

SCOUTING ALUMNI GUIDEBOOK



Scouting  **America**TM
Scouting Alumni

FORWARD

This document is **Scouting Alumni's Guidebook**, which has been written specifically as a resource for Alumni. While much of its content may seem familiar, we encourage you to take the time to study it carefully and absorb its insights. The material within these pages is designed to strengthen your understanding of alumni engagement and equip you with practical strategies to support Scouting America's mission by taking effective, purposeful actions that align with its core values.

This guidebook reflects the most current policies regarding the organization and administration of Alumni and National Eagle Scout Association (NESA) Committees at the council level, as well as a host of other alumni-centric information. It outlines best practices, structures, and strategies that will equip you to deliver a strong alumni program in your council. Every Alumni member, along with the local council, should retain a copy for reference. An electronic version is also available at the official Scouting Alumni website: www.scoutingalumni.org.

As you embark on this journey, know that you are not alone. You are part of a national network of Scouting Alumni working together to re-engage alumni, foster lifelong connections, and ensure that Scouting remains a vibrant, thriving movement for future generations.



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1. MISSION AND VISION OF SCOUTING ALUMNI

Mission

To gather every eligible alum to foster a lasting community that celebrates and perpetuates the life-changing experiences and values of Scouting, as embodied in the Scout Oath and Law.

Vision

A vibrant, engaged alumni community committed to advancing Scouting's mission and life-changing programs.

We achieve our mission

- Building lasting communities
- Connecting alumni through common interests
- Locating and reuniting former Scouts with our movement
- Creating a culture of lifelong engagement
- Supporting alumni as they advocate positive change in their communities

Celebrate

- Celebrating Scouting traditions
- Empowering alumni to seek adventure
- Recognizing the accomplishments of Scouts and alumni
- Promoting the adventurous spirit and value of Scouting that inspires current and future generations of youth and volunteers

Perpetuate

- Engaging alumni with today's Scouting movement
- Linking alumni with opportunities to serve as mentors and leaders
- Encouraging alumni to give back to the Scouting movement
- Inspiring alumni to invite others to join Scouting – as youth members and as volunteers
- Developing materials and resources for Scouting Alumni groups to use in advancing our collective mission

2. WELCOME TO SCOUTING ALUMNI

Thanks for picking up this guidebook to engage Scouting Alumni! Fellow alumni created this guidebook to help re-engage alumni, develop local Scouting Alumni committees, and strengthen alumni community groups in councils across the country. We are proud of the volume we have compiled, but the energy, creativity, and drive of the local alumni will best advance the alumni effort.

Scouting has always prided itself on youth character development when compared to other youth organizations, and it is unique in its ability to produce an enduring impact on its members. In fact, not only does Scouting leave an indelible mark on the lives of its youth participants, but it also impacts on those who may have a more indirect relationship, such as adult volunteers and parents.

The National Scouting Alumni Committee was established in 2008 during Scouting America's lead-up to its 100th anniversary in 2010. It is estimated that Scouting America has impacted nearly 100 million Americans. Thus, at that time, Scouting America 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 pursuits in addition to keeping them connected to Scouting. This guidebook is your roadmap to make your alumni experience meaningful and engaging.



3. DEFINING ALUMNI

Scouting America defines alumni as anyone who has ever been positively impacted by Scouting. The definition is broad by design to be more inclusive. Whether an individual participated as a youth, an adult, or was a third-party recipient of Scouting's excellent work, all have benefited from the Scouting movement and are considered alumni.

Scouting America promotes a culture where every youth, volunteer, and employee feels a sense of belonging, builds communities, and where every person feels respected and valued.

Scouting America partners with all families and communities in raising young people of high moral character, developing their leadership skills, and preparing them to serve and thrive in a world of increasing complexity and challenge.

Scouting America leads by example and encourages each other to live by the values expressed by the Scout Oath and Scout Law. We welcome families of all backgrounds to help prepare young people to serve as successful members and leaders of our nation's increasingly diverse communities.



4. ATTRACTING ALUMNI

It is the collective goal for the National Scouting Alumni Committee, Territories, and the Councils they serve to identify, connect, and engage every Scouting Alum. Disconnected alumni are the primary focus of Scouting Alumni. The most important thing is to identify, reconnect, rekindle, and re-engage alumni in Scouting. Everyone's level of involvement will be different based on their circumstances, time availability, interest level, and financial resources, as well as age and career status.

It is our belief that most Scouting alumni would like to receive an invitation to hear about Scouting today, meet and network with alumni with shared experiences, and learn about ways to get involved that will work for them as individuals; this can include remaining on a mailing list to lend future support or become a registered volunteer in a local council.

They are open to a wide variety of informal, low-cost events for socializing, having fun, and learning about the areas 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. A terrific way to initiate this is to offer events with varying levels of commitment. There are examples of committee events later on in this guidebook.

Alumni should view Scouting as a lifelong enrichment process and consider alumni-centric activities to develop skills, networks, and knowledge. If alumni committees foster this type of experience, alumni will be more likely to remain meaningfully engaged in Scouting.

People who are already active as registered Scouters or have children who are registered are not the primary target audience for alumni programming. They are already involved, and their engagement is focused primarily on their units. However, registered Scouters 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 alumni groups 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 continue to be involved in the Scouting program at their comfort level.



