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WELCOME TO THE SCOUTING NETWORK

Thanks for picking up this guidebook to engaging Scouting alumni and friends! This guidebook was created by fellow alumni and professional Scouters to help build local Scouting Alumni and Friends (SAF) committees and strengthen affiliate groups in councils across the country. We are proud of the volume we have compiled—but it is the energy, creativity, and drive of the local alumni that will make this program succeed.

Scouting has no peer in the field of character development when compared to other youth activities, and it is unique in its ability to produce an enduring impact on its members. In fact, not only does Scouting make an indelible mark in the lives of its youth participants, but it also impacts those who may have a more indirect relationship, such as adult volunteers, family members, and other recipients of Scouting’s good work—Scouting’s friends.

SAF committees and alumni groups are a great way for individuals to connect with organizations that are important to them. As such, SAF committees play a significant role in the Boy Scouts of America (BSA).

Whether an individual participated, “graduated” to the Eagle rank, or simply was a third-party recipient of Scouting’s good work, all have been beneficiaries of the Scouting movement.

We estimate that more than 50 million people have been impacted by the BSA. SAF was established during the BSA’s 100th anniversary in 2010. At that time, the BSA created a database of people who were interested in continuing their relationship with Scouting. Later, in 2013, emphasis was placed on creating a Scouting network to assist alumni in their individual pursuits in addition to keeping them connected to Scouting.

Where SAF goes from here is up to our alumni, our friends, and, more importantly, YOU!

Thanks for joining us on this exciting journey!

Ray Capp, National Chairman  Dustin Farris, Executive Director
COUNCIL SCOUTING ALUMNI AND FRIENDS (SAF) COMMITTEES

The most important element of SAF is the local council SAF committee. That’s where the action is.

Keep in mind that the local council is responsible for most of the different connection points individuals have with Scouting, whether it is a local Cub Scout pack or Scout troop, a chartered organization, or the council’s Scout camp. In each case, the local council is the key to those experiences and therefore an integral part of building alumni support and interest. So let’s look at exactly what the council SAF committee is and what it can do.

PURPOSE OF COUNCIL SAF COMMITTEES

The purpose of the council SAF committee is to establish, promote, and enhance programs that foster continued active engagement with Scouting on behalf of Scouting alumni, friends, and those who are currently active (both youth and adult participants).

This purpose can manifest itself in many ways, including:

- Spreading the word to nearby alumni and supporting a council camp alumni association event
- Aiding a troop in securing a subject matter expert for a troop program
- Sharing positive Scouting stories with alumni and the community at large
- Providing networking opportunities for alumni

In sum, council SAF committees are the support mechanism upon which the entire alumni program rests.

RELATIONSHIP TO OTHER SCOUTING ASSOCIATIONS AT THE LOCAL LEVEL

There may be a number of local associations or groups already active and engaging alumni in the council. Examples include but are not limited to a council National Eagle Scout Association (NESA) committee, a camp staff alumni association, unit alumni groups, and the Order of the Arrow.

These groups do not “report” to the council SAF committee. Rather, the council SAF committee assists these groups in the following ways:

- Coordinating events between all groups
- Assisting with keeping contact data up to date
- Communicating group activities to internal and external audiences

It is suggested that members of specific associations have representation on the council SAF committee to aid in coordination.
RELATIONSHIP TO NATIONAL AND REGIONAL SAF COMMITTEES

At the national level, the SAF is led by the national SAF committee. The national committee is organized into subcommittees that provide direction to the national programs of the SAF, coordinate national alumni events and initiatives, and broadly manage the association.

National committee roles include the following:

- The national chair, who is selected and confirmed by the Boy Scouts of America national president
- Four regional chairs
- Other voting national SAF committee members, appointed by the chair and confirmed by the committee
- Additional non-voting SAF key volunteers, appointed by SAF vice chairs for service on their respective committees and confirmed by the national SAF committee
- The director and associate director of the SAF
- Three administrative staff

Scouting Alumni and Friends, like the Boy Scouts of America, is organized into four geographical regions: Central, Northeast, Southern, and Western.

Each region is led by a regional SAF chair, who reports to the vice chair of council operations.

The regional SAF committee consists of SAF key volunteers as determined by the regional chair.

The regional SAF committee executes the national program on a more local level, ensures all councils in the region have an active SAF committee, provides resources, and facilitates communication between the local councils and the national SAF committee. In order to accomplish the latter, each region strives to host quarterly “hot topics” teleconferences that provide best practices and enable cross talk between councils.

In sum, the national and regional committees provide support to and coordination between all alumni groups, aid in alumni recognition, and most importantly, foster the sharing of ideas between local SAF committees so that they can be successful. Each council committee, within the nationally established bounds, will produce a unique product that is tailored to meet the needs of its alumni.
SAF EXPECTATIONS

What do alumni and BSA friends expect? People who are already active as registered Scouters or have children who are registered are not the primary target market for SAF programming. They are already involved, and their engagement is focused primarily on their units. However, they are a secondary focus because we want them to know there is a place for them to stay active after their direct involvement. We also want them to sense support for the front-line work they are doing. Active SAF affiliates can accomplish this task by lending auxiliary volunteer support. This reinforces for them and the community that the work of Scouting matters, and they can be involved in the Scouting program at their own individual comfort level.

