

Sample Marketing Plan

I. Council Mission Statement

Leading youth to lifelong values, service, and achievement.

II. Situation

The council is one of the most successful in Scouting, serving a 16-county area and 72 school districts. Scouting today encompasses a diverse group of more than 169,000 youth members and 32,000 registered adult volunteers from different ethnic and socioeconomic backgrounds. Special programs include at-risk Scouting for urban youth, special-needs Scouting for the disabled, a Hispanic emphasis for Hispanic American youth and their families, and coed Exploring for teenagers. The annual Scout fair is one of the nation's largest with more than 90,000 attending in 2001. The next Scout fair will be held in April 2003.

A new training and service center is currently under construction and scheduled for completion in 2003. The council is developing plans for a building dedication and grand opening.

Research suggests that our communities are seeing an increase of as much as 40 percent in some areas in Hispanic American and other minority populations. The council currently serves 34 percent of the total available youth population. In order to continue to meet the needs of this minority population, the council will need to enhance its marketing efforts by providing marketing tools and techniques. The council will offer brochures, billboards, and fliers printed in Spanish, and the marketing committee will collaborate with the Hispanic American Scouting committee to enhance these efforts.

In order to continue to provide youth with the necessary tools to succeed in this ever-changing society, the council has adopted a strategy to involve more youth from the increasingly diverse population and to provide the programs and facilities to serve these youth each year. While continuing to emphasize the steady annual growth of traditional Scout membership, the council plans to

- Continue increasing the number of at-risk youth served in the urban program through the expansion of the camping skills program.
- Upgrade current camping properties to accommodate more than 1 million youth and leaders each year.
- Continue providing support for volunteers, chartered organizations, parents, and local units with new training opportunities.
- Increase the size of the council's endowment by marketing existing endowment opportunities such as a Scout plaza and new opportunities such as the Eagle wall.

III. Marketing Committee Focus

The focus for the committee for 2002–2003 centers on promoting major council initiatives and the council's fund-raising event, the Distinguished Citizen Award Dinner. In order to maximize the talents and expertise of the committee members, as well as respect their time and schedules, the committee will meet semiannually. Each marketing committee member will commit to one project throughout the year. Among the principal initiatives undertaken by the council in 2002–2003 are roundups/School Nights for Scouting, popcorn sales, and the Scout fair. The council will continue expanding effective summer camp and resident camp promotions and use of council publications and marketing tools.

The council endowment fund provides support to the Scouting program with special emphasis on

involving more youth from an increasingly diverse population and providing the program and facilities necessary to serve more than 159,000 youth through the year 2002 and beyond.

IV. Committee Objectives

Major objectives for the marketing committee include

- Increasing public awareness of Scouting as a values-based program that has a positive impact on youth.
- Enhancing general awareness of Scouting through a cohesive and coordinated program.
- Demonstrating that Scouting is capable of addressing today's problems, which may be greater in the future.
- Supporting major council initiatives and programs such as urban and Hispanic Scouting, the Distinguished Citizen Award Dinner, roundups/School Nights for Scouting, and the Scout fair.

V. Audiences

- Donors and potential donors of major gifts
 - Senior corporate executives
 - Foundation trustees
 - Individuals (major gifts)
 - Corporate and professional individuals
 - Eagle Scouts and other Scouts now in leadership positions
 - National funding sources
 - Council officers and employees
 - Other potential donors
- Volunteers
 - Board of directors, past and present members
 - Leadership volunteers
 - Troop, pack, and crew volunteers
 - Chartered organizations
 - Potential volunteers
- Community leaders/influencers
 - Elected and appointed officials
 - Celebrity spokespersons
- Other nonprofits
 - United Way
 - Other youth organizations
 - Other
- Special Scouting audiences
 - Hispanic Scouting
 - Urban Scouting
 - Special-needs Scouting
 - Rural Scouting
 - Other Scouting audiences (e.g., Silver Beaver recipients)
- Parents of Scouts

- Sponsoring organizations, including schools, churches, civic clubs, and others
- News media and public affairs directors
- Corporate and retail organizations

VI. Messages

- Scouting provides a values-based program to youth and is considered one of the premier organizations that help youth build character and prepares them for adulthood.
- Scouting emphasizes a high code of honor and moral standards and develops leadership.
- Scouting is a positive force in the area and, with continued support, can provide even more positive results.
- Scouting serves many diverse audiences and is expanding its resources to serve nontraditional audiences.
- Scouting needs diverse support to continue to grow, work with special-needs youth, and serve the diverse populations of our community.

VII. Strategies and Tactics

- Develop and promote a coordinated, consistent message each year that can be applied through the council's internal and external communications as an integrated marketing theme and logo. The 2002 integrated marketing theme is "On My Honor, Character Still Counts." To support this, the council will
 - Provide logo graphics and usage guidelines (ad slicks, computer disks).
 - Develop a marketing campaign that ties into the integrated theme to support roundups/School Nights for Scouting (fliers, posters, billboards, radio/TV PSAs, and print ads) and the Scout fair (posters, yearbook cover, and patch design).
 - Provide additional marketing tools to address the growing minority population (fliers, posters, billboards, radio/TV PSAs, and print ads in Spanish).
- Integrate special materials and programs to support the council's programs and activities. The council will
 - Produce special articles to run monthly in the council's newsletter.
 - Work with the local newspaper and other publications to place articles and opinion editorials.
- Develop and implement tactics to ensure the success of Scout plaza and Eagle wall campaigns.
- Continue to publish four issues of our special newsletter to reach major donors.
- Develop print materials needed such as brochures, fliers, posters, etc.
- Provide marketing support to the council's special programs.
- Provide support for councilwide events, including
 - Distinguished Citizen Award Dinner
 - School Nights for Scouting
 - Scout fair
 - Council publications
 - Summer camp and resident camp promotion

- Popcorn sales
 - Eagle recognition reception
 - Council annual recognition dinner
 - Golf tournament
 - Sporting clays event
 - Whitney M. Young Jr. dinner
- Develop a PSA campaign for newspapers/magazines, billboards, and radio and television.
- Determine the availability of public affairs programming for executives and volunteers.

The Marketing Strategy

Includes key messages, positioning statements, and delivery methods.

Key Messages:

Positioning Statements:

Delivery Methods:

Sample Marketing Planning Worksheet

While preparing your local council's marketing plan, not only should you rely on approaches that have worked in the past, but you should also remember to explore new areas of opportunity. This worksheet is designed to make the planning process easier for you.

The sheet contains four sections:

- **Communications Opportunity**—This might be any specific announcement, activity, or event that offers an opportunity to promote your local council.
- **Date**—The time frame for implementing the opportunity.
- **People Responsible**—The names of the key personnel involved.
- **Results/Evaluation**—The projected results and the method you will use for measuring your success.

To give you a better idea of how to use the sheet, some sample activities are shown on the worksheet. Your council's plan should reflect your specific marketing goals, based on activities, events, and individuals that are newsworthy.

Communications Opportunity	Date	People Responsible	Results/Evaluation
1. Scouting Anniversary Week: Draft an editorial for the local paper on what Scouting Anniversary Week means to the community.	Feb. 3–9	Council SE to write. PR volunteer to coordinate with media.	Publication of article.
2. Send news release announcing new merit badge recipients.	Day after award ceremony	PR volunteer to write release, contact media.	Monitor newspaper, radio coverage.
3. Work with contacts of Rotary or other civic clubs to have Scoutmaster named "Distinguished Citizen of the Month."	March, April	PR committee chairperson to contact groups.	Confirm Scoutmaster as award winner.

