

Scouting Ambassador FAQ

What does a Scouting Ambassador do?

As a Scouting Ambassador, you are a influential, local advocate who can connect with individual units, volunteers and parents to increase how quickly and expansively we deliver information and celebrate successes as a movement.

Here is what being a Scouting Ambassador looks like:

- 1) Be prepared and excited to share your pride for Scouting's positive message in your community – both within the Scouting community with volunteers and local units, as well as outside of Scouting, with friends and neighbors.
- 2) Identify three units in your council to connect with and be prepared to facilitate a parents' meeting to help explain to parents what we do to keep our programs are vibrant and safe.
- 3) Stay up to date with the latest Scouting news by making sure you to read the weekly ScoutingWire e-newsletter, as well as select Scouting Ambassador updates sent to you directly so you are prepared and empowered with the latest information.
- 4) Should the need arise, we want you to have the information you need to quickly contact your units and offer in-person parent meetings to share timely and accurate information in a direct and transparent manner.

How long will I serve as a Scouting Ambassador?

We ask that you serve as a Scouting Ambassador for one year so that you are able to serve as a resource for units you'll work with throughout their year.

How often should I engage my units?

Serving as a Scouting Ambassador should feel like a natural extension of the work you already do to support Scouting in our community. Over the course of the year, you'll establish a routine schedule with your units at a pace that allows you to connect best, perhaps monthly or every other month. However, there will be times, such as fall recruitment or during major announcements, when it will be important to connect with them more frequently.

Will I get information before everybody else?

As the Scouting Ambassador effort kicks off in June, you will receive information directly from the Boy Scouts of America national service center to welcome you and provide you with important updates from the 2019 National Annual Meeting. We we will continue to provide regular updates throughout the year so you can continue to hear from both the national organization and the local council about important priorities, but we will do so in a way that is respectful of your time. During more time-sensitive updates, you will be among the first groups to receive information and materials so that you can help share information with the parents, volunteers and Scouts in your designated units.

How is this different from BSA Parents?

As Scouting Ambassadors, you are volunteers working directly with the BSA and our council to bring information about Scouting to more parents, volunteers and Scouts in your units. In contrast, BSA Parents is a group that is separate from the BSA.