



BOY SCOUTS
OF AMERICA®

CRADLE OF LIBERTY
COUNCIL

Take another look at Scouting

Improving awareness & visibility in
underserved urban neighborhoods



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Our Challenge: Focus Group Findings

- “Where are they? I’m not saying they don’t exist, but *I don’t know any* and I haven’t seen any.”
- “I don’t hear other parents saying, ‘my kid is a Boy Scout. He loves it.’ Instead *they talk about their sons playing football.*”
- “I think most people in the inner-city are apprehensive because of a lot of the things that go on in these spaces...so they don’t allow their kids to go to these clubs. The scandals were covered up by the Boy Scouts. *We don’t trust sending our kids there.*”

-Responses shared during a July 9, 2018 focus group facilitated by The Melior Group featuring 9 Philadelphia parents of non-participating Scout-Age children



Key Takeaways

What works for parents

- Sports are easy to find and on parents “radar”
- Word-of-mouth is the most powerful channel of information – and influence
- Trust in activity /organization is essential

Barriers for Scouting

- Lack of Awareness
- No difference between national BSA & Council
- Not relevant today
- More for suburban kids
- No connection to anyone involved





Building on *Your Impact*

- In 2017 we promoted the Philadelphia Encampment as an entry point for prospective families with your help
- We sustained our community presence through 2018 participating in the Juneteenth & Welcome America Festivals



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Communication Objectives

- Enhance COLBSA awareness, visibility and reputation among eligible families throughout the City of Philadelphia
- Utilize Family Scouting as a “take another look” moment for COLBSA



Target Audiences

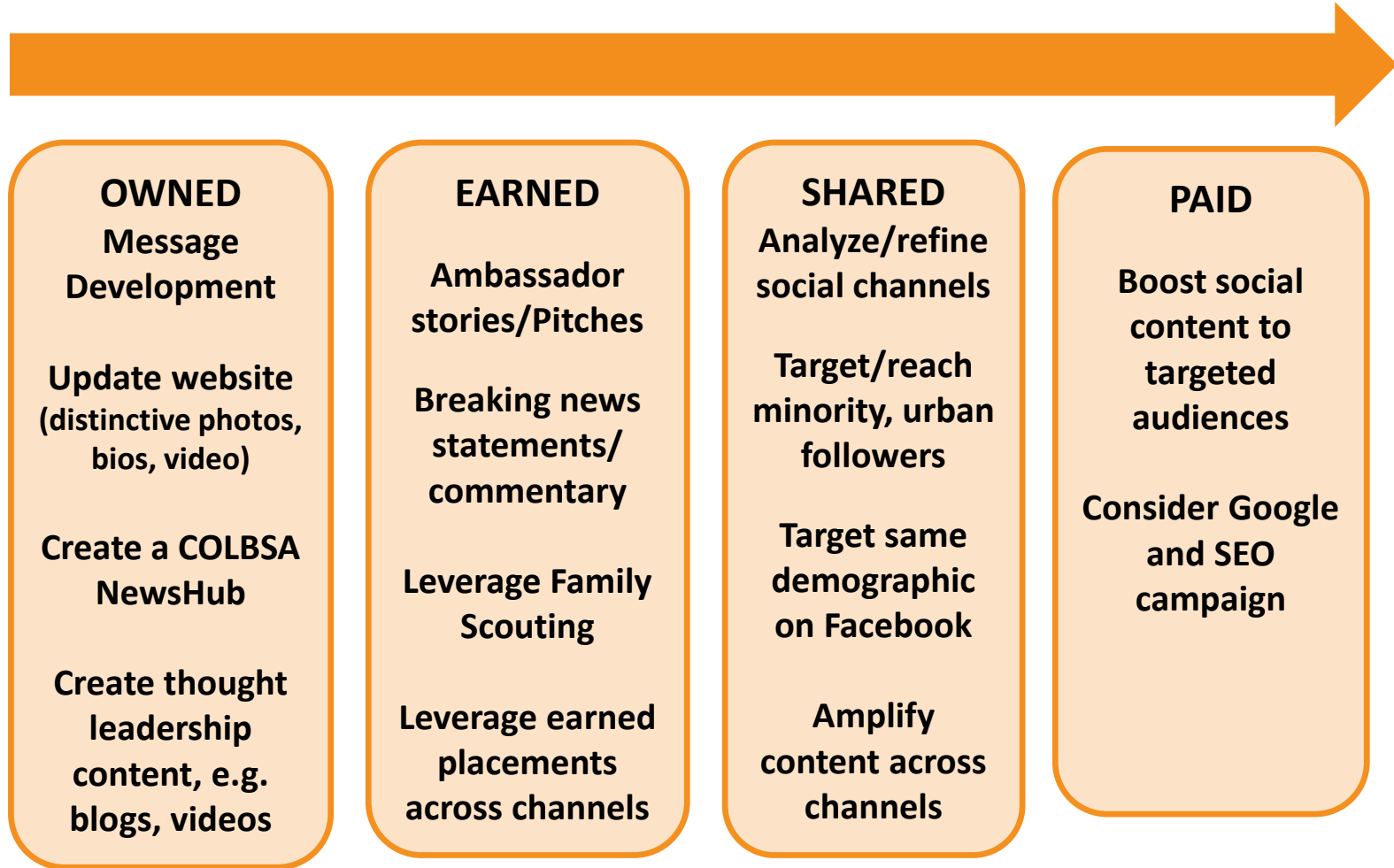
- Existing COLBSA Scouts, parents and volunteers
- Prospective COLBSA Scouts, parents and volunteers
- “Alumni” Scouts, parents and volunteers
- City influencers and public officials
- Regional news media

