

# Multicultural Markets Resources



MULTICULTURAL MARKETS  
BOY SCOUTS OF AMERICA

## **Multicultural Markets Statement of Purpose**

In support of the BSA mission and vision, the purpose of the Multicultural Markets Team is to provide relevant insights and tactical expertise to local councils, with the goal of increasing their capacity to grow and sustain their membership in ethnically and geographically diverse communities.

## **A LETTER FROM THE MULTICULTURAL MARKETS TEAM**

As we charter new waters in the BSA, I would like to introduce the Multicultural Markets team to you.

The mission of the Multicultural Markets Team is to provide tactical support to local councils by building their capacity to grow and sustain their membership. The team was developed to support local councils by maximizing national efforts in local ways to increase traditional membership growth potential in ethnically diverse segments of the population.

Our vision is for Scouting to become the youth organization of choice for ethnic populations. This can only be achieved through a collective effort which includes education, training, collaboration, inclusion and acceptance.

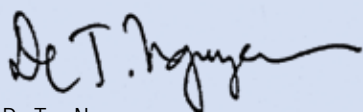
As we look at the ever growing number of ethnic populations in our country, it's imperative that we develop a strategy that will position us to be as relevant tomorrow as we are today. According to the U.S. Census, the demographics of our country are shifting at an incredible rate. Please see table below:

	<b>2000</b>	<b>2020</b>	<b>2030</b>	<b>2050</b>
<b>White</b>	69.1%	60.1%	55.5%	46.3%
<b>Hispanic</b>	12.5%	19.1%	22.6%	29.6%
<b>Black</b>	12.1%	12.3%	12.2%	11.8%
<b>Asian/Others</b>	6.2%	8.6%	9.8%	12.2%

As you can see it is no longer optional to recruit, support and retain Scouts of all ethnic populations. Instead, it's vital. Our objective is to provide the same Scouting programs to all participants, utilizing different delivery systems dependent on circumstances.

As we embrace the challenges and look forward to the opportunities to share the gift of Scouting, remember the solution begins with you.

As we realize the commonalities that bind us together are far greater than any differences that may exist regarding ones ethnicity, we must recognize, embrace and utilize our diversity; the Multicultural Markets team will lead this effort.



De Tan Nguyen  
Team Leader  
Multicultural Markets

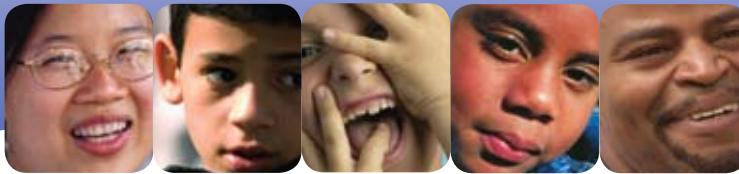


# MULTICULTURAL MARKETS STRATEGIES

- Create awareness of Multicultural Markets.
- Develop strategic support to ensure that emphasis is funded and pursued in the long term.
- Develop strategic partnerships with potential chartered organizations in the community.
- Develop stable units.
- Increase the number of youth participating in the traditional Scouting program.
- Quantify results.



MULTICULTURAL MARKETS  
BOY SCOUTS OF AMERICA



## WHAT IS MULTICULTURAL MARKETS?

The Multicultural Markets Division gives special leadership and emphasis to urban and rural Scouting programs. Multicultural Markets is the BSA's commitment to making sure that all young people have an opportunity to join Scouting, regardless of their circumstances, neighborhood, or ethnic background.

Today, young people are faced with many challenges. Too often, they live in fragile families and disintegrating neighborhoods. Multicultural Markets meets the developmental needs of youth in urban settings as diverse as the barrios of south central Los Angeles and the housing developments of Washington, D.C. The program also focuses on the rural population of the United States, which comprises approximately 25 percent of the total U.S. population. Some rural communities are stable and growing, but others are characterized by decentralized, low-density populations, by poverty, or by both.

Scouting, by emphasizing ethics and moral values, addresses many of the social concerns of parents and youth in our country. Scouting prepares urban and rural youth to be leaders, to accept responsibility, and to care about principles and causes beyond their own self-interest.

Our biggest asset in urban and rural neighborhoods is a well-defined program based on values, learning by doing, fun, and positive role models.

## MULTICULTURAL MARKETS VALUES

**Respect for the community:** Treating all people with respect and dignity through honesty and openness to the needs of the community.

