



August 15, 2018

Greetings,

This is an exciting year for Boy Scouts of America. We are thrilled to have you on board and look forward to positively impacting more youth in the community.

This year, we are excited to roll out the new *Scout Me In* recruiting campaign. It's more than just a tagline; *Scout Me In* reinforces that the mission and core values in the Scout Oath and Law are important and relevant for both boys and girls in West Central Virginia and Pendleton County West Virginia.

For kids, *Scout Me In* is a call to action. It's an invitation to take part in the fun and adventure that will help kids build the confidence to find and forge a path to their own best self – today and in the future. For families, *Scout Me In* is a call for togetherness. Today's families are busier than ever and looking for options that welcome their family to the adventure of Scouting.

As has always been the case, Scouts and their families depend on amazing volunteers like you to deliver a fantastic, meaningful experience. As you reach out to friends, family, and neighbors to encourage them to take part in Scouting, know that, as the program opens to even more families, the impact you'll have will be even greater. You'll be changing more lives than ever through Scouting, and we can't thank you enough for your dedication.

Whether it's through a friendly conversation or via a post on your social channels, we're excited that you'll be spreading the word about how more families can join the Scouts and participate in the best adventure and leadership program in the country!

If you need tools to help you tell the story of Scouting and invite more families to join, we're here to help you. You can find these resources, including messaging, infographics, informational *BSA Today* videos and FAQs on Scouting Wire, as well as on www.scouting.org/familyscouting.

A few of the most popular resources include:

- [BSA Today Video Series](https://scouting.webdamdb.com/cookieconsent.php?path=%2Fbp%2F#/folder/4549987/) : <https://scouting.webdamdb.com/cookieconsent.php?path=%2Fbp%2F#/folder/4549987/>
- [Family Scouting Infographic](https://www.scouting.org/wp-content/uploads/2018/05/Family-Scouting_Infographic_v10-1.pdf): https://www.scouting.org/wp-content/uploads/2018/05/Family-Scouting_Infographic_v10-1.pdf
- [Family Scouting FAQs](https://www.scouting.org/wp-content/uploads/2018/06/FAQ-Family-Program-061218-FINAL.pdf): <https://www.scouting.org/wp-content/uploads/2018/06/FAQ-Family-Program-061218-FINAL.pdf>
- [Common Misconceptions Article and Infographic](https://scoutingwire.org/the-boy-scouts-of-america-organization-name-is-not-changing-and-other-facts-to-set-the-record-straight/): <https://scoutingwire.org/the-boy-scouts-of-america-organization-name-is-not-changing-and-other-facts-to-set-the-record-straight/>

Thank you so much for all you do to support the Scouts and their families in our community.
Scout Me In!

Sincerely,

Jim Battaglia

Scout Executive
Stonewall Jackson Area Council
Boy Scouts of America