Non-active alumni and friends are the key focus of SAF. The most important thing is to find, reconnect, rekindle, and re-engage each alumnus with Scouting. Each individual’s level of involvement will be different based on his or her circumstances, financial resources, time availability, and interest level as well as age and career status.

We know that the vast majority of Scouting alumni want to receive an invitation to hear about Scouting today, meet and network with other people (alumni and currently involved Scouters), and learn about ways to get involved that work for them as individuals. This can mean simply remaining on a mailing list to lend future support; becoming a registered volunteer on a unit, district, or ad hoc basis; making a donation; or becoming an informal Scouting supporter.

They do not want to feel used, do not want to be charged excessive fees to attend an event, and do not want to feel shamed or “guilted” into making a financial donation.

They are open to a wide variety of informal, zero-commitment, low-cost events for socializing, having fun, and learning about the parts of Scouting that interest them. They also desire a variety of times and places to reconnect with Scouting so that they can find activities that fit their busy schedules and feel comfortable to them. A great way to approach this is to offer a menu of events with varying levels of commitment.

SAF-SPECIFIC COUNCIL EVENTS

Councils can easily arrange a variety of events to reconnect with alumni and friends.

• **Urban campfires**—informal gatherings at local “watering holes” in rotating neighborhoods. This costs the BSA nothing unless the council decides to host. An urban campfire could also be an after-work social hour with a cash bar and jar for nominal donations for appetizers. People can drop in after work to learn about Scouting and to network with other alumni and friends.

• **Industry networking events**—gatherings of individuals in certain business sectors (the larger the council, the more specific the industry) or more general business-oriented meetings, potentially built around a talk from a local Eagle Scout luminary or corporate leader(s).

• **Service projects**—gathering people for community service projects, followed by fellowship. This gets alumni back into a familiar environment: serving others through Scouting. It also enables networking and information sharing.

• **Winter break pizza party**—perfect for the time period around the end of the year when many college students are home for the holidays.

• **Summer ice cream social**—held at a council summer camp with an invitation to bring family members. A variety of fun activities for Cub Scout– and Boy Scout–aged youth could be offered as well as an opportunity to meet with current professional staff and currently involved volunteer Scouters to learn about getting involved.

• **Vigil breakfast or Order of the Arrow reconnection event**—allows alumni who were in the OA to reconnect with Scouting.

Other ideas include an organized hike through a nature preserve, an opportunity to go boating on a local lake, a sporting event, a play, or another event such as a winemaker’s dinner or a barbecue cookout.
REGULAR COUNCIL EVENTS TO WHICH SCOUTING ALUMNI AND FRIENDS COULD BE INVITED

These types of events might include:

• A recognition dinner in which Eagle Scouts are invited to attend and welcome the newest class of Eagle Scouts in the council. Some councils have sponsor-mentors for new Eagle Scouts; these may be Scouting alumni who have careers of interest to new Eagles. Interaction at the event can help alumni who are Eagles re-engage and also benefit the Scouts.

• A Cub Scout Fun Day in which Scouting alumni and friends are directed to a special tent for refreshments and information. They also get a chance to see currently active Cub Scouts having fun.

• A district or council camporee in which Scouting alumni and friends could attend during the day to see the excitement of Boy Scouting. Perhaps include some competitions for alumni such as a first-aid meet, a fishing derby, a paddleboard or kayak race, or a pioneering event.

• A council pinewood derby in which Scouting alumni and friends could enjoy coffee and doughnuts while reconnecting by watching the excitement of the competition.

• A University of Scouting event in which Scouting alumni and friends could attend an information session and then mingle with other Scouters during a break or see “open house” displays.

UNIT SAF EVENTS

These types of events might include:

• A troop court of honor to which Scouting alumni and friends are invited to hear about the troop’s current events and rank advancements.

• Celebrations of troop milestones (100th Eagle, 100th anniversary, etc.) that provide opportunities for events that draw Scouting alumni and friends from different geographies and eras. Current Scouts can have a weekend camporee in conjunction so alumni can see contests and Scouts in action.

• A Mr. Holland’s Opus–style reunion to celebrate a Scoutmaster who has served 25 years or more and his influence on a generation of young men.

• A unit breakfast or urban cookout hosted specifically for Scouting alumni and friends in a particular geographic location.

Councils are already employing these activities to engage their alumni and friends, and you can find their efforts listed on the SAF website. Go to www.scoutingalumni.org, click on the For Councils tab, and select Best Practices.

TOOLBOX FOR CREATING SAF COMMITTEES AT THE COUNCIL LEVEL

We have explored why we should have SAF committees and some of the things SAF committees can and should do. Now we need to build effective committees to provide opportunities for our Scouting alumni and friends to engage and reconnect with Scouting. Let’s first look at what a council committee looks like.

