

Detailed Marketing Plan

Greater Yosemite Council Promise to our Community

Provide the best quality program possible to the youth of our communities.

Boy Scouts of America Mission

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over the lifetimes by instilling in them the values of the Scout Oath and Law.

Boy Scouts of America Vision

The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.

Five Guiding Principles of the Boy Scouts of America National Strategic Plan

- Every eligible youth has an opportunity to be involved in a quality scouting experience.
- The number of engaged, accountable volunteers is dramatically increased at all levels of Scouting
- Every Council is fiscally sound
- Local, regional, and national chartered organizations and strategic alliances are identified and engaged
- Enough of the right professionals are identified, developed, and retained in the right positions at all levels, with a focus on diversity.

Greater Yosemite Council marketing commitment to national guiding principles and metrics. We'll know we accomplished our marketing purpose when:**Eligible Youth**

- Increase market share/growth (ethnicity)
- Increase number of new members (across the board)
- Improve member retention (Cubs to Boy Scouts, Senior Scouts into Leadership/mentor Roles)
- Conduct market research to find out more about our ethnic populations
- Seek demographic information from National to help understand the ethnic population's perception of Boy Scouts. Additionally use national and local demographic information to gain a better understanding of their needs related to programs for youth and explore authentic messages for youth that resonates in each community.
- Establish a mandate that untrained leadership is unacceptable.
- Expand volunteer resources in marketing and selling the benefits of Scouting through multiple venues.

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Volunteers

- Add a targeted number of new engaged and accountable trained volunteers
- Understand the beliefs of the targeted volunteer prospects (ethnic and generational)
- Develop a specific plan to reach these new targeted volunteers

Fiscal Responsibility

- Develop a sensible fund development plan to assure Council operates at a surplus.
- Increase council's total amount of unrestricted assets
- Advance a council plan towards an endowment fund
- Seek training support from National
- Utilize marketing materials developed by national
- Increase the participation of the council board of directors

Alliances

- Establish alliances and chartered organizations and expand dialog with like minded organizations, and businesses who believe in the character building values of Scouting and who have compatible missions
- Increase the number of strategic alliances and chartered organizations, and businesses that represent ethnic diversity
- Strengthen the relationships with these existing alliances and chartered organizations
- Launch new growth initiatives towards alliances and chartered organizations

Professional Management

- Raise the level of marketing expertise in the council by targeting and recruiting the best available volunteers for an ongoing marketing committee. This includes members with specific marketing and media backgrounds and also members with high leadership potential from our ethnically diverse local population.

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Annual Strategic Marketing Emphasis

- Clarify the council strategic marketing plan and refine the marketing message
- Active recruitment of high caliber diverse volunteers (especially potential leaders) for ongoing marketing committee.
- Strong emphasis on both short and long fundraising plans to contribute to local council financial stability.

2008

- Strong emphasis to recruit and engage record numbers of volunteers
- Heavy emphasis on new members and membership retention
- Increased commitment and effectiveness for fund development results

2009

- Feature the value of strategic alliances and chartered organizations and highlight the level and type of service provided jointly.

2010

- Celebrate Boy Scouts of America 100th anniversary

Boy Scouts of America –Greater Yosemite Council Strategic Marketing Plan Outline Part 1 – External Campaign

Fall Membership Drive

- What are we promising the membership prospects?
- What is the desired outcome? Numbers of new members. Diversity of new members?
- What are the baseline numbers pre membership drive?
- What is the product?
- Who is the target audience?
- Who are the strategic alliances, local businesses, civic organizations and chartered organizations that could aid our membership drive? Soccer Associations etc.
- What do the targeted membership prospects need? Want?
- How will the Scouting experience fill that need? Does the local council have well-trained leadership in place to meet this need in a trusting fashion?
- What marketing and recruitment material is available through national and what material must be generated locally?
- Does the council have strategic relationships with local marketing and production companies?

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Fundraising

- Work with council leadership and finance to design a development campaign targets to assure:
 - We set realistic goals and accomplish those goals
 - Council financial sustainability
 - Capital requirements are planned for and funded
 - Program affordability especially in outreach recruitment areas and demographics
 - Adequate council professional staffing is funded
 - What fund development material is available through national and what material must be generated locally?

