Be Prepared.
For Scouts BSA.

Do...
...share your passion for the Boy Scouts of America (BSA)!
We believe the BSA offers the best program for youth - but we
also believe it’s important for youth to be involved in the
programs that are right for them.

Don’t...
...compare the programs of the BSA to other youth
programs.

Remember...
...girls who are in Scouts BSA aren’t members of the Girl Scouts
of the USA (GSUSA). Avoid using the word “girl” before “Scouts.”
This includes fliers, in conversation, social media, etc. For example, you
shouldn’t say, “Let’s have that group of Scouts BSA girl Scouts line up.”

Do...
...refer all questions about GSUSA programs to the local GSUSA
council or website.

Do...
...refer all inquiries from media outlets (TV, radio,
newspapers, online) to the BSA public relations team by
email at pr@scouting.org

Do...
...be clear. Be sure to use official BSA marks and logos from the BSA Brand
Center when using terms like “Scout Me In” whether in print, social media,
or digital.

A Scout is Courteous
The Boy Scouts of America applauds the work of the GSUSA in service to our
nation’s youth and is committed to respecting the organization’s
rights and programs.

BOY SCOUTS OF AMERICA www.scouting.org