ESTABLISHMENT

The local council president appoints a council Scouting Alumni and Friends committee chair after consultation with the Scout executive. The chair reports directly to the council president. SAF should not be a subcommittee of any other council operating committee. The SAF committee should be equivalent to the council’s other major committees, such as camping, advancement, and activities.

SIZE AND STRUCTURE

The size of your local council Scouting Alumni and Friends committee will depend on the size of your council and its needs. Some councils have a small dedicated group while larger councils may need more volunteer committee members. We have even seen councils combine duties with their NESA chair until the SAF committee can stand on its own.

There is no “one size fits all” answer to launching your new committee. It is widely advised to have at least a chair (or shared chair) and two subcommittee chairs. At a minimum, we recommend a committee chair, along with a subcommittee chair for outreach and one for engagement.

A sample council SAF committee could include the following positions or subcommittees:

• Council Scouting Alumni and Friends committee chair
• Council staff advisor
• Awards Subcommittee:
  —Council Alumnus of the Year nominations
  —Alumni Award promotion
• Engagement/Events Subcommittee:
  —Social events
  —Networking events
  —Recognition events
POTENTIAL ROLES AND DUTIES

SAF Committee Chair

- Serve as a member of the council executive board.
- Be responsible to the council president for all aspects of SAF.
- Serve as an advocate and spokesperson for SAF in the council.
- Recruit volunteers to fill roles on the SAF subcommittees.

Subcommittee on Awards

- Identify and nominate adult alumni for the council Alumnus of the Year Award by completing and submitting the application.
- Establish annual goals and recognition for recipients of the Alumni Award.

Subcommittee on Engagement and Events

- In coordination with the council activities committee, be involved in developing a Scouting alumni and friends component for all council activities where alumni programming would be relevant.
- Develop Scouting alumni and friends events such as adventures (or family adventures) at local camps, daytime activities such as a geocaching trek, or training courses on modern-day Scouting skills.
- Plan a calendar of low-commitment events for Scouting alumni and friends to attend and network with one another.
- Submit events at [www.scoutingalumni.org](http://www.scoutingalumni.org).
Subcommittee on Service Projects

• Mobilize Scouting alumni and friends in the council or in districts to help with service projects that fulfill Scouting’s mission.

• Conduct various additional service projects to showcase Scouting values in the community.

• Plan and market an annual Scouting Alumni Day of Service.

Subcommittee on Affinity Groups

• Gather information on other Scouting associations (NESA, Order of the Arrow, camp alumni committees, etc.) and their needs. Determine where the SAF may augment their efforts.

• Create avenues for cross promotion between other Scouting associations.

• Conduct an annual alumni affinity group roundtable where other Scouting associations can provide input and brainstorm ways to work together.

Subcommittee on Communications

• Establish an SAF web presence through Facebook, LinkedIn, Twitter, council webpages, and other channels.

• The SAF council website presence—www.(council name)BSA.org/scouting alumni and friends—should be utilized to add members to a mailing list, promote and offer registration for events and activities, give valuable news and information, and provide a direct link to the www.scoutingalumni.org website.

• Keep Scouting alumni and friends informed of and interested in council activities. This could include an e-newsletter, emails, direct mail, and social networking opportunities within the re-engaged alumni network. Gather information about Scouting news, both locally and nationally, and share it with alumni, local news organizations, and community blogs.

• Survey Scouting alumni and friends periodically to determine needs and desires as they relate to alumni programming.

Subcommittee on Membership

• Get word out that Scouting is looking for its alumni by developing a grassroots outreach strategy that could include things such as profiling alumni in digital and traditional media, hanging posters, talking to friends, placing links on websites or Facebook pages, and advertising.

• Engage organizations that are likely to have Scouting alumni in their ranks to join the council in your search for alumni. This could involve approaching civic organizations, local companies, and professional associations—especially those that are chartered organizations.

• Encourage alumni to join Scouting Alumni and Friends at the Hiker or Pathfinder level (explained on the following page).

• Stay in close contact with the event subcommittee chair to ensure that opportunities to participate in activities (often an incentive to sign up) are properly communicated and synchronized with the overall strategy.

• Regularly assess the local benefit package for Scouting alumni and friends who join.

Subcommittee on Program and Special Initiatives

• Assist the local and national council with securing presence and support at special events (national jamboree; National Order of the Arrow Conference; and local council, area, and region events).

• Manage special projects and initiatives as required.

Subcommittee on Training

• Promote national, regional, and online training opportunities.

• Train the SAF committee on how best to engage alumni at events.

• Conduct additional trainings for SAF committee members.
SAF AFFILIATION

So far we have focused mostly on the intrinsic value of being part of the Scouting network—the reconnecting and rekindling. But there are some extrinsic values to the member and, of course, to the local council. Let’s explore some of these advantages.

TIERS AND BENEFITS

We know Scouting Alumni and Friends has a broad definition: everyone positively and personally impacted by the Boy Scouts of America—including former Scouts, family members of Scouts past and present, volunteers past and present, and the millions of Americans who benefit from Scouting in their communities every day. The requirements are broad for a reason—to add more adults to the Scouting movement.

