

# Email Marketing and Outreach Essentials





# Session Description

## **GSC703 Email Marketing and Outreach Essentials for your District or Council Committee:**

Learn the best practices and policies for using NCAC's approved and official email marketing platform, iContact, for outreach and communications with volunteers, units, families, and others to promote all sorts of Scouting events. We'll review recommendations on content format and structure, length, titling, links, and more. Participants will be encouraged to share their experiences and participate in brainstorming sessions to work through real-life challenges and learn how to combat deliberate or inadvertent filtering and the lack of reader interest. This course is designed for district or committee chairs and leads (e.g., Marketing & Communications, Activities & Civic Service, Special Events, Training, etc.), webmasters, committee members, and other interested volunteers.





# Cynthia Cotte Griffiths

Cynthia has almost two decades of professional nonprofit experience primarily in fundraising and communications. She has served as Director of Communications & 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. For several years she helped small businesses and organizations implement successful communication strategies and published a much-needed local news site through her company, 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.





## **Safety Moment: Every Scouting meeting must begin with a safety moment.**

It is a violation of BSA policy to share any personally identifying information about adult leaders, nonregistered visitors, or youth without express written consent. Personally-identifying information includes name, location, email address, phone number and, their photo or video image. In no case, will the full name of an individual be included with a photograph or video likeness. Note: 'Tagging' someone in a photo is including their full name and therefore forbidden, regardless of whether they have opted in or opted out.



# District Newsletters & Emails

- Promoting all District opportunities so that Scouts can have the best possible Scouting experience by knowing about all that is offered.
- Funnel stories to Council
- Maintaining good communications between & among the:
  - District Committee
  - Commissioner Staff
  - Unit Leaders
  - Council and other Districts





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

- 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.

NATIONAL CAPITAL AREA COUNCIL • STRATEGIC PLAN 2023-2025														
<div>Mission: The Mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath &amp; Law</div> <div>Vision: The Boy Scouts of America will prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law</div> <div>Cove Values: Trustworthy, Loyal, Helpful, Friendly, Courteous, Kind, Obedient, Cheerful, Thrifty, Brave, Clean &amp; Reverent</div> <div>BHAG: Exponentially Grow Cub Scouting annually and return to overall membership of 50,000 Scouts in our Council</div>														
February 1, 2023														
Strategic Pillars														
Grow Cub Scouting			Effective Fund Development			Optimizing Facilities			Organizational Alignment			Re-establish the Value of Scouting		
Strategic Goal/Objective	Current Status	2023 Goal	Strategic Goal/Objective	Current Status	2023 Goal	Strategic Goal/Objective	Current Status	2023 Goal	Strategic Goal/Objective	Current Status	2023 Goal	Strategic Goal/Objective	Current Status	2023 Goal
<b>Build Family Scouting/Prioritize the Brand:</b> Create a broad spectrum marketing campaign over the next three years that results in Cub Scout growth (20,000 total Cub Scouts by Dec. 2025).			<b>Implement a Digital Fundraising and Marketing Program:</b> Use "Target Analytics" or other systems to identify giving patterns and potential donors; individual and corporate.			<b>Goshen Scout Reservation Modernization:</b> Upgrade Goshen infrastructure; explore opportunity to consolidate Camps and develop stronger program areas.			<b>Program Participation Fee:</b> Institute a youth and adult fee to so that all families actively participating in Scouting are supporting National Capital Area Council.			<b>Reestablish Brand and Messaging:</b> Review and audit all current communication methods. Develop consistent standards for internal and external customer communications.		
<b>Re-establish Cub Scout Packs tied to COVID and Organize New Cub Scout Packs:</b> Establish relationships to support new unit development over the next three years to re-establish or expand prior Packs, as well as the creation of new Cub Scout Packs, resulting in 100 new Cub Scout Packs (467 total Packs Dec. 2025).			<b>Major Gifts, Corporate Giving and Endowment:</b> Identify high value donors, using data and other means to secure annual operating funds, as well as strengthening our Endowment Fund, post BSA Restructuring.			<b>Restructure NCAC Close-In Campsite Options:</b> Re-assess and re-size summer off-season programs to position Camp William B. Snyder to be financially self-sustaining.			<b>Realize District &amp; Service Area Structures:</b> Reassignment of District and Service Area boundaries to be more closely aligned with School Districts and/or State and County lines to provide the most optimal service to Scouting Units across NCAC.			<b>Strengthen Collaboration between Marketing and Membership:</b> Remove boundary-break the Unit/District "competition" mindset and hold consolidated NCAC events for broader marketing, program support, and participation appeal - (Promote NCAC identity versus District identity).		
			<b>Data Management - Update Database of Scouts, Families, Donors, and Others:</b> Work with BSA and Blackboard directly to identify and implement the capabilities of that system or consider other data management systems, if needed.			<b>Camp Howard M. Hall:</b> Evaluate this location operation to determine if it's highest and best use for Scouting and the NCAC.						<b>Re-assessment of Resources:</b> Determine the overarching role of the marketing & communications team.		
						<b>Marriott Scout Service Center:</b> Evaluate this location operation to determine if it's highest and best use for Scouting and the NCAC.								
<b>Initiatives/Tactics to Achieve Outcomes</b>	<b>Current Status</b>	<b>2023 Goal</b>	<b>Initiatives/Tactics to Achieve Outcomes</b>	<b>Current Status</b>	<b>2023 Goal</b>	<b>Initiatives/Tactics to Achieve Outcomes</b>	<b>Current Status</b>	<b>2023 Goal</b>	<b>Initiatives/Tactics to Achieve Outcomes</b>	<b>Current Status</b>	<b>2023 Goal</b>	<b>Initiatives/Tactics to Achieve Outcomes</b>	<b>Current Status</b>	<b>2023 Goal</b>
Develop a marketing strategy to focus on the relevancy of Scouting for today's family.			Identify an external database or secure Blackboard enhancements that integrates NCAC members and donors.			Modernize and expand the shooting sports and waterfront/aquatics program areas around the GSR.			Consider combining District Committee and Service Area leadership teams for improved service to Units and families.			Incorporate National BSA themes into NCAC Marketing.		
Social Media optimization with advertising and marketing and recruit local spokesperson to help share "Cool Factor" of Scouting participation.			Identify and retain an outside firm that can develop a robust digital fundraising campaign.			Implement a 4 to 8 week provisional Scouts BSA summer camp program in 2024, with paid staff and resident and day-only options at CWBS.			Re-design the Unit Serving Executive role to increase focus on membership growth and program support, with decreasing fundraising responsibilities.			Develop and promote to Districts and Units a library of standard resources for communication efforts.		
Major media partnerships to increase visibility throughout NCAC with targets in television, radio, and print.			Develop a funnel of donors within and outside of NCAC.			Right-size the pricing for units and non-BSA groups. Review and potentially re-structure the pricing model for off-season usage of facilities.			Institute a "Scholarship Fund" to support Scouting families who cannot otherwise afford an increase in total registration fees.			Explore syndication/technology linking opportunities across all Council/District digital communications.		
Broad MOU's with local service clubs or other youth serving organizations to create scalable partnerships.			Identify corporations for future donations, based on data, giving patterns, and interests in supporting Scouting.			Coordinate program offerings between GSR and CWBS to maximize centers of excellence.						Onboarding/communication sequence for Scouts and one for parents that include year-round messages and information about Scouting.		
Reinvestment into relationships with Public School District and larger denominational religious groups.														
<b>National Capital Area Council (NCAC) Goshen Scout Reservation (GSR) "Camp William B. Snyder (CWBS)"</b>														
Status: <b>At Risk</b>			Green - have achieved or expect to achieve goal, or better chance			Yellow - 50% chance of achieving goal or better chance			Red - Have missed goal or are likely to hit goal, or worse chance			Note: If "-" appears, the color changed positively (ex: yellow to green) If "+" appears, the color changed negatively (ex: green to yellow)		



