

# FAMILY SCOUTING

OFFERING ICONIC BOY SCOUTS OF AMERICA PROGRAMS TO BOYS AND GIRLS



## WHAT IS HAPPENING?

Starting in 2018, families can choose Cub Scouts for their sons *AND* daughters.

A Scouting program for older girls will be delivered in 2019, allowing participants to earn the highest rank of Eagle Scout.

# WHY THE CHANGE?

Families today are busier than ever and with less free time, families want convenience. In fact, **convenience beats cost at the #1 concern.**

Research shows that our programs are extremely appealing to today's busy families.



In a recent survey of parents not involved with Scouting...

**90%** Are interested in a program like Cub Scouts for their daughters

**87%** Are interested in a program like Boy Scouts for their daughters

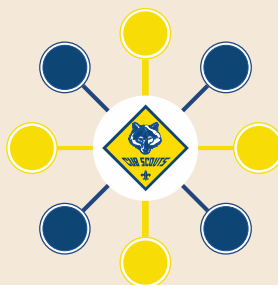
# HOW WILL IT WORK?

**CUB SCOUTS**  
AGES 5-10 (OR GRADES K-5)

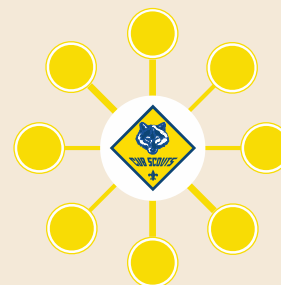
ALL-BOY CUB SCOUT PACK



BOYS & GIRLS CUB SCOUT PACK

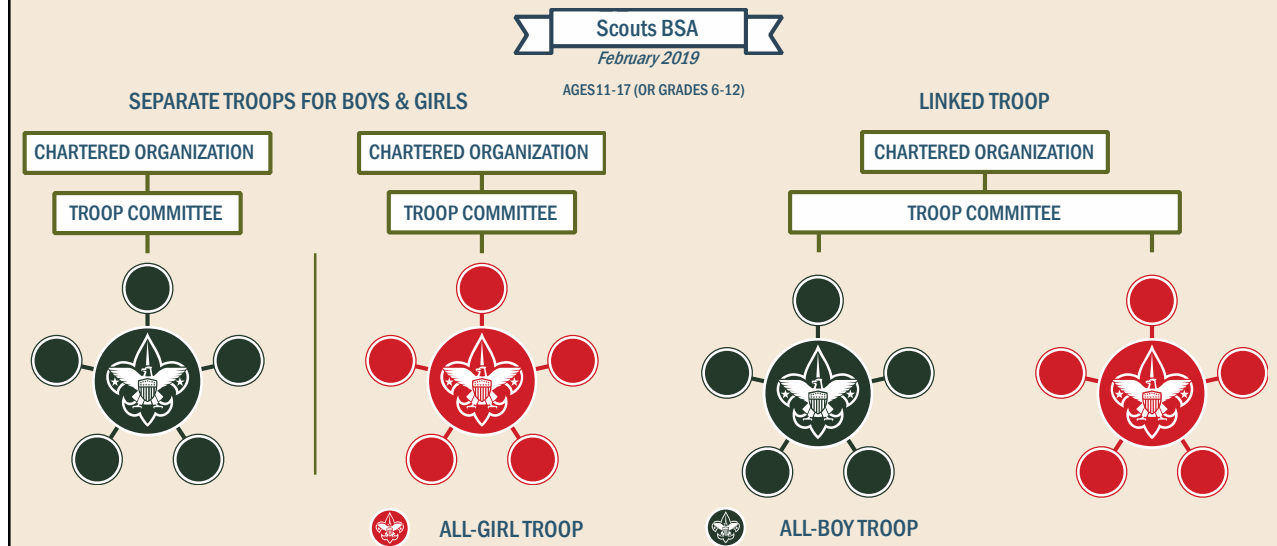


ALL-GIRL CUB SCOUT PACK

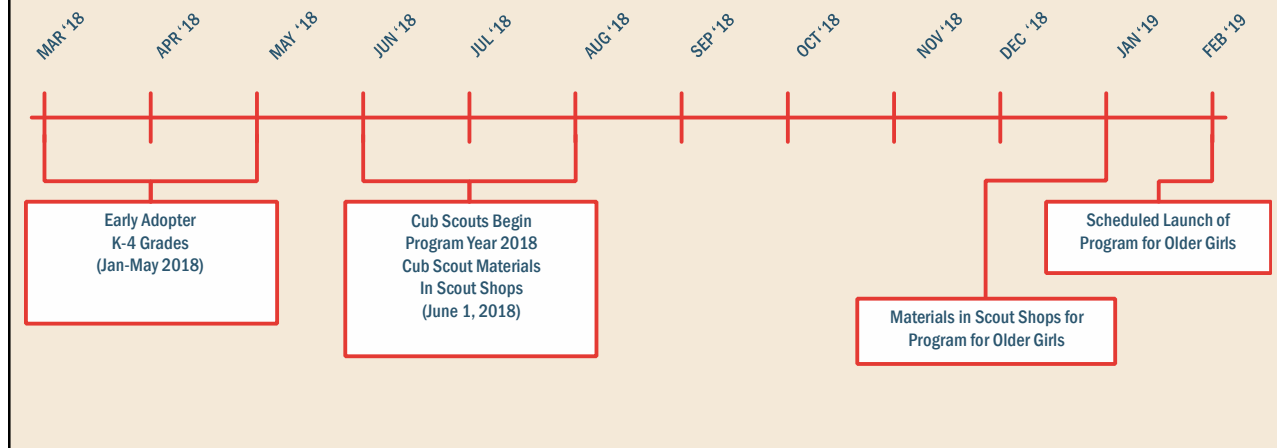


 CUB SCOUT PACK     ALL-BOY DEN     ALL-GIRL DEN

# HOW WILL IT WORK?



# TIMELINE



# TIMELINE

Allows organizations to identify the options that work best for their communities

Allows flexibility for chartered partners

Allows us to introduce scouting to more families

Allows boys and girls to learn and grow at the pace that is unique to their development

