

YOUR TOOLKIT

Everything here is yours to use

Charter Partner Resource Center

WHAT IS IN YOUR TOOLKIT

Five things, and when to reach for each

Everything on the resource center was written to be handed to someone else — your board, your families, or your wider community. Nothing here needs to be rewritten before you use it, and most of it can carry your own name and logo.

To present or discuss

- **Your organization brief** — two pages on what hosting involves
- **Getting started checklist** — nine steps, in order
- **Making the case internally** — six points for a board or vestry

To hand out or publish

- **Newsletter and bulletin copy** — three lengths, ready to paste
- **Studio materials** — flyers, leave-behinds and join cards with your logo

If you are handing it to a person, there is a document here for it.

MATCH THE PIECE TO THE AUDIENCE

Who gets what

Your board or clergy

The brief, plus the six talking points. They answer cost and commitment first.

Your families

Newsletter copy and a co-branded join card. Short, warm, and easy to say yes to.

Your community

A co-branded flyer or event flyer for the notice board, the door, or a local business.

MAKE IT YOURS

Putting your name and logo on it

Co-branding is not decoration. Families respond to materials that look like they came from their own congregation, club or school — because they did.

1 Open the Co-Branding Studio

From the resource center, open the Studio. Nothing to install and no account needed.

2 Add your name and logo

Type your organization's name and upload your logo. It sits beside the Scouting America mark, not over it.

3 Pick what you need

A flyer, an event flyer, a leave-behind, or a join card — and the language you want it in.

4 Print it or send it

Download and print, hand it out after a service or meeting, or attach it to your newsletter.

THE ONE RULE

What you add, and what stays as it is

Yours to change

- Your organization's name and logo
- Meeting times, dates and location
- Who to contact, and how

Please leave as it is

- The Scouting America logo and its spacing
- Program names and award names
- Youth protection and safety wording

COMMON QUESTIONS

Quick answers

May we put our own logo on these?

Yes. That is what the Co-Branding Studio is for. Your name and logo appear alongside Scouting America's.

May we change the wording?

The wording in the Studio is set so the Scouting America marks stay used correctly. Anything you type — your name, dates, contact details — is yours.

WHERE TO FIND THINGS

Useful links

Charter Partner Resource Center — scoutingpartnerresourcepage.netlify.app

BeAScout — find your council — beascout.scouting.org

Scouting America — scouting.org