Strategic Imperatives

- Build a strong **MESSAGE ARCHITECTURE** on a handful of core messages
- Own a **THOUGHT LEADERSHIP** position on youth character building and leadership
- Develop **OWNED CONTENT** that can be leveraged and distributed across owned, earned, shared and paid channels
- Highlight the **FAMILY SCOUTING** program
- Highlight representative Scout **AMBASSADORS** especially in underserved segments (families, partners, etc.)



COLBSA Content Management Model



-Source: COL Marketing Consultant



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Our Key Messages

- Scouting has never been more diverse, inclusive, and necessary
- Scouting is changing lives for the better
- Scouting looks like **you**
- Scouting Positively impacting communities



Do what you love!

Camping/Adventuring/
Sports/Fitness/Music/
Science/Animals/Arts/ Game
Design/ and more!



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Tactics to change perception

- Advance Marketing Campaign
 - Professional Marketing Firm
 - Media Ad Buys
 - Social Media “Influencer” Promotions
 - In Kind PSAs
- Content Generation
 - “Philly” Photo/Video shoot of local youth
 - COL **NewsHub** for local stories/sharable content & blog!

<https://thescoutinglife.com/>



Tactics to change perception

Ongoing

- Professional Marketing Firm
- In-Kind PSAs
- COL NewsHub for local stories/sharable content & blog! <https://thescoutinglife.com/>
- Focus Group Research

Pending Funding

1. “Philly” Photo Shoot/Collateral Development
2. Social Media Plan (Geo-fencing target zips)
3. Digital Ad Buys (Facebook/Instagram Google Key Words)



Budget Breakdown

REVENUE

North East Region Grant	\$ 9,550
Cradle of Liberty General Operating	\$ 25,000
In-Kind Advertising	\$ 10,000
Major Gifts/Grants	\$ 15,000
TOTAL REVENUE:	\$ 59,550

EXPENSES

Photo Shoot and Video Production	\$ 5,000
Design and Printing of Marketing Collateral	\$ 1,000
Market Research – Surveys and Focus Groups	\$ 25,000
*Digital Advertisements	\$ 15,000
*Targeted Social Media Campaign	\$ 3,500
Public Relations Agency	\$ 20,000
TOTAL EXPENSES:	\$ 69,500

SURPLUS/(DEFICIT):	\$ (9,950)
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**Shortfall would impact paid advertising budget*



Help Families Take Another Look

The council and the Northeast Region have invested in understanding how low-income and urban families view Scouting and focus group findings have emboldened us to employ targeted marketing methods. **Securing a budget for investing in social media is now critical!**

The Cradle of Liberty Council respectfully asks the Fruehan Family to consider helping us power our marketing outreach and ad placements with a gift of \$10,000 in 2018.

Your gift would empower the council to deploy **fresh** locally produced images, videos and social content in concentrated zip codes over the next 5 months. We will evaluate the effectiveness of these methods in the spring and share best practices with metro councils at Top Hands!



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All in the Family: In Radnor, girls are joining the fun in scouting

Special to the Times | Sep 25, 2016 | Comments



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Enon Tabernacle honors a rare bird: an Ea

Nathaniel Lee Tribune Correspondent Dec 22, 2017 0

Good news...
...travels fast

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MENU

ON DEMAND LOCAL NEWS SPORTS WEATHER SCHOOL CLOSINGS

Boy Scout uses service project to inspire a neighborhood and a nation



PAT TODDY

SEPTEMBER 15, 2018 - 10:39 PM



D'avon Kasir Byrd was all smiles after achieving the rank of Eagle Scout during a ceremony Tuesday at Enon Tabernacle Baptist church. — SUBMITTED PHOTO

Thank YOU!