**Commitment:** Dedicating ourselves to the mission of the BSA and the Scout Oath and Law.

**Excellence:** Putting forth our very best effort in support of Scouting in our service to the youth, families, and communities of America.

## MULTICULTURAL MARKETS RESOURCES

A variety of materials and resources has been developed to help councils promote Multicultural Markets and use the program to their fullest advantage.

Many of these resources have been translated into other languages to encourage the involvement of parents and adult leaders who cannot read English. Eliminating the language barrier allows these adults to participate in Scouting while their children are still young. When feasible, resources are produced in a bilingual format. However, because of the size and complexity of some of the resources and the cost of keeping up with frequent changes to the English editions, some of these resources are available in the translated language only.

This resource list is designed to give your council access to Multicultural Markets materials that are particularly useful with African American, Hispanic American, Asian American, urban, and rural communities.

### TO ORDER CONTACT THE SUPPLY DIVISION AT NATIONAL DISTRIBUTION CENTER

P.O. BOX 7143

CHARLOTTE, NC 28241-7143

PHONE 800-323-0732; FAX 704-588-5822

FOR ADDITIONAL INFORMATION,  
PLEASE CONTACT BOY SCOUTS OF AMERICA,  
MULTICULTURAL MARKETS TEAM, S260

1325 WEST WALNUT HILL LANE

P.O. BOX 152079

IRVING, TX 75015-2079

PHONE 972-580-2000; FAX 972-580-2184

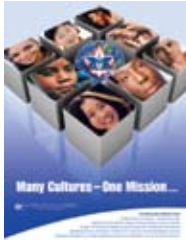
# MULTICULTURAL MARKETS GENERAL RESOURCES/ RURAL FOCUS



## 523-010 MULTICULTURAL MARKETS FOLDER

### 523-067 MULTICULTURAL MARKETS RESOURCES

A guide to materials and resources that have been developed to help councils promote Multicultural Markets.



## BIN RESOURCE LITERATURE AND AUDIOVISUALS (NO COST)

(Use Bin Resources Order Form.)

### 02-121 THE VALUES OF MEN AND BOYS IN AMERICA: A CALL TO ACTION FOR PARENTS

This brochure summarizes for parents the findings of the landmark 1995 Louis Harris & Associates study, which showed that Scouting experience has a positive effect on values and achievement. (Also available in Spanish, No. 02-095, and Vietnamese, No. 11-062.)



### 07-505 BEST METHODS FOR DISTRICT VOLUNTEERS SERVING LOW-INCOME URBAN COMMUNITIES

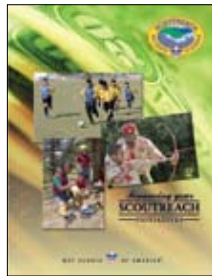
This kit contains methods and ideas for helping district volunteers better serve low-income urban neighborhoods.

### 11-200 PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

PSAs target prospective adult volunteers in a call to action for continued support in providing positive alternative activities to at-risk youth. (5x: 15) In African, Chinese, Spanish, Korean, and Vietnamese-American.

### 11-210 FINANCING YOUR SCOUTREACH PROGRAM (BOOKLET)

This user-friendly, easy to understand finance guide is filled with helpful information on successful grant-writing, ways to research and approach local foundations and companies, applying for city block grants, and ideas for planning a successful Whitney M. Young Jr. Service Award special event. There are examples of different types of proposals, including cover letters, narratives and budgets, along with common-sense "do's" and "don'ts" in the world of finance.



### 11-257 SCOUTREACH STRATEGIES AND TACTICS FOR SHORT-TERM AND LONG-TERM COUNCIL NEEDS

Brochure focuses on finance, membership growth, human resources, marketing, Hispanic American/Latino community, and manpower development.



### 11-266 SCOUTREACH MEMBERSHIP RESOURCES CD: A SURVIVAL KIT FOR YOUTH-SERVING EXECUTIVES

### 11-267 SCOUTREACH MEMBERSHIP RESOURCES BINDER: A SURVIVAL KIT FOR YOUTH-SERVING EXECUTIVES

### 11-420 ORGANIZING UNITS EFFECTIVELY THROUGH SCOUTREACH: A TOGETHER APPROACH

This resource provides unit-serving executives some successful strategies in organizing units effectively in specific target-market communities.