# Goals for 2025

- Improved information to Leaders and Volunteers
- Increase the number of Scouts
- Retain Scouts with rich support and active programming
- Additional fundraising/donations so more can be done and our Scouting program can grow.





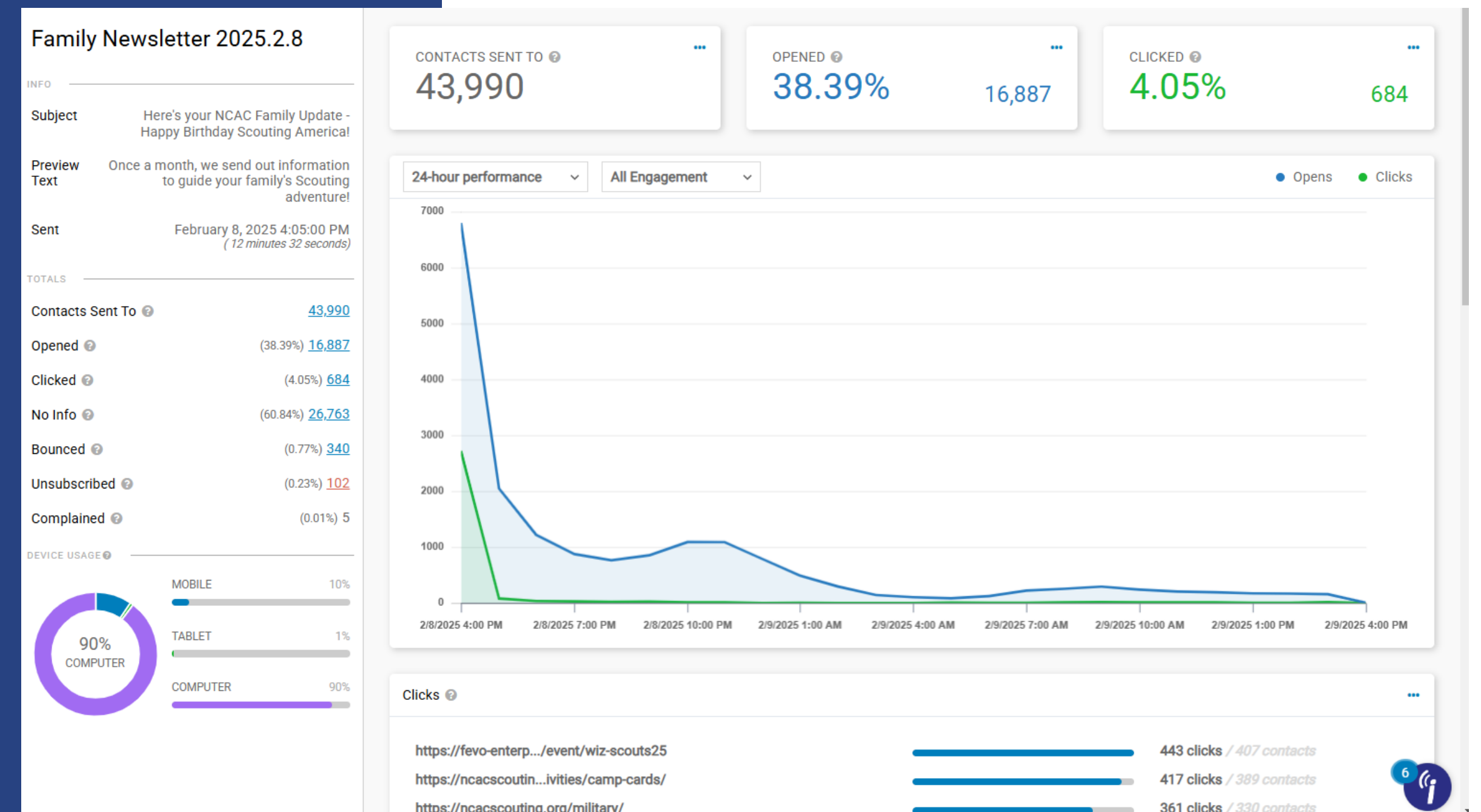
# Email Opens

Campaign Monitor states 26.6% open rate for nonprofits in 2022.

