

Council Service Territory Volunteer Leadership Newsletter



Scouting  America

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Week of December 1, 2025

*The Council Service Territory Volunteer Leadership Newsletter is an official weekly digest of information for key local council and council service territory volunteers from multiple official Scouting America sources. Learn more about the items that may be important to you and **please share appropriate content with other Scouters.***

Remind Everyone to Follow-Up on Pending Applications and BeAScout Leads

With multiple marketing tactics nationally and locally driving traffic to BeAScout.org, it is more important than ever for units to follow-up on their BeAScout leads. There are already thousands of questions and pending applications waiting in the system. That is thousands of families excited about joining Scouting who may miss out if those leads go ignored too long. Make sure everyone has the info they need to manage BeAScout leads found [here](#). If you missed the recent webinar about updating pins and managing leads, watch it [here](#).

Monthly Membership Mixer

The next Membership Mixer will be held on *December 21 at 8:00 pm Eastern*. This month, Jeff Goldsmith from the Religious Relationships Committee will speak on "Leveraging Your Religious Relationships Liaison to Increase Membership." This event is designed for volunteers and professionals focused on growing Scouting in their districts, councils, and service territories. Advance registration is required [here](#).

Scouting America America250 Brand Guidelines

Brand Guidelines for our partnership with America250 are coming soon. While the guidelines are finalized, and once they are released, any content featuring the America250 logo or lockup must be approved through America250@scouting.org. Please direct all questions and any related content or publications to that address.

2026 Social Media Calendar

With the end of 2025 in sight, now is the perfect time to brush up on social media marketing for Scouting. If you have not done so already, check out the *2025 Scouting America Social Media Playbook*, [here](#). If you have any questions or concerns related to Social Media, reach out to the dedicated team at Social.Media@Scouting.org.

Updated Tool for Inviting Elected Officials to Our Capitol Hill Caucus

The Congressional Scouting Caucus is vital to advancing our mission and securing support for the Scouting movement at the federal level. Our letter template for inviting your representative or senator to join our Capitol Hill caucus has been refreshed and reintroduced. It has been around for a while, but many may not know it is an option, so we are spotlighting it again. We encourage you to use the letter template found [here](#) to invite your members of the U.S. House of Representatives or Senate to join the Congressional Scouting Caucus and help champion the values and future of Scouting.

Use These Resources to Continue the Recruiting Push

A strong recruiting push lasts through the end of the year as excited families continue joining. Keep using [these](#) recruitment resources, and start with the *Local Council Playbook* for tips on how to make the most of these assets, which include streaming TV ads and social media videos. If you are looking for traditional materials like flyers, posters, yard signs, videos, and more, you can still find great #AdventureOn! resources for Cub Scouts and Scouts BSA. And do not forget - the Scouting America Brand Center remains your go-to source for these materials and more. Be sure to visit the Brand Center often and share it with others interested in promoting Scouting.

Scouting America's Executive Vice President Sean Magennis

Read about Sean Magennis and his plans to lead Scouting America's membership growth efforts [here](#).

Reminder – December 2024 Membership

December 2024 membership totals have been adjusted in My.Scouting Membership Tools to reflect the corrections announced in the *November 6* memo to Scout executives.

Back Issues of the Volunteer Leadership Newsletter

We have created a repository of the most recent back issues of the *Newsletter*. Find them [here](#). Be sure to check them out if you are new to this newsletter and/or to review earlier issues.

Reminders from Previous Newsletters

Giving Tuesday Toolkit - December 2 - [here](#)

National Cub Scout Program Update Conference – *December 12-15* – register [here](#)

Alumni and National Eagle Scout Association Award Deadlines - [here](#) and [here](#)

2026 National Annual Meeting - *May 10–16, 2026* – Dallas

Exploring New Unit Trainings - Sign up for the trainings [here](#)

Trained to Make a Difference - [here](#)

Program Livecasts

Cub Chat Live (every Friday at 3 pm Eastern) - [Facebook](#) and [YouTube](#)

Troop Talk Live (second Wednesday of each month at 2 pm Central) - [Facebook](#) and [YouTube](#)

Leading our Adventures (every other Friday at 4 pm Mountain) - [Facebook](#) and [YouTube](#)

Trek on Tuesday (Tuesdays at Noon Pacific) - [Facebook](#) and [YouTube](#)

National Exploring Live Hour (Monthly) - Dates and information [here](#)

Webinars

National Venturing Program Updates – *December 17* – Register in advance [here](#)

Outdoor Program and Properties

How to Market Your Camp in 2026 - *December 11 at 2:00 pm Central* – [here](#)

How to Develop a Wheels and Boards Committee in Your Council – *January 15 at 2:00 pm Central* – [here](#)

Non-Scout Use of Your Camp – HOW TO – *February 19 at 2:00 pm Central* – [here](#)

2026 Pre-Camp Leadership Meeting – *April 16 at 2:00 pm Central* – [here](#)

MESH at Camp (Mental, Emotional, Social Health) – *March 19 at 7:00 pm Central* – [here](#)

Alumni Webinars - 3:30 PM Pacific – Read more [here](#)

Keeping the Flame Alive: Retaining Older Scouts in Scouting - December 7 – Register [here](#)

A Discussion with the National Eagle Scout Association President - *January 11*

Earning Your Scouting Alumni Award - *February 8*

Scouts BSA Advancement – *First Wednesday of each month* - Register [here](#) (Recording may be found [here](#))

Scouts BSA Membership Webinar – Find recording [here](#)

Monthly Fundraising Webinar – *Third Wednesday* at 2:00 pm Central - [here](#) and see recordings [here](#)

National Jamboree - Register for upcoming and view past webinars [here](#)

Newsletters/Blogs/Podcasts

Scouting Safety - [here](#)

Aaron on Scouting - [here](#)

Marketing – Subscribe [here](#)

Scouting in the Boardroom - [here](#)

Commissioner Newsletter - [here](#)

Trail To Adventure - [here](#)

Scouting Alumni - [here](#)

Training Times - [here](#)

Abilities Digest - [here](#)

Scouting Wire - [here](#)

Important Links

Youth Safety - [here](#)

Health and Safety - [here](#)

Safety Moments - [here](#)

Scouting America Brand Guidelines and Materials - [here](#)

Language of Scouting - [here](#)

Merit Badges - [here](#)

Online Registration Information - [here](#)

Scouting America Membership Standards - [here](#)

National Council Videos - [here](#)

High Adventure Bases - [here](#)

National Jamboree - [here](#)

2027 World Scout Jamboree - [here](#)

Council Support - [here](#)

National Eagle Scout Association - [here](#)

National Camping Schools - [here](#)

Scouting Forums - [here](#)

Order of the Arrow - [here](#)

Commissioners - [here](#)

Program Updates - [here](#)

Summer Camp Staff Jobs - [here](#)

Awards Central - [here](#)

Training Resources - [here](#)

Marketing and Recruitment Resources - [here](#)

Scouting Newsroom - [here](#)

Scouting Emergency Assistance Fund - [here](#)

Brand Center - [here](#)

