

# The Chickasaw Council, Boy Scouts of America Approved Strategic and Integrated Marketing and Communications Plan, Summary



**Purpose** The purpose of this plan is to:

- Improve awareness in the community
- Develop effective leadership
- Retain and grow membership
- Increase finance/development
- Cultivate and recognize groups and stakeholders
- Improve camps, programs, and make all efforts more respected and successful

**Challenges** include:

- Delivering Scouting message/s consistently to internal staff, committed volunteers, leaders, parents, funders and others, considering the many people involved
- Positioning ourselves for the next 100 years, given the non-Scouting competition/options
- Building a local brand with deliberate/consistent plan
- Providing what research has shown is needed and desired; improved communications and utilization of updated/improved technology

**Goal** is to:

Follow the Chickasaw Council 2009-2011 Strategic Plan, to improve communications internally and externally, build community awareness and an improved professional image, accomplished by:

- Streamlining communications, with relevant, useful, up-to-date information, easily accessible
- Utilizing updated methods of communications and technology
- Securing more strategic partnerships, leveraging sponsorship opportunities through Council events and programs
- Utilizing cost-effective tactics, and ultimately raising more funds
- Obtaining more visibility in the community through outreach, public relations, and advertising
- Cultivating better internal and external relationships through recognition programs

**Timeline/Cost:**

Implementation begins immediately with plan approval, which was July 16, 2010. All components will be activated and in motion, in time for program leadership, preview training and Fall Roundup/School Night, end of July/first of August. Additional cost is predicted to be +/- \$5,000-\$10,000, depending on priorities, funding, and pro-bono, with approvals along the way. Any plan to this extent will incur cost, some anticipated and some unanticipated, as special opportunities and needs arise.

**Implementation:**

The Finance Department will oversee implementation of the plan and meet regularly with management to monitor its progress, keeping everyone on focus. This plan is only as good as it is followed, and that starts with both management support and alignment of our goals throughout all levels of the Council organization.

**Tactics** to implement this plan include:

- **Internal communications**, with all internal stakeholders on board 100% and everyone in alignment, passionate and supportive.
- **Regular surveys** conducted, with staff, board, leaders, volunteers, parents, Scouts, and funders to observe, monitor, and therefore assess progress along the way
- **Incorporate new logo and tagline, and revise communications vehicles:** letterhead, business cards, e-mail signatures, proposals, presentations, meeting agendas, newsletters, social media outlets, offices, lobby areas, camps, signage, etc.
- **Launch newly designed website**
- **Train** staff, board, leaders, volunteers, parents, Scouts, and funders to gain an understanding and receive support/buy-in, to improve customer service and sales skills, and provide successful recruitment of volunteers and committees, and ultimately recruit and retain Scouts.
- **Regularly communicate** and observe communication vehicles with above mentioned audiences
- **Observe/monitor** websites, social media, etc. to better understand what is going on, what is needed, etc.
- **External communications**, with existing audiences and the community, through communication vehicles, social media, traditional media and community outreach.
- **Utilize media and other public relations efforts**
- Work with national and develop a local **crisis communications plan**
- Sort/organize/work an **“active” Council database**
- **Build/cultivate/recognize alumni, volunteers and funders**
- **Staff appropriately** to work plan
- **Utilize communication vehicles** throughout plan, including all Council events and efforts
- **Keep plan integrated** to allow it to work!