Becoming a member reconnects the member with the world’s largest youth movement. It allows a rekindling of the excitement and an exploration of the opportunities, adventure, and challenges experienced earlier in life. The opportunities may have changed because of the members’ experiences, but they are still focused on fellowship and on working as a team to improve skills and develop a better future for our country by furthering the positive experiences of our youth.

SAF offers two tiers of membership, Hiker and Pathfinder, with benefits to SAF members at both levels.

Hiker is the basic level. It costs nothing to join at this level, and members receive Alumni Alive!—a quarterly email newsletter that keeps them up to date with new offerings and developments within Scouting.

In addition, Hikers receive the bimonthly Scouting Wire alumni edition, which provides an avenue for them to learn about positive Scouting stories. They can also download ring tones of 10 bugle calls. (This is fun! Watch for people who think Reveille requires a salute!) Special offers and discounts are periodically forwarded to Hikers as well.

The Pathfinder level is the enhanced tier of membership. It costs only $35 a year to join and gives the member all of the Hiker-level benefits, as well as a host of additional features to reconnect and rekindle their involvement with the Boy Scouts of America. These include:

- Membership packet containing an embossed affiliation card, lapel pin, luggage tag, and window cling.
- Yearly subscription to the nationally recognized Scouting magazine.
- One-year membership to the National Scouting Museum. Membership includes the museum’s e-newsletter, Bridges and Trails, plus free admission to the museum and Norman Rockwell art gallery for up to four guests when the member shows his or her Scouting Alumni and Friends affiliation card.
- One-time discount on a purchase from the BSA Supply Group, either online at www.scoutstuff.org or in person at a Scout shop.
- Discounts to major retailers across the country.

SUPPORT OF LOCAL SCOUTING

In addition to all the benefits listed above, $30 of the Pathfinder membership is tax deductible as this portion goes to support Scouting in the member’s home council. Local councils may apply for local SAF grants to expand Scouting’s outreach in their area. This helps keep Scouting affordable and in reach of all youth.

AFFINITY OPPORTUNITIES

Do you have a member who provides a product or service that would appeal to others in Scouting Alumni and Friends? He or she might want to know how to get that information out and connect with a prospective market base. The SAF staff can help work with the member in developing an affinity plan that will help SAF members and enhance the benefits offered at the Pathfinder and/or Hiker level.
AWARDS FOR ALUMNI

Just as youth members and adult volunteers earn awards to recognize their achievements and dedication in Scouting, so do alumni! There are several awards that have been established to recognize the unique achievements of alumni.

ALUMNUS OF THE YEAR AWARD

The Boy Scouts of America Alumnus of the Year Award is the Scouting Alumni and Friends’ highest recognition. This award was established to recognize alumni of the BSA who, over a sustained period of time, have used the skills and values they learned through their association with Scouting to make significant and long-lasting contributions to our nation through their careers, avocations, and Scouting.

Nominees should have contributed significantly to the promotion and/or advancement of BSA alumni activities over a sustained period of time through word and/or deed. There are three levels of award—national, regional, and council—that may be granted for alumni service.

One national award will be presented each year, and each region and council is likewise limited to presenting one award per year. Nominations are to be sent to the national Scouting Alumni and Friends for review at each of these specific levels. Nevertheless, the local council is solely responsible for selection of the Council Alumnus of the Year Award. This allows the national SAF committee to keep a record of award recipients as well as post a list of recipients at www.scoutingalumni.org.

Recognition includes an 8-by-10-inch laser-printed certificate, a square knot for the BSA field uniform, and a lapel pin for non-uniform clothing that also doubles as a knot device and can be worn on the field uniform on top of the alumni knot.

ALUMNI AWARD

The Alumni Award was designed to encourage and recognize alumni activity on behalf of the Boy Scouts of America. It focuses on accomplishment in the following four areas of alumni service and development:

• Alumni identification/promotion
• Alumni engagement
• Personal participation
• Personal education

Specific requirements are listed on the nomination form, available at www.scoutingalumni.org.

Recognition includes an 8-by-10-inch laser-printed certificate, a square knot for the BSA field uniform, and a lapel pin for non-uniform clothing.

SOCIAL MEDIA STRATEGIES AND AVAILABLE RESOURCES

Social media is one of the most powerful mediums in an alumni committee’s marketing toolkit. If used correctly, social media can create a strong personal bond with past, current, and possible future Scouts and Scouters, alumni members, and the greater community. However, committees often make the mistake of plunging into social media without a clear plan of action. At best, this is a waste of time, and at worst, it can lead to a public relations disaster. To gain advantages from social media, begin by building a clear strategy that takes into account what you are trying to achieve, who the target audience is, and what related groups such as the local and national council are doing that may help leverage a common message.