5. THE COUNCIL SCOUTING ALUMNI COMMITTEE



Council Scouting Alumni Committees consist of either an Alumni Committee, a NESA Committee, or both. The local Council President appoints the council Scouting Alumni committee chair(s) after consultation with the Scout Executive. Due to the wide variation in council size and structure, the reporting structure for the Alumni Committee Chair, NESA Committee Chair, or both should also be established by the Council President.

COMMITTEE PURPOSE

Scouting Alumni's purpose is to create opportunities to reconnect anyone who has had a positive experience with Scouting – Scouts, Scouters, Charter Partner Organizations, professionals, communities, and family members.

THE COUNCIL ALUMNI COMMITTEE OR NESA COMMITTEE CHAIR

The role and responsibility of the Council Alumni Committee Chair (CACC) and/or NESA Committee Chair (NCC) shall be to lead the efforts of the Council Alumni Committee and to assist the Council in achievement of the Council's Mission & Vision, to help the Council achieve its goals, and to identify and re-engage Scouting Alumni in activities and programs. The Committee Chair shall call regular meetings of the committee, establish a meeting agenda, take meeting minutes, and recruit and train all members who will serve on the Council Alumni Committee.

ROLES & RESPONSIBILITIES

- Serves at the discretion of the Council President.
- Builds and broadens the committee's outreach to Scouting Alumni through a well-developed and annually reviewed plan-of-action.
- Recruit, appoint, and provide coaching and guidance to the members of the committee and the sub-committee chairs.
- Plan, organize, and lead regular meetings of the Council Alumni Committee. Establish an agenda in advance of each meeting and take and maintain minutes of all meetings of the committee.
- Collaborate with the members of the National Council Support Subcommittee to identify & locate scouting alumni currently living in the Council. Establish methods of outreach and communication with these alumni to re-engage them with the Scouting movement and the events and activities of the Council.
- Promote the earning of the Scouting Alumni Award by all registered adult members of the Council.
- Assist the Council Registrar in keeping Scouting Alumni data current and accurate. Promote awareness and use of the national alumni database.
- Develop and support the formation of Scouting-related alumni groups within the Council, such as Camp Alumni Associations, OA Alliance, American Wood Badge, NYLT, Silver Beaver recipients, Eagle Scouts of a certain profession, and other groups as appropriate.
- Work with and promote the efforts of existing national alumni groups within the Council, such as NESA, Order of the Arrow, Sea Scouts, High Adventure Base Staff, etc.

PROSPECTIVE CANDIDATE IDENTIFICATION & VETTING

The Council President should select a small group of volunteers to develop a list of potential candidates for the position of Council Alumni Committee Chair. The qualities of leadership, character, and dedication should be strongly considered. The best candidates for this position should have strong organizational and communication skills. They should be good with people (inspiring, guiding, coaching) and have a strong love of Scouting.

CANDIDATE SELECTION & TRAINING

A variety of resources are provided for training the new committee chair. Scouting Alumni has developed online training, which can be found at training.scouting.org. Keyword search “ALUMNI”. There are also PowerPoint Presentations from past webinars on both the Scouting Alumni and National Eagle Scouts Association websites under “Training.”

THE COUNCIL ALUMNI AND NESA COMMITTEES

Each committee is led by the Committee Chair. Like many “Standing Committees” within the council (e.g., Camping Committee, Properties Committee, Conservation Committee, Order of the Arrow, etc.), both the Council Alumni and NESA Committee serve at the discretion of the Council Executive Board, and reports directly to the Council President. It consists of volunteers to establish and support alumni groups as they feel work best for the Council to foster engagement. These committees can also be subdivided into other subcommittees such as those for Outreach, Engagement, Alumni Events, Communications, and Awards and Recognition to name a few.

ALUMNI OUTREACH SUBCOMMITTEE

The Alumni Outreach Subcommittee helps to organize and promote the creation of Council alumni groups that can be associated with one of the National Affiliate groups (e.g., NESA, OA Alliance, Venturing, Sea Scouts, and the Philmont Staff Association just to name a few). The subcommittee uses the national alumni database to identify members of the Council that already belong to these affiliate groups and encourages qualified council members to join.

Organize and promote the creation of Council alumni groups based upon any commonality that would work in the Council, including Camp Alumni, Silver Beaver recipients, Wood Badge, first responders, educators, hobbies, boards; any group that would come together to enjoy Scouting fellowship.



ALUMNI ENGAGEMENTS SUBCOMMITTEE

The Alumni Engagement Subcommittee is responsible for planning, organizing, and conducting regular social, service, or fundraising events that are sponsored by the local Council Alumni Committee. These events can be tied to other Council events or locations, or be a one-off, stand-alone event. Councils have had success organizing events to provide services to camp or assist at a regular Council activity like Scouting for Food. Alumni events can also be organized to reconnect with old friends and develop new ones. A regular schedule of Alumni gatherings or social events is the hallmark of a successful and vibrant Council Alumni Committee.

COMMUNICATIONS SUBCOMMITTEE

The Alumni Communications Subcommittee connects both engaged and disconnected Alumni within the council's service area, keeping them informed of events, outreach activities, and news of interest to alumni. Because Scouting America does not always have current contact information for alumni, the Alumni Communication Subcommittee uses both direct contact (e.g., email, mail) and broad distribution (e.g., social media, website) channels. The subcommittee promotes awareness and accuracy of the National Scouting Alumni database.

One proven technique for gathering contact information of disconnected alumni for whom Scouting America does not have current contact information is to use a website landing page with an interest survey. Those contacts collected could be the start of an expansion and future success of the current committee. As our alumni span multiple generations, using multiple communication outlets, it is necessary to reach as wide an audience as possible.