<https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

MailChimp says 25.96%.

Our Council leader newsletters are better than average. Did go down last year but the DNS has been set up and will bring better results now.





# Implemented Technology

Internal to our Scouting Community

- Email and Newsletter Platform:

## iContact

# iContact

With our award-winning Drag & Drop Editor and automation that builds sophisticated campaigns in seconds, there's no telling what your business will be able to do.

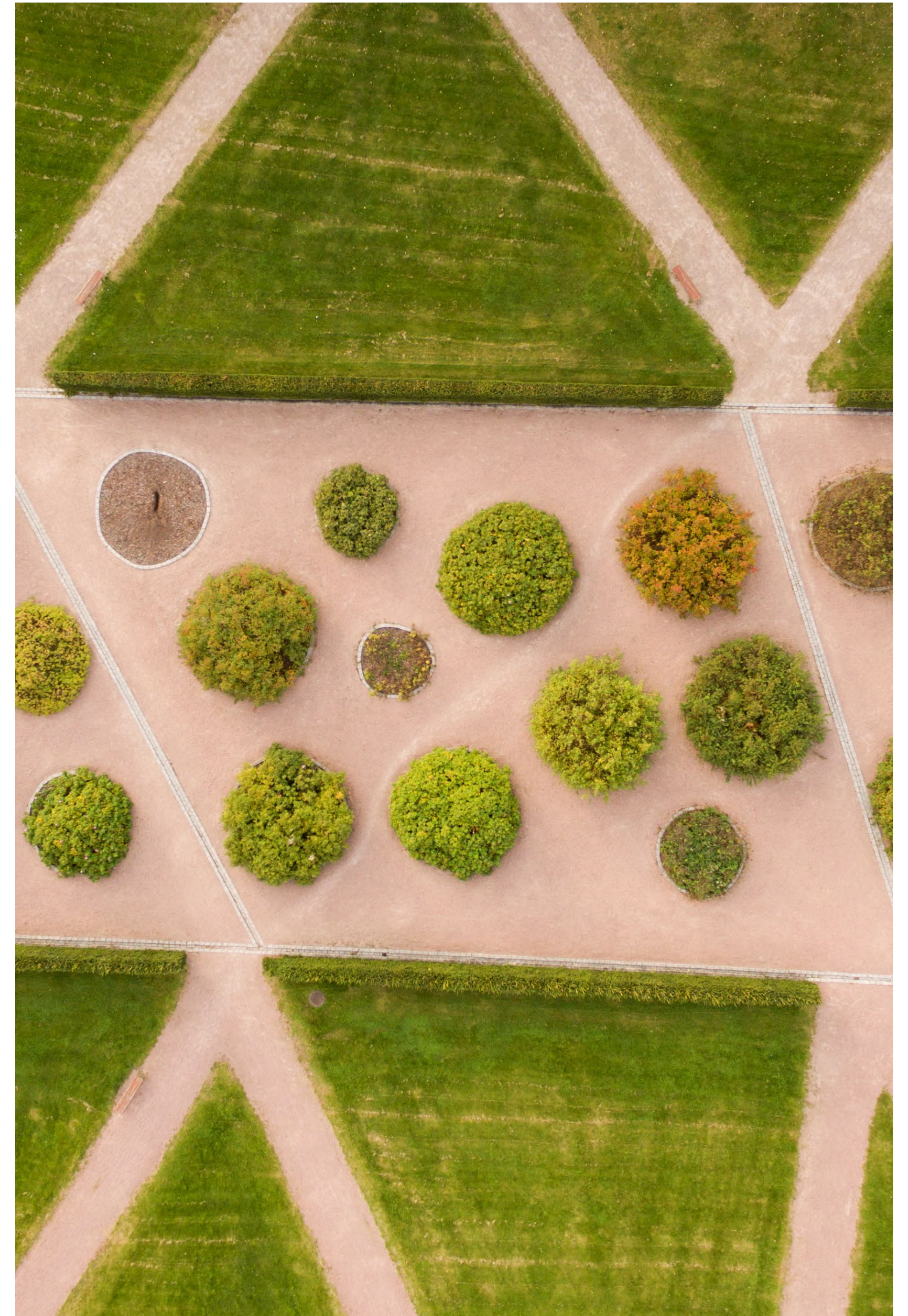
[Learn more](#)





# Set a Course for Your Email Updates!

- Make Sure Your Update Will Add Value  
Why are you sending the newsletter? Do your leaders and volunteers really need to know what you are sharing? What is your purpose?
- Use Emojis In Your Subject Lines  
They grab attention and make your newsletter more noticeable among the sea of emails that people receive.
- Use Good Subject Lines – Name your Newsletter.  
People get hundreds of emails per week and don't open most of them. Creative subject lines make emailed newsletters stand out.





# Email Updates Nuts & Bolts

- Start with the Sentence People Need to Know  
Keep it simple! Start each email or each section of your newsletter with the one sentence people need to know THEN give them details.
- Use Everyday Language that Any Person on the Street Could Understand
  - Assume people reading have never heard of your annual event that has been held for 25 years or your meeting that is always held on the third Wednesday of the month. Start from scratch and give them a BRIEF explanation.
  - Don't use abbreviations or a bunch of letters – spell out words then include the initials in parenthesis.
- Use Graphics & Images  
Use very little wording. Simple visuals like a photo can make a difference. Your leaders need to know but make it enjoyable and an inspiring experience to read your newsletter.





