

Council Service Territory Volunteer Leadership Newsletter



Scouting  **America**

Prepared. For Life.®

Week of July 21, 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.***

Fall Recruitment Media Campaign Has Launched

The Fall Media Campaign in support of recruitment is live. This national effort is making a strong impact. Since launching last week, the campaign has already delivered 2.4 million impressions, generated 1.2 million video views, and driven nearly 28,000 clicks to BeAScout.org. These early results show strong momentum as we head into the peak recruitment season. Now is the time to ensure you have a solid plan to follow-up on any BeAScout leads...and turn those leads into new members. Watch a recording of the webinar [here](#) and find other assets in the Brand Center [here](#).

Scouting and Sports - Looking for Spokespeople

With recruitment season fast approaching, we are looking to identify Scouts, troops, and troop leaders who can speak to media outlets on the powerful connection between Scouting and sports. Sharing these stories will be an important part of our media outreach and will help drive awareness and excitement for this year's recruitment efforts. See your Scout executive for more details. The deadline for submissions is **July 24**.

Commissioner Newsletter

The *July 21* Commissioner Newsletter is available [here](#).

2025 Fall Cub Scouts Membership Recruitment Kick-Off – July 31

2025 Scouts BSA Membership Recruitment Kick-Off – August 7

Update to Training Requirements: Council Unit Representatives

Nominations Now Open for Scouting's Highest Honor

Family Adventure Camps

Get Access to News As It Breaks

Your National Commissioner Service Team Serves You

Ask A Commissioner

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 to review earlier issues.

Reminders from Previous Newsletters

2025 Distinguished Eagle Scout Award Nominations – *July 31* deadline - [here](#)
Scouts BSA National Youth Council – *August 15* deadline - [here](#) and [here](#)
2026 Silver Buffalo Award Nominations – *August 31* deadline - [here](#) and [here](#)
Scouting America's National Safety Summit - *September 14-17* - [here](#)
2025 National Outdoor Conference - *September 17-21* - [here](#)

Program Livecasts

Cub Chat Live (every Friday at 2 pm CT) - [Facebook](#) and [YouTube](#)
Troop Talk Live (second Wednesday of each month at 2 pm CT) - [Facebook](#) and [YouTube](#)
Leading our Adventures (every other Friday at 5pm CT) - [Facebook](#) and [YouTube](#)
Trek on Tuesday (Tuesdays at Noon PT) - [Facebook](#) and [YouTube](#)
National Exploring Live Hour (Monthly) - Dates and information [here](#)

Webinars

Monthly Membership Rally – *August 21* – Register [here](#)
National Jamboree - Register for upcoming and view past webinars [here](#)
2025 National Fall Cub Scouts Membership Recruitment Kick-Off - *Thursday, July 31, 2025, 8:00 pm Eastern* - [here](#)
2025 National Fall Scouts BSA Membership Recruitment Kick-Off - *Thursday, August 7, 2025, 8:00 pm Eastern* - [here](#)

Newsletters/Blogs/Podcasts

Scouting Safety - [here](#)
Aaron on Scouting - [here](#)
Scouting in the Boardroom - [here](#)
Commissioner Newsletter - [here](#)
Marketing – Subscribe [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](#)
National Annual Meeting Presentations - [here](#)
Executive Communications - [here](#)
Language of Scouting - [here](#)
Merit Badges - [here](#)
National Council Videos - [here](#)
High Adventure Bases - [here](#)
National Jamboree - [here](#)
Council Support - [here](#)
National Camp Accreditation Program 2025 Standards - [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](#)