AWARDS AND RECOGNITION SUBCOMMITTEE

The Alumni Awards and Recognition Subcommittee promote the earning of the Scouting Alumni Award by all registered adult members of the Council, which promotes alumni identification, engagement, participation, and education. This subcommittee is to be also responsible for identifying and nominating adult scouters within the Council who are especially resolute in supporting the efforts of the local Council Alumni and NESA Committees with the Council Alumnus of the Year Award. This subcommittee should also track the Council Alumni Committee progress towards earning the Distinguished Council Alumni Award or Outstanding Council Alumni Committee Award. The Council Distinguished Alumnus Award could be presented to nonactive alumni who have made a significant impact in their vocation and good deeds in the community. Details can be found on the Scouting Alumni website: <https://scoutingalumni.org/awards-and-recognition/>.



ESTABLISHING COMMITTEE GOALS & OBJECTIVES

Each year, the Council Alumni and NESA Committees should establish Goals and Objectives. The Objectives should be broad, while the Goals should be the methods by which the objectives are achieved. Committee Goals should be specific and measurable, with clear indications of who will lead the effort and when the goals will be achieved, in other words, SMART Goals. Successful committees develop a strong program. One step is to plan your program year around the requirements of the Distinguished Council



Alumni Award or Outstanding Council Alumni Committee Award (See the requirements on the Council Alumni Committee Awards page (<https://scoutingalumni.org/awards-and-recognition/distinguished-and-outstanding-council-alumni-committee-award/>))

ANNUAL REVIEW & REPORT TO THE COUNCIL PRESIDENT

An annual review of committee goals and objectives should take place, and the results should be shared with the Council President. It is also advised that a “Succession Plan” be developed to ensure that there is a smooth transition of leadership between the incoming and outgoing Council Alumni Chair. Having a Council Alumni and/or NESA Chair-Elect is strongly recommended. It is suggested that this position is occupied for 2-3 years.

RELATIONSHIP TO THE NATIONAL COMMITTEE AND COUNCIL SERVICE TERRITORIES (CST)

Alumni engagement is a team effort, and the Council Alumni Committee is supported by the Council Service Territory (CST) Alumni Chair and the National Scouting Alumni Committee. The CST Alumni Chair is the first point of support for advice, guidance, and connection to resources. The National Scouting Alumni Committee provides overall leadership to Scouting Alumni and, through its Council Support team, supports the CST Alumni Chairs.

The National Scouting Alumni Committee is organized into subcommittees that provide direction to the national programs for alumni, coordinate national programs for alumni, organize national alumni events and initiatives, and broadly manage the alumni enterprise.

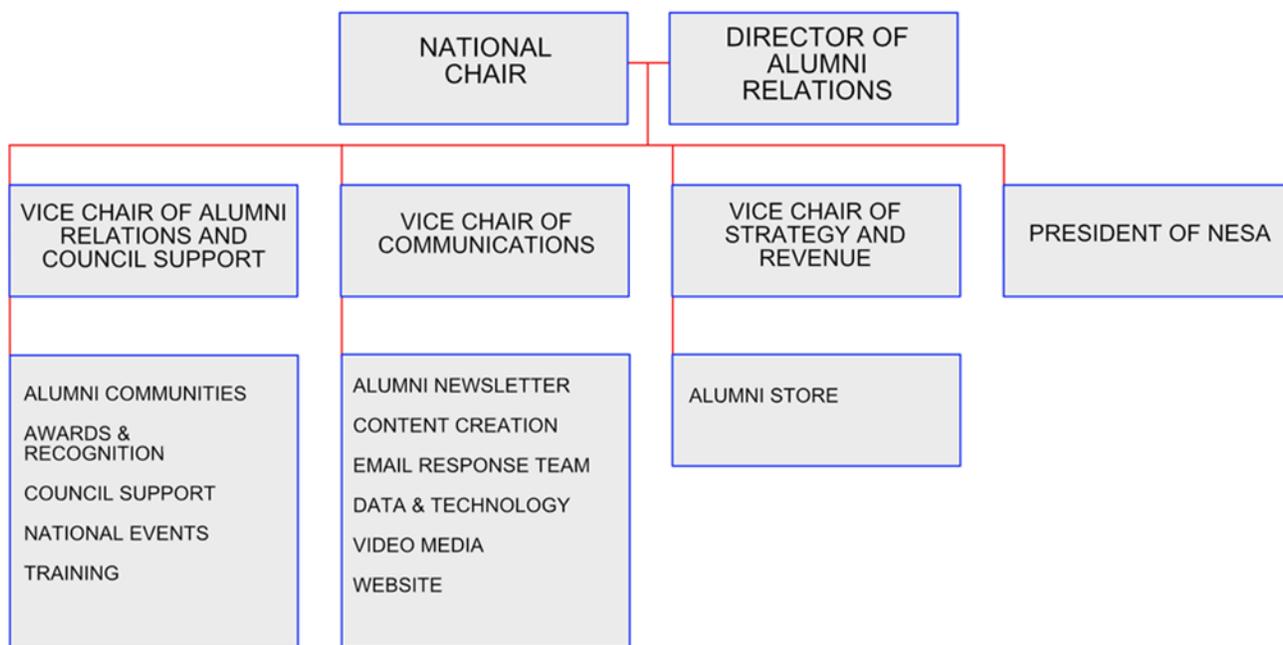
The structure of the National Scouting Alumni Committee:

- The Scouting Alumni National Chair, confirmed by Scouting America’s National Executive Committee
- Three vice-chairs and one president selected by the Scouting America National Chair:
 - VC of Alumni Relations and Council Support
 - VC of Communications & Data
 - VC of Review and Strategy
 - President of NESA (confirmed by Scouting America’s National Executive Committee)
- Other voting Scouting Alumni National Committee members, appointed by the chair and confirmed by the committee

- The director of Scouting Alumni

At the Council Service Territory (CST) level, Scouting Alumni and NESA Committees can seek help through the CST Alumni Chair. Their focus is to help guide, mentor, and share ideas that encourage councils to form Alumni and NESA committees. It's the responsibility of every CST to appoint a CST Alumni Chair.

