



Reconnecting Scouts, Rekindling Memories

## Speaker's Guide

BSA Alumni Connection is a call to find and re-engage all Scouting alumni—former Scouts, members of their families, volunteers, and anyone whose life has been positively impacted by the Boy Scouts of America. We are inviting alumni to come back, make a new connection, and get involved with Scouting programs once again.

### Speaking Opportunities

Finding and engaging Scouting alumni could be part of **any** presentation. You don't have to dedicate your entire discussion to the BSA Alumni Connection program to include some of its key messages. That said, it is easy to fill 30 minutes to an hour talking about the BSA Alumni Connection, and it would be time well-spent. An audience of Scouting alumni would value an in-depth conversation about specific ways they can get involved with the BSA again and, in particular, how they can take part in the 100th Anniversary Celebration.

### Audiences

To engage as many Scouting alumni as possible, we need to spread the word about the BSA Alumni Connection. We have tailored the materials to reach three primary audiences:

- **Scouting alumni**—a direct appeal asking alumni to reconnect and re-engage with Scouting
- **Promotional partners**—a request to organizations likely to have Scouting alumni in their membership (like Rotary, Kiwanis, Lions, local religious organizations, business groups, social clubs, professional associations, etc.) to work with the BSA to promote the program
- **Council leadership and volunteers**—information about the program and tips on how to find Scouting alumni and begin a dialogue with them

### Goals

The goal is simple: **inspire Scouting alumni to reconnect with the BSA**. So, your presentation should clearly identify how people directly benefit when they participate in the program. For an alumni audience, you can talk about exciting new alumni resources, like the Online Scrapbook, and ways they can get involved. With partner organizations, focus on how partnering with the BSA adds value for their membership. For a council audience, stress that reconnecting with more alumni translates into increased financial, volunteer, and community support.

Close the presentation with a **call to action**. Ask people to visit [www.BSAalumni.org](http://www.BSAalumni.org), both to explore the resources on the site and to reconnect with the BSA. You can also distribute postcards so alumni can reconnect then and there. Some presenters might also consider a give-away or memento. Templates for BSA alumni window clings are available in the local council toolkit, and the National Supply Group is developing a whole line of products to be available to Scouting alumni.

## Preparation

Your first step should be to read the **program overview** to get a more in-depth view of the program. It is available both on the BSA Speaker's Bank Web site ([www.speakers.Scouting.org](http://www.speakers.Scouting.org)) and *YourSource* ([www.Scouting.org/100years](http://www.Scouting.org/100years)), the BSA 100th Anniversary online community. In fact, *YourSource* houses a complete toolkit of information and promotional materials on the BSA Alumni Connection program.

*YourSource* is accessible to professional Scouters and select 100th Anniversary project volunteers. If you do not have a user ID to access *YourSource*, contact the 100th Anniversary Staff Advisor or other professional staff member at your local council office. All of the materials are available electronically, and can be e-mailed to you or printed and shipped.

## Supporting Materials

We invite you to explore and choose the materials that work best for you. The links below take you directly to the documents on *YourSource*. Again, some of these materials are also available on the BSA Speaker's Bank. If there is a document you would like that is not in the Speaker's Bank—and you do not have access to *YourSource*—contact your council office.

Here are some materials you may find useful:

- [BSA Alumni Connection program overview](#)
- [PowerPoint presentation](#) to **Scouting alumni** audience
- [PowerPoint presentation](#) to **possible promotional partners**
- [PowerPoint presentation](#) for a **council leadership** training and strategy meeting
- [Postcards](#) asking people to reconnect
- [Business cards](#) encouraging people to visit [www.BSAalumni.org](http://www.BSAalumni.org)

## Additional Guidance

There are a number of ways to get help talking about BSA Alumni Connection. You can post questions on the *YourSource* discussion forums, e-mail [BSAalumni@netbsa.org](mailto:BSAalumni@netbsa.org) with questions, and speak with other councils that have alumni programs in place. If you are not an employee of the BSA, we encourage you to work with a staff member at your local council to help you prepare for your presentation.