

# Roundtable Hot Topic



## Growing Scouting Resources

There has never been a more exciting time to be a part of Scouting America! Since 1910, over 130 million Americans have taken part in the Scouting program. Scouting has grown into the leader in safeguarding youth and helping them become the leaders of tomorrow. At roundtable meetings, over 400,000 unit leaders have the opportunity to gather and learn, make connections, work together with commissioners and gain resources that will help you bring more youth and adults into the Scouting family.

With these great resources, as well as the passion of volunteers across the country, Scouting America will continue to make an impact on youth and grow leaders through the S.A.F.E.st, (Supervision, Assessment, Fitness and Skill, Equipment and Environment) youth leadership program which prepares Scouts for lives of impact and purpose.

### Scouting America Brand Center

<https://scouting.webdamdb.com/bp/#/>

In an effort to make it easier for all units and leaders to do the best job of sharing our message, the national office has created the Scouting America Brand Center, where you and your leaders can access high quality images of every logo, including the new and exciting Scouting America branding. Leaders also have access to hundreds of professional images and videos of Scouts participating in fun activities that can be utilized in marketing materials, social media posts, and websites.



### Marketing and Membership Hub <https://scoutingwire.org/marketing-and-membership-hub/>

As we look to share the message of Scouting, it is important to know the resources available to us. The Membership and Marketing Hub at Scoutingwire.org is a great resource for starting new units, growing existing units, and planning recruiting events. This site is packed with videos, templates, interviews, and fresh ideas to help your unit leaders share the message of Scouting.

## **The Scouting Edge: A Study of Ethics & Character in America**

In a recent survey done across the United States, researchers evaluated the opinions of youth and adults both inside and outside of Scouting. The results showed that there are a multitude of benefits that extend well into adulthood for those that participate in Scouting programs, even for a short period of time. Here's a quote from the results of the survey as found in Scouting's blog, Aaron on Scouting:

“Scouts and non-Scouts, alumni and non-alumni, agree that Scouting improves our country across a variety of vectors – in particular, they recognize the “somewhat” or “extremely” positive effects Scouting has on one’s leadership abilities and the competency to help others accomplish their goals.”

You can read the blog post from Aaron on Scouting as well as a link to the entire survey at <https://blog.scoutingmagazine.org/2024/06/04/what-is-the-scouting-edge-here-are-some-key-findings-from-the-latest-research/>

### **Resources:**

S.A.F.E. Checklist <https://www.scouting.org/health-and-safety/safe/>

Scouting Magazine <https://blog.scoutingmagazine.org/>

Scouting America Brand Center <https://scouting.webdamdb.com/bp/#/>

Marketing and Membership Hub <https://scoutingwire.org/marketing-and-membership-hub/>

Learn more about the Scouting America name change

<https://www.scoutingnewsroom.org/press-releases/boy-scouts-of-america-to-become-scouting-america/>