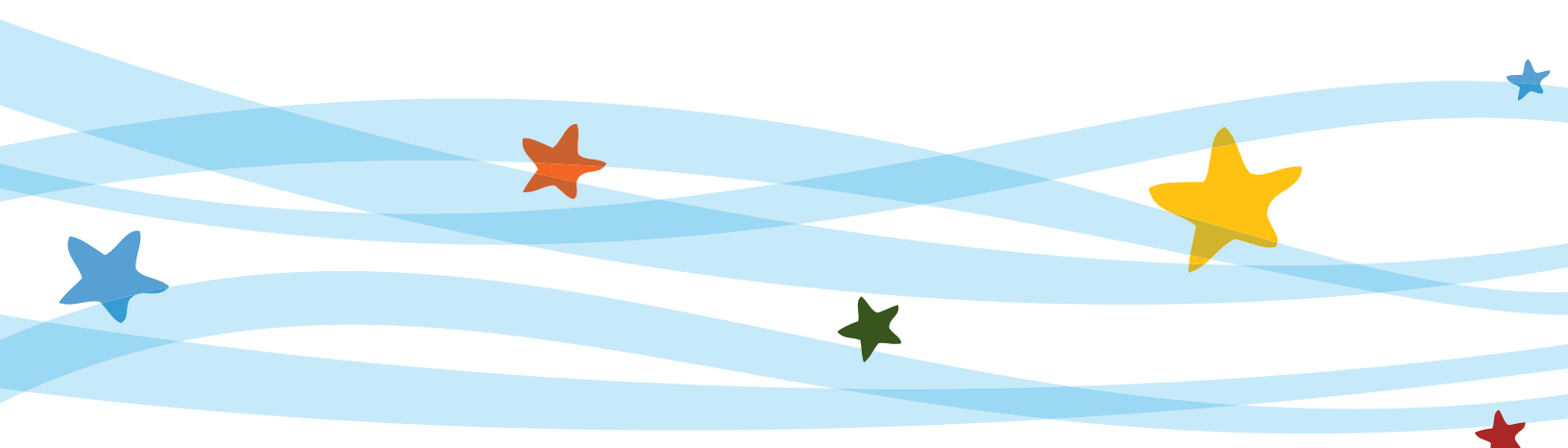


Boy Scouts of America

Maximizing the 100th Anniversary Celebration

A Once-in-a-Lifetime Opportunity for Scouts, Leaders & Families



BOY SCOUTS OF AMERICA ★ 100 YEARS OF SCOUTING



CELEBRATING THE ADVENTURE ★ CONTINUING THE JOURNEY



OUR 100TH ANNIVERSARY CELEBRATION

Celebrating the impact that 100 years of Scouting has had on the lives of millions needs more than a single date on the calendar. So, we've launched a series of national and local programs that span two years. And we're inviting everyone in America to get involved.

WHAT CAN BE ACHIEVED

Our celebration will awe and inspire ... and be a whole lot of fun. But it will also do more. We are leveraging this once-in-a-lifetime milestone to position the BSA for our next century of service. How? By recruiting new members and volunteers, building stronger relationships with financial supporters, and enhancing public awareness of the value of Scouting. By celebrating, with a purpose.

MAXIMIZING THE OPPORTUNITY

This is the most important Scouting milestone of our lifetimes. If we successfully engage millions now, it is the greatest gift we can give to our next generation of Scouts and Scouters. There is so much you can do to be part of this effort. And, we have put tools and resources in place to support you every step of the way. We appreciate everything you do. You make the magic of Scouting happen. Join us on this most important journey.

WHERE TO BEGIN

Go to Scouting.org/100years and click on the interactive version of this "Maximizing the 100th" guide. There, you can easily access more information about each of the steps you can take to join in the celebration. For even MORE background and tools you can use to engage your Scouts, ask your local council 100th Anniversary staff adviser to give you access to YourSource, our 100th Anniversary online resource center. We use YourSource to house all of our planning toolkits, promotional materials, and training guides. As a key leader in this effort, you are welcome to join the National Leadership Team! Again, just contact your local council for more information.

GET INTO THE ACTION! [Learn more at Scouting.org/100years.](http://Scouting.org/100years)

- 1. Join the 100th Anniversary National Leadership Team.** Gain access to YourSource and e-mails with anniversary news and events. Even get updates on your phone by texting “Scout” to BSA100.

Why? To stay informed and get access to planning and promotions toolkits.