In summary, National Scouting Alumni and CST Alumni Chairs provide support to and coordination between all alumni groups, aid in alumni recognition, and, most importantly, foster the sharing of ideas between local Scouting Alumni 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.



THE USE OF SOCIAL MEDIA

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 website traffic, or both? Is it 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 are not 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 of a social media strategy should go beyond simply gaining likes, retweets, and shares. Scouting Alumni 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. Certain social media platforms are more effectively aligned with specific 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 ideas for 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 oftentimes ignored regardless of how professionally 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.

X/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 X/Twitter as any other channel.

LINKEDIN

- Headings should be no more than seventy characters and link descriptions to no more than 250 characters to ensure all text is visible.
- Work on generating leads or new connections.
- 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.

NOTE: Scouting Alumni 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 AND PLANNING CALENDAR

While social media thrives on spontaneity, the most effective communication strategies also include intentional planning. The committee should design a monthly calendar that outlines when content will be posted on each platform, the type of messages or media to be shared, and how these align with the committee’s overall objectives. This calendar should balance timely, organic posts with pre-scheduled content that reinforces key themes and initiatives.

Additionally, the committee should explore tools such as geofencing and targeted paid advertising to ensure messages reach the right audience within the desired geographic area. By combining structured planning with the flexibility of spontaneous engagement, the committee can maximize the reach, consistency, and impact of its social media presence.

The Scouting Alumni committee should always monitor its content strategy 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 being followed.

Planning calendars work hand in hand with the social calendar. Developing a yearlong program just as a local unit would for the year will prove to be more successful than having one month to month. Most Alumni plan their work, home, and social calendars months in advance, and an alumni Committee calendar could mix up the types of events to help draw in different alumni. The goal is to appeal to a wide range of interests.

NOTE: Refer to the www.scoutingalumni.org/resources section for more ideas to improve your alumni calendar.

SOCIAL MEDIA CONTENT MARKETING STRATEGIES

	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post link to content from your blog with short update	Share community content	Post an interesting question to the community	Create an original image-based post	Share humorous fun content (cartoon, meme, video, etc.)
LinkedIn	Share community content	Write a 300-word original piece about a recent development in your industry.	Share community content	Post link to content from your blog with short update	Post humorous fun content (cartoon, meme, video, etc.)
		Share a promotional item, special offer, freebie.	Share a promotional item, special offer, freebie.		Remind people to join your mailing list and the benefits they get if they do.

SCOUTING AMERICA ONLINE TRAINING

Online training is available at the Scouting America learning center found on training.scouting.org. After logging in, click on the Scouting America learning center link, then select catalog and search for “Alumni.” The online courses will be listed. Use the following link to access the main menu of the learning center. If not already logged in, you will be taken to the my.scouting.org log-in page first. If you do not have a my.scouting.org account, you will need to register before taking the training. The training is found at: <http://training.scouting.org/catalog>



A screenshot of the Scouting America website's catalog page. At the top, the Scouting America logo is centered, with a user profile icon on the right. Below the logo are navigation tabs for "Home", "Catalog", and "My Learning", with "Catalog" being the active tab. A large banner image shows several Scouts in uniform, with the text "Discover all content." and "Get Knowledge And Skills That Bring Value For Your Everyday. Use Latest Version Of Chrome Or Edge." overlaid. Below the banner is a search bar containing the text "alumni". Underneath the search bar are four tabs: "View All", "Programs", "Learning Plans", and "Courses", with "View All" being the active tab. At the bottom left, it says "Displaying 1 Items". At the bottom right, there are two buttons: "Filters" with a list icon and "Sort By" with a dropdown arrow.

6. NATIONAL EAGLE SCOUT ASSOCIATION



The National Eagle Scout Association (NESA) is dedicated to supporting Scouting America and upholding its mission by keeping Eagle Scouts actively involved in the Scouting movement. This vision is realized through a dedicated group of all-Eagle Scout volunteers who serve in local council NESA committees. With over 140,000 registered members, NESA represents a significant and influential segment of the Scouting community.

SCHOLARSHIPS AND EDUCATIONAL SUPPORT

NESA provides valuable support to graduating high school seniors by awarding scholarships that assist in their pursuit of higher education. Recognizing the diverse paths that Eagle Scouts may choose, NESA has expanded its scholarship program to include trade schools, thus offering opportunities for Scouts pursuing various career and educational goals.

MEMBERSHIP GROWTH AND COUNCIL ENGAGEMENT

NESA membership is growing quickly, as local councils form committees and purchase memberships for Eagle Scouts—often covering new Eagles to keep them involved in Scouting. This strengthens the Eagle Scout network and encourages continued participation. With Lifetime and 5-Year membership options, NESA supports Scouting and helps future Eagle Scouts achieve their goals.