Public Relations

- Keeping the Boy Scout Brand visible and audible – the scout uniform in action
- Strengthen existing and establishing new strategic alliances with faith-based organizations, schools and city and county offices of education, and other community groups such as Advancing Vibrant Communities, Community Trust Credit Union, various churches and congregations, and Salvation Army.
- Information booths with skilled and trained scouting volunteers with effective marketing materials to plant the seeds of new member recruitment.
- Develop speaker's bureau within council. Thoroughly train qualified and accomplished speakers who can address and influence the audience's perception of the local scouting experience. There is potential to develop a shoebox speech that consistently delivers the councils story and promise. This includes speaker's being thoroughly trained in the FAQ's of the Scouting organizations and with an excellent understanding of the programs and activities available in our local council.
- Develop a theme around the Boy Scout 100th anniversary colors and logo. Implement strategic branding applications of that logo and colors through out the district. Coordinate the campaign through all troops and sub councils.

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**Boy Scouts of America –Greater Yosemite Council Strategic Marketing Plan Outline
Part 2 – Internal Campaign**

Establish high caliber marketing committee the will constantly fine tune and implement the annual council marketing strategy. See Benchmark 8 attachment.

Website refinement and expansion with user friendly access and recruitment emphasis. Feature our council's promise to our membership and our organizations purpose, mission, and vision. Fold the 100th anniversary logo and colors in Yosemite Council promotions. Highlight activities such as merit badge activities, scout laws, ethics and core values in action, community service (uniforms in action), soccer league highlights, hiking and nature exposure, jamboree and group involvement, our mountain camps and camping experiences, our calendar of events, FAQ, Step by step process of how to join the scouts with it being easy to get to "yes", where to join, etc. the web site is probably the best (and still getting better) way to reach the broad sector of our community. Our marketing campaign should direct our prospects to our world class website. Marketing materials that could be utilized to attract people to the website include but are not limited to:

- Nationally and locally produced brochures
- Nationally and locally produced direct mailers
- Nationally and locally produces PSA's
- Speaker's Bureau leave behinds
- Billboards
- Magnets
- Participations in community events and activities with simple leave behinds and handouts
- Newspaper articles and advertisements
- Bus benches
- Nationally and locally produced newsletters
- Targeted and broadcasted emails

Special events for targeted leadership prospects, to share and experience the scouting family.

Target special event opportunities and open house orientations with face to face contact and a chance to engage in conversations about the local scouting experience.

Develop a marketing component to attract local successful businesses who share similar values as scouting as supporting companies to volunteer and contribute time, talent and treasure. Secure a commitment from a specific number of companies at written participation levels.

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Organize training programs for leadership and volunteers

A key component to the diversity outreach recruitment strategy is to develop a group of trained leaders who can build the trust and attract the full involvement of the membership. This will require the communication with National to get the best of their resources, plus some council level training will be necessary.

Develop a youth retention marketing plan - Cub Scouts to Boy Scouts and Boy Scout leadership development.

Develop local media contacts and produce local PSA to be utilized in selected media outlets, primarily radio and television.

Recruit and train effective public speakers and develop an effective core message to be used in an aggressive speaker's bureau. The key to an effective bureau is to recruit talented and seasoned speakers. Not just people who have time on their hands. Also the committee should give thought to developing a consistent core message in the form of a shoebox speech. That way we are certain the key and vital points and FAQ's related to our marketing plan are addressed each presentation.

Identify National and Local FAQ's and scrutinize the response. Thoroughly train staff and key leadership in the proper response.

Develop and or refine a crisis communication and protocol plan and train key staff and key volunteers

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Potential Greater Yosemite Council marketing themes:

- “Timeless Values”
- Uniform in Action – Obvious encounters in highly public service. Boy Scout Work Uniform. Ok to get paint on. Two sets of clothing Work and Formal/Ceremonial.
- Value system – Priorities in life
- 100th Anniversary Logo and Colors
- Significance – Perplexed seekers
- Time Management – Create white space for what matters most in life
- Self-Esteem
- Greater Yosemite Council Purpose /Promise to our community
- Diversity – what gets kids excited?

- Leadership recruitment and development (African America, Anglo, Asian, Hispanic/Latino)
- Retention-Life Skills planning
- Multi-Year Goal Setting (four year personal plan)
- Scout Law – so old its new again
- What is keeping our youth from saying yes to scouting? Joining and engaging
- Children & Parent Involvement - Creating new experiences and memories – relationship building
- Boy Scout Uniform & Cub Scout uniform and logo. The Brand in action and service (graffiti abatement, fence repair, crossing guard?)

Strategic Plan Committee Questions – Follow up for cohesive plan that can be followed and implemented where goals are accomplished.

How to integrate the committee sections into cohesive strategic plan document?

Designate primary committee responsibilities for each strategic objective

Designate supporting committees for each primary objective

Define written tactics, purpose, roles, and responsibilities for both the primary and the supporting committees.

Set accomplishment milestones. Review quarterly.

Recruit Marketing Committee Leader and members.