

Girl Scouts Participating 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 may now create certain risks or challenges for Girl Scouts. For this reason, councils are encouraged to avoid joint recruiting and/or joint participation in community events or activities.

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 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.

Guidelines. Girl Scouts may participate in community activities (including, but not limited to; street fairs, town fairs and carnivals, church fairs, community college nights, back to school nights, after school carnivals, and the like) as Girl Scouts, wearing Girl Scout uniform elements and as individuals. Attendance by Boy Scouts and/or Scouting BSA side by side at community events is expected. Girl Scout troops who wish to participate in NON-recruitment events sponsored by Boy Scouts and/or Scouting BSA may do so at their discretion, but must identify as Girl Scouts, wearing sashes and/or vests, and/or clothing identifying them as Girl Scouts.

Girl Scouts of Northern California will not insure any shared activities sponsored by Boy Scouts and/or Scouting BSA, as these are forbidden. This includes Pinewood Derby, Camporees, and the like. (If a girl has a brother or other family member, or friend participating in these activities, she may attend to support them, but not in an official Girl Scout capacity.) Additionally, Girl Scouts of Northern California will not provide additional medical insurance (Plan 2) to cover Boy Scout who are also participating.

Brand Guidelines. In cases where signage is being created representing multiple groups participating in a community activity, Girl Scouts and Boy Scouts/Scouts BSA are to be represented by two different logos, side by side. Girl Scouts is NOT to be represented under Scouts BSA.

Protecting Use of Girl Scout Materials. Girl Scout materials are intended for the exclusive use of Girl Scouts and are protected as the intellectual property of Girl Scouts of the USA. Materials include but are not limited to: Girl Scout logo, tag lines, and/or program and badge requirements.