



Scouting America™

National Capital Area Council

**Marketing & Communications Essentials
for your District or Council Committee/ Program**

Session Description

GSC 701 Marketing & Communications Essentials for your District (or Council Committee / Program)

The marketing and communications lead for any district or council committee or program is a critical position that not only ensures the successful promotion of events and activities but also maintains good communication and relationships with volunteers, unit leaders, families, and the youth we serve. This course reviews and discusses key responsibilities, best practices, council and national policies, and free marketing and communications resources from NCAC and Scouting America. This course is designed for district committee chairs and leads (e.g., Marketing & Communications, Activities & Civic Service, Special Events, Training, etc.), webmasters, committee members, and anyone involved in marketing and communication efforts.



Safety Moment

From Scouting Magazine (based on BSA Social Media Guidelines)

Before you share an image of Scouts — other than your own child — stop and think: Have you asked the kids' parents if they're OK with you sharing photos of their children? If the answer is "I'm not sure," then refrain from posting.

When sharing these images with permission, it's still a good idea to respect the kids' privacy by taking additional security steps — including not tagging location, not tagging other parents in the image and not using any of the kids' names in your caption.

Cynthia Cotte Griffiths

Cynthia.Griffiths@Scouting.org

Chief Communications Officer, Scouting America National Capital Area Council

Cynthia has almost two decades of professional nonprofit experience primarily in fundraising and communications. Previously, she served as Director of Communications and Development for the National Council of Churches, Executive Director of DC-MD Justice For Our Neighbors, and Deputy Director of Development for Communications at Interfaith Works in Montgomery County, MD. For several years she helped small businesses and organizations implement successful communication strategies and published a much-needed local news site through the company she founded, Online and In Person, LLC. She is trained as a video technician at the local public access TV station and has been on a crew filming two documentaries. Over the years, she has blogged, taught yoga/meditation, and ran for local public office. She enjoys hiking, kayaking, photography, painting, and camping.

Her family has loved Scouting in the NCAC since her oldest son joined Cubs in 2003 and she served as a Cub leader for eight years. Both her adult sons are Eagle Scouts and her husband currently serves as a COR.





Bryan Martin Firvida
bryanscouting@gmail.com

**NCAC Executive Board Member, Chair & Assistant
Council Commissioner for Scouting Connect Tech**

Our Main Question

Will this Grow Scouting?

Our Audiences

External

- Families with Youth
- Supporters
- General Public

Internal

- Scouts (youth)
- Families of Scouts
- Adult Volunteers
 - Council, District, Unit level
 - *Variations of all of the above!*

Our Plan. Our Strategy.

- It's easy to focus on tools and tactics and doing.
- Doing without a plan or strategy keeps you busy, but you don't accomplish anything.

NCAC Strategic Plan Pillar: Re-establish the Value of Scouting

Main Question to Ask: Will this Grow Scouting?

- Re-establish Brand and Messaging
- All current communication methods have been audited.
- Consistent standards for internal and external customer communications are being developed.
- Stronger Collaboration between Marketing and Membership has been formed.
- Working on removing boundary-break the Unit/District “competition” mindset and hold consolidated NCAC events for broader marketing, program support, and participation appeal.
- Re-assessment of Resources: Determine the overarching role of the marketing & communications team

[illegible]



National Capital Area Council

ALL families are welcome in Scouting.

National 2024 Focus Groups

Locations

- Fort Lee, NJ
- Atlanta, GA
- Indianapolis, IN
- Denver, CO
- Arlington, VA
- Houston, TX

Non-Members

- Parents of Cub-age youth
- Parents of Scout-age youth
- Scout-age youth (Diverse group of boys and girls)

National 2024 Focus Groups

Bankruptcy and Abuse

- Only three people mentioned or recalled something about bankruptcy or abuse. (unaided)
- There was no extensive discussion in any session.

Low Recognition of our Mark



National 2024 Focus Groups

Additional Insights

- Low awareness that girls can join.
- Unaware how to join.
- Positive impressions and they generally associate Scouting with camping, outdoor adventure, leadership, character.
- Willingness to volunteer was generally low, but willingness to help was high.



®

Never Thought of You = No Scouting

Our Challenges: Multiples

- Multiple audiences to reach, external and internal
- Multiple districts, committees, and programs
- Multiple people part of team: professional staff and volunteers
- Multiple levels of investment
- Multiple efforts underway
- Multiple messages
- Multiple brands and names
- Multi-million organization

Internal Goals

- Promote all Scouting opportunities so Scouts and Scouters can have the best possible Scouting experience by knowing about all the training, special events, and activities that are offered
- Funnel stories and information to council and the public
- Maintain good communications between and among:
 - Neighboring Districts
- **Plan Ahead**

External Goals

- Publicizing Scouting within our districts
- Build relationships with local media
- Geofence recruiting events on Facebook
- **Plan Ahead**

NCAC Channels: External Audiences

- Website: ncacscouting.org
- Blog: WeOwnAdventure.com
- Social Media: Facebook, Instagram, LinkedIn, YouTube
- Distro: Press Releases

NCAC Channels: Internal Audiences

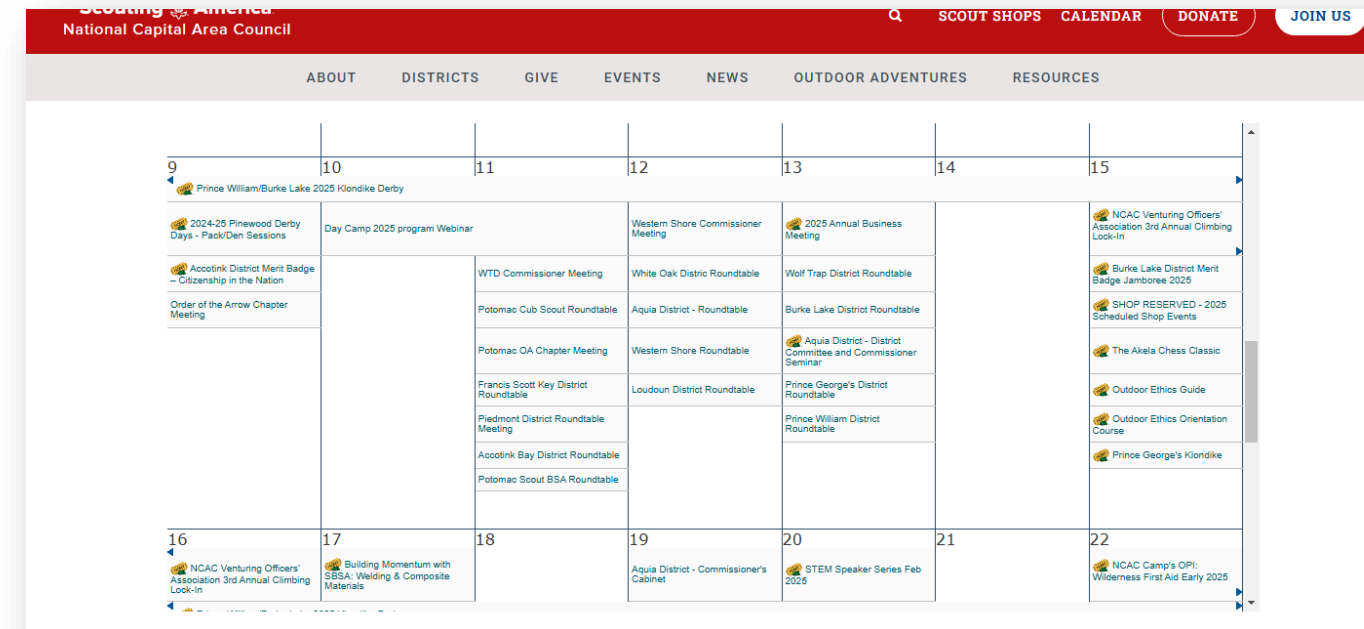
- Website: ncacscouting.org
- Blog: WeOwnAdventure.com
- Social Media: Facebook, Instagram, LinkedIn, YouTube
- Distro: Press Releases
- Communication & Collaboration: Basecamp
- Calendar and Registration: Black Pug
- Email marketing: iContact subscription lists

Our Tools: Internal Audiences



Email Updates

- **iContact**
- One Way » One to Many
- Announcements and updates
- Event promotion
- Multiple admins (trained)



Online Calendar and Registration

- **Black Pug**
- One Way » One to Many
- Any registration or fees
- Users approved by NCAC Finance
- Events created and then approved by NCAC staff



Communication & Collaboration

- **Basecamp**
- Two Way » Many to Many
- The “business” of Scouting
- Team communication and collaboration
- Archives for future years

We Are Scouting America

National Organization Name: Scouting America

- Complete name is **always** used, it is **NEVER** abbreviated
- In other words, ***DO NOT USE 'SA'***
 - If you see usage of Boy Scouts of America, BSA, Boy Scouts, or SA, please remove and update materials accordingly.

Local Council Name: Scouting America National Capital Area Council

- Six words, no comma, Scouting America is always first
- National Capital Area Council or NCAC is appropriate in secondary references
- The abbreviated version, Scouting America NCAC, should be used sparingly, and only in limited circumstances, primarily when there is not enough space for all six words; it can never be used stand alone or as a first reference.

NCAC Channels: External Audiences

- Facebook pages
- District webpages on NCACScouting.org Website
- Blog [WeOwnAdventure.com](https://www.weownadventure.com) |
- Social Media | Facebook
Social Media | Instagram
Social Media | LinkedIn
Press Releases



Our New Council Signature (Logo)



- Our council signature (logo) may **not** be modified, amended, or added to in any way
- It should be used on **all** council and district materials



- **NCAC Capitol Dome Graphic** is for limited internal use only as a visual element
- This graphic should be used sparingly, as it is not an official logo; it should not be used on membership, recruiting, or general public materials.

Brand Guidelines

Brand Guidelines play a crucial role in shaping an organization's identity and ensuring consistency across all communications channels. They help Scouting communicate with one strong voice as we deliver this amazing program to families across our council.

- Brand guidelines are for use by Scouting America National Capital Area Council staff and volunteers
- Available at: bit.ly/ncacbrand

Specifically, these guidelines will help us:

- **Maintain Consistency:** Brand guidelines provide a clear framework for using logos, colors, fonts, and other visual elements consistently.
- **Define Brand Values:** Guidelines help us articulate the core values and mission of the organization.
- **Guide Communication:** Brand guidelines help us communicate effectively.
- **Ensure Authenticity:** By defining the brand's visual and verbal identity, guidelines help the organization speak with an authentic voice.
- **Build Trust:** Consistent branding builds trust with stakeholders.