## THE SPIRIT OF SCOUTING AWARD

### 523-030 NOMINATION FORM

Use this form to nominate urban and rural leaders who have served Scouting for a long time. Recipients are approved locally through nomination by the local council.

### 523-031 CERTIFICATE

The certificate recognizes Spirit of Scouting Award recipients. Contact the Multicultural Markets Team with the nominee's name and presentation date.



## BIN RESOURCE LITERATURE AND AUDIOVISUALS (NO COST)

(Use Bin Resources Order Form.)

### 07-110 CUB SCOUTING, BOY SCOUTING, AND VENTURING IN AMERICAN INDIAN COMMUNITIES: GUIDELINES FOR COUNCIL AND DISTRICT SCOUTING LEADERS AND AMERICAN INDIAN LEADERS



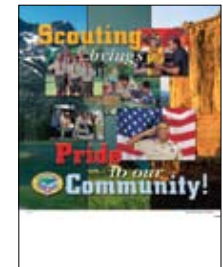
### 07-117 RURAL FLIER, SMALL (8½ BY 11 INCHES)

### 07-118 RURAL POSTER (17 BY 22 INCHES)

### 07-501B ORDER FORM FOR RURAL TAPES

### 07-504 BEST METHODS FOR DISTRICT VOLUNTEERS SERVING RURAL COMMUNITIES

### 11-149 AMERICAN INDIAN SCOUTING ASSOCIATION BROCHURE



### 11-235 SCOUTING IN RURAL COMMUNITIES

### 11-405 AMERICAN INDIAN BOY SCOUTING FLYER

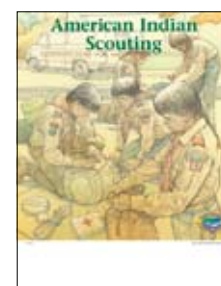
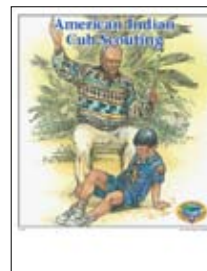
### 11-406 AMERICAN INDIAN BOY SCOUTING POSTER

### 11-407 AMERICAN INDIAN CUB SCOUTING FLYER

### 11-408 AMERICAN INDIAN CUB SCOUTING POSTER

### 11-412 AMERICAN INDIAN SCOUTING POSTER

### 11-413 AMERICAN INDIAN SCOUTING FLYER



# AFRICAN AMERICAN FOCUS



## BIN RESOURCE LITERATURE AND AUDIOVISUALS (NO COST)

(Use Bin Resources Order Form.)

### WHITNEY M. YOUNG JR. SERVICE AWARD

**07-416 INFORMATION SHEET**

**523-427 NOMINATION FORM**

**11-006A SERVING HOUSING COMMUNITIES THROUGH SCOUTREACH**

This booklet explains how to develop BSA programs in the context of public housing.

**11-016A SCOUTREACH AND THE LOCAL COUNCIL**

This booklet helps organize local council Scoutreach committees.

**11-035D BEST METHODS FOR SCOUTREACH GROWTH**

This is a compilation of successful ideas and methods developed in the field and submitted by local councils.

**11-056 SCOUTING IN THE AFRICAN AMERICAN COMMUNITY: A GUIDE FOR COUNCIL STAFF AND VOLUNTEERS**

**11-186 CHRISTIAN MINISTRY AND SCOUTING: A GUIDE FOR PASTORS**

This guide helps churches see the potential of working with the Boy Scouts of America and that the link between the Boy Scouts and a church provides a win-win opportunity.

**523-156 MULTICULTURAL MARKETING TECHNIQUES**

This flyer lists 16 tips for marketing the Scouting program in urban and rural areas and to other hard-to-reach populations.

### ALPHA PHI ALPHA

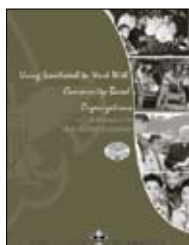
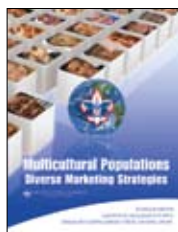
**11-039 ALPHA PHI ALPHA FRATERNITY AND THE BSA: A NATURAL ALLIANCE**

This kit tells Alpha Phi Alpha fraternity chapters how to work with Scouting units to fulfill shared goals.

