

Council Service Territory Volunteer Leadership Newsletter



Scouting  **America**

Prepared. For Life.®

Week of August 4, 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.***

Scouting America Launches Scoutly

Scouting America has announced the launch of Scoutly, a powerful new AI assistant designed to provide instant, reliable support to the entire Scouting community. Scoutly is more than a search tool. It is an interactive chatbot trained on an extensive, contained knowledge base of official Scouting America resources. This ensures a safe, child-friendly experience without relying on external internet searches. Key features of Scoutly include a Dedicated Knowledge Base, Merit Badge Expertise, Simplified Registration, and Round-the-Clock Support. Scoutly is now available 24/7 on Scouting.org and BeAScout.org, providing answers to a variety of Scouting questions. You can interact with Scoutly by selecting the floating Scoutly icon on the lower right corner of each of these websites.

Messenger of Peace Program Guide

Rooted in the Sustainable Development Goals, Messengers of Peace invites Scouts to take the lead in building a better world. The Messengers of Peace program has evolved to empower Scouts to live out the values of peace every day through action, attitude, and advocacy. Find out more, including the awards Scouts, Scouters, and units can earn that were announced at the National Annual Meeting in May, in the guide [here](#).

Sharing Cub Scouting Ideas

The Cub Scouting team has launched a way to share Cub Scouting ideas: a crowdsourced hub for activities, games, and ceremonies. Find out more about it [here](#).

Order of the Arrow Induction Experience and Ceremonies Update

Last month, a prototype induction experience and induction ceremonies were prepared for the attendees of the National Council of Chiefs to view and provide their feedback. New prototypes were developed in response to requests made by youth officers of the Order of the Arrow after multiple years of conversations and with members of all ages to improve the induction process. The proposed changes will align more closely with the recently adopted Vision, Mission, and Purpose of the Order of the Arrow. Youth members were actively engaged in the development of the prototype, helping to shape the activities that make up the prototype induction sequence. There is no change to current ceremonies as a result of the prototype, rather its development was just one step of a multi-phase process as outlined in the Tentative Schedule found [here](#).

Commissioner Newsletter

The *August 4* Commissioner Newsletter is available [here](#).

Safe Scouting Summit, September 14-17
National Outdoor Conference, September 17-21
New Social Media Playbook Helps to Tell the Story of Scouting
Making Custom Marketing Collateral is Now Much Easier
Scouts BSA Online Self-Assessment Tool
Scouts BSA Youth Council Application Window Closing Soon
Upgrade to the Renewal Process
MyScouting Mobile App Update
Scoutbook Plus
Messenger of Peace Program Guide
Save the Date: National Cub Scout Program Update Conference, December 12-15
Get Access to News As It Breaks
Your National Commissioner Service Team Serves You
Ask A Commissioner

American Camp Association Character Grant Program

This grant is to help support character development in camps. Your council and camp have an opportunity to apply for one of these grants to help support your council and camp. The submission deadline for all Character Grant Pathways is *October 15, 2025*. Grantees will be notified in December 2025; funds distribution begins January 2026. See your Scout executive for more information.

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

New Social Media Playbook - [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](#)
National Cub Scout Program Update Conference – *December 12-15*

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

2025 National Fall Scouts BSA Membership Recruitment Kick-Off - *Thursday, August 7, 2025, 8:00 pm Eastern* - [here](#)
Office of Development Bi-Monthly Gift Planning Webinar – *Thursday, August 7, Noon Eastern* - [here](#)
National Membership Mixer - *August 17th at 8:00pm Eastern* - register [here](#)
Monthly Membership Rally – *August 21* – Register [here](#)
National Jamboree - Register for upcoming and view past webinars [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](#)

