



# Be Prepared. For Scouts BSA.

## Do...

...share your passion for the Boy Scouts of America (BSA)! We believe the BSA offers the best program for youth - but we also believe it's important for youth to be involved in the programs that are right for them.

## Don't...

...compare the programs of the BSA to other youth programs.

## Do...

...refer all questions about GSUSA programs to the local GSUSA council or website.

## Do...

...refer all inquiries from media outlets (TV, radio, newspapers, online) to the BSA public relations team by email at [pr@scouting.org](mailto:pr@scouting.org)

## Do...

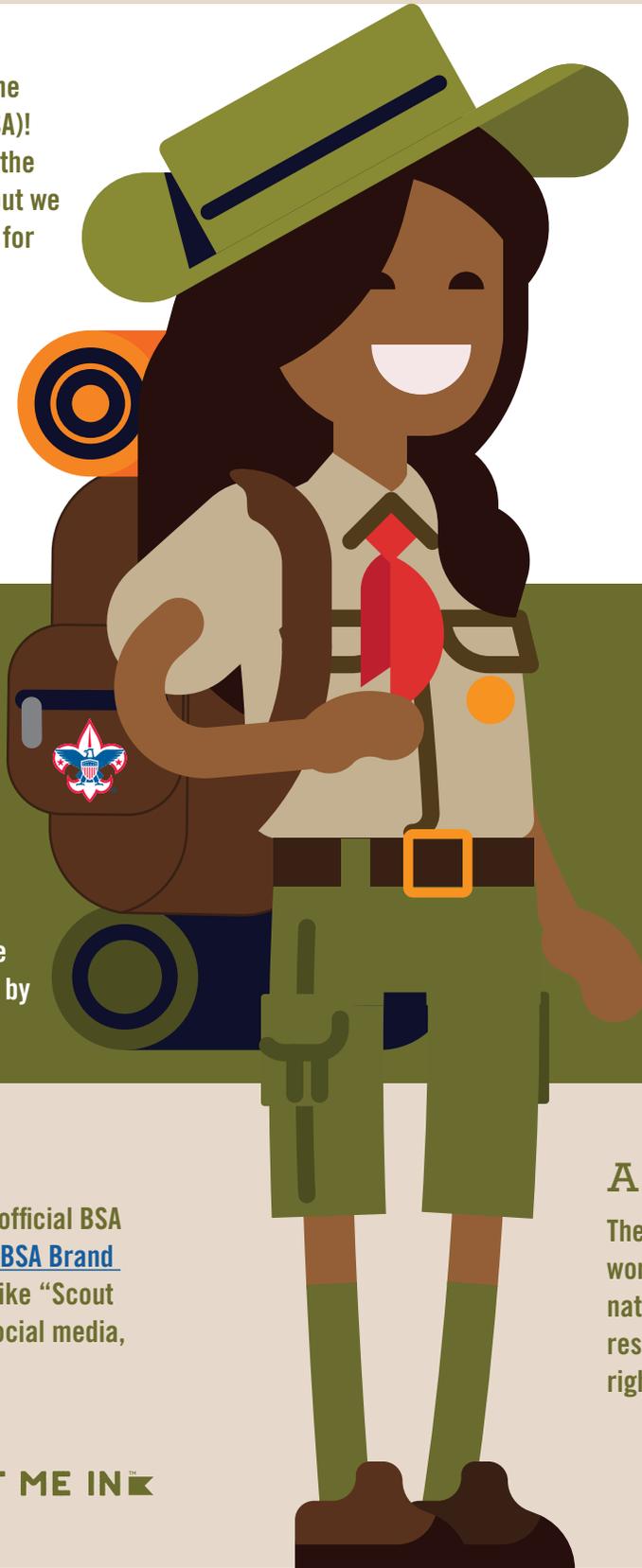
...be clear. Be sure to use official BSA marks and logos from the [BSA Brand Center](#) when using terms like "Scout Me In" whether in print, social media, or digital.



▶ SCOUT ME IN ◀



BOY SCOUTS OF AMERICA



## Remember...

...girls who are in Scouts BSA aren't members of the Girl Scouts of the USA (GSUSA). Avoid using the word "girl" before "Scouts." This includes fliers, in conversation, social media, etc. For example, you shouldn't say, "Let's have that group of Scouts BSA girl Scouts line up."

## Do...

...remember that the BSA and GSUSA are separate organizations. If those around you say or suggest otherwise, politely correct them!

## Don't...

...use names, programs, marks, logos, images, or awards of the GSUSA or combine them with those of the BSA.

## A Scout is Courteous

The Boy Scouts of America applauds the work of the GSUSA in service to our nation's youth and is committed to respecting the organization's rights and programs.

[www.scouting.org](http://www.scouting.org)