**11-104 ALPHA PHI ALPHA AND SCOUTING (BROCHURE)**

**11-255 USING SCOUTREACH TO WORK WITH COMMUNITY-BASED ORGANIZATIONS: A RESOURCE FOR UNIT-SERVING EXECUTIVES**

This comprehensive booklet provides unit-serving executives with varied local council success strategies in working with community-based organizations, letters of endorsement from national minority organizations, and a list of Scoutreach resources for target marketing.



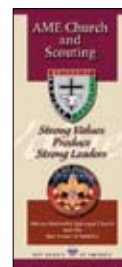
**11-404 ALPHA PHI ALPHA VHS TIME: 3:57**

**11-416 THE BSA AND AFRICAN METHODIST EPISCOPAL CHURCH INITIATIVE (DVD; 10:29 MINUTES)**

This video contains testimonials by bishops and others, sharing their successful experiences in Scouting. These testimonials can encourage a local council and area AME churches to collaborate in serving their community through the Scouting program.

**11-417 AME CHURCH AND SCOUTING (BROCHURE)**

This brochure can help promote Scouting in the AME church. It includes a list of the various religious awards that can be earned.



## SUPPLY DIVISION LITERATURE AND AUDIOVISUALS

**33805 CUB SCOUTING IS YEAR-ROUND FUN (8½ X 11 INCH FLYER)**

**33806 SCOUTING IS YEAR-ROUND-FUN (8½ X 11 INCH FLYER)**

**33808 CUB SCOUTING IS YEAR-ROUND EXCITEMENT (17 X 22 INCH POSTER)**

**33810 SCOUTING IS YEAR-ROUND FUN (36 X 12 INCH POSTER)**

**AV-07DVD21 WHITNEY M. YOUNG JR. SERVICE AWARD FOR YOUR COUNCIL**

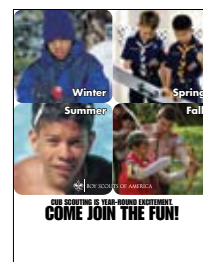
This video shows local councils how to plan and carry out a Whitney M. Young Jr. Service Award presentation.

The first part of the video is an excellent introduction of the award to use at the event. 9:17 minutes.

Released 2001. \$14.95

**11-460 AN INSPIRATIONAL MESSAGE FROM ONE OF THE FIRST AFRICAN-AMERICAN EAGLE SCOUTS DR. FRANK "TICK" COLEMAN (DVD)**

**11-251 SCOUTING WORKS IN THE AFRICAN-AMERICAN COMMUNITY (DVD)**



# ASIAN AMERICAN FOCUS



## BIN RESOURCE LITERATURE AND AUDIOVISUALS (NO COST)

(Use Bin Resources Order Form.)

### ASIAN

- 11-079 ASIAN CLIP ART
- 11-082 ASIAN AMERICAN EMPHASIS IN YOUR LOCAL COUNCIL: A GUIDE FOR COUNCIL STAFF AND VOLUNTEERS



### 523-194 THE ASIAN AMERICAN SPIRIT OF SCOUTING SERVICE AWARD

The purpose of the Asian Spirit of Scouting Service Award is to recognize outstanding services by an adult individual or an organization for demonstrated involvement in the development and implementation of Scouting opportunities for Asian American youth.

### CAMBODIAN

- 11-060 THE AIMS AND METHODS OF BOY SCOUTING
- 11-068 BE A BOY SCOUT TODAY!
- 11-069 BE A CUB SCOUT TODAY!

### CHINESE

- 11-037 THE AIMS AND METHODS OF BOY SCOUTING
- 11-045 CUB SCOUT HIGHLIGHTS (BROCHURE)
- 11-053 SCOUTING: AMERICA'S #1 VALUES PROGRAM FOR YOUTH (BROCHURE)
- 11-085 RECRUITING POSTER
- 11-116 BOY SCOUT LEADER FAST START VIEWER'S GUIDE
- 11-127 BOY SCOUT FAST START TRAINING (VIDEO)
- 11-161 RECRUITING FLYER

### HMONG

- 11-057 THE AIMS AND METHODS OF BOY SCOUTING
- 11-151 RECRUITING POSTER
- 11-162 RECRUITING FLYER
- 11-164 SCOUTING: #1 VALUES PROGRAM FOR YOUTH (BROCHURE)

### LAOTIAN

- 11-073 BE A BOY SCOUT TODAY!
- 11-089 BE A CUB SCOUT TODAY!

