



SCOUTS | BSA

**Registration
goes live**

Timeline of Deliverables

AUG '18	SEP '18	OCT '18	NOV '18	DEC '18	JAN '19	FEB '19
<p>Scout Me In Campaign Overview:</p> <ul style="list-style-type: none"> • Landing page Scouting.org/ScoutsBSA • “Pre-launch” video series, flyers, web banners. • Instagram/social media playbook • Scout Me In launch video 	<p>Scout Me In Pre-Launch Materials:</p> <ul style="list-style-type: none"> • Strengthening Youth Through Scouts BSA brochure and PowerPoint • “Preparing for a Successful Launch” 	<p>Scout Me In Asset Release:</p> <ul style="list-style-type: none"> • Print/digital assets • Social and long form–videos • Marketing kit to Councils • Recruiting Playbook 	<ul style="list-style-type: none"> • Female Scout Leader testimonials • Preview Feb 2019 launch plan • Youth testimonials 	<ul style="list-style-type: none"> • First 90 Days playbook 	<ul style="list-style-type: none"> • 2019 Scouts BSA recruiting plan 	<ul style="list-style-type: none"> • Scouts BSA Handbook • Program materials in Scout Shops