# Email Updates Nuts & Bolts

- BREVITY IS PARAMOUNT Don't waste people's time. Design the newsletter to be consistent and easy to scan. People will only give it seconds and often just look at photos and read whatever is in bold.
- Create a button to the Black Pug with all the details
- Show What Scouting is Really About  
You want to retain your volunteers and Scouts. Spotlight stories about successes in other units to share ideas that others can try. Share inspiring quotes from your Scouts, Chair, or other leader. Find a good, intriguing hook for your Stories Start with the best line. Cub Scout Adam saved his grandmother's life ...





# Email Updates Nuts & Bolts

- Do the Thinking for Your Reader

There is SO MUCH information related to Scouting. Make sense of the jumble of possibilities for our Scouts. Explain such as, “If you have received basic training, get your leadership to the next level with University of Scouting ...”

- Understand What You Are Trying To Accomplish

It's ALL ABOUT THE SCOUTS! Everything you communicate is to offer the best experience to every Scout and recruit more of our youth to Scouting so that they can also received the proven benefits.



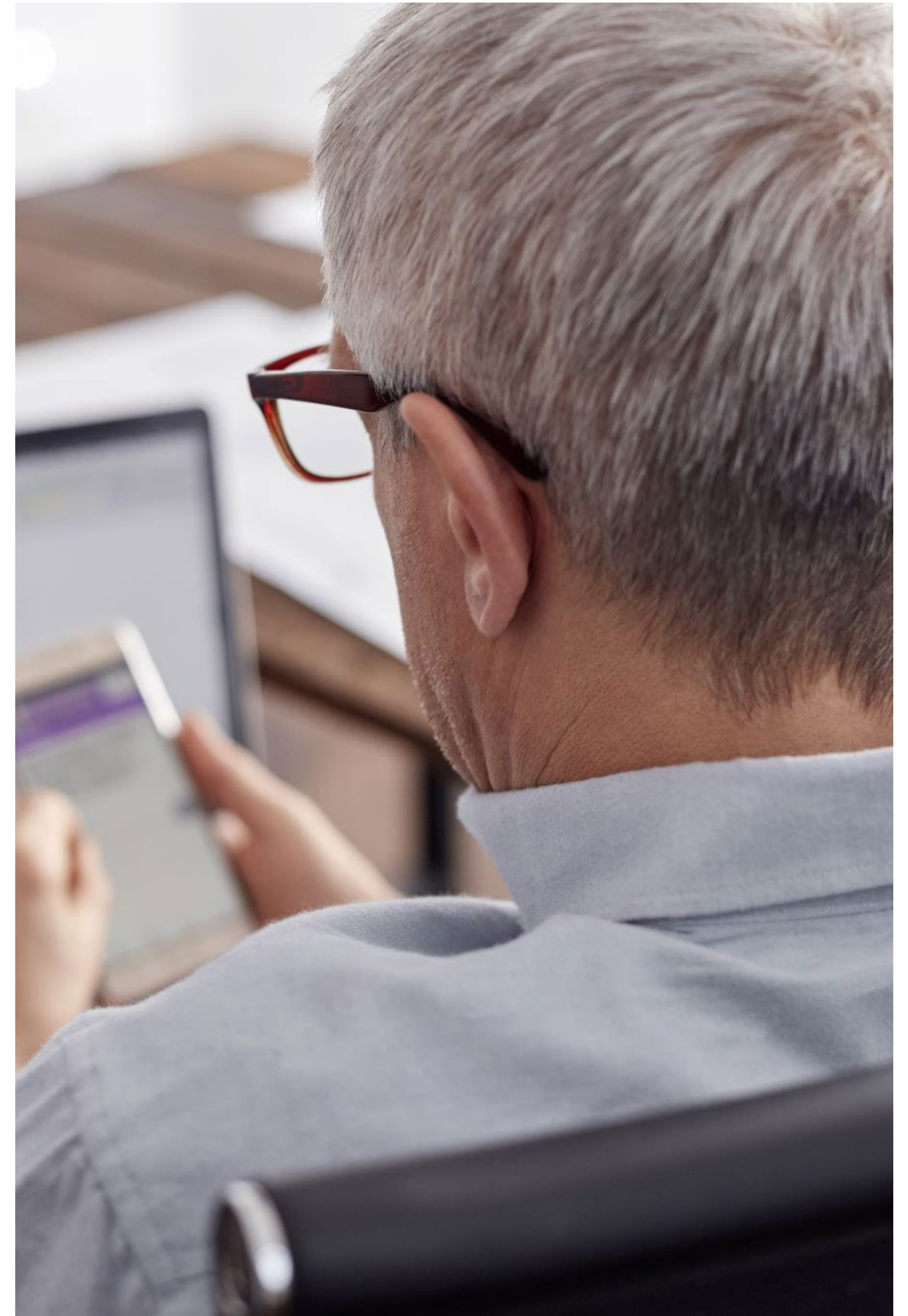


# Email Updates Nuts & Bolts

Pick one primary call-to-action per item.

Make sure images have alt text.

Make it easy for people to unsubscribe. All of our unsubscribe links are at the top so when scanned for spam the email checks this box.





## Get an Account

Email:

[Cynthia.Griffiths@Scouting.org](mailto:Cynthia.Griffiths@Scouting.org)

to be given iContact account access.

Then we will set up a meeting to share a screen and access your District's email marketing.

- You will need to sign a Do Not Disclose statement to protect Personally Identifiable Information.