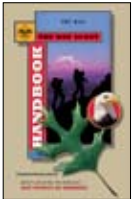
### KOREAN

- 11-038 THE AIMS AND METHODS OF BOY SCOUTING
- 11-084 RECRUITING POSTER
- 11-128 BOY SCOUT FAST START TRAINING (VIDEO)
- 11-160 RECRUITING FLYER

### VIETNAMESE

- 11-054 SCOUTING: #1 VALUES PROGRAM FOR YOUTH (BROCHURE)
- 11-062 THE VALUES OF MEN AND BOYS IN AMERICA (BROCHURE)
- 11-066 VIETNAMESE SCOUT SONGBOOK: MUSIC AND LYRICS TO AN ORIGINAL COLLECTION OF MORE THAN 300 VIETNAMESE SCOUTING SONGS. LIMIT ONE.

- 11-101 SCOUT GAMES BOOK
- 11-083 RECRUITING POSTER
- 11-115 BOY SCOUT LEADER FAST START VIEWER'S GUIDE
- 11-129 BOY SCOUT FAST START TRAINING (VIDEO)
- 11-163 RECRUITING FLYER
- 11-172 BOY SCOUT ADVANCEMENT MINIHANDBOOK
- 11-220 TAØI LIEÅU NỎA VUI NẺA HOÏC (VIETNAMESE CULTURE BOOK)



### CUB SCOUT MEETING PLANS (English-Vietnamese)

These valuable program aids for Cub Scout leaders eliminate the time and effort of researching other resources. Each manual contains two months of detailed plans in English and Vietnamese for den, pack, and leaders' meetings.

- 11-106 CUB SCOUT MEETING PLANS—BOBCAT AND WOLF
- 11-107 CUB SCOUT MEETING PLANS—WOLF IN A DEN
- 11-108 CUB SCOUT MEETING PLANS—ALL ABOUT PEOPLE
- 11-109 CUB SCOUT MEETING PLANS—WHO AM I?
- 11-119 CUB SCOUT MEETING PLANS—OUR NEIGHBORHOOD

### BOY SCOUT MEETING PLANS (English-Vietnamese)

- 11-110 BOY SCOUT MEETING PLANS—COOKING
- 11-111 BOY SCOUT MEETING PLANS—FIRST AID
- 11-113 BOY SCOUT MEETING PLANS—CITIZENSHIP
- 11-114 BOY SCOUT MEETING PLANS—CAMPING
- 11-118 BOY SCOUT MEETING PLANS—CONSERVATION

### SUPPLY DIVISION LITERATURE AND AUDIOVISUALS

(Use Standard Order Form.)

- 11-197 SCOUTING WORKS IN THE ASIAN-AMERICAN COMMUNITIES (DVD)
- 11-199 ASIAN EMPHASIS (DVD)

### PRESERVING A TRADITION: SCOUTING FOR INDO-CHINESE FAMILIES

This video helps Indo-Chinese adults picture themselves in Scouting. It shows how Scouting can help their children preserve their heritage while participating in the American mainstream. Narrated in English, the video includes dramatic testimonies in Lao, Hmong, Cambodian, and Vietnamese. Released 1990. 17:12 minutes.

### SCOUTING IN THE VIETNAMESE COMMUNITY

This video is bilingual, in English and Vietnamese. Testimonials are presented by Vietnamese Scout leaders and parents who have had successful experiences with the BSA program. For presentations to parents, community leaders, and prospective chartered organizations. A companion brochure, No. 11-054, is also available. Released 1997. 13:30 minutes.

### SCOUTING IN THE CHINESE AMERICAN COMMUNITY

This video is bilingual, in English and Chinese. Testimonials are presented by Chinese American Scout leaders and parents with successful experiences in the BSA program. For presentations to parents, community leaders, and prospective chartered organizations. A companion brochure, No. 11-053, is also available. Released 1997. 13:54 minutes.

### SCOUTING IN THE KOREAN COMMUNITY

This video will help councils market Scouting in the Korean community. Released 1999.

# HISPANIC FOCUS



## **BIN RESOURCE LITERATURE AND AUDIOVISUALS (NO COST)**

(Use Bin Resources Order Form.)

