



Be Prepared.

For Scouts BSA.

Do...

...**ONLY** use official Boy Scouts of America (BSA) materials, which are located on the BSA Brand Center. (Scouting.org/brandcenter)

Don't...

...use the word "girl" before "Scouts."

This includes on fliers, yard signs, banners, website and social media pages. For example, don't use phrases such as "All-Girl Scout Troops" or "Boy & Girl Scouts".

Do...

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

Do...

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

Do...

...refer all inquiries about the BSA from media outlets (TV, radio, newspapers, online) to the local Scout Executive or the BSA public relations team by email at pr@scouting.org.



Do...

...remember that girls who are in Scouts BSA are members of the Boy Scouts of America.

Do say:

- *Join Troop 123 for girls.*
- *Our church has a boy troop and is forming a girl troop.*
- *Join the BSA. Find a troop for girls near you at BeAScout.org.*
- *Scouts BSA Girls & Scouts BSA Boys.*

Don't...

...use the names, marks, logos or images of GSUSA or combine them with those of the BSA. This includes images of GSUSA members dressed in their GSUSA uniforms.

Do...

...share your passion for the 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 program that's right for them.