# iContact

With our award-winning Drag & Drop Editor and automation that builds sophisticated campaigns in seconds, there's no telling what your business will be able to do.

[Learn more](#)







Enter your iContact username and password below to log in.

 cynthia.griffiths@scouting.org

 Password

Log In

[Forgot your password?](#)

[Log into iContact XE](#)

By logging in, I agree to the iContact [Terms & Conditions](#), [Privacy Policy](#).

# iContact

With our award-winning Drag & Drop Editor and automation that builds sophisticated campaigns in seconds, there's no telling what your business will be able to do.

[Learn more](#)





Create Message

Dashboard

Email

Social

Landing Pages

Automation

Contacts

File Library

Account Usage

94% - Subscribers

292,305 / 310,000

76% - Messages Sent

236,883 / 310,000

2% - File Library

921.6 KB / 35 MB

Increase Limits

You're approaching your subscriber count limit. [Increase your limits.](#)

Welcome back, National Capital Area Council, BSA!

Here's a quick summary of your recent activity.

See Your Performance



Once you start sending messages to your contacts check back here to view your recent stats like open and click rates.

Create a New Message

View All

Start from Scratch



Roundtable

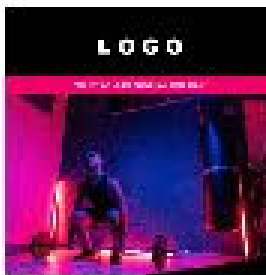
8/5/2022 05:27pm



Promote - Spec...



Restaurant/Caf...



Medical / Healt...



Financial Servi...



RE - Inform - A...

Edit Your Latest Drafts

View All

New Message

Last updated on Jan 27th, 2023

Email Subject

Last updated on Jan 18th, 2023



Aquia District

Cindy Griffiths

CURRENT PLAN 310,000 Subscribers

BILLING CYCLE Annual

Manage Your Plan

292,305  
SUBSCRIBERS

292,305

310,000

236,883  
MESSAGES THIS MONTH

236,883

310,000



CUSTOMER SUPPORT

(M - F) 9:00 AM - 7:00 PM ET | [support@iccontact.com](mailto:support@iccontact.com)

Live Chat

Help Portal



## Articles in this section

[Create Confirmation Message](#)[Field and Submit blocks in a Landing Page](#)[Advanced uploading Custom Field data using a spreadsheet.](#)[How can I upgrade my plan?](#)[Add a Single Contact](#)[Add Contacts with Copy and Paste](#)[Upload Contacts from a File](#)[Why Contacts are Ignored During an Upload](#)

## Upload Contacts from a File



Lance Olson

7 days ago · Updated

[Follow](#)

The following instructions assume that you have created a list in your iContact account, and that you have prepared a file with a valid header row. The iContact software supports .csv (Comma Separated value), .xls, and .xlsx (Microsoft Excel) file formats. We no longer support the .vcf file type.

Any contacts that you previously "Permanently Removed" will not be added back. The system will say it successfully added the contact but it won't show up because we can't add a permanently removed contact back to the account.

Make sure the file is only 1 sheet, doesn't have special settings like filters and formulas, and also that the cells are not set to word wrap where you can put multiple lines of data in a single cell.

If you are uploading an older list, we recommend you verify your email list using an email verification service like Kickbox to remove any undeliverable, disposable, or potentially risky email addresses before uploading/sending.

### How to Upload Contacts from a File:

1. Click **Contacts** on the left hand side of the page.

[Create Message](#)

**Google  
“Upload  
Contacts from  
a File.”**

**iContact has  
excellent  
online  
instructions  
for use.**

# Adding Contacts from Excel Spreadsheet

<https://kb.icontact.com/hc/en-us/articles/3600001641372-Upload-Contacts-from-a-File>



Create Message

Dashboard

Email

Social

Landing Pages

Automation

Contacts

File Library

Account Usage

94% - Subscribers  
292,744 / 310,000

100% - Messages Sent  
339,363 / 310,000

2% - File Library  
921.6 KB / 35 MB

Increase Limits

You've reached your message sending limit for the month. Increase your limits.

You're approaching your subscriber count limit. Increase your limits.

Draft Messages

Sender: All Search Messages

20 messages shown

Name	Sender	Last updated	
New Message No Subject Set	Aquia District	Jan 27, 2023	
Email Subject Email Subject	Aquia District	Jan 18, 2023	





CONNECT WITH US:



SHARE YOUR SCOUTING STORIES DIRECTLY TO:

[WeOwnAdventure.com](http://WeOwnAdventure.com)

If you were forwarded this email from someone, sign up to receive Adventure On at [this link](#).