### **GENERAL SUPPORT**

#### **02-095 THE VALUES OF MEN AND BOYS IN AMERICA: A CALL TO ACTION FOR PARENTS**

This Spanish-language brochure for parents presents the findings of the landmark 1995 Louis Harris & Associates study, which showed that Scouting experience has a positive effect on values and achievement.

#### **02-972 HISPANIC DEMOGRAPHICS FOR THE 21ST CENTURY**

This fact sheet is especially useful for presentations to prospective chartered organizations and volunteers.

#### **521-193 ¡SCOUTING...VALE LA PENA! SERVICE AWARD**

The purpose of the ¡Scouting...Vale La Pena! Service Award is to recognize outstanding services by an adult individual or an organization for demonstrated involvement in the development and implementation of Scouting opportunities for Hispanic American/Latino youth.



#### **11-215 SERVING MIGRANT FAMILIES THROUGH SCOUTREACH (ENGLISH)**

This booklet is designed to provide unit-serving executives with some best-method approaches for serving migrant youth and their families.

#### **94-003 YOUR ORGANIZATION AND SCOUTING**

This bilingual promotional brochure demonstrates to organizations that serve the Hispanic community how Scouting is a viable resource program for addressing community needs and concerns.

#### **94-018 YOUR SON—A GREAT TREASURE**

This excellent bilingual promotional piece shows Scouting's involvement in the Hispanic American community. Can be used with families and potential chartered organizations.

#### **94-027A HOW SCOUTING DOLLARS SERVE**

This translation of the English brochure outlines how Scouting programs are funded. Useful for presentations to prospective volunteers and chartered organizations, and in fundraising.

#### **94-038 REFLECTING/AGES AND STAGES (11:20 MINUTES)**

#### **94-041 HOW DO YOU PRONOUNCE HISPANIC NAMES?**

#### **94-054 DRUGS: A DEADLY GAME**

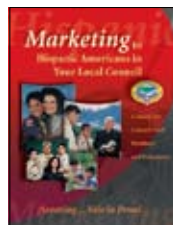
Guide to the BSA's campaign to encourage youth to repudiate drugs.

#### **94-055A CERTIFICATE OF APPRECIATION**

Spanish-language recognition certificate for adults.

#### **94-070B MARKETING TO HISPANIC AMERICANS IN YOUR LOCAL COUNCIL**

This booklet acts as an essential guide for unit-serving executives on how to conduct Hispanic emphasis in the council.



#### **94-085 PERSONAL HEALTH AND MEDICAL RECORD IN SPANISH**

#### **94-098 SCOUTING: IT WORKS FOR YOUR YOUTH**

This bilingual brochure explains to prospective Scouting parents, volunteers, and community organizations how Scouting's programs develop character in youth.

#### **94-099 JOIN THE ADVENTURE! JOIN SCOUTING!**

This bilingual brochure offers parents a closer look at the exciting elements of the Scouting program.

#### **94-104 SCOUTING: IT'S WORTH THE EFFORT! (BILINGUAL PRINT AD)**

This ad is designed to promote Scouting in the Hispanic community, with special emphasis on family values.

#### **94-110 SCOUTING! IT'S WORTH THE EFFORT (BILINGUAL POSTER)**

This poster is designed to promote Scouting in the Hispanic community, with special emphasis on family values.

#### **94-124 WHAT IS SCOUTING? (SPANISH VIDEO)**

This video is designed to give Hispanic parents an orientation in the Scouting program, emphasizing their involvement in their son's program. Hispanic Scouting volunteers give personal testimonials as to the importance of Scouting in their sons' lives.



#### **94-210 GUIDE TO SAFE SCOUTING**

Spanish version of the unit leader's guide for current BSA policies and procedures to safe activities.

### **TRAINING FOR CUB SCOUT LEADERS**

#### **94-220 CUB SCOUT LEADER SPECIFIC TRAINING VIDEO**

#### **94-221 CUB SCOUT LEADER SPECIFIC TRAINING MANUAL/CD-ROM**

This Spanish version of the Cub Scout Leader Specific Training video, manual, and CD-ROM provides the trainer with five different courses related to the specific Cub Scout positions for Cubmasters and assistants, pack committee chairmen and members, Tiger Cub Den leaders, Cub Scout Den leaders and Assistants, and Webelos Den leaders and Assistants.