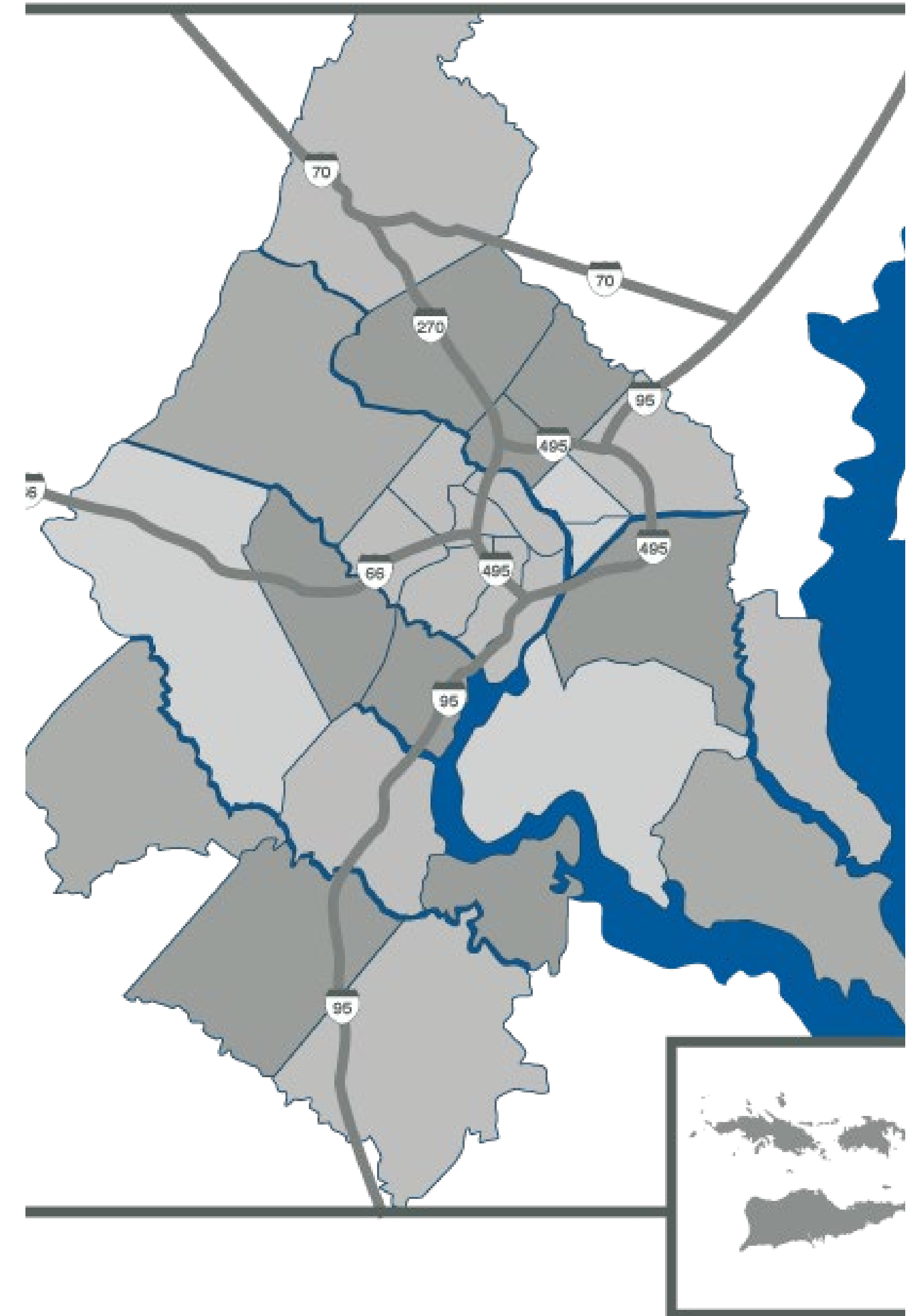


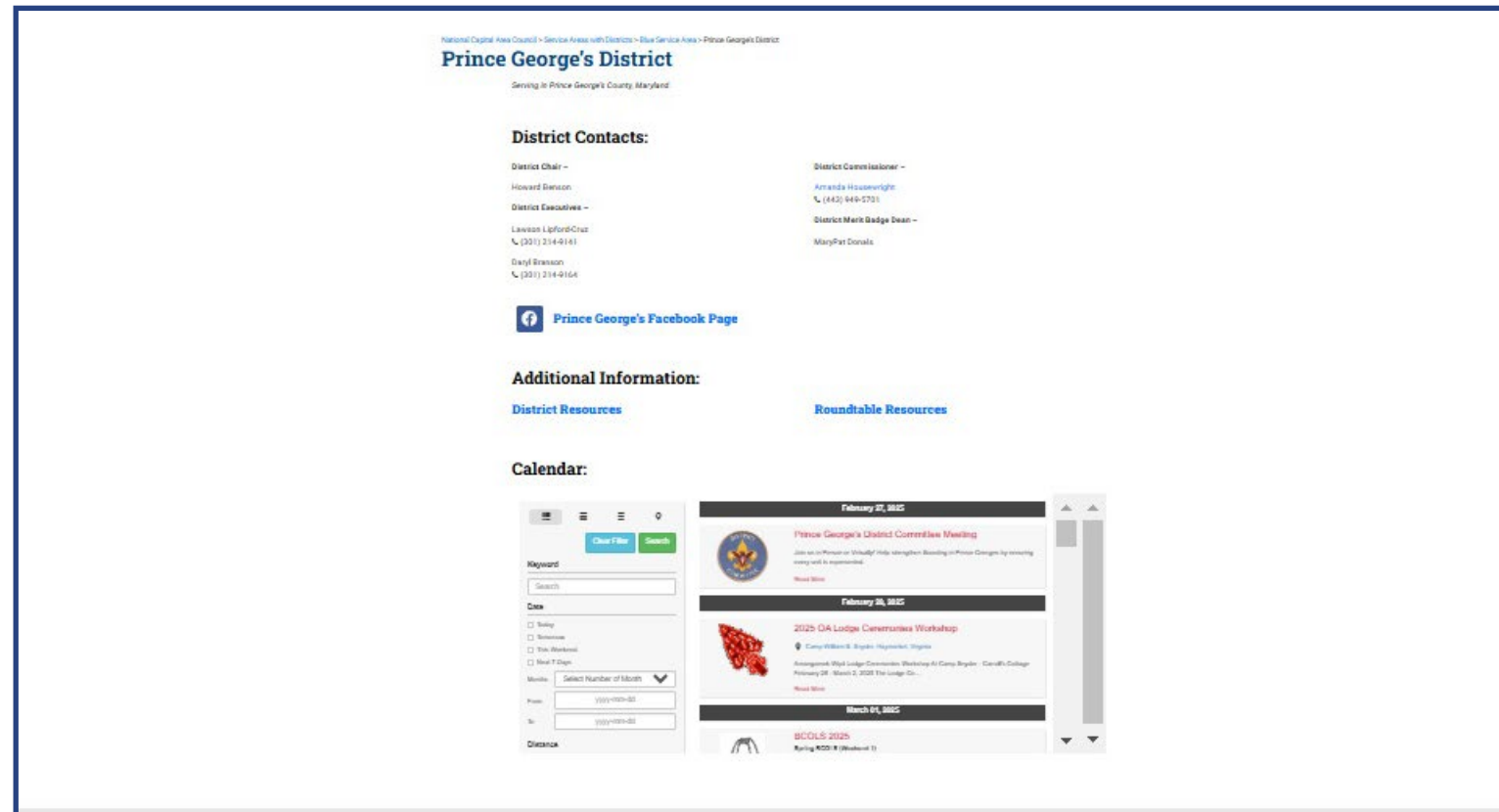
NCAC Marketing Goals 2025

- Grow Scouting
- Recruit more members
- Retain members by providing an Ideal Year of Scouting
- Successfully raise fundraising/donations to meet the budget
- Share information from advances made by the 2023-25 Strategic Plan

How Does the Council Support Districts?

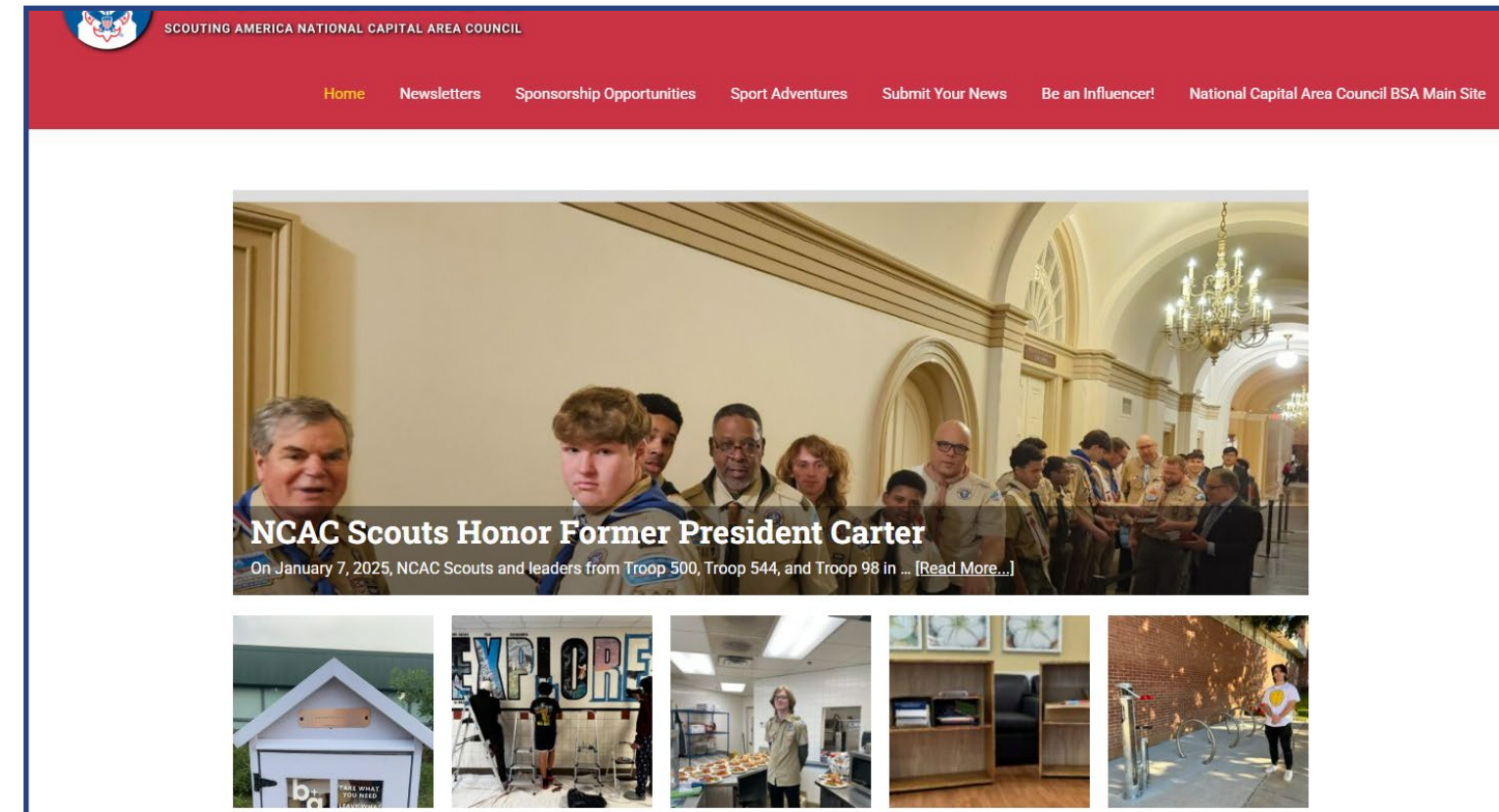
- Creating templates for common news stories awards, events, etc. in Canva
- Increases reach for major stories
- Provide sharable content for social media
- Coordinate efforts, message, resources
- Provides tools and training to help with marketing efforts





District Website page

- Leadership contact information
- Calendar
- Changes rarely



Blog – WeOwnAdventure

- Personal experience stories
- Featured training stories
- Photos from the event
- Changes daily



Social Networks

- Sharing all the Scouting Adventures
- Excellent examples for recruitment
- Advertising events and trainings

The Main NCAC Website NCACSCOUTING.ORG

- Streamlined and up-to-date to make it easier for our members to find the right information
- Easy “Join” functions to sign up new Scouts
- Standardization of information across our Districts
- All website information can be updated by NCAC Marketing Staff.