**CONTACT US:**

301-530-9360

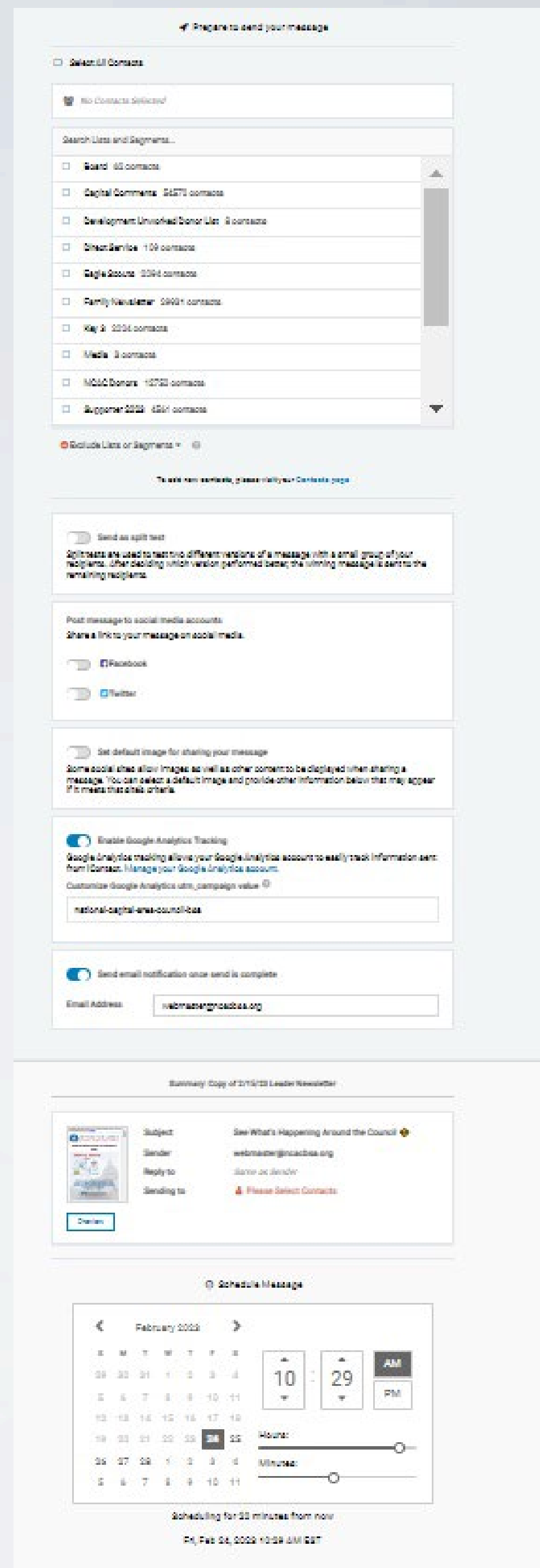
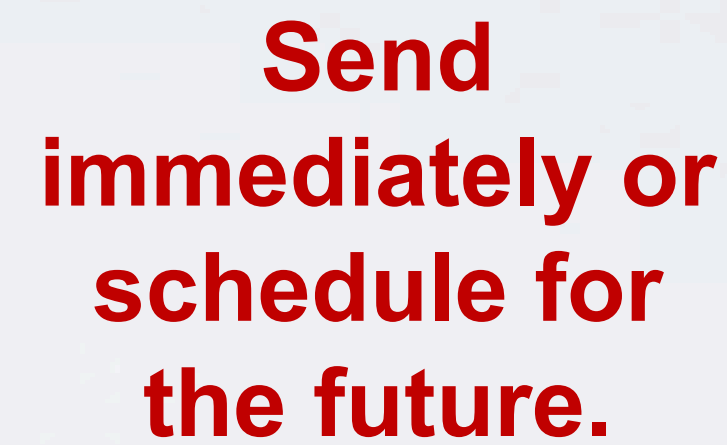
9190 Rockville Pike, Bethesda, MD 20814-3897

[info@ncacbsa.org](mailto:info@ncacbsa.org)

Newsletter Editor: Cynthia Griffiths, NCAC Chief Communications Officer



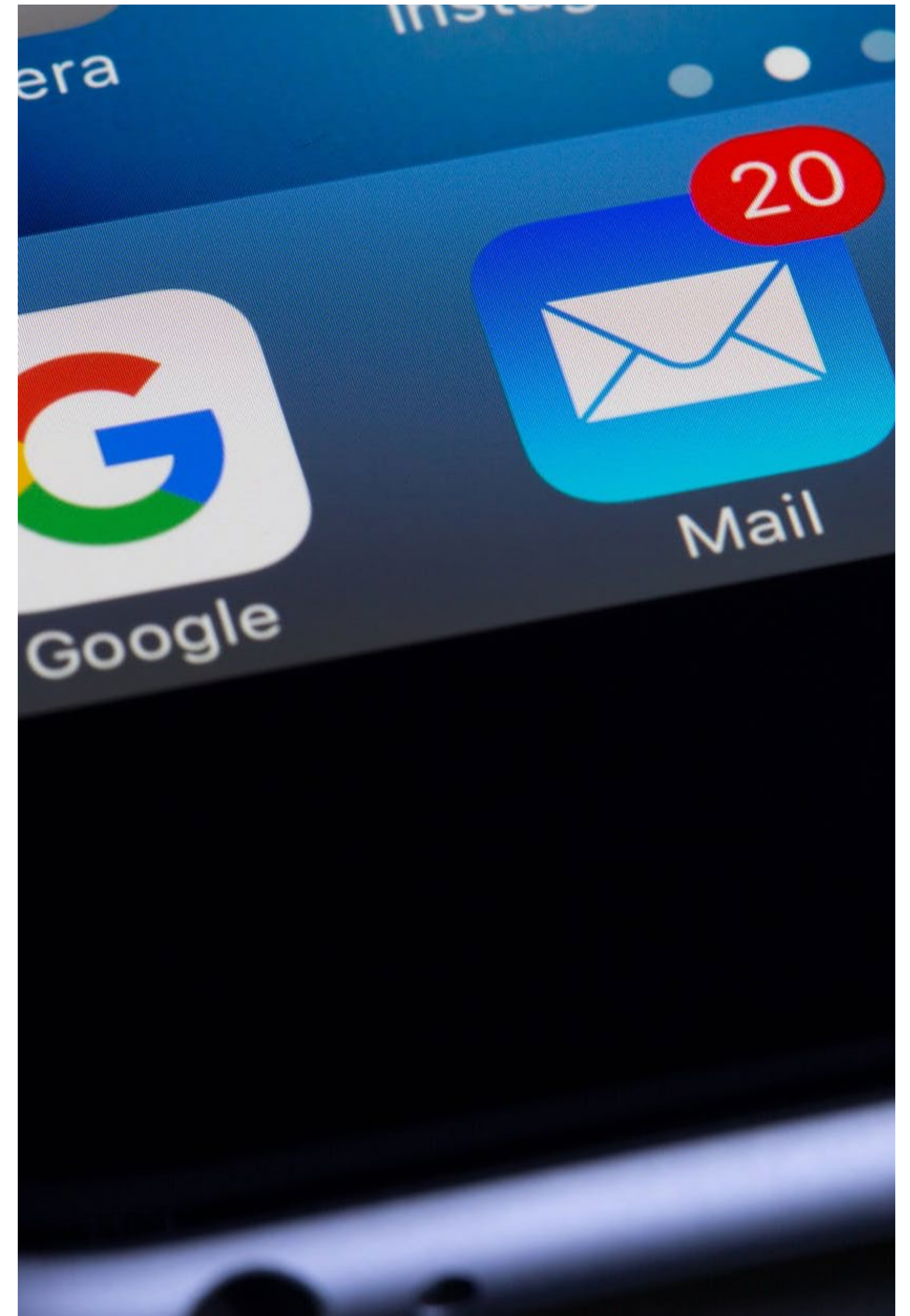
# Keep the design consistent.





