouting’s earliest history is closely tied to helping the country in times of strife. Every veteran deserves our honor and our respect—gift a copy to the local VFW or veterans hospital for Veterans Day.
- She’s Mom and she’s been with you from your first den meeting—now she’s a merit badge counselor. Whatever her title, let Mom know she’s made a difference—give her a copy for Mother’s Day.

# ARTICLES

## ARTICLE 1: 188 WORDS

### Experience the History of the Boy Scouts of America . . .

In February of 2010, the Boy Scouts of America will celebrate its 100th Anniversary. To mark this momentous occasion, the organization has commissioned a special collector's limited edition book titled, *Boy Scouts of America: A Centennial History*, which charts the rich history of the organization from its roots as the Sons of Daniel Boone and the Woodcraft Tribe to its evolving role in society today.

Through the pages of this book you will discover a wealth of vivid detail that gives an engaging account of Scouting for the last 100 years. In addition, this interactive book gives you the ability to experience the history of the Scouts through removable replicas of rare Scouting memorabilia and photographs that until now have only been seen in museums or private archives.

This limited collector's edition is the most comprehensive and unique book of its kind and is a must have for a Scouting enthusiast. To order this numbered, collector's limited edition book please go to [www.scoutstuff.org](http://www.scoutstuff.org), your Scout shop, or your local council (contact info on order form—if available to order through council).

## ARTICLE 2: 244 WORDS

### 100th Anniversary Pop Quiz Time:

How many Chief Scouts have there been in the history of the Boy Scouts of America? (Page 43)

What Boy Scout was chosen out of thousands to accompany Richard Byrd on a South Pole expedition? (Page 86)

What American president asked his father for a 40 cent raise in his allowance after becoming a Boy Scout? (Pages 168-169)

What was the original name of Philmont? (Page 118)

What caused the first jamboree to be postponed? (Page 116)

From what song does the Boy Scouts of America get one-half of all royalties? (Page 118)

Find out the answers to these questions and more in *Boy Scouts of America: A Centennial History*. To order this numbered, limited edition collectible book, visit [www.scoutstuff.org](http://www.scoutstuff.org), or go to your local Scout shop or council, or use the order form in this kit.

*(Insert answers on a different page or screen)*

- A. One. Ernest Thompson Seton
- B. Siple, a Sea and Eagle Scout, spent more than a year in Antarctica with an expedition of men led by U.S. Navy Officer Richard E. Byrd.
- C. President John F. Kennedy
- D. Philturn Rockymountain Scoutcamp. Philturn was a combination of Waite Phillips' name (who donated the land) and the Scout slogan of doing a Good Turn daily.
- E. A local outbreak in polio
- F. *God Bless America*. Songwriter Irving Berlin donated one-half royalties to the BSA.

## ARTICLE 3: 139 WORDS

### Boy Scouts of America: A Centennial History

In celebration of the Boy Scouts of America's 100th Anniversary, the BSA's extensive archives have been mined to create a unique interactive book and DVD package that tell the rich and full history of the organization. The book provides a fascinating and detailed narrative about its history from the earliest Scout camps to the Scouts' contributions to our country during times of conflict.

It is not just a book, it is an experience—bringing Scout history to life through removable replicas of rare, never-before-seen documents including the original Pinewood Derby rulebook, The Constitution of the Sons of Daniel Boone, and original Baden-Powell watercolors.

To order this numbered, limited edition collectible book, please see [www.scoutstuff.org](http://www.scoutstuff.org), or go to your Scout shop or council. Use the order form in this kit to order through your council.

The Centennial History Council Tool Kit will be available at [www.marketing.scouting.org](http://www.marketing.scouting.org).

# PROMOTIONAL TOOLS

## General

- Reproducible sales/marketing sheet
- Reproducible sales/marketing sheet with order form

## Material for e-newsletters and/or print publications (available via download)

- Quarter-page ad, four-color and black and white
- Half-page ad, four-color and black and white
- Full-page ad, four-color and black and white
- Articles
  - Article 1, 188 words
  - Article 2, 244 words
  - Article 3, 139 words

## Multimedia tools (can be placed on your council Web site)

- Link to “search inside this book”  
Web location
- Web button

## Tools to promote at events/functions (available through region offices)

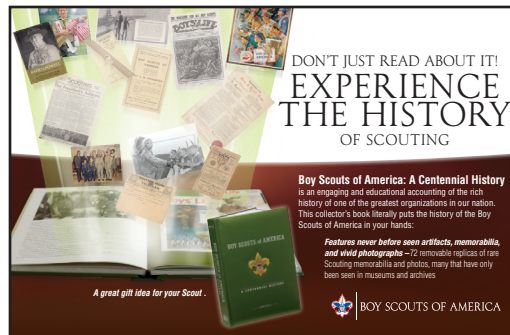
- 31-inch by 80-inch retractable banners  
in carrying case