SCOUTING: WHERE KIDS GROW INTO LEADERS, ADVENTURERS, AND ROLE MODELS.

Join a community that teaches being Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean, and Reverent.

Our #1 Priority is Safety.

[Scouting America Health & Safety](#)

New to Scouting?

[Learn More about Scouting](#)

Ready to Join?

[Find Scouting near Your Family](#)



Prepared. For Life.®



Blog: WeOwnAdventure.com

Encourage everyone to submit stories!

- The council's public facing blog
- Focus on personalized stories and firsthand accounts
- Heavy emphasis on photos and social media friendly content
- Capture testimonials and first-hand experiences
- Put a face on scouting to get media attention





WE OWN ADVENTURE

SCOUTING AMERICA NATIONAL CAPITAL AREA COUNCIL

[Home](#)[Newsletters](#)[Sponsorship Opportunities](#)[Sport Adventures](#)[Submit Your News](#)[Be an Influencer!](#)[National Capital Area Council BSA Main Site](#)

Submit Your News

You've Got A Story To Tell...

So share it with us! Send us your travelogues, trail tales, and trip takes from a recent Unit outing, and we may publish it here. We want to learn about every Unit service project and every Eagle Scout project. And don't forget to tell us who took the pictures.

Your Name

Your Email

Post Title

Briefly tell us who you are

1 + 1 =

NCAC Social Media



Archives

[February 2025](#)[January 2025](#)[December 2024](#)[November 2024](#)[October 2024](#)[September 2024](#)[August 2024](#)[July 2024](#)[June 2024](#)[May 2024](#)[April 2024](#)

weownadventure.com/submit

WOA Submissions

- Did you hold a successful event where Scouts really showed enjoyed their Scouting experience? Did a Scout serve the community? Did an Eagle project improve the community?
- A story doesn't have to be more than a paragraph, but it should be timely and relevant (don't wait three months to share the photos from last weekend's camping trip). This is your chance to tell readers why being a part of Scouting is so valuable!
- We Own Adventure is the place online to keep things fresh and up-to-date and the story will be shared via Facebook, Instagram, or LinkedIn.





Facebook: Communicate with Scout volunteers and families but we always must keep in mind that it's public. Share to attract new Scouts!

NCAC is also on Instagram and LinkedIn so be an Ambassador and share.

Share Success and Promote Great Experiences

Management of Facebook Pages

- Council is listed as page owner
- Control still given to District or program but former volunteers not currently in leadership need to be removed.
- This will allow for easier transfer if any issues arise.
- Ability to expand reach
- Ability to push out key messages



Best practices

- All council and district pages are consolidated
- Able to better reach via boosted posts and micro-targeting due to network for Join Scouting Nights
- Reshare public posts with photos of Scouting adventures from your units.
- Only share program information from NCAC or Scouting America sources.
- Only share links to Facebook pages that are official Scouting America channels or partner organizations.



Last updated by Richard H. on Apr 23

Page Control Guidelines

While the National Capital Area Council needs to take official ownership of all social media pages affiliated with any council organizations or districts within the council, it would like to clarify its position on editorial control.

- Day to day operation of social media pages shall remain with the group named on the page.
- Each page will identify a minimum of two admin users besides the council to help manage a page.
- The page will utilize the council's social media procedure regarding commenting.
- If comments are posted that are in violation of the commenting procedure, then they may be removed by an appointed representative of the Council. Council will notify the page's administrative team of any issues that arise.
- The group shall be responsible for the content on the page and its regular update.
- If content is posted that is deemed to be inappropriate by the council, it may be removed. However, an explanation and notification will be provided to the page's administrative team.



<http://bit.ly/ncaccontrol>

While our Scouting community is encouraged to share and interact on NCAC's communication channels, we expect that all posted comments, documents, and links will be on-topic and adhere to the Scout Oath and Scout Law. Social sharing should be completed with the understanding that the public will see the information and may engage in an online dialogue with you as a result. Postings on communication channels should never reflect poorly on the author, other individuals, NCAC, the Boy Scouts of America, or anyone else. Therefore, without explanation, comments, posts, documents, or links will be removed if deemed inappropriate. Determination of prohibited use or objectionable content is at the sole discretion of the administrators and staff entrusted with this responsibility.

Instances requiring deletion include:

- **Cyberbullying of any kind, including insulting, targeting, embarrassing, or excluding any individuals;**
- **Offensive language, including but not limited to ethnic, religious and racial slurs; profanity; sexually explicit language;**
- **Acronyms of offensive expressions;**
- **Soliciting or advertising any business;**
- **Furthering an issue or product for personal or professional gain;**
- **Airing grievances;**
- **Off-topic comments or repetitive comments on multiple posts;**
- **Violating a person's privacy by publishing information which is private and personal.**
- **Knowingly false, inaccurate, defamatory, abusive, threatening, or harassing language; and**
- **Suggesting or encouraging illegal activity.**

Repeated violations of the NCAC comment policy may cause the author to be blocked from the communication channel.

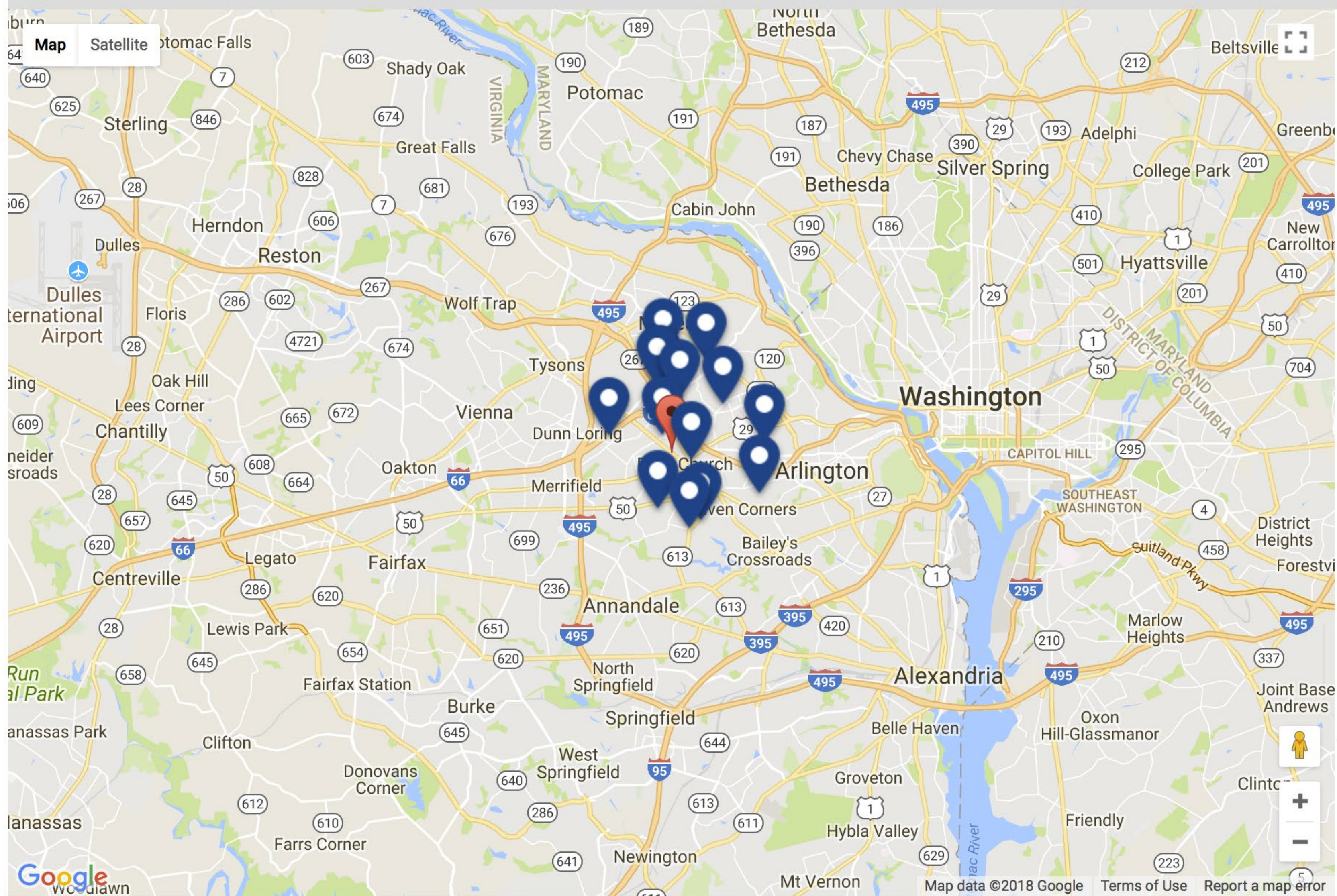
**NCAC Social Media and Communications Policy 2023
In MarComm Connect Docs & Files: Policies**

Facebook Event Boosting Join Scouting Geofencing

- Units (or District Executives) can submit form to Marketing Staff to Create a Facebook Join Scouting event for unit (or can boost unit's event if co-host,)
- Everyone already a member of the unit with a Facebook account should respond to the event that they are attending to show community support and increase positive energy and support of the event.
- NCAC pays to “boost” advertise the event to parents of the appropriate age in the vicinity of the unit.
- Use the link to NCAC's new Join webpage: www.ncacscouting.org/join/ and to www.BeAScout.org in all recruitment materials



MapSatellite




Google

Map data ©2018 GoogleTerms of UseReport a map error

Local Units

1



Pack 0681 St James Catholic Church

0.35 miles


St James Catholic School - Heller Hall 905 Park Ave
Falls Church,VA,22046

✓

Boy Pack

Show Unit...

