

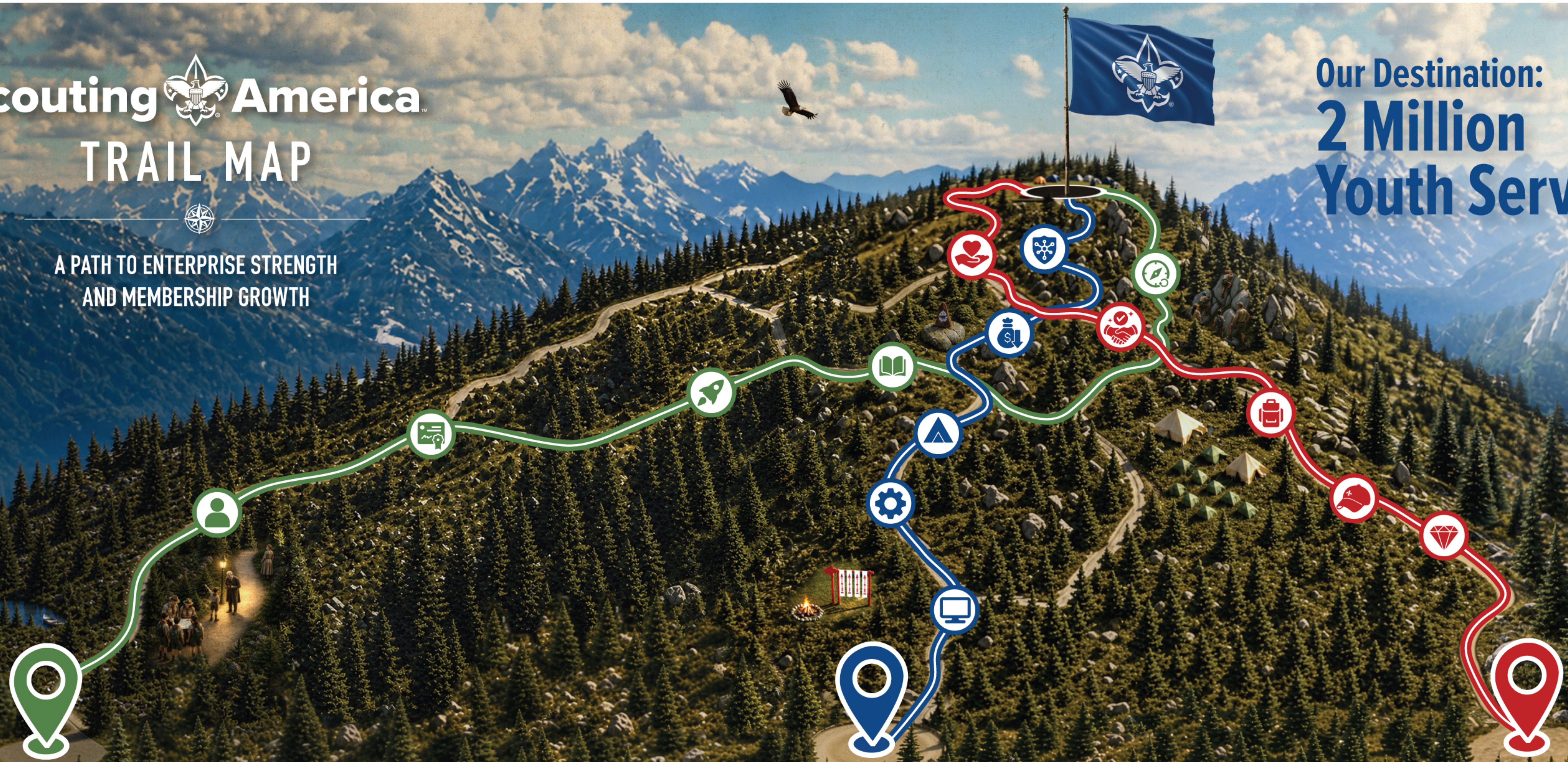
Scouting America

TRAIL MAP



A PATH TO ENTERPRISE STRENGTH
AND MEMBERSHIP GROWTH

Our Destination: 2 Million Youth Served



TRAIL MAP LEGEND



Relentless Focus on Volunteers

- Simplify Volunteer & Parent Roles
- Implement February Renewal
- Create First 90 Days On-Boarding for Unit Leaders
- Clean-Sheet Approach to Volunteer Training
- Empower Commissioners to Strengthen Units



Simplify. Digitize. Scale for Growth.

- Implement Unified Technology Platforms
- Optimize Local Council Network
- Simplify Committees and Structures
- Reduce Cost to Drive Scale
- Strengthen National Council Framework for Communication, Planning, and Risk



Reinvest to Attract More Youth

- Hire More Youth Serving Executives
- Introduce the Brand to New Generations
- Enhance First-Year Youth and Parent Experience
- Grow School Access and National Partnerships
- Expand Impact Through Philanthropy



Be a Leader in S.A.F.E. guarding Youth: Prevention First on Every Trail.