



What is Scouting all about?

We help kids discover and build character in fun and engaging ways.

Scouting provides a blend of recreational and educational activities that allow members to explore the outdoors, try new hobbies and learn new skills, serve their community, and build relationships with families and friends. Our goal is to help each Scout build strong values so they can go on to be future leaders with fulfilling and successful lives.

What are the benefits of Scouting?

For Scouts

Scouting helps you develop new skills, try new hobbies, make friends, learn teamwork, experience the outdoors, and serve your community—all while having fun and discovering more about the world.

For Parents

Scouting helps your kids learn new skills, bond with you and their friends, and build character by learning to lead a values-based life that sets them up for future success.

For Donors

Scouting benefits its members, their communities, and the future by helping youth build character, learn about the world and grow into inspired leaders.

Brand Voice

Our voice is lively, knowledgeable, and adventurous

Adjective	Do's	Don'ts
Lively	<ul style="list-style-type: none"> ✓ Speak with passion/enthusiasm ✓ Focus on the positive ✓ Be welcoming, inclusive and engaging 	<ul style="list-style-type: none"> ✗ Use negative language ✗ Use unwelcoming language ✗ Act unenthused or unexcited
Knowledgeable	<ul style="list-style-type: none"> ✓ Share knowledge and expertise ✓ Be helpful when we can ✓ Teach the audience about who we are and what we do 	<ul style="list-style-type: none"> ✗ Make the audience feel stupid ✗ Use exclusive language/jargon ✗ Attempt to explain topics we aren't experts in
Adventurous	<ul style="list-style-type: none"> ✓ Show our love for the outdoors ✓ Find and share new experiences ✓ Ask questions 	<ul style="list-style-type: none"> ✗ Be repetitive ✗ Shoot down new ideas ✗ Focus on unadventurous activities/ideas

Voice in action

Here are some topics to focus on in your messaging

Growth - Share messages that show the growth of members and the organization. Discuss how Scouting leads to growth.

Building Character/Leadership - Share messages about leadership skills and character. Discuss how Scouting can help build character and leadership.

Adventure/Discovery - Highlight campouts, trips, activities, hobbies. Create messages that focus on how Scouting helps its members discover the outdoors and learn new things.

Skills - Showcase some of the many skills and talents of your members. Both the ones they learned on their own, and the ones they learned through Scouting.

Values - Scouting is built on strong values; don't be afraid to share those values and their impact.

Need assistance?

Contact GCC.Marketing@Scouting.org