The following social media channels are commonly used in the Scouting community:

FACEBOOK  TUMBLR
TWITTER  INSTAGRAM
LINKEDIN  REDDIT
GOOGLE+  FLICKR
YOUTUBE  VINE
PINTEREST

Each of these sites has advantages and challenges, both in use of technology and ability to reach the target audience. For this guidebook, we will focus on the top four channels (Facebook, Twitter, LinkedIn, and Google+), as they are the most commonly used and seem to currently have the highest market share of community members to target. (Note that this often changes as trends fade and grow and may not be representative of your local area.)
ESTABLISH GOALS

As with any journey, the first step in developing a social media strategy is to understand where one wants to go. What is the purpose of the committee’s social media efforts? Is the committee looking to increase alumni awareness, or website traffic, or both? Is the goal to build loyalty or to increase retention? Is it to reach former Scouting members in the community or to reconnect with those who may have moved away?

These goals aren’t mutually exclusive, but the committee should focus on one or two. As a wise Scoutmaster once said, “If you spread yourself too thin, you’re going to be a mile wide but just an inch deep.” Keep in mind that the goal for a social media strategy should go beyond simply gaining likes, retweets, and shares. Scouting alumni and friends desire rich and consistent content, and providing that will keep your alumni engaged.

CREATE SEPARATE STRATEGIES FOR EACH SOCIAL MEDIA CHANNEL

The target audience interacts with content differently on every social media channel. Some channels are much better suited for particular types of content than others. The committee needs to adapt the group’s strategy accordingly but maintain the same expression and character across all channels. The following provides a few ideas for some of the top social media sites.

Facebook

- Include photos! The post needs to stand out on end users’ news feeds. Posts of solid text are simply not eye-catching and are often times ignored regardless of how well written or important the information may appear.
- Optimize the post. Some believe that a post can receive double the activity if it is 65 words or longer, 50 percent more contact if it contains hashtags (marks that are indexed by the site and easily searched by other related stories and unique searches), and 25 percent more activity if a question is asked.

Twitter

- Use an appropriate number of hashtags. A handful of hashtags leads to greater visibility, but too many make tweets difficult to read.
- Post pictures. Although often ignored by those posting the story, images can be just as effective on Twitter as any other channel.

LinkedIn

- Pay attention to length. Headings should be no more than 70 characters and link descriptions no more than 250 characters to ensure all text is visible.
- Work on generating leads or new connections. LinkedIn is nearly three times more effective at generating new connections than Facebook and Twitter, provided content helps members of the target audience achieve their personal goals.
- Keep in mind that there is a stronger sense of business etiquette (formality and newsworthiness) on LinkedIn than on other social media channels and plan the committee’s content accordingly.

Google+

- Post the proper content. Some studies suggest that Google+ users receive nearly double the comments to posts posing questions, one-half more engagement for animated GIFs, and a third more engagement for videos.
- Create communities with Google+ circles. Separating followers into groups enables the committee to better target content at different segments according to criteria such as interests, occupation, and programs within Scouting (e.g., Order of the Arrow, NESA, Sea Scouts, and Scout camp associations). Keep in mind that this may take more time to manage and is suggested only to SAF committees that are large or more technologically advanced.

SAF committees are encouraged to seek out inspiration about how to use social media channels by checking out other groups that have high membership or following in the committee’s local area (e.g., colleges/universities, large employers, and local chartered organizations). Find out what they are doing and how they engage with their followers.
DEVELOP A SOCIAL MEDIA CALENDAR

Although communications with the target audience should be spontaneous—which is the true power of social media—the committee needs to plan the dissemination of the information with a few details in mind in order to get the most out of its social media strategy. Draw up a plan for the coming month that describes when the committee will post to each channel, what type of content the committee desires to target for this period, and how this will help meet the main objective.

If you are unsure about how to divide your content into different areas of interest, the following are good rules of thumb:

• One-third of the content to promote SAF activities
• One-third of the content about Scouting’s past or present from the local or national council
• One-third of the content to focus on personal interactions that develop the committee’s brand image (e.g., surveys, questions, or thought-provoking activities)

Moreover, the time that content is posted to a specific channel is very important. For instance, Facebook users are more active after work hours and on weekends, whereas Twitter experiences the highest number of interactions between 1 and 3 p.m. Monday through Thursday. Google+ sees the greatest activity between 11 a.m. and 2 p.m. on Fridays.

The SAF committee needs to constantly monitor its content strategy in order to remain fresh, draw in more followers, and retain those who have already been captured. Look through the site’s analytics every week to ensure the strategy is remaining on track, and keep refining ideas to meet the committee’s goals.

Find Scouting Alumni and Friends on:
APPENDIXES

APPENDIX I:
CONTACT INFORMATION

APPENDIX II:
DATABASE

APPENDIX III:
FAQ

APPENDIX IV:
SAMPLE SCRIPT

APPENDIX V:
COMMITTEE ADMINISTRATION AND RULES
APPENDIX I

CONTACT INFORMATION

The doorway to Scouting is always open for our alumni.