2



Pack 0657 Falls Church Presbyterian Church

0.63 miles


225 E Broad St
Falls Church,VA,22046

✓

Boy Pack

Show Unit...

3



Pack 0861 Lutheran Church of the Redeemer

1.21 miles


6616 Haycock Road
Falls Church,VA,22043

✓

Boy Pack

Show Unit...

4



Pack 0825 LDS Bella Vista Ward McLean Stake

1.56 miles

2034 Great Falls St
Falls Church,VA,22043

✓

Boy Pack

Show Unit...

Local Council

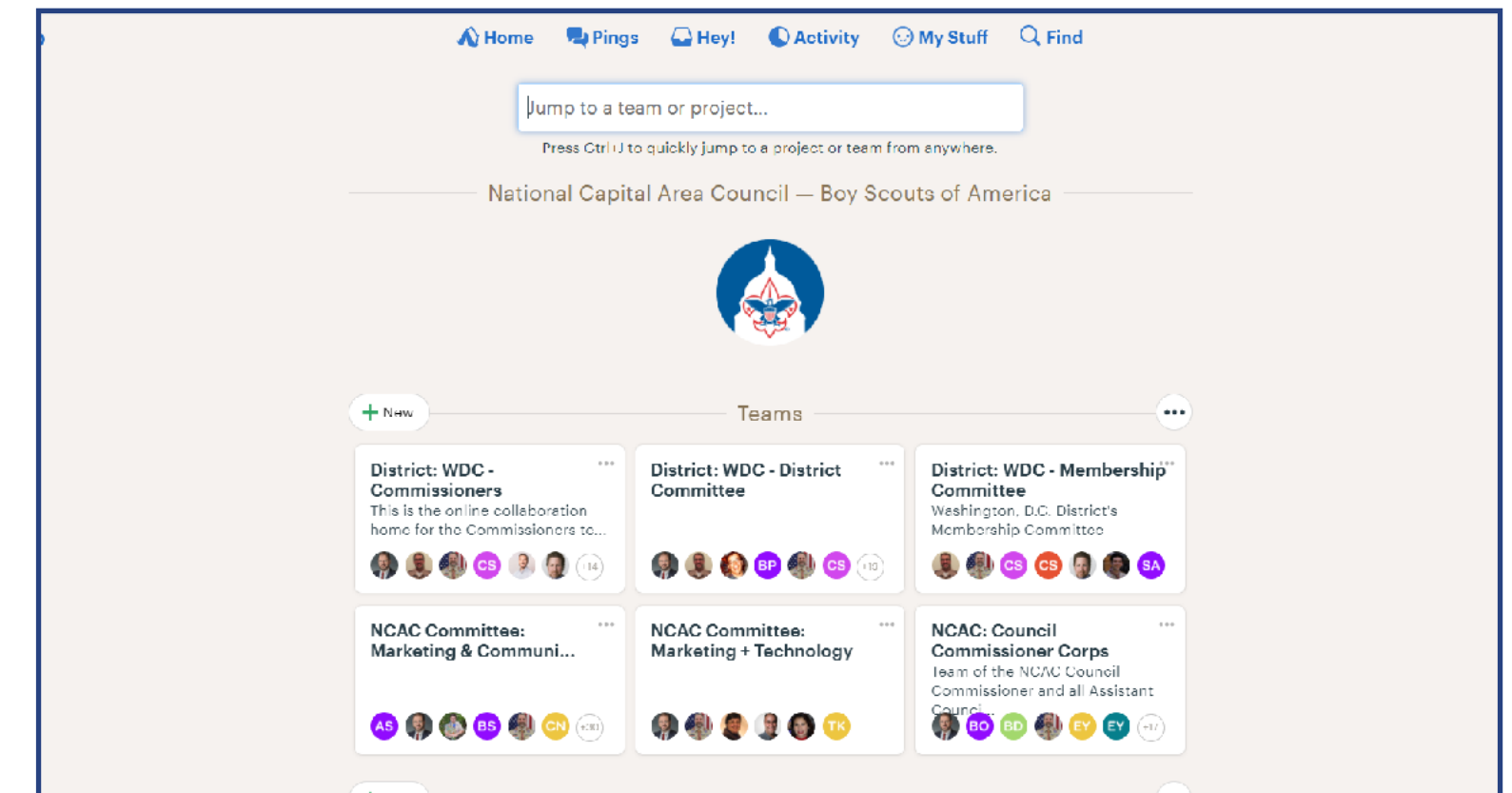
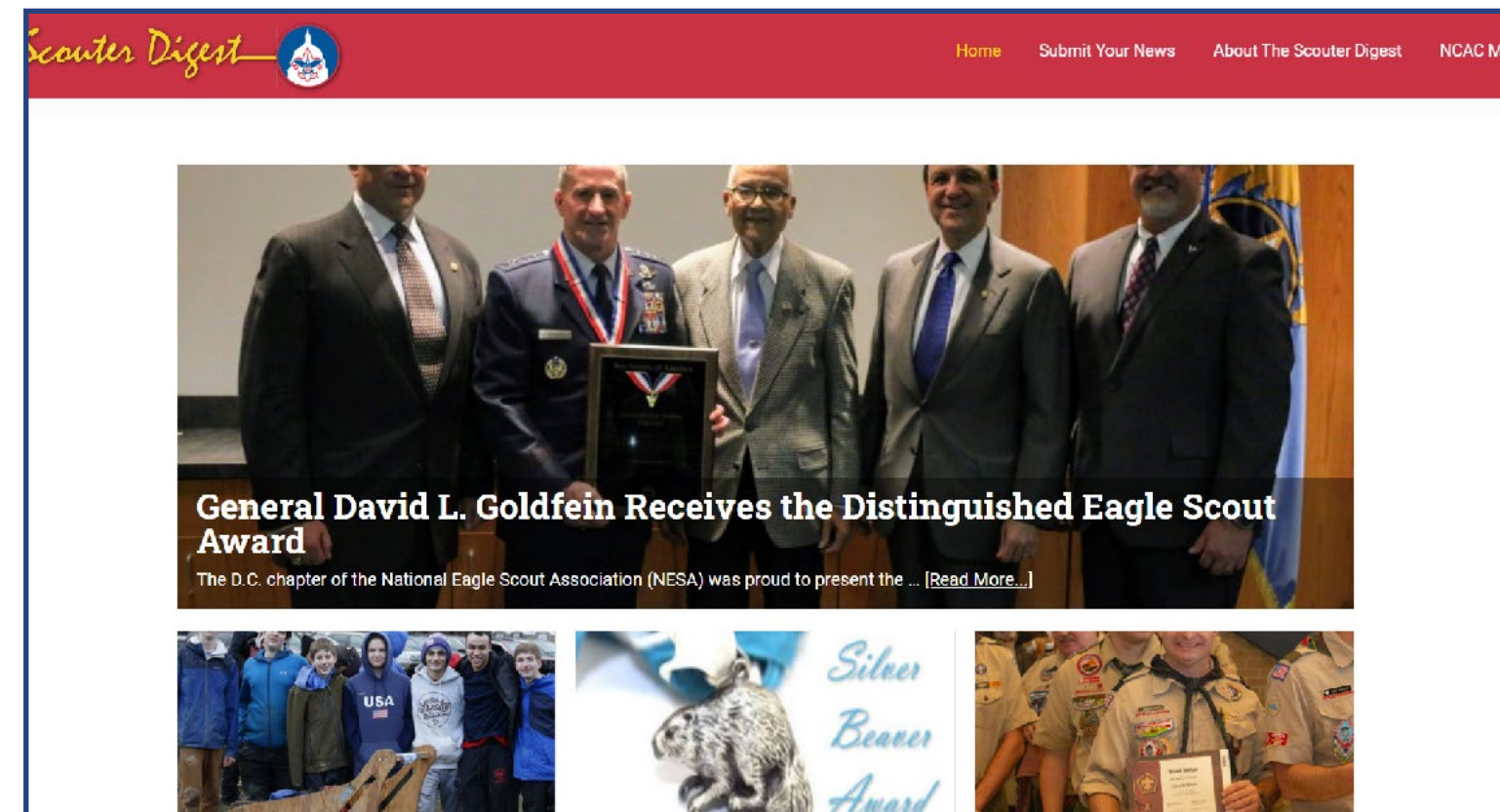
1

National Capital Area Council

9.37 miles

9190 Rockville Pike
Bethesda, MD, 20814
301-530-9360

Show More Pins



Newsletters - iContact

- Announcements
- Event signup links

BlackPug Event Registration

- User approved by NCAC Finance.
- Event created and then approved by District Executive or NCAC staff liaison for program committee

