

SCHOOL PARTNERSHIP · OUTREACH TOOLKIT

School Outreach Toolkit

Four ready-to-use scripts for Scouting professionals reaching out to schools under Senate Bill 19: email, printed letter, phone, and in-person.

APPROACH

Lead with respect and a desire to listen; let the administrator control the time, place, and manner. Follow the district chain of command — start with the superintendent's office. **Personalize every outreach** and replace each highlighted field before use.

1 Email Template

EMAIL

Subject: Partnering with **[District / School Name]** to support your students' success

Dear **[Superintendent / Administrator Name]**,

My name is **[Name]**, and I serve families in your community through Scouting America's **[Council Name]**. I'm reaching out because we'd love to partner with you to support your students — and, first and foremost, to learn about your district's goals and how Scouting can help bring them to life.

With the recent passage of Senate Bill 19, Ohio schools can now partner with Scouting and other patriotic organizations to share the value of youth leadership training, connect classroom curriculum to real-world skills, and help prepare the workforce of tomorrow. We're grateful to Ohio's leaders for making this possible — and we know that any partnership works best when it starts with your priorities.

Would you be open to a brief conversation? Under the law, recruitment is limited to one opportunity per school year, scheduled by your district so it never disrupts core curriculum time. Participation is always at no cost, and our representatives meet background-check and Youth Protection requirements.

I'm happy to work entirely around your schedule. Could I follow up by phone next week, or is there a better contact for this? Thank you for all you do for your students.

With appreciation,

[Name] | **[Title]** | **[Council Name]**, Scouting America
[Phone] | **[Email]** | **[Website]**

[Council Letterhead] · [Date] · [Administrator Name], [School / District Name], [Address]

Dear [Administrator Name],

Thank you for your leadership at [School / District Name]. I'm writing on behalf of Scouting America's [Council Name] to introduce a partnership opportunity — and to ask how we can help support the goals you have for your students, at no cost to your school.

For more than a century, Scouting has helped young people build character, leadership, and real-world skills that connect directly to school curriculum and to careers. With the passage of Senate Bill 19 — and thanks to Ohio's leaders — your school can now partner with Scouting to share these opportunities with students. Recruitment is limited to one opportunity per year, scheduled by your district, and you retain full control over the time, place, and manner. Our representatives meet all applicable background-check and Youth Protection standards.

Most of all, we want to listen and learn about your district's goals. I would welcome the chance to explore how we can help. I'll plan to follow up by phone, and you can reach me any time at [Phone] or [Email]. Thank you for considering this partnership on behalf of your students.

Sincerely,

[Name]

[Title], [Council Name], Scouting America

OPENING

"Hi, this is [Name] with Scouting America's [Council Name]. Do you have a quick minute? Great — thank you. I'm reaching out to local schools because we'd love to partner with you, and first to learn about your district's goals and how Scouting might help."

PURPOSE / CONTEXT

"With Ohio's recent legislation — Senate Bill 19 — schools can now partner with Scouting to share youth leadership training, connect classroom curriculum to real-world skills, and help prepare tomorrow's workforce. Your school stays completely in control: it's one opportunity a year, and your district sets the timing so it never disrupts class time."

MAKE THE ASK

"Could we set up a short conversation so I can learn what matters most to your district this year, and share how we might help? It's always free, and our team meets background-check and Youth Protection requirements."

IF THEY SAY "WE'RE BUSY / SEND ME SOMETHING"

"Completely understand — I know how full your days are. May I email you a short overview you can review whenever it's convenient, and follow up in a couple of weeks?"

CLOSE

"Thank you so much for your time and for all you do for your students. I'll send that over today. Have a great day!"

INTRODUCE YOURSELF WARMLY

"Hi, I'm [Name] with Scouting America's [Council Name]. Thank you for taking a moment to meet with me — I know your time is valuable."

CONNECT TO THEIR MISSION AND LISTEN FIRST

"We both want the same thing: students who are confident, capable, and ready for the future. Before I share anything, I'd love to hear about your district's (or school's) goals this year — because our hope is to partner in a way that helps you reach them."

EXPLAIN THE OPPORTUNITY

"With Ohio's new law — Senate Bill 19 — we can now partner with your school to share Scouting's youth leadership training, connect it to your curriculum, and help prepare students for the workforce. It's one opportunity a year, on a schedule you set, and you stay in complete control of the time, place, and manner."

OFFER SIMPLE, CONCRETE OPTIONS

- A flyer or take-home information for families
- A brief mention during an assembly or announcement
- A table at an open house, back-to-school night, or other existing event
- A short sign-up or interest opportunity

REASSURE ON SAFETY AND COST, THEN CLOSE

"Everything is at no cost to your school, and any representative who interacts with students meets background-check and Youth Protection requirements. What would be the best way to move forward from here? I'd love to keep learning about your goals and find the right fit. Thank you again — we're grateful for the chance to partner with you on behalf of your students."

Before you send

Localize all highlighted fields for your council, and confirm the school-access provisions of the enrolled bill. **Senate Bill 19 takes effect September 23, 2026** — the start of the 2026–27 school year.