

STATE OF SCOUTING SCRIPT (Presenter Format)

A Note to our State of Scouting Ambassadors

Thank you for being part of this new State of Scouting initiative! This script is intended to provide shared context, transparency, and consistency across all discussions. Please feel free to tailor the language so it sounds natural in your voice and reflects your personality. We do ask that the key messages, data points, and themes remain intact so families across the council receive a clear and consistent picture of Scouting today. We appreciate all you do to support Scouting!

Opening: Setting the Tone – We Are Here Together (1 minute)

Good evening and thank you for the invitation to join you tonight.

Before we talk about numbers, programs, or plans, I want to start by saying **thank you**.

Thank you for choosing Scouting for your family. Thank you for the time you give, the rides you provide, the weekends you sacrifice, and the belief you place in what Scouting can do for young people.

Tonight's State of Scouting is about transparency, shared purpose, and partnership — and ultimately, what it means to be **United in Scouting**. It's about celebrating what's going well, being honest about what's challenging, and inviting you to be part of where we go next.

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Celebrating Momentum: What We've Built Together (2 minutes)

Let's start with the **good stuff!** Because of our families, volunteers, and community partners, **2025 was an extraordinary year for the Dan Beard Council.**

Together, we served **11,295 young people across our community** with a **6% increase in traditional memberships year over year.** This growth matters. It means more families are choosing Scouting, more young people are developing leadership skills, and more lives are being shaped through character, service, and adventure.

One of our proudest milestones was the completion of the **Skilled Trades Education Center** — a project made possible entirely through private philanthropy. Every dollar came from people who believe in Scouting and in young people's futures. Even more remarkable, **all operating costs for 2026 for the Center are fully funded**, ensuring access without placing additional financial burden on families or units.

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This center represents what's possible when we work together.

Here, Scouts gain hands-on experience in robotics, electrical systems, automotive repair, carpentry, welding, and more — learning directly from experienced professionals. They aren't just gaining skills; they're discovering interests, building confidence, and preparing for meaningful careers.

In 2025, we also celebrated **254 new Eagle Scouts**, guided by dedicated leaders and families. **10% of those Eagles were young women**, reflecting the continued growth and inclusivity of today's Scouting movement. [District specific stats - # of eagles, etc. can be added here]

And together, our Scouts contributed approximately **150,000 hours of service** across Greater Cincinnati — caring for parks, supporting veterans, helping neighbors, and strengthening communities. **This is Scouting at its best — and it happens because we work together.**

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An Honest Conversation: What It Takes — Together (2 minutes)

Now, before we talk about anything else, we want to be completely honest with you.

The last five years have been among the most challenging our organization has ever faced. During the pandemic, we lost the ability to be present in local schools — a critical way families first learn about Cub Scouting — which led to a significant decline in enrollment. While we are steadily working to rebuild our membership, the impact of that disruption was substantial and continues to affect us today.

At the same time, National Scouting restructuring and the loss of United Way support — funding that, at its peak, provided nearly **one million dollars a year** to our Council. And like many of you, we have also felt the pressure of rising costs, including a **40% increase in insurance expenses**, which directly affects our ability to operate our camps and programs.

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These challenges didn't simply tighten our budget; they reshaped what it takes to deliver Scouting.

As a result, we made some difficult decisions, including the implementation of an activity fee. **Our long-term goal is to reduce and ultimately eliminate this fee but doing so requires all of us working together.**

Today, when we divide our total operating costs across our entire membership, the true cost of delivering Scouting is approximately **\$450 per Scout per year**. That figure covers camp operations and maintenance, insurance, professional staff and volunteer training, year-round program support, financial assistance for families, and essential safety and operational needs.

As a nonprofit organization, every dollar we raise is reinvested back into Scouting programs, camps, and experiences for our youth.

It's also important to know that **\$85 of every annual enrollment fee**

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goes directly to National BSA, primarily to cover insurance and national program support. The local activity fee helps bridge part of this gap — but fees alone cannot sustain Scouting in our community or in Greater Cincinnati.

That's why Scouting depends on partnership.

Not one family. Not one unit. Not one funding source. But all of us — **United in Scouting.**

Being united doesn't look the same for everyone.

And this is what I would like to personally invite each of you to join me in doing this evening:

For some families, being united means exploring **summer camp** opportunities — finding the right experience for your Scout or family.

For others, it means **volunteering** at premier council events like camporees, klondikes and Peterloon.

Many families help offset the cost of Scouting through participating

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in **council-wide fundraising** opportunities like popcorn, coffee, and camp card sales — giving Scouts the chance to earn their way to camp, activities, and uniforms.

Others might elect to **Unite in Scouting** by serving as volunteers at the district or council level, offering leadership, skills, and time that strengthen the program for everyone.

Some connect Scouting to their **workplaces** through sponsorships, partnerships, or corporate support.

And some support Scouting **philanthropically** through charitable giving. Making a charitable gift to Scouting is more than a tax write-off. It is an opportunity to **Unite in Scouting by paying it forward** - sustaining the legacy of Scouting for future generations and helping ensure all Scouts have access to the same opportunities.

Others simply stay informed and stay connected, even if now isn't the right time to engage more in Scouting as part of our **Unite in Scouting** call to action.

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Every one of these pathways

matters. Each one of them

strengthens Scouting.

Together, they ensure every Scout has access to opportunity.

And one of the most important opportunities we can provide — one that reflects partnership in action — is **summer camp**.

Access & Opportunity: Camp for Every Scout (1 minute)

Camp builds independence, confidence, and connection — and

our goal is simple: **We don't want any Scout to miss out.**

Summer camp is one of the most transformative parts of Scouting — and no Scout should miss out because of cost, scheduling conflicts, or logistics. When a Scout is unable to attend camp with their unit, there are still multiple ways to participate. Scouts may attend day programming without staying overnight, or they can be

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connected with a host troop so they don't miss out on the full camp experience.

The same flexibility exists for Cub families. Cub World and community day camps welcome individual Cub Scouts and families, not just packs attending together. Cubs may attend day camp, camp with their family, or be connected with a host pack if their pack is not attending. The same flexibility exists for older Scouts in ScoutsBSA at Camp Friedlander.

Many Scouts help cover the cost of Scouting by participating in council-wide fundraising events like I mentioned earlier.

Last year, 1300 Scouts participated, raising an average of \$350 per Scout — funds they could use toward camp, activities, uniforms, or other Scouting-related expenses.

Camp builds independence, confidence, and connection and our goal is simple: we don't want any Scout to miss out on that experience!

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Call to Action: Your Voice Matters (1 minute)

So now we get to the part you've been wondering about. **What am I asking from you tonight?**

On the back of the pamphlet you received, you will find a **QR code for a brief Engagement Survey**. We are asking **everyone** to take a moment right now to complete it.

It's a simple way to tell us how you would like to connect, support, and engage more with Scouting, and it takes less than 2 minutes.

<<Pause for 90 seconds, encourage everyone to open QR code. Have fun, play a short wait music on your phone, etc.!>>

Closing: Moving Forward Together (30 seconds)

I am going to stick around this evening in the back of the room, and I openly welcome any questions you have. I would enjoy meeting you.

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Thank you for being part of this Scouting family - not just tonight, but every day. Together, we are shaping the future of Scouting in our community, and that future is strongest when we move forward side by side with trust, clarity, shared responsibility, and pride in what we're doing.

**That is United in
Scouting. Thank you!**