

**Scouting America**  
National Capital Area Council  
**2026-28 Strategic Plan**

**Vision**

To be the premier youth leadership training movement in the National Capital Area recognized for character, service, and outdoor adventure that strengthens the diverse communities we serve through Scouting.

**Mission**

To prepare all young people of the National Capital Area for a lifetime of ethical, moral, and civic leadership by building life skills and instilling in youth the values of the Scout Oath and Law working in partnership with our communities.

**JOIN**

**Strengthen NCAC Membership & Engagement**

Strengthen and expand our Scouting community by actively recruiting new members from across our diverse communities, deepening engagement with current participants, and fostering meaningful connections through inclusive programs, leadership opportunities, and dynamic outdoor experiences.

**DELIVER**

**Inspire Adventure Through Life Changing Programs**

Continuously and critically evaluate, expand, and improve the quality and content of our programs and best in class facilities to consistently provide transformative opportunities that empower youth to explore, grow, and lead.

**SUSTAIN**

**Secure the Resources to Sustain our Council's Future**

Ensure the long-term success of the National Capital Area Council by building strong financial foundations, cultivating strategic partnerships, deepening our bench of trained volunteers and staff, and mobilizing community support to invest in youth development, program excellence, and lasting impact.

**COLLABORATE**

**Partner with Stakeholders to Advance Scouting**

Strategically enhance collaboration with community leaders, government officials, organizations, donors, and volunteers who share support for our mission to expand access to Scouting, enhance program quality, to improve our facilities, and create lasting impact for youth across our region.

**AMPLIFY**

**Promote Awareness to Grow our Brand**

Modernize our messaging, enhance visibility, and showcase the relevance of Scouting to youth and the broader community by refreshing our image to reflect the values, diversity, and energy of today's youth through inclusive storytelling and bold outreach.

**Foundational Prerequisites**

PEOPLE AND PROCESSES

STRONG FINANCIAL POSITION

S.A.F.E. SCOUTING