Basecamp

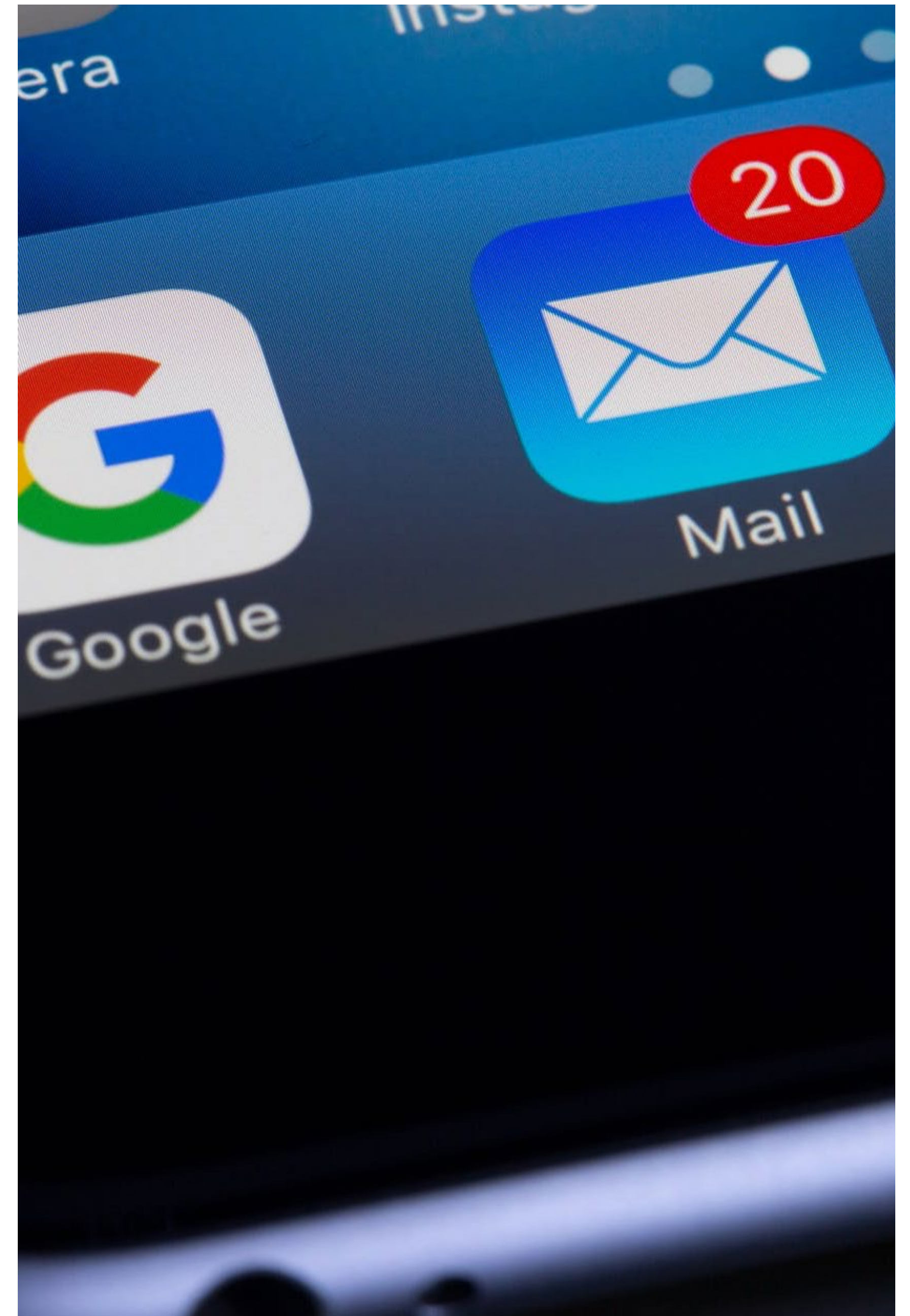
- Planning documents from committee
- Team communication leading up to event
- Archives for future years

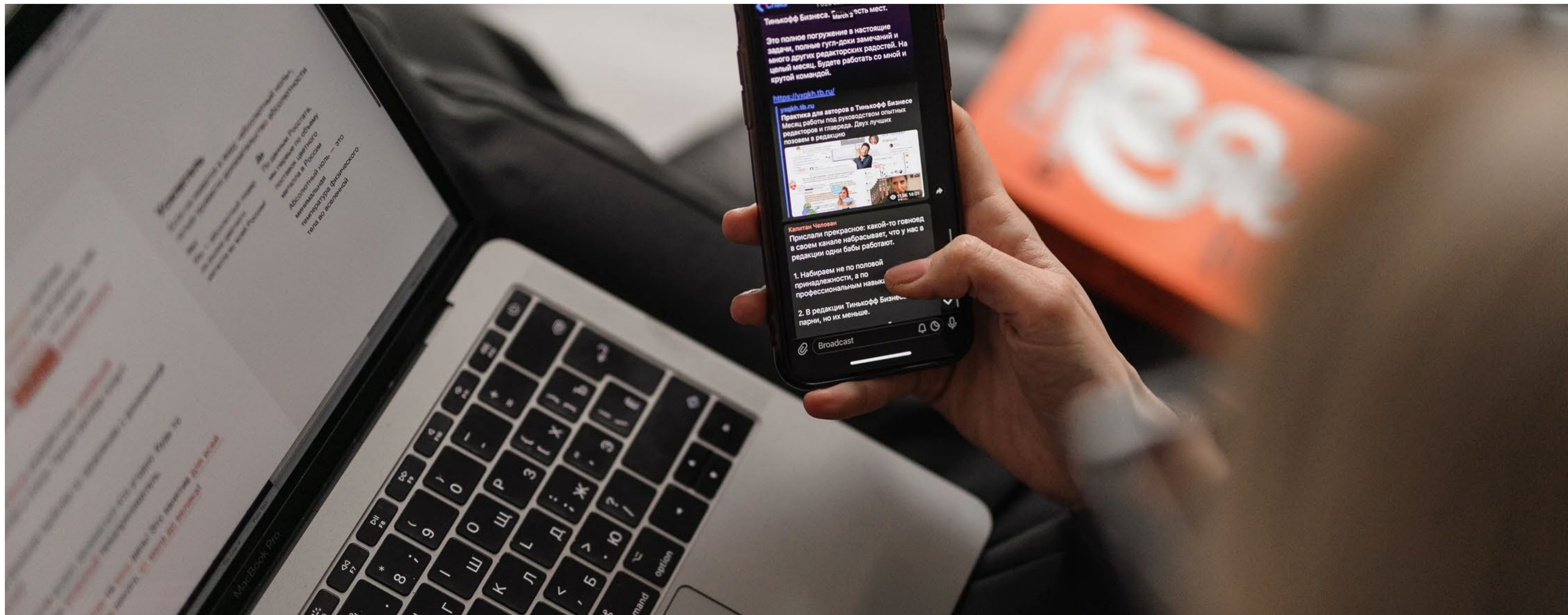


iContact | Newsletters, Direct Reach to Leaders
NCAC Strategic Plan will set a strategy for directly reaching families.

Email Improvement Project

- Use iContact for email outreach & event promotion
- Clean out lists now and regularly
- Templates
- Best practices
- Training today and during a monthly Connect & Tech MarComm meeting. 3rd Tuesday @ 7pm on Teams.





BlackPug | Event Registration and Fee Collection / Calendar entries

Black Pug

- Calendar of record
- Event registration
- Fee collection for events
- Embed focused calendars on webpages
- DO NOT use other calendar services

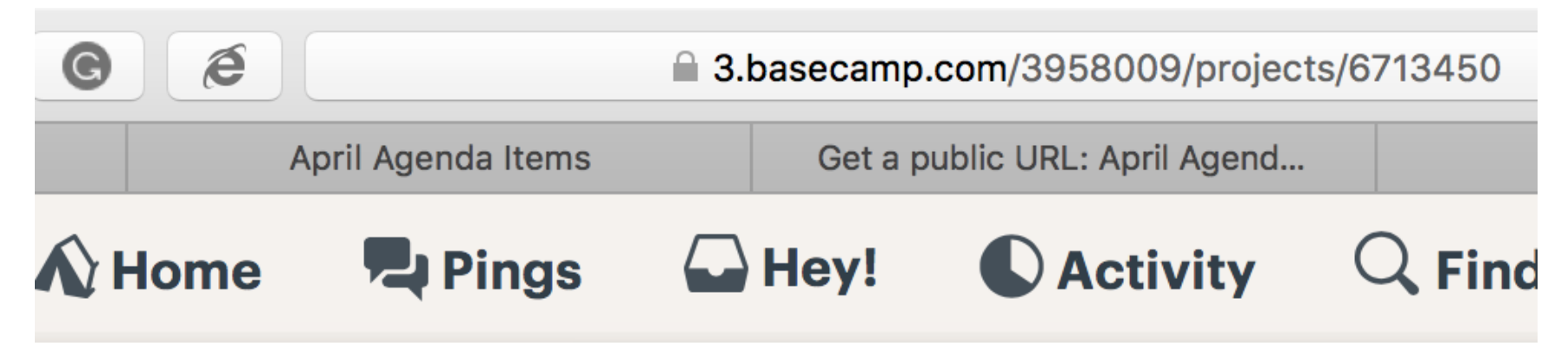




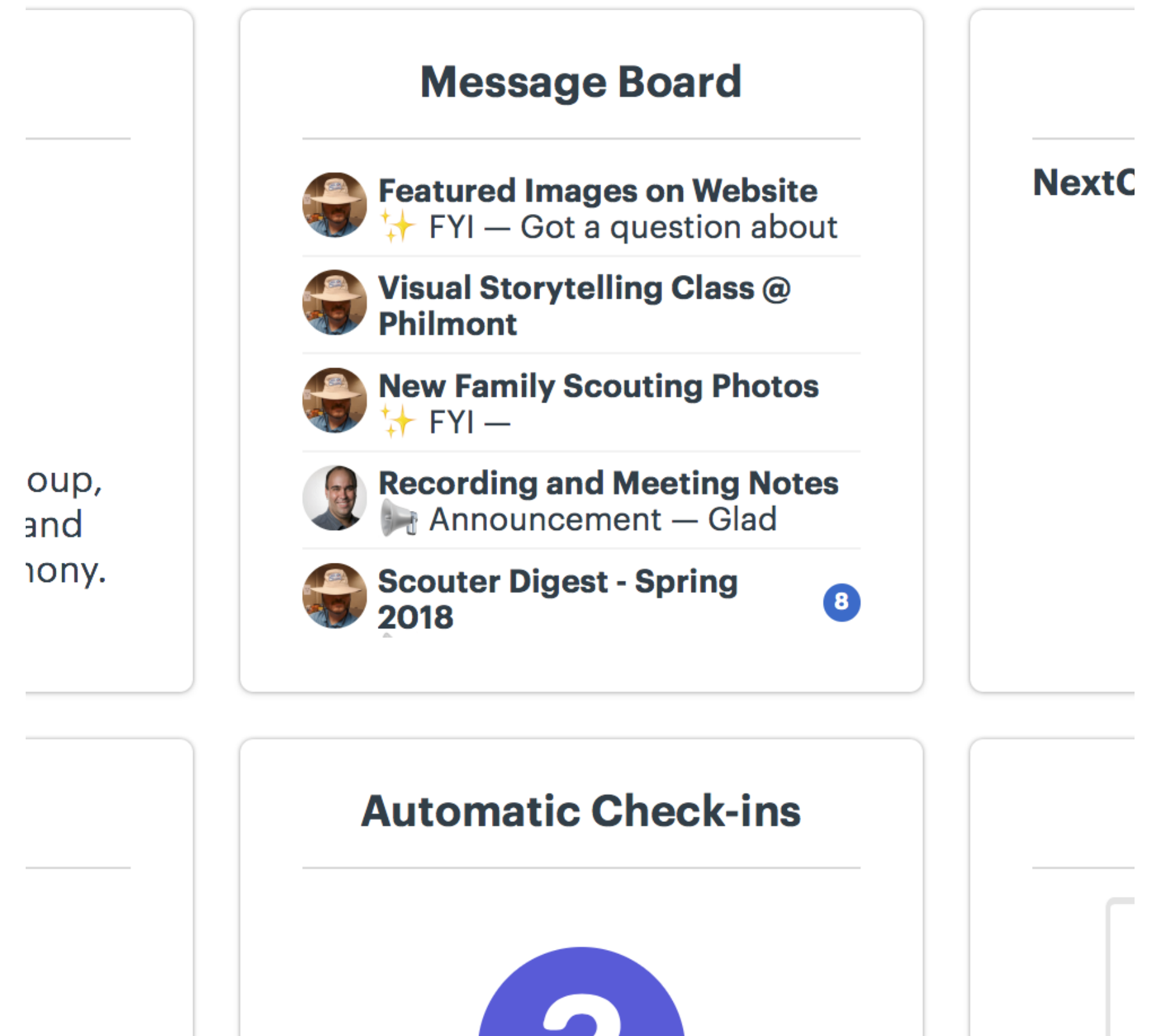
Basecamp | Plan Events | Organize Meetings | Store Minutes and Planning Documents

What is Basecamp?