Here's how to get in touch with us:

**Mailing address:**
Scouting Alumni and Friends
1325 West Walnut Hill Lane
P.O. Box 152079
Irving, TX 75015-2079
Phone: 972-580-2000
Fax: 972-580-7870
General email: BSAalumni@scouting.org
APPENDIX II

DATABASE

Accessing Alumni Data (Individual Alumni)

As a member of the Scouting Network, you can view other SAF member profiles (contact information, business and professional affiliations, accomplishments, etc.) to network and reconnect with other Scouting alumni. Follow these steps:

1. Go to www.scoutingalumni.org and click Login at the upper right.

2. After logging in, click Alumni Directory.

3. Clicking on the Alumni Search button offers three search options:
   - Scout as a Youth—This option offers the ability to search for other alumni who participated in Scouts as youth, provided they are a member of SAF or a member of an affiliate group such as the National Eagle Scout Association, Order of the Arrow, or a camp alumni association.
   - Eagle Scout—This option restricts searches to alumni who are Eagle Scouts.
   - Scout as an Adult—This option provides a way to search for SAF members who have volunteered in Scouting but may not have participated in Scouting as a youth.

It is important to note that alumni under the age of 18 are not viewable in the Alumni Directory and will not display in search results. Note also that the default displayable alumni information in the Alumni Directory is restricted to name, Scouting affiliations, and Scouting awards known to the BSA. Professional affiliations and hobbies that alumni have entered into their profiles will also automatically display on their profile. However, any other additional personal information is not displayable in the directory unless alumni specifically indicate they wish to have the information viewable on their profile page.

Alumni can learn how to update their profile by going to www.scoutingalumni.org and clicking Alumni Directory Quick Tour.
4. In addition to searching by name and unit affiliation, you may expand or limit your search by clicking the **Advanced Search** button. Advanced search lets you refine a search to include alumni with similar hobbies, volunteer and charitable affiliations, companies, occupations, fields of study, and more.

Accessing Alumni Data (Administrators)

Council professionals have the ability to view, edit, and run reports within the Scouting Network database. In an effort to reduce duplicate alumni records and multiple databases within the BSA, the SAF database gives all alumni administrators the ability to interact with the same individual alumni record, provided the alumnus has opened his or her profile to be viewed by the council.

Functional access is dependent on each administrator's role and alumni group responsibilities. For example, council professionals have the ability to modify much of an alumni profile including adding council awards, but they are unable to add membership into the National Eagle Scout Association, Order of the Arrow, Philmont Staff Association, etc.

The portal to access the alumni database is at **www.scoutingalumni.org**. After logging in, alumni administrators are taken to the landing page for the SAF database.

5. Click on search results to access individual alumni profiles. All default profile information as well as information the alumnus has indicated he or she wishes to be displayed will be viewable.
The landing page contains how-to videos for administrators to learn how to manage alumni data and create queries for alumni research and mail merges, and provides answers to frequently asked questions.

In addition, quick search queries and reports are available for administrators to quickly gather alumni data. Examples include:

- Council Eagles (earned inside and outside council)
- Current NESA members
- Current Order of the Arrow members
- Council Scouting Alumni and Friends Pathfinders and Hikers

For more information about accessing the Scouting Network, go to www.scoutingalumni.org, select For Councils, and then select Training.
APPENDIX III

FAQ

SAF Program and Purpose

Q: What is Scouting Alumni and Friends (SAF)?

A: SAF is a program that engages current and former Scouts and their family members, volunteers (past and present), and the millions of Americans who benefit from Scouting in their communities each day.

SAF allows alumni to continue to stay in touch with BSA programs, hear positive stories about the BSA’s impact on the community, and learn the latest methods provided by Scouting to transform the lives of young men and women through the tenets of leadership, character development, citizenship, and physical fitness.

SAF is also an outlet for alumni to network and collaborate with one another under the common banner of Scouting, which may include increasing business connections and participating in service to the BSA or other organizations.

Origin of SAF

Q: Why did the BSA create Scouting Alumni and Friends?

A: More than 50 million men and women have actively participated in BSA programs since 1910. Millions more have been positively impacted—directly or indirectly—through the involvement of their family, friends, or neighbors, or their own exposure to Scouting programs in schools, religious institutions, or community organizations.

In a time when America needs young men and women who embody Scouting’s timeless values more than ever, the BSA determined that an alumni association would further perpetuate these values, continue to engage those who have benefited from Scouting in America, spread the positive story of Scouting, and continue to assist Scouting alumni in their vocational and avocational pursuits.

Scouting Alumni and Friends Defined

Q: What is the definition of a Scouting “alum” or “friend”?

A: SAF defines Scouting alumni and friends as anyone positively and personally impacted by the Boy Scouts of America.

This definition includes former youth members, family members of Scouts past and present, community leaders, and millions of Americans who benefit from Scouting in their communities every day.

Our definition is intentionally broad because Scouting impacts more than just those who have served in official capacities with the BSA. The Scouting umbrella includes those who have ever assisted with a troop campout, financially supported a Scout, or hiked with a BSA unit. Any number of scenarios makes one a Scouting alumnus or alumna.

