



2018 FAMILY SCOUTING TIMELINE

2018

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Early Adopter
K-4 grades
(Jan-May 2018)

2018 National Annual Meeting
Family Scouting Campaign Preview
(Dallas, TX)

New Cub Scout
Recruiting Campaign
Material Available

Cub Scout Program
Materials in Scout Shops
(June 1, 2018)

2018
Top Hands
(Washington D.C.)

Program for Older Girls
Scheduled Launch
February 2019

NextConnect Marketing Conferences
Family Scouting Campaign Preview
(Cincinnati, OH & Las Vegas, NV)

2018 Cub Scout
Program Year Begins