



Boy Scouts of America Contingent  
24<sup>th</sup>/<sup>e</sup> World Scout Jamboree  
1325 W Walnut Hill Ln  
Irving, TX 75038

## World Scout Jamboree 2019 Council Promotion Ideas

The World Scout Jamboree is the largest camping event organized by the World Organization of the Scout Movement (WOSM), gathering as many as 50,000 Scouts and leaders from 169 National Scout Organizations. The 24th World Scout Jamboree (WSJ) is co-hosted by Scouts Canada, Association de Scouts de Mexico and the Boy Scouts of America. The last time the United States hosted a WSJ was in 1967 in Idaho.

The WSJ is an educational event bringing together young men and young women from around the world to promote peace, mutual understanding and to develop leadership skills. The Jamboree will feature the hallmarks of past world jamboree programs, such as the Global Development Village, the World Scout Centre, a special sustainability initiative, and the socialization elements that allow participants to make lifelong friends from around the world.

### Suggested Council Promotion Activities:

1. Email Newsletter - Send an email to all Scouts, Venturers and Adult Leaders in your council. Registration is open now. See [wsj2019.us/resources](http://wsj2019.us/resources) for suggested email copy.
2. Email blurb - many councils have a weekly or monthly email announcing future events. See [wsj2019.us/resources](http://wsj2019.us/resources) for suggested banners and blurb copy.
3. Social media - Follow [facebook.com/WSJ2019USA](https://facebook.com/WSJ2019USA) for official information about the USA Contingent. Find posts that provide critical information about the WSJ2019 and share them on your Council's Facebook page. Don't forget to post in your other Council Social Media pages targeted to Venturers, Eagle Scouts, OA, NYLT and others. Please check the Contingent Facebook page and share information about the WSJ throughout the year. We are also on Instagram and Twitter – just search #wsj2019USA.
4. Events - Engage your International Representative and International Scouting Committee to promote the World Scout Jamboree at Council events, such as University of Scouting, Scout Shows, Camporees, Commissioner Meetings, etc... See [wsj2019.us/resources](http://wsj2019.us/resources) for a FAQ and One-Page handout for these types of events.



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5. Post on your Council Website. Describe the World Scout Jamboree with key information and drive traffic to [wsj2019.us](http://wsj2019.us) and [facebook.com/WSJ2019USA](https://facebook.com/WSJ2019USA). To apply, direct people to [wsj2019.us/Apply](http://wsj2019.us/Apply).

Whenever possible, refer to the following resources for official information:

**Official USA Contingent Website:**

[wsj2019.us](http://wsj2019.us)

**Official USA Contingent Facebook:**

[facebook.com/WSJ2019USA](https://facebook.com/WSJ2019USA)

**Point of Contact for BSA Contingent:**

[uscontingent2019@scouting.org](mailto:uscontingent2019@scouting.org)

(972) 580-2489

Thank you very much,

Mark Beese

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