

Girl Scout Participation in Activities with Other Scouting Organizations

The decision by Boy Scouts of America (BSA) to open the Boy Scout program to girls has fundamentally altered the nature of the relationship between BSA and Girl Scouts nationally and locally. Local relationships between BSA and Girl Scout councils that have led to partnerships and joint activities in the past will now expose our membership enrollment and brand to risks. This may mean that the relationship between a council and its BSA counterpart should fundamentally change.

Marketplace Confusion. To protect the integrity of the Girl Scout brand and reinforce our programming as unique, girl-only, and best in class, we must ensure that we take care that the activities in which girls participate are exclusive to the Girl Scout program, are safe and girl led, and are conducted under the appropriate supervision of Girl Scouts. Participation of Girl Scouts in activities with other scouting organizations creates risks to Girl Scouts. Confusion is in the marketplace regarding the relationship between Girl Scouts and Boy Scouts by the expansion of Boy Scouts to include girls in their programs. Girl Scout participation in Boy Scout activities will increase that confusion and will contribute to the misperception that Girl Scouts has merged, or is somehow interchangeable, with Boy Scouts.

Brand. Associating with organizations who do not have a similar brand history, program portfolio, and track record for safety dilutes and tarnishes our brand, and allows Boy Scouts to leverage the reputation of Girl Scouts for their own purposes.