IMPACT OF THE EAGLE SCOUT EXPERIENCE

Eagle Scouts are known for setting ambitious goals and achieving them, demonstrating excellence physically, mentally, and spiritually. The transformative experiences gained through Scouting—and the confidence these experiences instill—provide a solid foundation for Eagle Scouts to embrace new opportunities and overcome life’s challenges.

CONTINUED TRAINING OPPORTUNITIES

Training is vital for effective leadership, as it equips leaders with essential knowledge and confidence. Well-trained leaders positively influence program quality, tenure, safety, and overall outcomes. NESA provides online webinars to help enhance these skills to better serve the local council.

NEWSLETTER AND WEBSITE FOR UPDATES

NESA keeps Eagle Scouts informed and connected through its newsletter, online updates, and the Eagle Pride Showcase.

For additional information about the National Eagle Scout Association, please visit their website:

<https://www.nesa.org/>

7. SCOUTING ALUMNI COMMUNITIES

Scouting Alumni Communities are alumni-centric groups whose members share common experiences, interests, and locations, which allow these traits to be reexperienced more vividly through mutual recollection and storytelling.

Scouting Alumni Communities includes the following groups, organizations, and associations:

- National Affiliate Groups (Scouting America Subsidiary Groups)
- National Affinity Groups (Vocational/Avocational Groups)
- Select Scouting Civic/Community Partner Organizations
- Council Camp Alumni Associations
- College and University Chapters

To learn more about Scouting Alumni Communities, please visit: <https://scoutingalumni.org/get-involved/alumni-communities/>



8. SCOUTING ALUMNI LOGO AND BRANDING

Since the dawn of time, people have gathered around a campfire for safety, nourishment, and fellowship. A campfire creates comfort from the cold, transforms darkness into light, and protects family and friends. There have always been connections at a campfire. It brings people together, lights our world, and colors our memories. It provides heat for cooking, a beacon when needed, and a safe place to gather. Around a campfire, there are no strangers. A campfire calls us to gather, connects us, and leads us to build and share our community. It may be the one experience every human has in common.



As a campfire reaches its intense peak, with its heat and sparks rising upward into the nighttime, mixing with a starlit sky above, it is easy to ponder the wonder of the natural world, the universe beyond, and the meaning of life itself. All of that, and more, is part of the magic of a campfire. Today, a Scout campfire continues to be a place where friendships form, songs are sung, laughter is shared, and lessons are learned. Stories and skits are told and retold, as they have been by generations of America's young people. The symbol chosen by Scouting Alumni is a campfire. It welcomes you to rekindle your relationship with Scouting. Twelve rocks form our fire ring to remind us of our duty to live by the Scout Law, and the circle itself symbolizes the inclusiveness of Scouting. The sticks that burn brightly together remind us of our duty to one another, and like Scouting, the flames are eternal, bringing warmth and light to the world. The Scouting Alumni National Committee has designed an official logo for use in any communications related to the Alumni Association, print or electronic.

The logo can be used in a variety of sizes and colors, with red preferred whenever appropriate. For a complete explanation of the acceptable uses and forms of the logo refer to the Scouting Alumni branding guidelines found on the association website in the Council Resources section at the following link: <https://scoutingalumni.org/council-committee-resources/branding/>

More downloadable resources can be found at the following link:

<https://scoutingalumni.org/resources/>



9. BEST PRACTICES - COUNCIL COMMITTEES

This is a snapshot of proven best practices that have made an impact at the local level. These are meant to foster local Alumni engagement.



1. **HISTORICAL EAGLE SCOUT DATA:** Establish a filing system (chronological) for old Eagle Scout applications. Enter the Excel file by name, date, and location, so it can be cross-referenced. It makes it easy to look up data from pre-computerization days. Blue Ridge Council
2. **ESTABLISH A “YOUNG PROFESSIONALS” PROGRAM:** former Scouts now 21-35 Years old. Networking, mentoring by older professional Scouts, new skills, and socializing. Keep them active in the program. Use personal invitations, interesting topics, fun... not “meetings.” Cradle of Liberty Council
3. **COMMUNITY BASED EAGLE ALUMNI GATHERING:** Invite Eagle Scouts in an area who might not have been involved in Scouting recently to get together for a social activity. Reengagement, brotherhood, and building a local NESA group. National Capitol Area Council
4. **GATHERING OF EAGLES EVENT:** A meld of #2 & #3 above. Free event, with refreshments and supplies donated by volunteer alumni. Greater Los Angeles Area Council
5. **GOLDEN SCOUTER REUNION:** Special event for Scouters who were involved with Scouting over the years. The theory is that they have a long-term and deep abiding interest in the program. Several former supporters took part in the council program. Pacific Harbors Council
6. **CIVIC CLUB PRESENTATIONS:** Give presentations to civic clubs, with goals of re-engaging Scouting alumni and educating civic groups as to how they can connect with Scouting to conduct complementary goals. Three Harbors Council
7. **STEAK AND SHAKEDOWN:** Host a camp alumni dinner, charge a fee that would cover the cost of a nice steak dinner, with a suggested cost of \$100. The meal may cost \$30.00 per person. Included in the cost: meal, program, projects looking to finance, and a vote for two improvements and two facilities improvements. Properly promoted, a minimum of 150 alumni attending, the camp raises \$10,000. Michigan Crossroads Council
8. **LIVE STREAM SPECIAL EVENTS:** Arrange for compelling speakers to give talks (either live or via Zoom) to bring inactive alumni together with active alumni, as a means of reengagement. Topics could vary, with different topics and speakers. These could be hosted as a “digital lunch hour.”
9. **COMMUNITY PARTNERSHIPS WITH OTHER NOT-FOR-PROFIT ORGANISATIONS:** Form strategic collaborations with community-based not-for-profit entities to enhance alumni resource development. “I Love a Clean San Diego” was born. The area runs a coastal cleanup annually. Could also look at co-branding a dinner event with community groups to promote common missions. San Diego Imperial Council

10. AWARDS AND RECOGNITION FOR ALUMNI

Multiple awards have been created to recognize the unique achievements of Scouting alumni.