- Open collaboration software
- A way to communicate with the committee
- A way to share resources
- A record of what we've done for our replacements



Committee: Marketing & Commun



What gets posted here?

- Messages
- Documents
- Always the most current version
- Can link to/import existing files
- To-Dos
- Check-Ins
- Planning Calendars





#ADVENTUREON

Scouting Marketing
Toolbox

The Canva logo is centered in the upper half of the image. It consists of a bright cyan circle with the word "Canva" written in a white, elegant script font. The background of the entire image is a deep blue with faint, stylized white patterns that resemble calligraphy or decorative swirls.

Canva

Canva | Print, Presentations, Videos & Social



#ADVENTUREON!

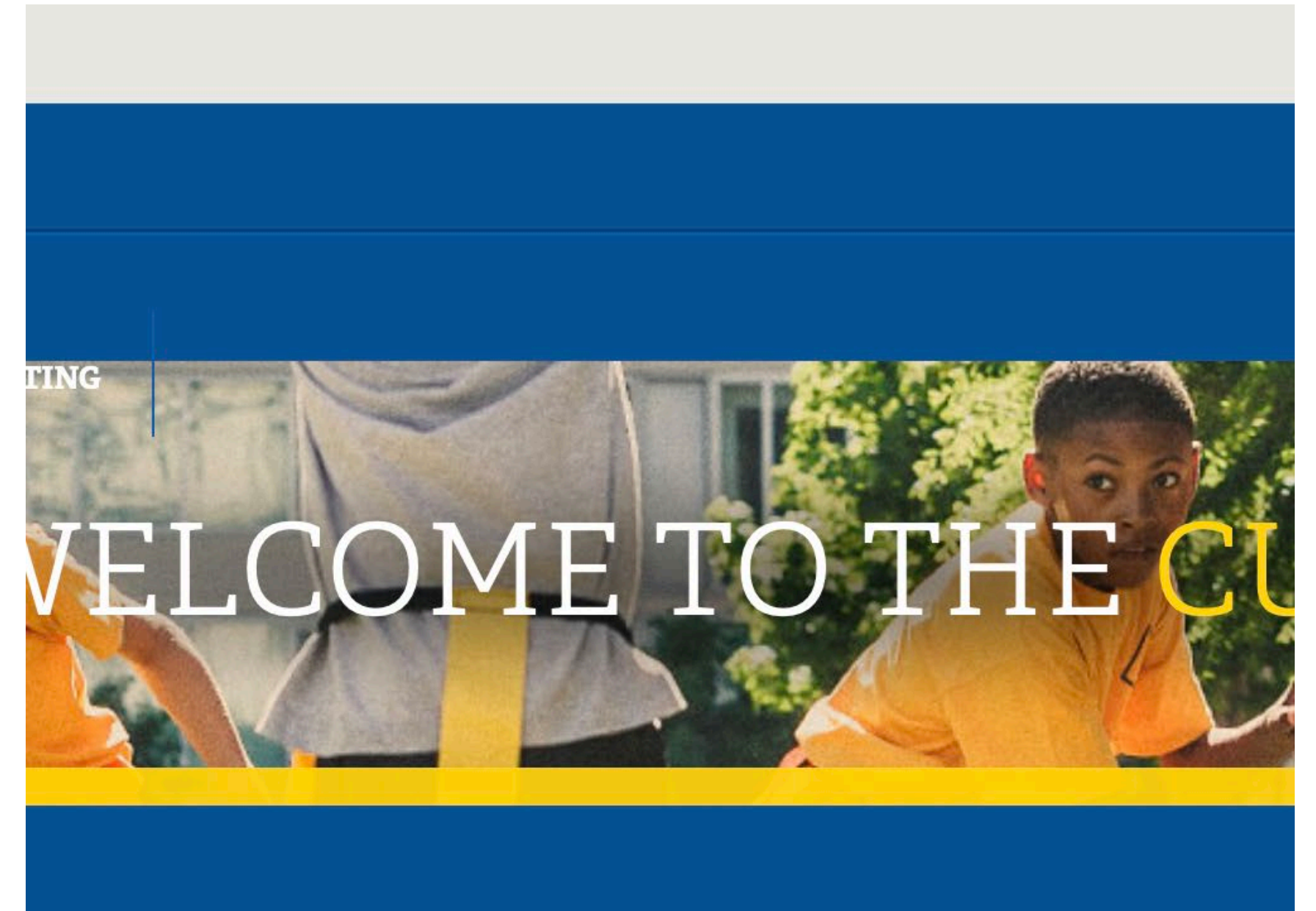
Scouting America
Brand Center

Content Sources

- ◉ **Aaron on Scouting** (blog of *Scouting* Magazine)
<https://blog.scoutingmagazine.org/>
- ◉ **Scouting Wire**
<https://scoutingwire.org>
- ◉ **Scouting Newsroom**
<https://www.scoutingnewsroom.org>
- ◉ ***Scouting* Magazine**
<https://scoutingmagazine.org>

Scouting America Content Sources

- ◉ **Website**
<https://www.scouting.org>
- ◉ **Scouting Programs and Program Update**
<https://www.scouting.org/programs>
- ◉ **BSA Membership & Recruiting**
<http://beascout.org>
- ◉ **BSA Brand Center**
<https://scouting.webdamdb.com/>
- ◉ **Scout Shop**
<https://www.scoutshop.org>

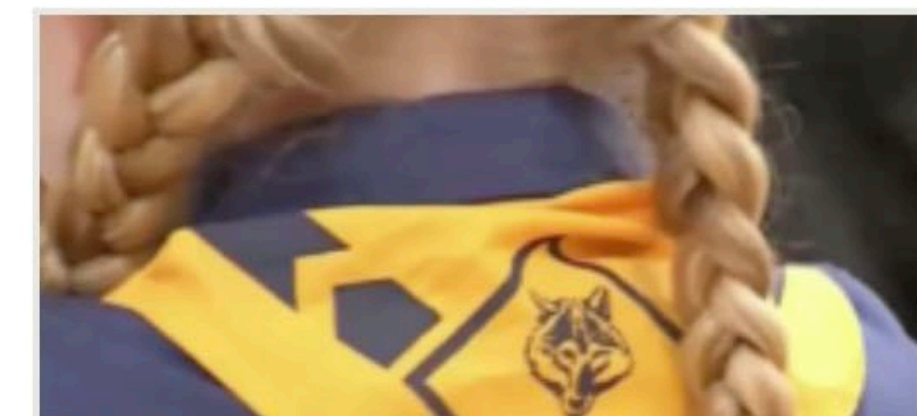


April 10, 2018

Now Everyc

When the BSA annour
program starting in 20

[READ MORE](#)



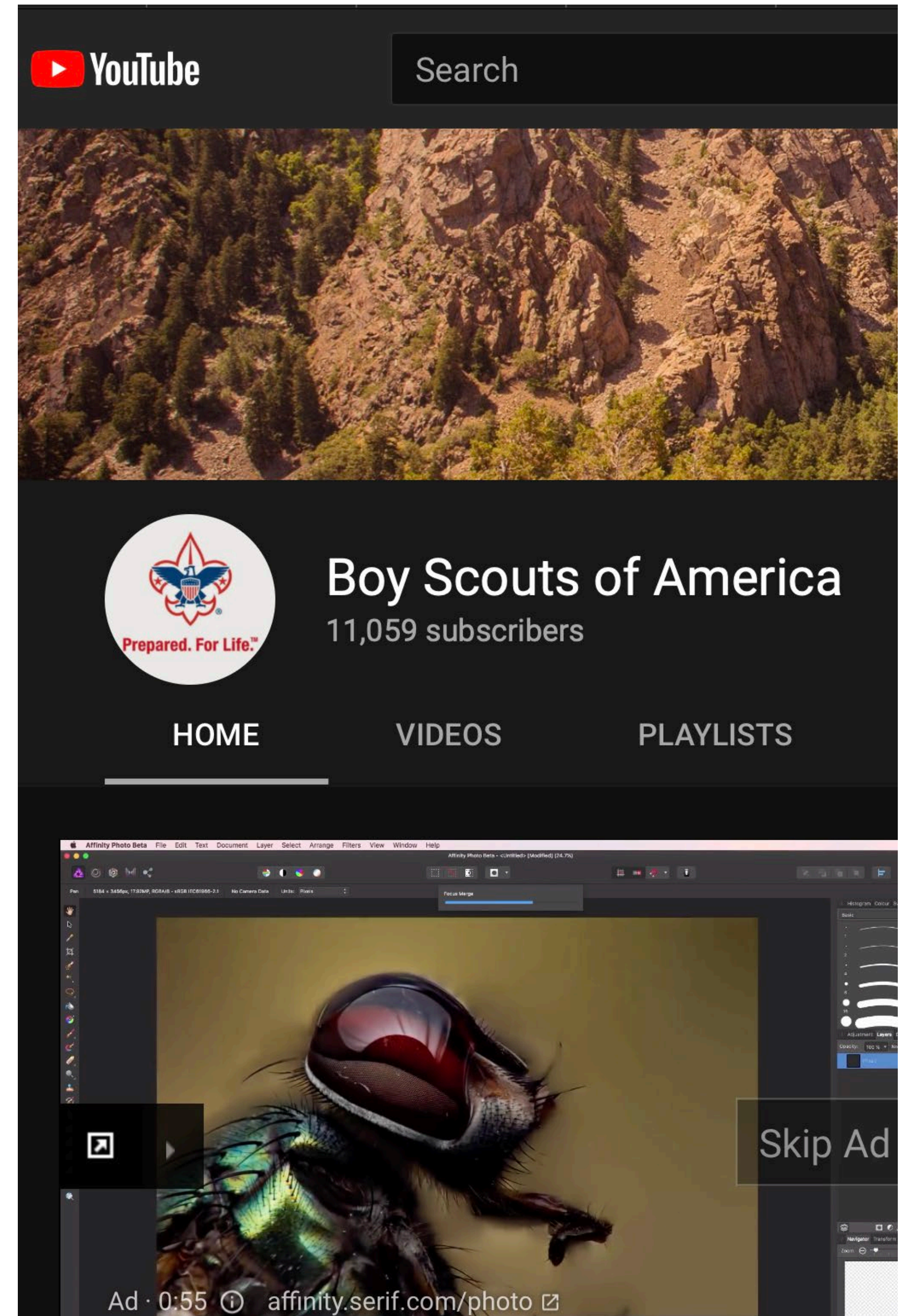
April 3, 2018

These Girls Impact in C

It's tradition for a Sco

Content Sources

- Facebook
<https://www.facebook.com/theboyscoutsofamerica/>
- BSA on Flickr
<https://www.flickr.com/photos/boyscoutsofamerica/>
- BSA on YouTube
<https://www.youtube.com/channel/UCbFEBamXVItp6yWqzJvfYFg>
- Scout Life
<https://scoutlife.org>