#### **94-230 NEW LEADER ESSENTIALS (VIDEO)**

#### **94-231 NEW LEADER ESSENTIALS (MANUAL/CD-ROM)**

This is the Spanish version of initial training for all new adult leaders. It gives an overview of the core elements of Scouting, including the organization's mission, aims, and methods.

### **CUB SCOUTING**

#### **94-017 STAGING DEN AND PACK CEREMONIES**

This is a Spanish translation of the book of ideas for good opening, closing, advancement, graduation, and other special ceremonies that make Cub Scouting events more meaningful.

#### **94-081 BSA FAMILY BOOK**

This Spanish-language book describes the BSA's family program and includes discussion topics for family meetings and activities.

#### **94-100 CUB SCOUTING: IT'S NOT JUST FOR KIDS (VIDEO; 8:32 MINUTES)**

This Spanish video encourages parents to get involved in a pack committee leadership capacity.

## 94-217 CUB SCOUT LEADER BOOK

This is the Spanish version of the handbook for leaders in Cub Scouting. It helps them understand their leadership roles and provide useful program ideas for organizing and running pack and den meetings.

## 94-218 CUB SCOUT LEADER HOW-TO BOOK

This revised Spanish version provides leaders in Cub Scouting with ideas and instructions for den and pack games, crafts, projects, and various outdoor activities.

## 94-219 TIGER CUB HANDBOOK

This is a full-length Spanish version of the handbook for youth and parents in Tiger Cubs.

## 94-244 WOLF CUB SCOUT HANDBOOK

This is the Spanish version of the *Wolf Handbook*.



## TRAINING FOR BOY SCOUT LEADERS

### BASIC LEADER TRAINING MATERIALS

The following Spanish-language resources help train new Boy Scouting leaders in effective troop leadership skills and guides them to personal growth experience as leaders.

## 94-093 THE BARBECUE (VIDEO; 17:56 MINUTES)

## 94-094 THE BARBECUE (VIEWER'S GUIDE)

## 94-095 SUMMER CAMP BOY SCOUTING (VIDEO; 9:40 MINUTES)

## 94-222 SCOUTMASTER/ASSISTANT SCOUTMASTER SPECIFIC TRAINING (VIDEO)

This Spanish version of the Boy Scouting Leader Specific Training video goes along with the training manual (No. 34879) and addresses a Scoutmaster's/ assistant Scoutmaster's interaction with the troop's youth leaders and other Scouts.

## 94-230 NEW LEADER ESSENTIALS (VIDEO)

## 94-231 NEW LEADER ESSENTIALS (MANUAL/CD-ROM)

This is the Spanish version of initial training for all new adult leaders. It gives an overview of the core elements of Scouting, including the organization's mission, aims, and methods.

## 94-241 SCOUTMASTER AND ASSISTANT SCOUTMASTER LEADER SPECIFIC TRAINING



## BOY SCOUTING

## 94-011 BOY SCOUT REQUIREMENTS

This booklet lists in Spanish the requirements for merit badges, rank advancements, and Eagle palms, and highlights recognitions for special opportunities.

## 94-026 AIMS AND METHODS OF BOY SCOUTING

This bilingual brochure explains how the elements of Boy Scouting follow the program's unique aims and methods.

## 94-111 BOY SCOUT MINI HANDBOOK (BILINGUAL)

This resource is designed to fit into a Scout's pocket or backpack to serve as a temporary record of advancement achievements until they can be recorded in the Scout's handbook.

## 94-125 BOY SCOUTING: IT'S NOT JUST FOR YOUTH (VIDEO)

This video in Spanish is designed to give parents an orientation on some of the key positions of a troop committee.

## TROOP PROGRAM FEATURES (SPANISH)

These three Spanish-language manuals give troop leaders program ideas related to advancement that can help with planning, organizing, and conducting troop meetings. This resource replaces all previous meeting plans for Boy Scout leaders.

## 94-200 VOLUME 1

## 94-201 VOLUME 2

## 94-202 VOLUME 3

## YOUTH PROTECTION MATERIALS

These Spanish-language materials are designed to increase child-abuse awareness in the family structure through community organizations.

## AV-09DVD04 A TIME TO TELL (DVD)

## AV-09DVD11 IT HAPPENED TO ME (DVD)

## 94-126 YOUTH PROTECTION GUIDELINES (VIDEO AND LEADER'S GUIDE)

This is the Spanish-dubbed translation of the full-length Youth Protection Training for Leaders.