SCOUTING ALUMNI SERVICE COMMEMORATION

The Scouting Alumni National Committee has developed a commemorative medallion to celebrate the years of service provided by scouting alumni, who are registered in Scouting. This is not an award, per se, but a recognition of service. It recognizes and honors recipients' positive contributions to youth. Each council will interpret the definition of service. Service time outside of Scouting also counts. A medallion and certificate are available for 25, 50, and 75 years of service. More information can be found at:



25 Years of Service



50 Years of Service

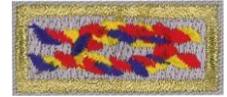


75 Years of Service

<https://scoutingalumni.org/awards-and-recognition/scouting-alumni-service-commemoration/>

ALUMNI AWARD

The Alumni Award is designed to encourage registered scouters to actively promote alumni activities in their council. It focuses on accomplishment in the areas of alumni service and development with emphasis on memories, marketing, mentoring, membership, and money. Specific requirements are listed on the application form, available at <https://scoutingalumni.org/awards-and-recognition/alumni-award/>



Recognition includes a certificate and a square knot for the Scouting America field uniform.

ALUMNUS OF THE YEAR AWARDS

Scouting America Alumnus of the Year Award is Scouting Alumni's highest recognition. This award was created to recognize alumni of Scouting America who, over a sustained period, have used the skills and values they learned through



their association with scouting to make significant and long-lasting contributions to the scouting alumni movement, to scouting in general, and their communities. This is not meant to be another "Super Silver Beaver," Good Citizen, or general Philanthropist award. There are three levels of this award – council, territory and national – that may be granted for alumni service.

The **Council Alumnus of the Year Award** is given for exceptional service to the alumni movement on a council-wide basis. Each council may select one nominee for this award annually. The council must submit a current nomination form to the national office. Upon approval, the national office will send information relating to purchasing a presentation kit for a formal presentation at a public event.

The **Territories Alumnus of the Year Award** is given for exemplary service to the alumni movement on a regional, territory or national level. Four awards are presented annually.

The **National Alumnus of the Year Award** is given for exemplary service to the alumni movement on a national level. One award is presented annually.

To learn more about the Alumnus of the Year Awards, specific requirements are listed on the application forms for all three, available at <https://scoutingalumni.org/awards-and-recognition/>.

COUNCIL DISTINGUISHED ALUMNUS AWARD

Scouting teaches many things to not only the Scouts participating within the program but also to those who help those young people along the way. Once learned, many take these skills and apply them to their daily lives, especially their vocation and other avocations in life.

The Council Distinguished Alumnus Award is granted by Scouting Alumni, through recommendation of the local council's Alumni Committee. This prestigious recognition honors those alumni who have demonstrated and inspired others through their positive actions, accomplishments and devotion to their profession, hobby, community, and beliefs. In other words, it recognizes Scouting Alumni who use the skills they have learned from Scouting to make a positive impact in the community.

To learn more about the Council Distinguished Alumnus Award, specific requirements are listed on the application form, available at <https://scoutingalumni.org/awards-and-recognition/council-distinguished-alumnus-award/>.



DISTINGUISHED AND OUTSTANDING COUNCIL ALUMNI AWARDS

To receive the Distinguished Council Alumni Award, councils must have an official alumni committee that certifies completion of specific requirements within a year. For the Outstanding Council Alumni Committee Award, councils need to complete a separate set of requirements. Key requirements include sponsoring an alumni event for non-active members, collaborating with specific groups for outreach, publishing alumni communications at least six times yearly, holding a minimum of four committee meetings, having at least one registered Scouter earn the Alumni Award, recruiting a new committee member, assisting two National Affiliate groups with outreach, presenting alumni activities to the Executive Board, supporting two units with alumni events, and discussing potential nominees for the Council Alumnus of the Year Award.

To learn more about the Distinguished and Outstanding Council Alumni Awards, specific requirements are listed on the application form, available at: <https://scoutingalumni.org/awards-and-recognition/distinguished-and-outstanding-council-alumni-committee-award/>



DISTINGUISHED EAGLE SCOUT AWARD

The Distinguished Eagle Scout Award (DESA), created in 1969 by the National Eagle Scout Association, honors Eagle Scouts with notable national achievement and dedicated community service. As NESA's top award, DESA requires a minimum of 25 years since earning Eagle rank, reflecting the time needed for career accomplishment and recognition.



NESA DISTINGUISHED SERVICE AWARD

The purpose of this award is to recognize those who have given a lifetime of extraordinary leadership and service nationally to NESA, resulting in a significant impact on a national or territorial level. It is awarded for dedicated service over a sustained period of years to NESA, promotion of Eagle Scouting, staying active or returning to Scouting, and/or promoting/helping young people earning the rank of Eagle Scouts. Awards are limited in number and are normally presented during Scouting America's Annual National Meeting.