MARKETING AND MEMBERSHIP HUB

Tools and Resources to Strengthen Your Units

Pack and Den Recruiting

Overview

#ShareScouting Campaign

Sign-Up Night Unit Playbook

Best Practices Success Story

New-Unit Development

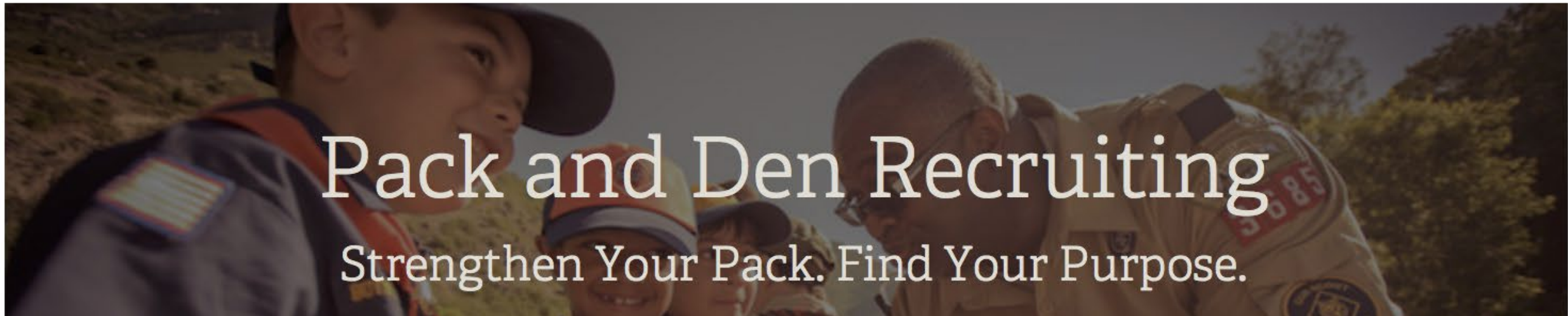
Overview

Chartered Organizations

Adopt-A-School

New Unit Sales Kits

Let's move Scouting forward. The Marketing and Membership Hub is a resource to help you serve more youth in your area. From recruiting ideas to social media best practices, the Hub provides a one-stop resource to discover, activate, and improve your marketing and recruiting strategy.



Pack and Den Recruiting
Strengthen Your Pack. Find Your Purpose.

bit.ly/scoutmarketing

Hide Facets

Program

☐ Scouts BSA 1,501
 ☐ Cub Scouts 1,173
 ☐ Exploring 604
 [more](#)

Resource Type

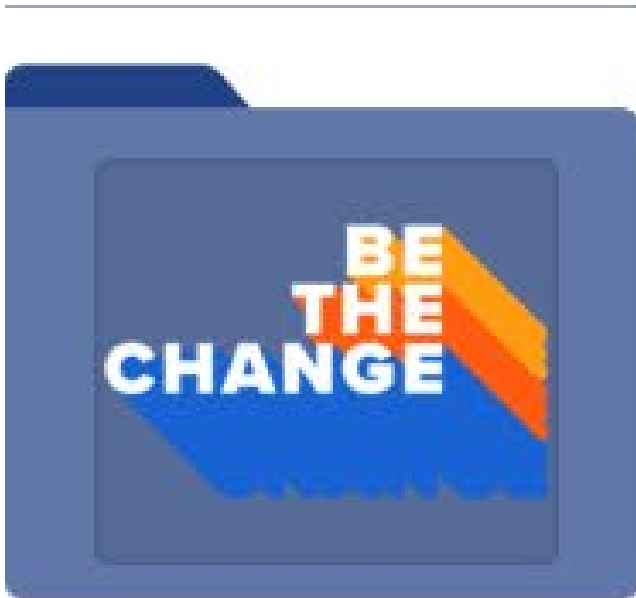
☐ Photographs 2,137
 ☐ Insignia 651
 ☐ Social Media Im... 341
 [more](#)

Gender / Age Group


☐ Girls 1,697
 ☐ Boys 1,678
 ☐ Men 547
 [more](#)

Types of Insignia


☐ Patches 325
 ☐ Badges of Rank 118
 ☐ Knots 81
 [more](#)




Be the Change - Female Eagle Sco...




Covid-19 Statement




Cub Scouts




Exploring




Insignia




Logos




Organizational / Corporate



Scouts BSA



Sea Scouts

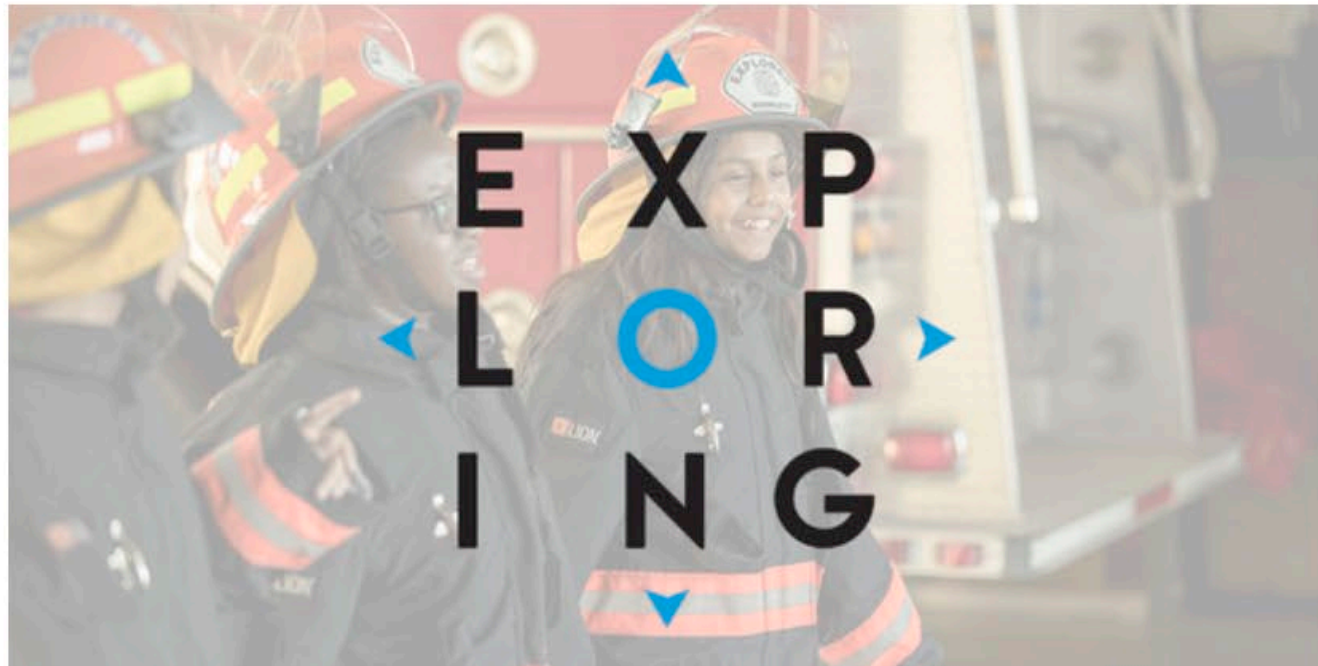


Venturing

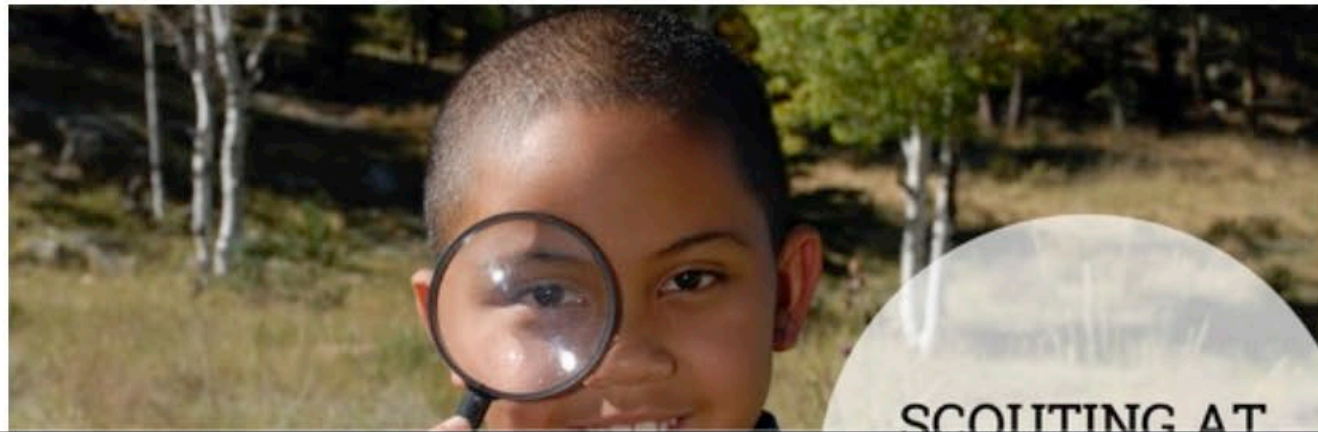
bit.ly/scoutpics



Exploring



Scouting at Home



Sea Scouts



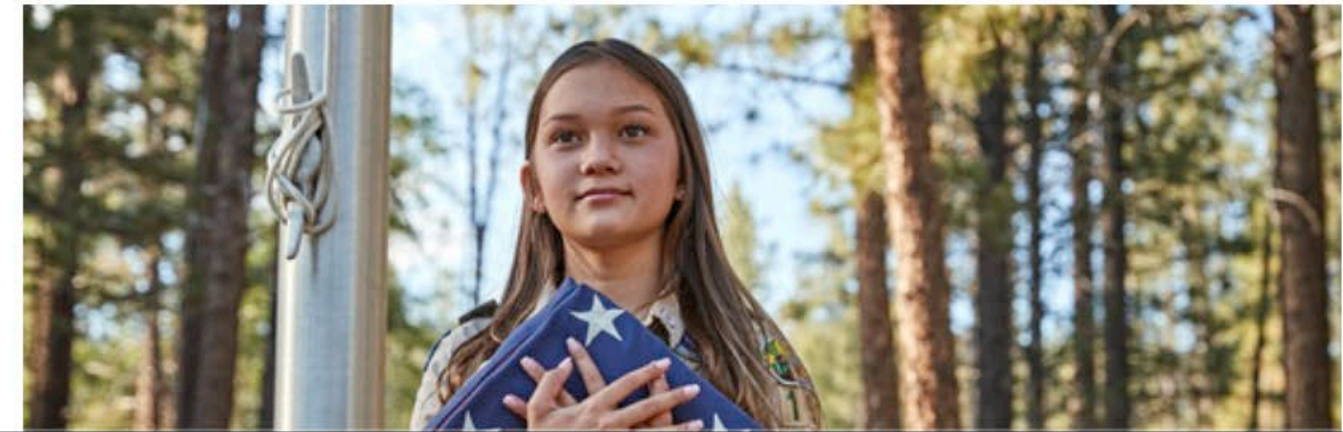
Jamboree 2021



Organizational / Corporate



Flag Day





Search

Folders / Organizational / Corporate / Photos / Scouting at Home (1 folder, 278 files)