Whether an individual is returning to Scouting after a hiatus or is participating on a more active level for the first time—having yearned to become involved with BSA programs and the positive development of youth—we welcome them!

Scouting Alumni Lists for Councils

Q: How do councils obtain their alumni lists?

A: Each council has at least one alumni database administrator who is a commissioned professional of the Boy Scouts of America. Councils may be assigned additional administrators based on the size of the council and council need.

Administrators can access council alumni lists in real time by logging on to www.kintera.org. Alumni lists can be segmented in many ways including by zip code, occupation, and hobbies and interests, and can also be limited to the following:

- Council Eagles (earned inside and outside of council)
- SAF Pathfinders and Hikers
- NESA members
- Sea Scout Quartermasters
- Silver Beavers
- And much more!

To determine your council alumni administrator or if you need help retrieving your password, contact SAF.
Council Alumni Administrators

**Q:** Who can be a council administrator?

**A:** Currently, administrator access is limited to trained council commissioned professionals with more than four years of tenure. Preference is given to:

- Scout executives
- Assistant Scout executives
- Directors of field service and assistant directors of field service
- Development professionals

Due to the fact that alumni information is viewable on the Scouting Network, administrators are instructed to **not** share their username and password with others. To determine your council alumni administrator(s) or to request the addition of a new administrator, [contact the SAF](#).

* Volunteer alumni affinity group administrators such as council NESA presidents, OA advisors, and local camp association leadership may not be given administrator access at this time.

Communicating With Alumni

**Q:** How do councils and Scouting alumni affinity groups use the alumni database to communicate with alumni?

**A:** Scouting Alumni and Friends sends regular communications to alumni, which are as follows:

* **Alumni Alive!** — Quarterly e-magazine
* **Scoutingwire (Alumni Edition)** — Bimonthly e-newsletter to SAF Hikers and Pathfinders
* **Scoutingwire (Eagle Edition)** — Bimonthly e-newsletter to Eagle Scout alumni

These communications are segmented based on alumni preferences and the constituency groups to which they belong. Councils and Scouting alumni affinity groups with administrator access may also use the Scouting Network to email alumni in their council (instead of using other mass email platforms such as mailchimp.)

In addition, councils may request to customize the Scoutingwire Alumni and Eagle editions to include local stories from their local council. SAF will send the template to your local council with space to include local stories. SAF will then remove your council’s alumni from the national email list with the understanding that your council has assumed responsibility for communicating with them. [Contact the Scouting Alumni and Friends](#) to request the template.

SAF Relationship With Other Alumni Groups

**Q:** What is the SAF’s relationship with other alumni groups such as the National Eagle Scout Association (NESA), Philmont Staff Association (PSA), Order of the Arrow (OA), and council camp alumni associations?

**A:** The BSA has a wide variety of affinity groups where individuals with common Scouting interests and backgrounds may coalesce. For instance, the BSA has an affinity group just for Eagle Scouts, called the National Eagle Scout Association. Likewise, a BSA honor society exists in the form of the Order of the Arrow. These groups are organized at the national, regional, and council level. (Councils may also have additional affinity groups in the form of camp alumni associations or troop alumni groups.) SAF is designed to support these Scouting affinity groups by sharing resources (e.g., the Scouting Network) and collaborating on best practices for engaging BSA alumni. For instance, when a Scouting alumnus is a member of multiple Scouting affinity groups and SAF, his or her individual data updates are shared between all organizations to which he or she belongs.
Membership Tiers

Q: Are there tiers of membership in the SAF, and where do membership dues go?

A: SAF has two levels of membership: the **Hiker** level, which is free to all alumni, and the **Pathfinder** level, which is $35 annually.

Pathfinder dues support Scouting nationally. Councils may apply for SAF grants, which are disbursed to local councils throughout the year.

Alumni Benefits

Q: What are the alumni benefits, and can councils add benefits for alumni within their council?

A: SAF reconnects and rekindles the flame of Scouting. By becoming an affiliate of SAF, members are among the first to learn about updates and enhancements to the BSA's programs; find new opportunities to support the BSA through the commitment of time, expertise, or financial resources; and enjoy the tangible benefits of affiliation.

Pathfinders receive:

- Affiliation card
- Window cling
- Luggage tag
- Lapel pin
- Subscription to the electronic newsletter *Alumni Alive!*
- Subscription to the print edition of *Scouting* magazine
- One-year membership to the National Scouting Museum
- One-time 10 percent discount on purchases made on [www.scoutstuff.org](http://www.scoutstuff.org)
- Discounts from major national retailers

Local councils may add local vendors to the discount program through our partnership with Abenity. As an approved Abenity vendor, they will have access to publish up to three unique discount offers, limit the geographic area to which discounts are advertised, promote limited time discounts, track offer performance, and request to be featured within council newsletters. To get started, potential vendors simply register their business and discount offer here.

Once a vendor registers its business in the Abenity program, you can direct them to a [video](http://example.com) where they can learn how to create a discount for alumni in your council.