NESA OUTSTANDING EAGLE SCOUT AWARD

The National Eagle Scout Association established the NESA Outstanding Eagle Scout Award (NOESA) to commemorate the Boy Scouts of America's 100th Anniversary in 2010. Since its inception, the award has become an important recognition among Eagle Scouts, recognizing their distinction, with less stringent requirements than those required for the prestigious Distinguished Eagle Scout Award (DESA).



Known by its acronym, NOESA is approved by NESA's national award committee via nomination through a local council NESA committee. The award is presented solely to Eagle Scouts who demonstrate remarkable achievements well beyond their Scouting endeavors by excelling in their careers/vocations at local, regional, or national levels. NOESA recipients inspire others through their positive actions, demonstrating excellence in their chosen professions, hobbies, community service, and adherence to religious beliefs. Athletes earning national or international recognition, military personnel earning significant awards, best-selling authors, etc., are eligible, regardless of age or years as an Eagle Scout.

SILVER WREATH AWARD

In the mid-1970s, the National Eagle Scout Association (NESA) committee established the NESA Silver Wreath Award for service to NESA. Local Councils with active NESA Committees may recognize two committee members per year. Each nominee must be a member of NESA for a minimum of two years to be considered. This award was suspended in the 1980s and reinstated in late 2023.



To learn more about all of the NESA awards and their specific requirements, use this link:
<https://nesa.org/awards-and-recognition/>

11. SCOUTING ALUMNI MERCHANDISE AND GIFT GIVING

If you take pride in your Scouting experience and wish to share your enthusiasm, you can purchase official Scouting Alumni merchandise at designated online stores. These platforms offer a variety of items that celebrate the values and achievements of Scouting, allowing members and supporters to highlight their affiliation with the organization.

Gift-giving plays a vital role in expressing appreciation and support throughout the Scouting network. Thoughtful presents that reflect an individual's commitment to Scouting help create lasting memories and strengthen connections within the community. Presenting a meaningful token is a special way to honor the hard work and accomplishments of Scouts and Scouting alumni.

For the best selection of Scouting apparel, gifts, and gear, visit the official online stores. These outlets provide access to high-quality merchandise that honors the spirit of Scouting and supports the community's ongoing legacy.



Once a Scout, Always a Scout
Scouting Alumni Print on Demand:
<https://www.myscoutshop.org/scouting-alumni>



SCOUTING AMERICA OUTFITTERS
Official Retailer of Scouting America
<https://www.scoutshop.org/>



Once an Eagle, Always an Eagle
Official Store of NESA
NESA Store:
<https://www.scoutshop.org/shop-by-scout/special-collections/eagle-scout/nesa.html>

NESA Print on Demand:
<https://www.myscoutshop.org/nesa/national-eagle-scout-association>

12. INVOLVING ALUMNI IN COUNCIL EVENTS

Alumni engagement strengthens in the community, and one of the best ways to build community is through events. The Council Alumni and NESA Committees are responsible for offering alumni multiple opportunities a year to engage in-person, but that does not mean that the Council Alumni and NESA Committees needs to host multiple events – rather, many council-hosted events, such as volunteer recognition banquets, Eagle Scout recognition events, and distinguished citizen events, are great opportunities for alumni engagement.

The Council Alumni and NESA Committees should look at the Council events calendar to identify events that could be appropriate for a broader alumni audience. Then, coordinate with the Council staff advisor for that event to add the alumni e-mail list to the event invitation list, and promote the event in the Council’s alumni newsletter.

When inviting alumni to a council-hosted event, consider:

- Host an alumni-only reception immediately prior to the event for alumni-specific fellowship. You can work with the event staff advisor and the event venue to find an appropriate location
- Consider the type of event: alumni do not want to feel unwelcome, be charged excessive fees, or feel “guilted” into making a financial donation. Ensure that promotional materials clearly explain what the event is and what alumni should expect

From networking events to learning ways to ways to build a mutually beneficial relationship with alumni, the Scouting Alumni website at www.scoutingalumni.org provides a one-stop resource to discover, activate, and improve your alumni engagement program.



13. COUNCIL EVENT PLANNING

Purposeful Events to Reconnect, Mentor, and Strengthen Scouting

Scouting alumni represent an invaluable resource for councils, bringing diverse skills, experiences, and networks that can enrich unit and council programs. Thoughtfully planned alumni events provide opportunities to reconnect with former members, foster mentorship, and strengthen ties to the Scouting movement. Below, councils will find a menu of event ideas, each with clear purpose, expected outcomes, and practical suggestions for alumni involvement. Implementing these activities can expand your support base and inspire lifelong engagement with Scouting.