# Email Improvement

- Use iContact for email training & event promotion
- Clean up your lists. The account is charged for every time an email appears on a list. One contact's email on an "old" list that you are not using any longer means we are charged more than once.
- Remove old photos and graphics you will not be using again.
- DO NOT KEEP SEGMENTS, PLEASE USE LISTS AND DELETE SEGMENTS AFTER USE.





# Scouting America™

## National Capital Area Council

### Content Sources

Filter all the information available and give your readers content that matters. If you were excited to learn something, most likely, your readers will too. Encourage and inspire!



# #ADVENTUREON!

Join Cub Scouts today at [beascout.org](https://beascout.org)



# NCAC News Blog

## WeOwnAdventure.com

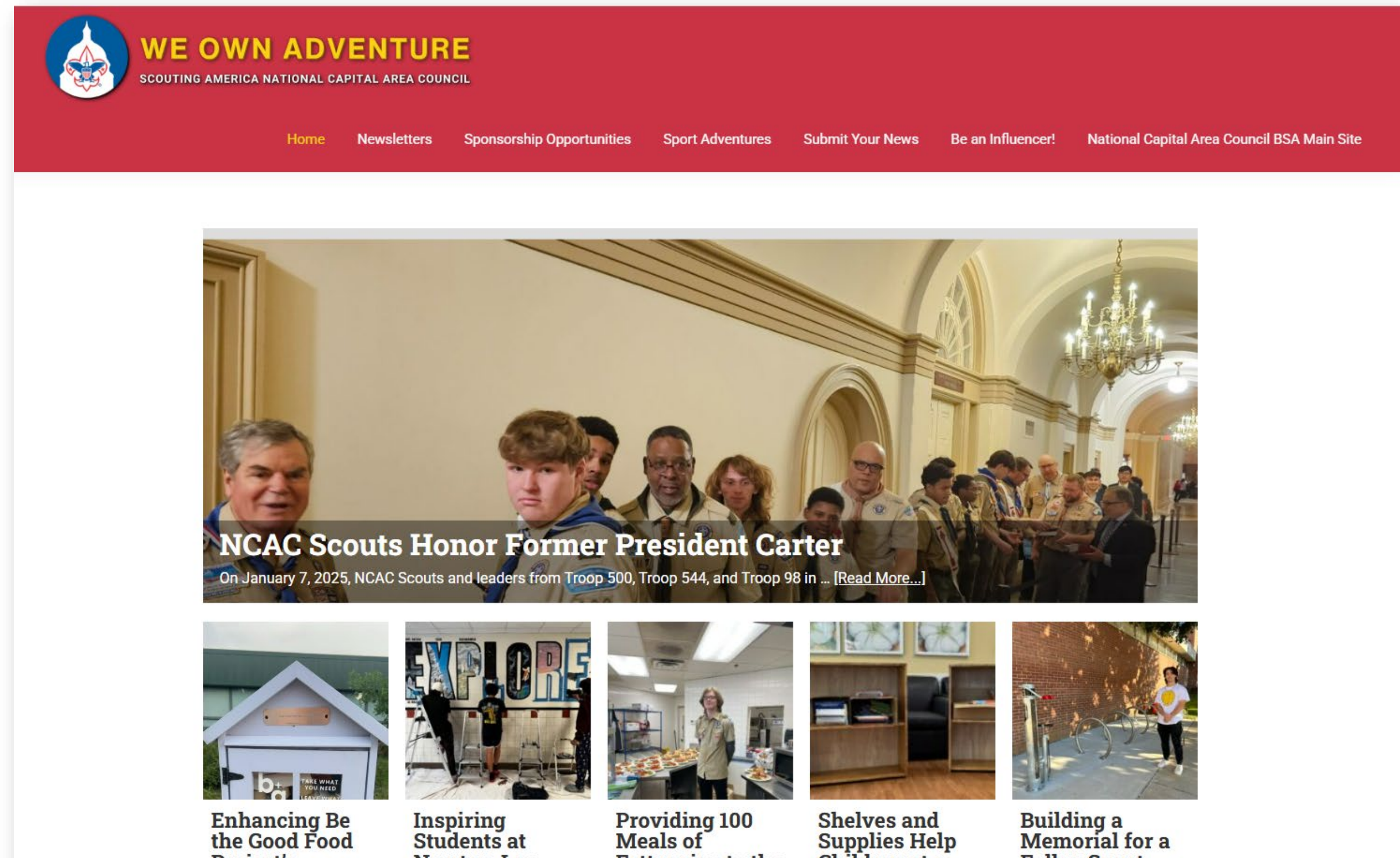
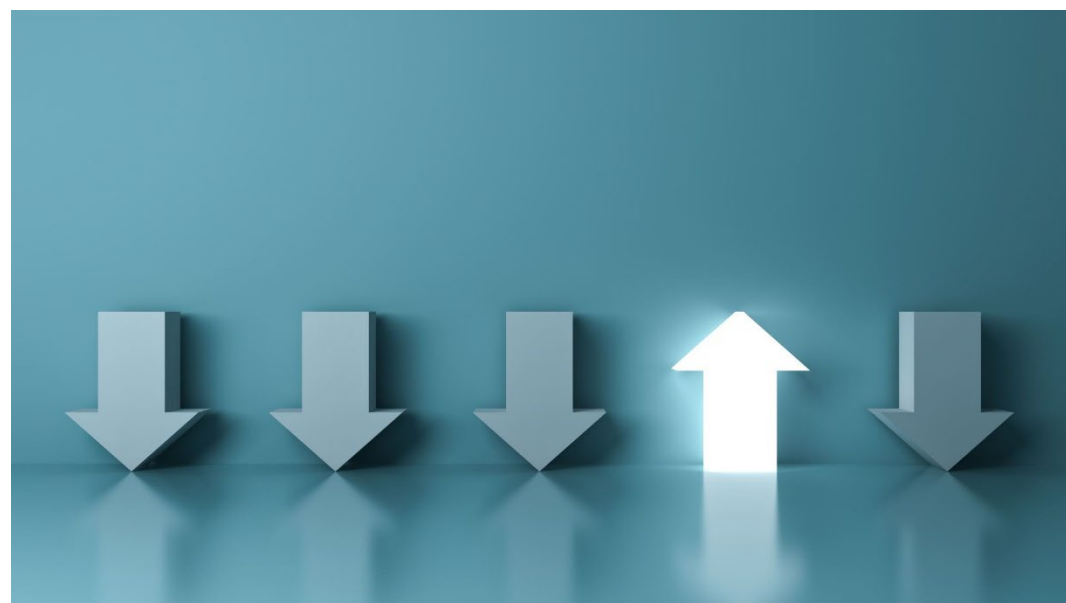
The council's public facing blog

