



SERVE. LEAD. IMPACT.

Impact365 builds character and strengthens communities—one Scout, one project, and one service hour at a time.

Introducing Impact365: Scouting's New National Service Initiative

Scouting has always believed that service is *not just what we do—it's who we are*. That legacy continues with **Impact365**, Scouting America's new multi-year national service initiative designed to inspire Scouts, families, and volunteers to make meaningful contributions to their communities *every day of the year*.

What Is Impact365?

Impact365 is a unifying platform that shines a spotlight on the service woven into every part of Scouting. Its mission is simple: ***Encourage Scouts to make a positive impact 365 days a year*** through local, flexible, community-driven service projects.

Annual Themes

Each year, a national service *theme* will energize the movement to rally around service. The themes are a guideline, but are certainly not required. Scouts and families will provide service in countless ways, and that's great! The themes will simply help highlight the wide breadth of service that Scouting provides.

Themes for the next few years include:

2026 – America250

2027 – The Environment

2028 – Schools

2029 – Safety

2026 Theme: America250

In celebration of our nation's 250th anniversary, every unit is encouraged to complete **250 hours of community service during 2026**. Whether through council projects, rank-requirement activities, family service, or simple acts of good turns, every hour counts—and every effort strengthens our communities. *Start planning service projects as a council, district, unit, or family and strive for those 250 hours per unit throughout the year!*

National Day of Service

As a major service opportunity, Scouting America will host an annual ***National Day of Service*** each fall—anchored by *Scouting for Food*—to bring our movement together in a shared day of giving back. The 2026 National Day of Service will fall on Saturday, November 14, 2026. Details and resources in support of the National Day of Service will be available early Spring.

Key Dates

There will be many opportunities to serve throughout the year. A few of them for 2026 include:

February 7: Introduction to Impact365 and the kickoff of the 2026 theme: America250

March: Scouting for Clean Waterways

July 22–31: Jamboree service projects

September 11: 25th Anniversary of 9/11

*November 14: Scouting's **National Day of Service** (Scouting for Food)*

How to Participate in Impact365

Impact365 is intentionally **flexible**—councils, districts, units, and families can design service that fits their local needs and passions.

1. ***Plan and run local service projects*** throughout the year that are meaningful for your community.
2. ***Invite families, alumni, and community partners*** to join and increase the impact.
3. ***Log your service hours in Scoutbook***, which helps demonstrate our impact.

Available Resources

The following resources are available now in Scouting America's Brand Center:

- * Brand guidelines
- * Logos
- * PR templates
- * Images
- * Social posts
- * Introductory Webinar

...and more are ***coming soon***:

- * Activation playbook to help you plan local projects
- * Landing page dedicated to service topics
- * Recognition items available for purchase early Spring 2026

Why Impact365 Matters

Service builds character, strengthens communities, and reflects the heart of Scouting.

Through Impact365, we're amplifying what Scouts already do best—*help other people at all times* and make the world a better place, one project, one hour, and one Scout at a time.