Registered Volunteer vs. SAF Affiliate

Q: What is the difference between a registered volunteer in the Boy Scouts of America and an SAF affiliate?

A: Affiliates of SAF do not need to register with the BSA in order to be part of SAF. However, in order to serve the BSA in a volunteer capacity, one must register, undergo a background check, and meet the BSA's membership standards.

SAF affiliates are not members of the Boy Scouts of America and therefore do not receive the same privileges and access to Scouting events as registered volunteers. **In addition, a council may limit the participation of SAF affiliates at the council's discretion.** The following examples should give further clarification of the differences between the possible roles of alumni affiliate and registered volunteer.

An SAF affiliate may:

- Attend an alumni networking event
- Assist with a council service project or Eagle project in the community
- Be a guest speaker at a unit meeting
- Serve on an Eagle Scout board of review

An SAF affiliate **must be a registered member of the BSA** to:

- Serve on camp staff
- Go on a campout with a local unit
- Serve as a merit badge counselor
- Work directly with Scouting youth
Personal Information

Q: How is personal information handled and protected?
A: SAF abides by the Scout Law (including being trustworthy and loyal), and you can be assured that no personal information or membership lists will be given to third parties.

SAF may periodically notify Hikers and Pathfinders of benefits, discounts, and/or opportunities made available through the BSA’s corporate partners. Nevertheless, rest assured that these partners will never be given your information in order to contact you independent of the BSA.

Click here to review the Scouting Network’s terms and conditions of use.

Alumni Awards

Q: How do individuals earn the Alumni Award?
A: Applicants must be currently registered adult Scouters of the Boy Scouts of America and must receive the approval of their local council’s alumni committee chair and Scout executive. Applications are forwarded to the Scouting Alumni and Friends committee. Those approved will be sent a certificate that can be used to purchase a square knot and/or lapel pin from the Scout shop. Individuals who have received the Alumnus of the Year (council, regional, or national) Award are also considered recipients of the Alumni Award.

To learn more about the Alumni Award, click here.

Click here to download the Alumni Award application.

Q: What if my council does not have a Scouting Alumni and Friends committee?
A: SAF would hope that the absence of a council SAF committee would inspire Alumni Award-seeking recipients to work with the council in creating a council SAF committee. In rare cases where such action is not possible, you may reach out to your SAF regional chair for assistance.

Q: Why are the Regional/National Alumnus of the Year certificate, lapel pin, and medal not available at the National Supply Group?
A: These awards are not given in a significant enough quantity for National Supply Group to keep in stock. Therefore, they must be ordered directly from Scouting Alumni and Friends.
**APPENDIX IV**

**SAMPLE SCRIPT**

Scouting Alumni and Friends Follow-up Phone Call After an Event

| Interviewee: ___________________________ | Phone: __________________________________________ |
| Interviewer: __________________________________________ |

<table>
<thead>
<tr>
<th>Script/Questions</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Introduce yourself as a member of the council Scouting Alumni and Friends committee and ask if now is a good time to have a 10-minute conversation.</td>
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<td>Ask about their experiences in Scouting and, if applicable, the event they just attended.</td>
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<td>Ask about their Scoutmaster or other unit leader.</td>
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<td>Ask about their most memorable camp experience.</td>
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<td><strong>MOST important question—“Would you like to learn MORE about what is happening in Scouting locally?”</strong> Then LISTEN. Listen for what aspects of Scouting they are focusing on. Are their comments about the past or the future? Would they like to get involved? (Be cautious about asking too soon. Learn where they are at, and respond accordingly.)</td>
<td></td>
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APPENDIX V
COMMITTEE ADMINISTRATION AND RULES

Each council SAF committee may develop and formally approve a written set of committee rules to govern its operations. These rules should be reviewed annually and may cover topics such as meetings, chair appointments, activities, and dues.

In addition, the national SAF committee requires that the following rules be incorporated into all council committee rules. No committee rule, policy, or procedure may deviate from or change in any manner a requirement in any of the SAF current publications.

I. Mission. The mission of this SAF council committee is to support BSA alumni and help them find purpose through the organization, empower BSA-related affinity groups, and attract and retain all those positively impacted by the Boy Scouts of America.

II. Name and affiliation. The SAF committee shall be known as ___________________________ Committee, ___________________________ Council No. ______, Boy Scouts of America, and shall be under the supervision of the council finance or program committee and the administrative authority of the Scout executive.

III. Officers.
   a. The officers of the committee shall be the SAF council committee chair as approved by the council president and Scout executive and designated subcommittee chairs as appointed by the SAF council committee chair and/or elected by SAF committee members.
   b. Officers should not be younger than 21.

IV. Finances. All SAF committee funds shall be handled through the local council service center and go through all normal council accounting procedures.

V. Drugs and Alcohol Policy. The Boy Scouts of America prohibits the use of alcoholic beverages and controlled substances at encampments or activities on property owned and/or operated by the Boy Scouts of America, or at any activity involving participation of youth members.
Scouting Alumni and Friends Guidebook