



Bass Pro Shops and the Boy Scouts of America are proud to announce *Boy Scout Month at Bass Pro Shops; Providing a Compass for Life!*

We are proud to announce that the entire month of September 2016 will be Boy Scout Month at all Bass Pro Shops across the country.

What is the *Providing a Compass for Life!* promotion?

The BSA/Bass Pro Shops promotional partnership is in its seventh year. This multifaceted event was created to give families the knowledge and ideas they need to maximize their enjoyment of the outdoors. This year, merit badge classes and workshops on subjects like rifles and fishing will be offered throughout the promotion on Tuesdays and Thursdays. Following each workshop, participants will complete a worksheet and earn a lapel pin. Opportunities are available to practice casting, shoot air rifles, and other activities. And remember, everything is free!

What's in it for the Boy Scouts and Your Local Council?

1. Increase awareness of Scouting in the community to help grow membership.
2. Raise money through a customer donation program at each store.
3. Offer Scouting items, such as popcorn, for sell at a storefront informational table.
4. Offer fulfillment of merit badge requirements through in-store workshops for Scouts.
5. Invite younger Scouts to come out and participate in workshops preparing them for Boy Scouting.

How Can Your Council Assist and Benefit from the Promotion?

Presence in Stores (Scouts and Families)

Scouts are encouraged to be at the Bass Pro Shops storefronts anytime during the month of September—but especially on weekends, when store traffic is highest—to talk to customers, solicit youth and adult membership, and remind visitors of the Roundup for Scouting donation program (explained below). Bass Pro Shops will provide a covered, skirted table and chairs for your council, and in-store signage promoting the BSA.

Roundup for Scouting Donation Program

During the month of September, Bass Pro Shops will offer customers an opportunity to donate their change to the Boy Scouts of America at each cash register. At the end of the promotion, 50 percent of the funds collected will be given to your local council with the other 50 percent to be designated to the National Council. Scouts will greet customers at the Bass Pro Shops storefronts and promote the donation roundup to increase results.

Merit Badge Classes

The Bass Pro Shops locations are uniquely qualified to offer several workshops with merit badge requirements included. This year, Bass Pro Shops has chosen to highlight the Fishing and Rifle Shooting merit

badges for Scouts. (Note: Fishing does not include the final step of actually going fishing, and for the Rifle Shooting merit badge, Scouts will be using the air rifle option.)

Each store will select two or more of their associates to become certified as merit badge counselors, so we will appreciate your council's assistance in the certification process. A supply of merit badge blue cards will be available so that counselors may sign off on completed requirements. Classes are taught on Tuesdays and Thursdays at 6 p.m. according to the following schedule:

Thursday, Sept. 1	Fishing	Tuesday, Sept. 13	Fishing	Thursday, Sept. 22	Rifle Shooting
Tuesday, Sept. 6	Rifle Shooting	Thursday, Sept. 15	Fishing	Tuesday, Sept. 27	Fishing
Thursday, Sept. 8	Rifle Shooting	Tuesday, Sept. 20	Rifle Shooting	Thursday, Sept. 29	Fishing

Advertising / Support

This promotion is being supported with national advertising and has been approved by the National Council. Bass Pro Shops' national advertising includes television, direct mail, in-store signs, a website and email campaign to Bass Pro Shops customers, and a mention on Twitter to Bass Pro Shops followers.

Store Management Support

If your council has specific needs or ideas, please schedule a meeting with store management in advance; they're glad to work with you. Bass Pro Shops' corporate office has sent out a communication to its stores in advance of this, so don't hesitate to reach out ASAP to begin preparations.

National Council Support

The Revenue Growth Team is working with Bass Pro Shops to provide a seamless experience for every participating council. In addition to communicating with the more than 50 councils in Bass Pro Shops store areas, we will be informing all councils across the country of this promotion in case their members would like to visit a Bass Pro Shops location in September. Either way, Scouting will benefit from more of our members being aware of this promotion. For questions or more information, contact the Revenue Growth Team at 972-580-2116.

Bass Pro Shops Online Toolkit

An online toolkit is now available that includes sample emails, letters, suggested social media postings, and fliers you can use to help promote your participation throughout the entire month of September. Communication about this will go out in advance with instructions on how to access the toolkit at www.scouting.org/BassProShops