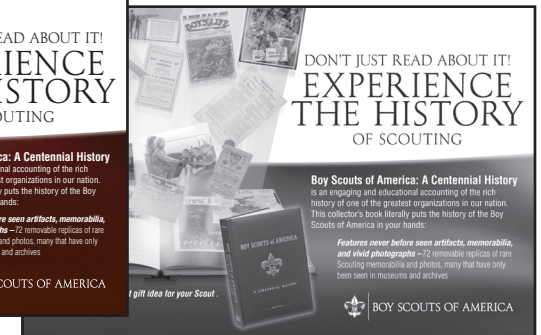
Quarter-page ad,  
four-color



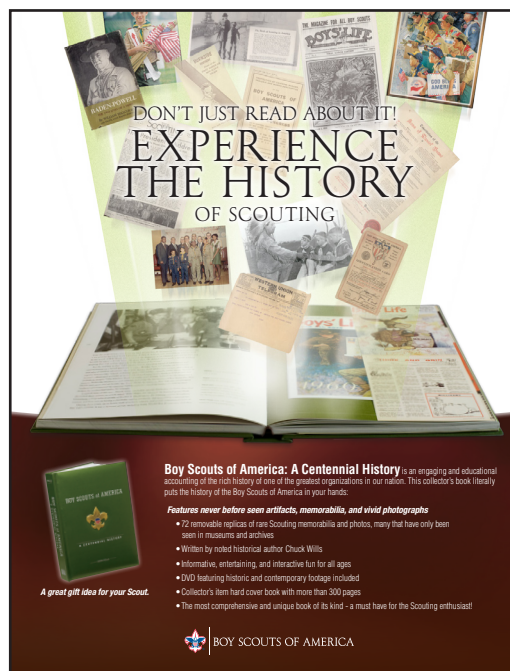
Quarter-page ad,  
black and white



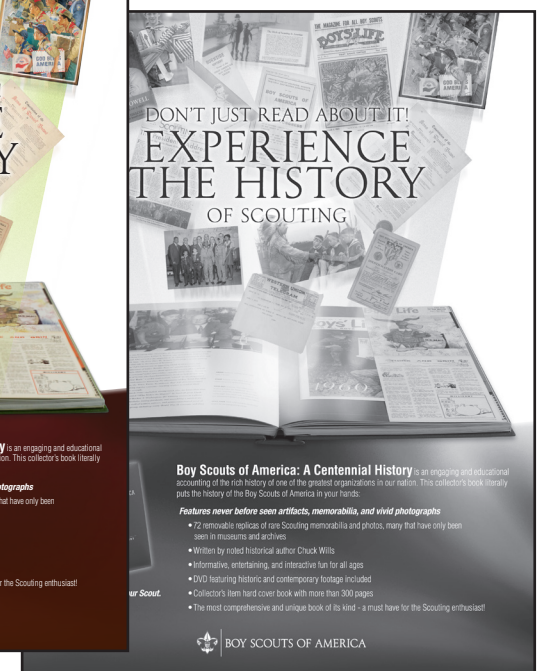
Half-page ad, four-color



Half-page ad, black and white



Full-page ad, four-color



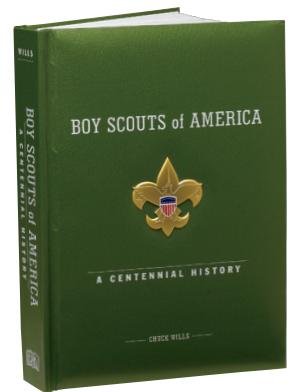
Full-page ad, black and white

# DON'T JUST READ ABOUT IT ...

## BOY SCOUTS OF AMERICA: A CENTENNIAL HISTORY EXPERIENCE THE HISTORY OF THE BOY SCOUTS!

*Boy Scouts of America: A Centennial History* is an engaging and educational accounting of the rich history of one of the greatest organizations in our nation. This collector's book literally puts the history of the Boy Scouts in your hands:

- Includes a DVD featuring historic and contemporary footage
- Collector's item hard cover book with more than 300 pages
- Written by noted historical author Chuck Wills
- The most comprehensive and unique book of its kind
- Features never before seen artifacts, memorabilia, and vivid photographs
- Informative, entertaining, and interactive . . . a must have for the Scouting enthusiast
- 72 removable replicas of rare Scouting memorabilia and photos that before now have only been seen in museums or archives:
  - Handwritten letter from a young President John F. Kennedy
  - Original Pinewood Derby rulebook
  - Baden-Powell watercolors
  - Pullout maps



### Boy Scouts of America: A Centennial History Order Form

Name of Council: \_\_\_\_\_ Event: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

State/ZIP \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Quantity: \_\_\_\_\_ Paid/Billed: \_\_\_\_\_ Retail Price \$299