Hide Facets

Program

- ☐ Scouts BSA 17
- ☐ Cub Scouts 12

Resource Type

- ☐ Photographs 277
- ☐ Videos 12
- ☐ Other 1

Gender / Age Group

- ☐ Boys 19
 - ☐ Girls 10
 - ☐ Men 2
- more

Scout Ranks

- ☐ Webelos 2
- ☐ Wolf 2

Uniform Type

- ☐ Activity Shirt / Cl... 14
- ☐ Full Uniform / Cl... 12
- ☐ Activity Shirt / T... 2

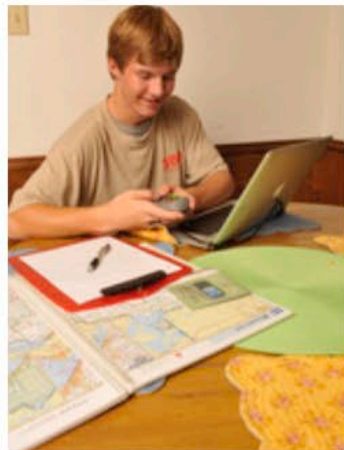
Race/Ethnicity

- ☐ Caucasian/White 3
- ☐ African America... 1

of People

- ☐ 1 26
- ☐ 2 3

Keywords



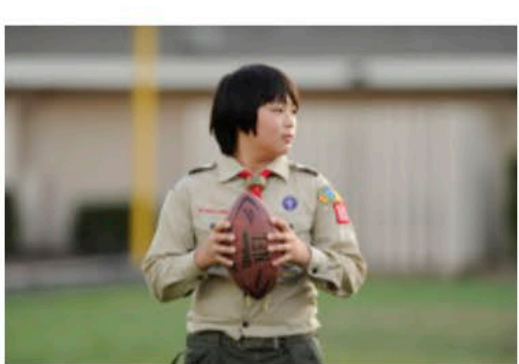
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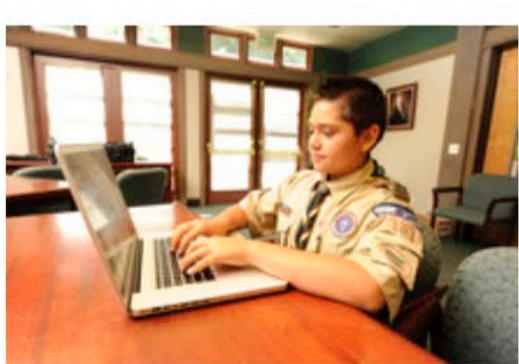
6824-CR2-121... BC-1.jpg 9



6841-CR2-186... BC-1.jpg 8



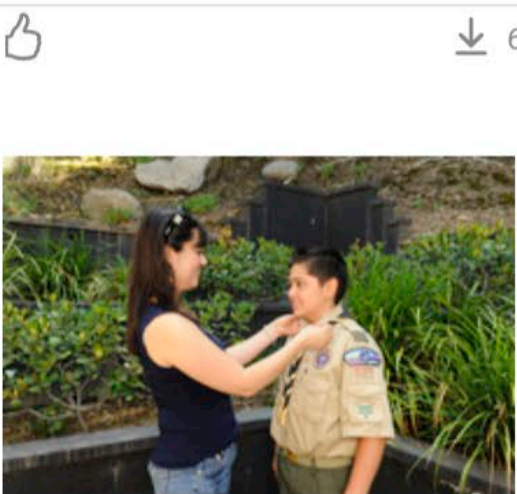
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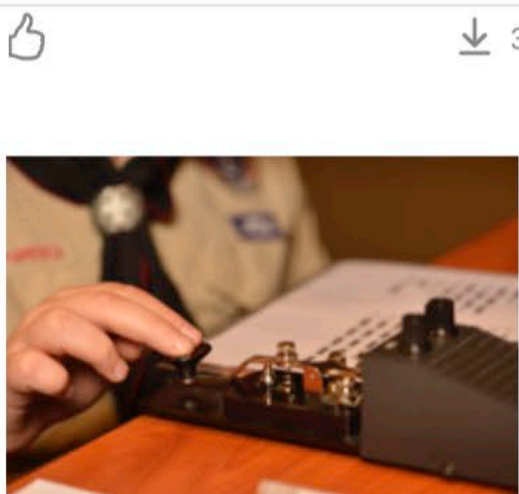
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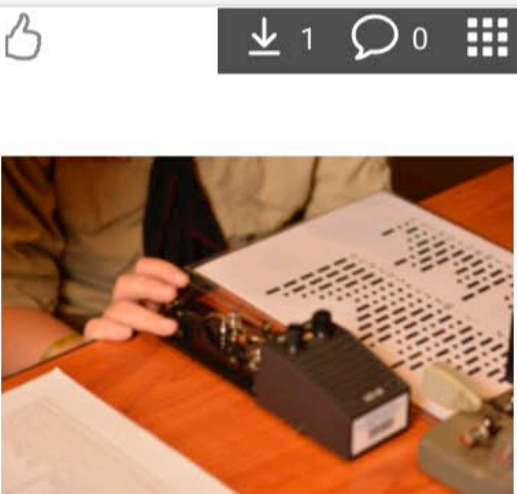
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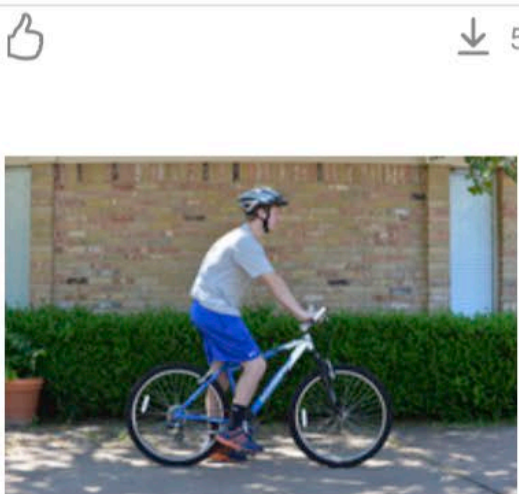
6844-NF-4224... BC-1.jpg 9



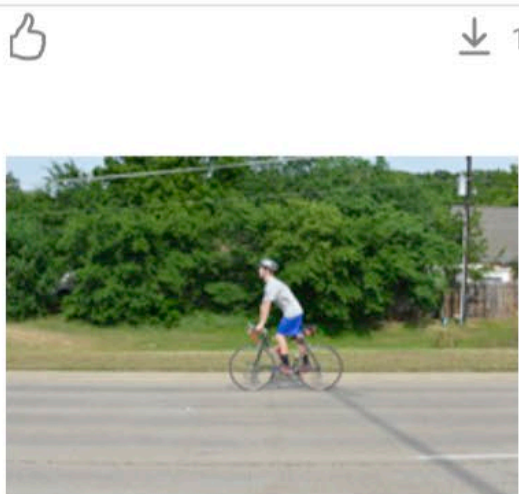
6952-NF-0016... BC-1.jpg 5



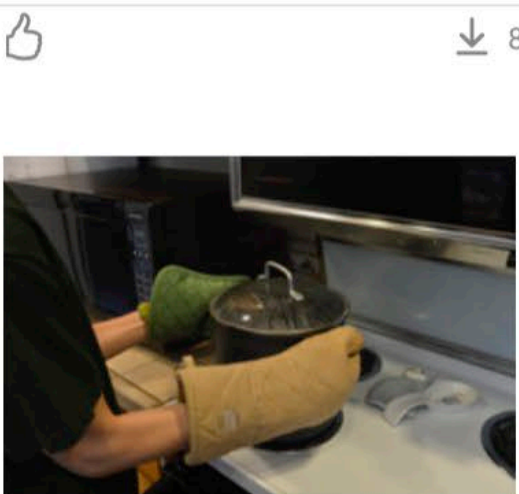
6952-NF-0023... BC-1.jpg 3



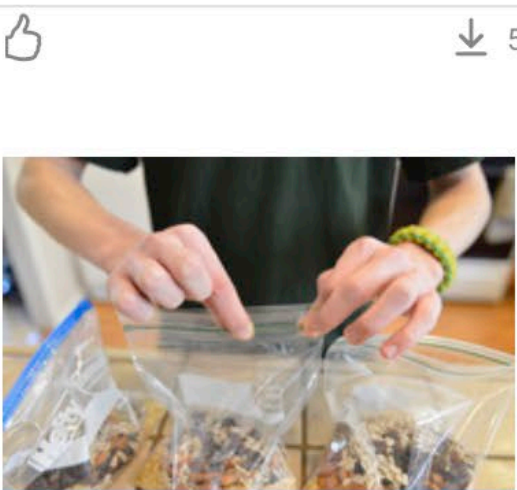
6955-NF-0249... BC-1.jpg 5



6955-NF-0385... BC-1.jpg 4



6987-NF-0170... BC-1.jpg 5



6844-NF-4224... BC-1.jpg 5



6952-NF-0016... BC-1.jpg 5



6952-NF-0023... BC-1.jpg 9



6955-NF-0249... BC-1.jpg 8



6955-NF-0385... BC-1.jpg 2



6987-NF-0170... BC-1.jpg 4

Upcoming Meeting Schedule

**Connect & Tech
for District and Program
Communication Volunteers**

**3rd Tuesday of every month
@7pm on Teams**

Ask to Join the Basecamp

Cynthia.Griffiths@scouting.org

MarComm

Program Committee Chairs

Program Committee Members

District Vice Chairs of Marketing

District Communications

District Chairs

District Webmasters



QUESTIONS?

Thank you for attending District Marketing &
Social Media!