Alumni Specific Council Events:

- **Urban Campfires** — Host informal gatherings at local restaurants or community venues in rotating neighborhoods. Purpose: Create relaxed spaces for alumni to reconnect with one another and with Scouting. Expected Outcomes: Strengthen local networks, spark interest in volunteering or supporting Scouting, and provide a welcoming entry point for alumni who have been away. Alumni Roles: Serve as event hosts, share personal Scouting stories, or facilitate networking among attendees.
- **Industry Networking Events** — Convene professionals from specific business sectors or organize broader career-focused meetings, potentially featuring talks by Eagle Scout alumni or corporate leaders. Purpose: Foster professional relationships and highlight Scouting’s impact on career development. Expected Outcomes: Expand the council’s network, provide mentorship opportunities, and highlight Scouting’s relevance in the business world. Alumni Roles: Act as guest speakers, panelists, or mentors for young professionals and current Scouts.
- **Service Projects** — Organize community service activities followed by social time. Purpose: Reintroduce alumni to the spirit of service central to Scouting. Expected Outcomes: Promote teamwork, demonstrate Scouting’s continued commitment to the community, and offer meaningful volunteer opportunities. Alumni Roles: Lead service teams, share expertise, or coordinate project planning.
- **Winter Break Pizza Party** — Schedule a casual gathering during college holidays for alumni home from school. Purpose: Provide a relaxed, welcoming environment for college-aged alumni to reconnect, share Scouting experiences, and catch up on council news. Expected Outcomes: Strengthen alumni ties, encourage future involvement, and facilitate peer-to-peer sharing of experiences and ideas. Alumni Roles: Organize the event, initiate group discussions, or serve as informal peer mentors.
- **Vigil Breakfast or Order of the Arrow Reconnection Event** — Bring together alumni who participated in OA to rekindle their connection. Purpose: Honor shared traditions and foster a sense of belonging.

Expected Outcomes: Revitalize OA involvement, strengthen alumni identity, and encourage future service. Alumni Roles: Share OA memories, mentor new members, or lead ceremony reflections.

- **Other Ideas** — Plan nature hikes, boating outings, sporting events, plays, winemaker’s dinners, or barbecue cookouts. Purpose: Offer a variety of engaging, low-commitment opportunities tailored to alumni interests. Expected Outcomes: Attract a diverse group, spark new friendships, and foster ongoing engagement. Alumni Roles: Coordinate planning, share expertise in relevant activities, or serve as activity guides.

General Council Events:

- **Recognition Dinner for Eagle Scouts** — Invite alumni to celebrate and mentor the newest class of Eagle Scouts. Purpose: Honor achievements and initiate meaningful connections between generations of Eagles. Expected Outcomes: Build lasting mentorship relationships, inspire new Eagles, and foster alumni pride. Alumni Roles: Serve as mentors, deliver keynote or motivational speeches, participate in panel discussions, or facilitate networking sessions.
- **District or Council Camporee** — Welcome alumni to daytime activities and special competitions. Purpose: Showcase Scouting excitement and reconnect alumni with hands-on experiences. Expected Outcomes: Rekindle alumni enthusiasm, promote intergenerational engagement, and create opportunities for alumni to share their skills. Alumni Roles: Judge competitions, host skill demonstrations, lead activities, or mentor current Scouts.
- **Council Pinewood Derby** — Offer coffee and doughnuts while alumni spectate and socialize. Purpose: Reengage alumni in classic Scouting traditions. Expected Outcomes: Cultivate camaraderie, spark nostalgic connections, and encourage ongoing support. Alumni Roles: Host hospitality tables, share personal derby stories, or assist with event planning.
- **University of Scouting Event** — Invite alumni to information sessions and networking during breaks or open house displays. Purpose: Highlight volunteer opportunities and highlight Scouting’s educational resources. Expected Outcomes: Expand alumni involvement, recruit new volunteers, and strengthen educational offerings. Alumni Roles: Lead sessions, serve as panelists, or provide career guidance to participants.

Unit Scouting Events:

- **Troop Court of Honor** — Invite alumni to celebrate current events and rank advancements. Purpose: Bridge past and present, providing role models for current Scouts. Expected Outcomes: Foster troop tradition, encourage alumni pride, and inspire current Scouts. Alumni Roles: Present awards, share stories, or offer guidance and mentorship.
- **Troop Milestone Celebrations** — Mark significant achievements like the 100th Eagle or troop anniversary. Purpose: Gather alumni from diverse backgrounds to honor shared history. Expected Outcomes: Strengthen troop heritage, build alumni networks, and encourage ongoing involvement. Alumni Roles: Speak at events, mentor current Scouts, or help organize camporee competitions.
- **Scoutmaster Reunion** — Celebrate a Scoutmaster’s long-term service. Purpose: Acknowledge leadership and its impact on generations of youth. Expected Outcomes: Unite alumni, reinforce

positive troop culture, and inspire new leaders. Alumni Roles: Give tribute speeches, share memories, or organize the event program.

- **Unit Breakfast or Urban Cookout** — Host gatherings for alumni in specific geographic areas. Purpose: Build localized support and reconnect alumni with familiar faces. Expected Outcomes: Strengthen community ties, encourage future volunteerism, and share local news. Alumni Roles: Serve as event hosts, facilitate introductions, or share updates on Scouting initiatives.

Councils across the country are successfully engaging alumni using these approaches. For more details and examples, visit the Scouting Alumni website at www.scoutingalumni.org.

By thoughtfully planning alumni events with clear goals and diverse opportunities for involvement, councils can cultivate a vibrant, supportive alumni community. These initiatives not only honor Scouting's legacy but also empower alumni to mentor, lead, and contribute in meaningful ways. Council organizers are encouraged to adapt these ideas, celebrate alumni achievements, and build lasting connections that sustain Scouting for generations to come.



APPENDIX I - CONTACT INFORMATION



MAILING ADDRESS:

Scouting Alumni

1325 West Walnut Hill Lane

P.O. Box 152079

Irving, TX 75015-2079

Phone: 972-580-2000

General email: Scouting.Alumni@scouting.org



ASK THE CHAIR:

The Scouting Alumni National Chair is always available to answer your questions at Scouting.Alumni@Scouting.org



Revised 2026