## 46-072 BOY SCOUT YOUTH PROTECTION PARENT GUIDE (SPANISH)

Spanish translation of the Youth Protection Parents' Guide found in the *Boy Scout Handbook*.

## 46-073 CUB SCOUT YOUTH PROTECTION PARENT GUIDE (SPANISH)

Spanish translation of the Youth Protection Parents' Guide found in all Cub Scout handbooks.

## SPANISH LANGUAGE APPLICATIONS (MUST BE ORDERED FROM REGISTRATION)

## 28-110 CUB SCOUT APPLICATION

## 28-210 BOY SCOUT APPLICATION

## 28-302 VENTURER APPLICATION

## 28-502 ADULT VOLUNTEER APPLICATION

## SUPPLY DIVISION LITERATURE AND AUDIOVISUALS

(Use Standard Order Form.)

## 33807 STRONG VALUES, STRONG LEADERS: CHARACTER COUNTS. (8½ X 11 INCH) FLYER. \$16.50/500

## 33809 STRONG VALUES, STRONG LEADERS: CHARACTER COUNTS. (17 X 22 INCH) POSTER. \$1.25 EACH



# MATERIALS AVAILABLE IN OTHER LANGUAGES



## BIN RESOURCE LITERATURE (NO COST)

(Use Bin Resources Order Form.)

### PORTUGUESE

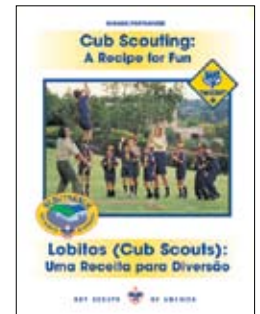
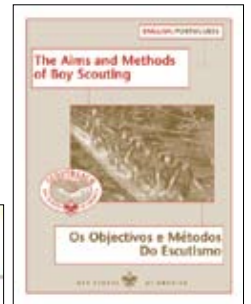
- 11-120 BE A CUB SCOUT TODAY! (RECRUITING FLYER)
- 11-121 CUB SCOUTING: A RECIPE FOR FUN (BROCHURE)
- 11-122 BE A BOY SCOUT TODAY! (RECRUITING FLYER)
- 11-123 THE AIMS AND METHODS OF BOY SCOUTING (BROCHURE)
- 11-124 SCOUTING: #1 VALUES PROGRAM FOR YOUTH (BROCHURE)

### ARABIC

- 11-170 SCOUTING: #1 VALUES PROGRAM FOR YOUTH (BROCHURE)
- 11-171 THE AIMS AND METHODS OF BOY SCOUTING (BROCHURE)

### RUSSIAN

- 11-138 SCOUTING: #1 VALUES PROGRAM FOR YOUTH (BROCHURE)
- 11-165 THE AIMS AND METHODS OF BOY SCOUTING (BROCHURE)



# Bin Resources Order Form

Please complete the following information: Date \_\_\_\_\_ Your Order No. \_\_\_\_\_

Charge to \_\_\_\_\_ Ship to \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Ship via truckline that will deliver to camp \_\_\_\_\_

All merchandise shipped FOB to our distribution center or shipping point indicated in our price lists via parcel post, UPS, or truck unless you wish shipment via (indicate):  
 Date of Activity \_\_\_\_\_  
 Earliest Delivery Date \_\_\_\_\_  
 Deliver Not Later Than \_\_\_\_\_

- First Class
- Special Delivery
- Air Mail
- Other: \_\_\_\_\_

Item No.	Description	Qty.

Scout Executive \_\_\_\_\_ Council \_\_\_\_\_  
(Give official title if not Scout executive.)

**Boy Scouts of America • National Distribution Center**  
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Please use this form for bin resource items; order Supply Division items on the Standard Order Form.

# Standard Order Form

Customer  
Account No.

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Source Document No.

Please use the correct account number, as it relates to the disposition of this merchandise.

Please complete the following information:

Date \_\_\_\_\_  
 Charge to \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Your order number \_\_\_\_\_  
 Ship to \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Item Number	Item Description	Unit (pkg., box, ea.)	Qty.	Price	Total Price

Note: All prices shown are wholesale. Prices subject to change without notice. Total  

Scout Executive \_\_\_\_\_ Council \_\_\_\_\_  
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# Many Cultures—One Mission...

**.... The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout oath and law.**



BOY SCOUTS OF AMERICA

**Boy Scouts of America  
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