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2012 External Communications Plan

2012 Marketing Objectives:

- Help drive recruitment and retention of Scouts and volunteers
- Contemporize BSA brand image
- Deliver a consistent and compelling Scouting story

| | Report to the Nation | Summit/High Adventure | SCOUTStrong | Eagle Scouts | STEM/NOVA | New Merit Badges | Membership Recruitment |
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| Opportunity | • Leverage report to bring strength to the brand and tell the Scouting story | • Leverage news from the Summit and high-adventure bases to reinforce the new face of Scouting and build excitement for the 2013 Jamboree | • Leverage effort to engage Scouts and position BSA as a thought leader in healthy living. | • Reinforce Scouting's greatest gift to America and leverage 100th anniversary | • Leverage efforts with the award and BSA Motorsports to engage Scouts and Scouting-age youth and to reinforce the value of Scouting | • Leverage the launch of Gaming and Search and Rescue merit badges to engage Scouts and reinforce the value of Scouting | • Leverage consistent brand messaging and digital channels to support recruitment and retention of Scouts and volunteers |
| Outcomes | • Generate media placements, impressions, and message pull-through | • Generate media placements, impressions, and message pull-through • Drive participation to all high-adventure properties and the 2013 National Scout Jamboree | • Increase the number of Scouts participating in the programs by building awareness of healthy living initiatives inside and outside the BSA and by leveraging strategic partnerships | • Generate media placements, impressions, and message pull-through • Create a platform to help in Scouting's fund-raising, recruiting, and retention efforts | • Increase the number of Scouts participating in the programs by building awareness inside and outside the BSA and by leveraging strategic partnerships | • Encourage Scout participation, increase internal awareness, and leverage opportunity with strategic partners | • Support local council improvement |
| Timing | Q1 | Q1—Q4 | Q1—Q4 | Q2 | Q2 | Q2—Q4 | Q3—Q4 |
| National Marketing | • Create a consistent look, feel, and promotion in key channels like Scouting.org | • Seed high-adventure news and content in external outreach through online assets | • Develop partnership website, cross-promotion with the high-adventure bases, Scouting.org, and other key channels | • Seed Eagle Scout news and content through online assets | • Seed high-adventure news and content in external outreach through online and traditional assets | • Create a contest for user-generated ideas for next merit badge delivered via BSA Facebook (win trip to Jamboree) | • Recruit Scouts and volunteers through a national youth-targeted media campaign, including TV, radio, email, mommy blogging, interactive banners, and other tactics |
| Local Marketing Support | • Deliver local activation toolkit to support reports to the state and the community, as well as public relations efforts | • Leverage national high-adventure story to promote local council properties | • Deliver customizable campaign materials for council use in promoting SCOUTStrong initiatives. • Highlight ways to leverage the healthy living story locally | • Deliver ways to tie into national story to help drive local council recruitment, retention, and fund-raising | • Deliver materials to assist local councils in developing STEM-related partnerships and in promoting STEM-related programming | • Deliver customizable collateral and provide council support through the regional and area volunteer structure | • Deliver customizable collateral and provide council support through the regional and area volunteer structure |
| PR and Social Media | • Execute traditional and social media outreach • Pitch an exclusive national story | • Leverage milestones of development • Execute lead-in PR for 2012 soft opening | • Cross-promote with partners • Initiate regular column in <i>Scouting</i> and <i>Boys' Life</i> magazines • Leverage key milestones • Engage celebrity athlete/spokesperson • Leverage "Trail of Courage" at Philmont | • Drive high-level media coverage of the Eagle Scout story • Generate awareness for NESAs/STEM scholarship | • Leverage milestones of awards • Build shared PR platform with ExxonMobil around STEM • Profile winners as part of Report to the Nation and report to communities strategies | • Leverage merit badge video project with digital and social media channels • Identify strategic partners to cross-promote and highlight value of developing skills in these areas | • Execute lead-in and lead-out PR • Develop Scout and volunteer profile pieces • Launch alumni-oriented outreach and celebration of diversity |
| Internal Communications | • Develop report content and distribute to employees | • Feed high-adventure content to local councils for use in efforts • Help drive jamboree registration and encourage council engagement | • Integrate messaging into HR projects, and increase awareness and participation by employees | • Tell the story of the NESAs/STEM scholarship • Leverage NESAs-commissioned Eagle Scout painting | • Encourage participation by councils and communicate award recipients • Educate employees about the STEM program | • Educate and build awareness of new badges | • Build awareness of new programs |
| Thought Leadership and National Speaking Opportunities | • Secure high-level media and speaking opportunities in Washington, D.C. | • Develop profiles of major donors and ties to Scouting • Place a major speaking opportunity tied to adventure/outdoors | • Build thought leadership messaging around healthy living • Secure an in-depth piece on national health challenge and BSA role in addressing | • Promote and attend major gatherings • Leverage personal profiles for media outreach | • Build STEM-related speech content for use nationally and locally | • Identify volunteers to discuss merit badge activities at appropriate speaking opportunities | • Develop high-level, by-line placements • Secure speaking engagements |
| Supply Marketing and Merchandising | N/A | • Update information kit with additional materials in February/March • Bring awareness to the Summit and the Jamboree through Summit-branded product and promotional offerings | • Cross-promote from Scoutstuff.org to home page • Distribute patches to stores to support initiative • Educate sales associates regarding the initiative • Include reference when appropriate in web marketing, social media, and store POP | • Create campaign across all retail channels • Leverage 100th anniversary with limited product offering | • Promote supporting product offerings such as pins, patches, and literature | • Work with Research and Innovation to develop retail launch support • Distribute email notifications through Scoutstuff.org | • Coordinate with local council marketing campaign to advance Journey to Excellence • Work with retail operations to capitalize on any public local events planned with councils • Use Scoutstuff social media to further awareness |



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2011 Printing

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Boy Scouts of America

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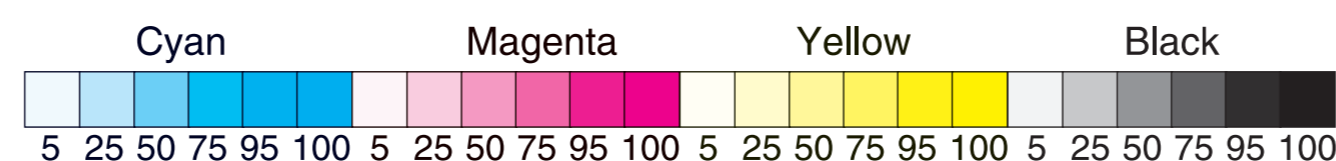
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