- 2. Enroll as a Scouting alum ... and ask others to do the same.** We’re reaching out to Scouting alumni and friends and inviting you to make a new connection at www.BSAalumni.org.

Why? For you: the latest alumni news and offers. For your unit: re-engaged alumni volunteers and new youth members.

- 3. Nominate your Scouting hero.** The BSA 100th Anniversary National Hall of Leadership recognizes everyday heroes — leaders who help youth overcome challenges, Scouts who guide others along the trail, mentors who set the path for success. Deadline February 8th!

Why? These stories honor Scouts and leaders who make significant differences in the lives of others and demonstrate the value of Scouting in your town.

- 4. Plant a tree. Grow a legacy.** Discover and celebrate your Scouting roots with Generations Connection. Buy a 100th Anniversary tree from the Arbor Day Foundation, and another will be planted in a BSA Centennial Forest. Use our tree planting ceremony for a fun unit event.

Why? Membership retention. By emphasizing that Scouting is something to be cherished and passed down, Scouting becomes a central family focus.

- 5. Get that anniversary patch!** Scouts, volunteers, and alumni dedicated to Scouting values can earn five awards to hang from the centennial patch through “A Year of Celebration, A Century of Making a Difference.”

Why? A great way for everyone to celebrate! Posters, tracking charts, and an online order form for awards can be found at Scouting.org/100years.

- 6. Join the adventure.** A fully interactive campus with games, demonstrations, and even a traveling museum! You don’t want to miss Adventure Base 100 on its more than 40 stops across America.

Why? It’s a great unit activity! Check the tour schedule to find out when it’s coming to an area near you. There’s also a “virtual tour” online.

- 7. Get in the Game!** We’re using this high-tech treasure hunting game to recruit new members. Set up a unit geocaching activity, and have Scouts invite friends to discover the adventure.

Why? The best way to recruit youth and adult volunteers is to show how fun Scouting can be!

- 8. Take us out to the ballgame.** In Fall 2010, we’re working with Major and Minor League Baseball teams for “Pitch for Scouting” days at the ballpark. Make sure your unit is part of the action.

Why? Great fun for all! Opportunity to recruit new members and show how Scouts and sports compliment, not compete.

- 9. Shine a light on Scouting.** On July 31, 2010, the entire Scouting family will join together for the first time in history as a national broadcast from the Jamboree joins with celebrations across America. Plan or participate in “A Shining Light Across America” group viewing event!

Why? Fun, inspiring, impactful ... a once-in-a-lifetime opportunity.

- 10. Spread the word.** Write a letter to your local paper, post a message in your Facebook profile, and tweet the news about what your unit is doing or why you feel Scouting is important.

Why? To show America that the BSA is as vital and relevant today as when our journey began.

100TH ANNIVERSARY TIMELINE

AUG. 2008	Launch of BSA Alumni Connection
FEB. 8, 2009	National Hall of Leadership nomination period opens
APR. 24, 2009	Generations Connection launches 100th Anniversary trees available
AUG. 2009	Get in the Game! geocaching events kick into gear
SEP. 2009	A Year of Celebration program begins
JAN. 1, 2010	Adventure Base 100 starts its trek in Pasadena, Calif. BSA float in the Tournament of Roses Parade
FEB. 2010	U.S. National Mint begins producing BSA silver dollars
FEB. 8, 2010	National Hall of Leadership nomination period ends
FEB. 9, 2010	Gala 2010 centennial black-tie celebration in Washington, D.C.
MAY 2010	National Hall of Leadership inductees announced
JUL. 2010	"Celebrate Scouting" stamps available from the U.S. Postal Service
JUL. 25, 2010	Grand Centennial Parade marches through Washington, D.C.
JUL. 26, 2010	Start of Jamboree 2010
JUL. 31, 2010	A Shining Light Across America
AUG. 4, 2010	Conclusion of Jamboree 2010
AUG./SEP. 2010	Pitch for Scouting days at the ballpark
NOV. 2010	Adventure Base 100 makes last stop in New York City
DEC. 2010	Last chance to purchase BSA 100th Anniversary trees A Year of Celebration draws to an end

There are exciting local celebration plans, too! Check with your local council to join in the fun.



BOY SCOUTS OF AMERICA

Join us as we celebrate our 100 year tradition of adventure and continue our journey into the next century of Scouting. Learn more at Scouting.org/100years.

100th Anniversary Celebration Project
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