EXECUTIVE SUMMARY

The prevalence of technology can dramatically impact many areas of society in positive ways, including the Scouting experience. A successful Scouting experience for today's youth and families calls for a simple, interactive, engaging, digital experience. To better serve youth, families and volunteers, the BSA has made great strides to develop the beginnings of a digital platform. As the older foundational technology is costly to maintain and hampers innovation, building the next generation of digital platforms is paramount to the successful delivery of positive youth development through Scouting.

The BSA IT Development Strategy is the path to replace and simplify the costly, cumbersome, and outdated foundational system; building an intuitive, secure, easy to use Scouting experience for everyone. As the emerging digital platform replaces the foundational system, new funds are needed to accelerate innovation. The BSA is launching a technology capital campaign to raise funds in the form of cash or application suites to accelerate innovation, improving the youth, family and volunteer experience at a faster pace.

COUPLED WITH OTHER INVESTMENTS, AN ADDITIONAL $16 MILLION IN FUNDING WILL ACCELERATE INNOVATION IN SCOUTING, ADDING 500,000 NEW AND RETAINED MEMBERS, INCREASING MEMBERSHIP REVENUE BY $16.5 MILLION AND ADDING $50 MILLION IN SUPPLY REVENUE OVER THE NEXT TEN YEARS.

INNOVATION IMPACT

In 2016, the BSA introduced two new applications on its emerging digital platform, Scoutbook and My.Scouting Tools. These applications work together to improve the Scouting experience for millions of youth and volunteers. Results are confirming innovation focused on a digital Scouting experience positively impacts youth and volunteers. As detailed in the remainder of this case — in one year alone, innovation has...

- Added 3.3 million hours per month volunteers can use to work directly with youth
- Increased the youth retention rate by 3%
- Increased the national youth advancement rate by 9%

DIGITIZING THE SCOUTING EXPERIENCE WILL...

- Remove barriers to entry for more youth by engaging in the digital space
- Give prospective families the ability to experience Scouting, before they join
- Create an event management system to simplify and improve event registration
- Optimize and enhance workforce diversity and talent
- Grow and improve Scouting through data-driven, strategic, decision making
- Connect millions of Alumni through a digital application facilitating engagement
- 9% increase in the national youth advancement rate
- With modest 5% membership growth, 100,000 new members can be added in the next five years, producing $2.4M in new membership revenue