

In recent years, Scouting has made key investments to build a digital platform to meet the needs and expectations of youth, families and volunteers. This platform has been designed to support continued innovation. **The BSA is seeking \$16 million in venture philanthropy investments in the form of cash or application suites to accelerate innovation — improving the youth, family and volunteer experience at a faster pace.** Fully implemented, this technology innovation investment will add 500,000 new and retained members, increasing revenue by \$16.5 million and adding \$50 million in supply revenue over the next ten years.

**EVENT MANAGEMENT SOLUTION****\$3M**

- Allows for event customization, creation, and tracking
- Integrates with online payment system
- Supports multi-tenancy for council customization and brand support
- ROI of \$2.5 million in year one from reduced registration costs

**INSIGHTS AND ANALYTICS DATA WAREHOUSE****\$3M**

- Creates a single-source for meaningful insights into member, volunteer and donor data
- Allows for predictive modeling — segmenting and customizing member and donor communications to improve engagement. Engaging mid-level, lapsed donors presents a \$7 million revenue opportunity
- Allows for modeling of key unit performance metrics — facilitating interventions to improve a members' experience and youth retention
- Facilitates performance reporting using data from units, youth members, and surveys to draw insights across demographics and geographies

**ALUMNI APP****\$2.5M**

- Facilitates alumni relationships by using predictive analytics to suggest connections within the database
- Promotes mentoring opportunities for job seeking alumni, utilizing predictive modeling based on user profile information
- Connects the Alumni database and Scoutbook, creating a seamless transition from youth member to Alumni
- Drives data driven strategic communications reducing lapses in engagement



## **DIGITAL SCOUTING**

**\$5M**

- Builds virtual units that connect in the digital space. Units engage through experiential learning in a team activity based, leader-led environment
- Virtual units cross boundaries of geography and demographics, increasing diversity
- Connects the excitement of the outdoor Scouting experience for youth who are more indoor focused encouraging them to start their Scouting journey
- Creates augmented reality recruiting experiences for new youth and parents, giving them a taste of their Scouting experience to come
- Creates virtual/augmented reality content to facilitate digital Scouting — includes digital merit badge learning experiences from across the globe and virtual unit meetings with simulated co-location

## **WORKFORCE ENGAGEMENT AND DIVERSITY SOLUTION**

**\$2.5M**

- Optimizes the diversity and talent existing within the BSA and fosters recruitment of a more diverse workforce
- Creates a cloud based human capital management system (HCMS) to eliminate paper-based applications and employee transaction processes
- ROI of \$5 million — administrative labor and benefits cost savings in years two and three resulting from workflow automation

## **TECHNOLOGY INNOVATION INVESTMENT**

**\$16M**



BOY SCOUTS OF AMERICA®  
NATIONAL FOUNDATION

ACCELERATING INNOVATION  
TRANSFORMING THE SCOUTING EXPERIENCE