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





## 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

### NCAC Social Media



### Archives

[February 2025](#)[January 2025](#)[December 2024](#)[November 2024](#)[October 2024](#)

# weownadventure.com/submit



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



# 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

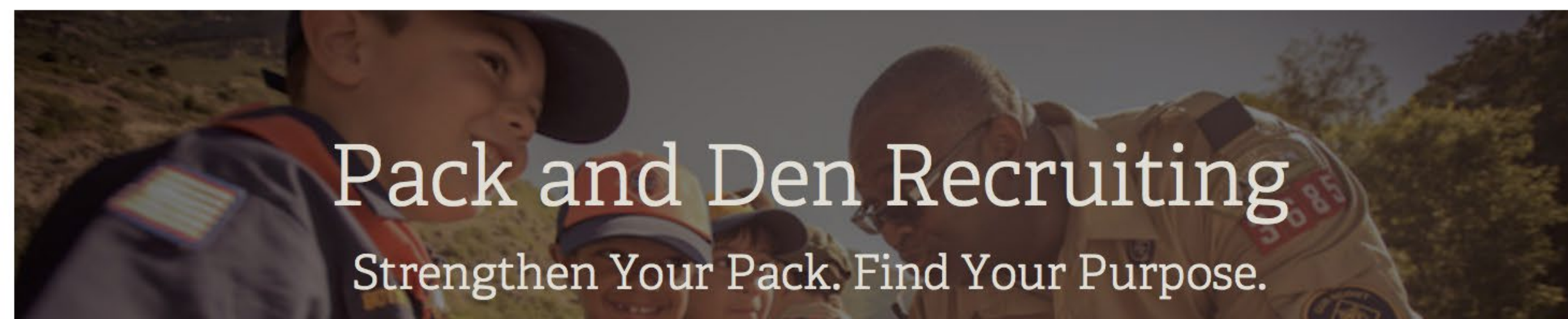
Overview

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](https://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

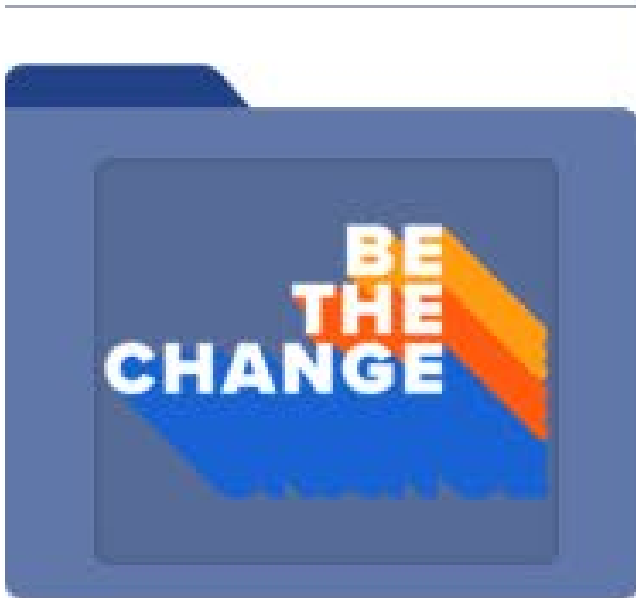
Gender / Age Group

☐ Girls 1,697
 ☐ Boys 1,678
 ☐ Men 547
 


more

Types of Insignia


☐ Patches 325
 ☐ Badges of Rank 118
 ☐ Knots 81




Be the Change - Female Eagle Sco...




Covid-19 Statement




Cub Scouts




Exploring




Insignia




Logos




Organizational / Corporate



Scouts BSA



Sea Scouts



Venturing

[bit.ly/scoutpics](https://bit.ly/scoutpics)

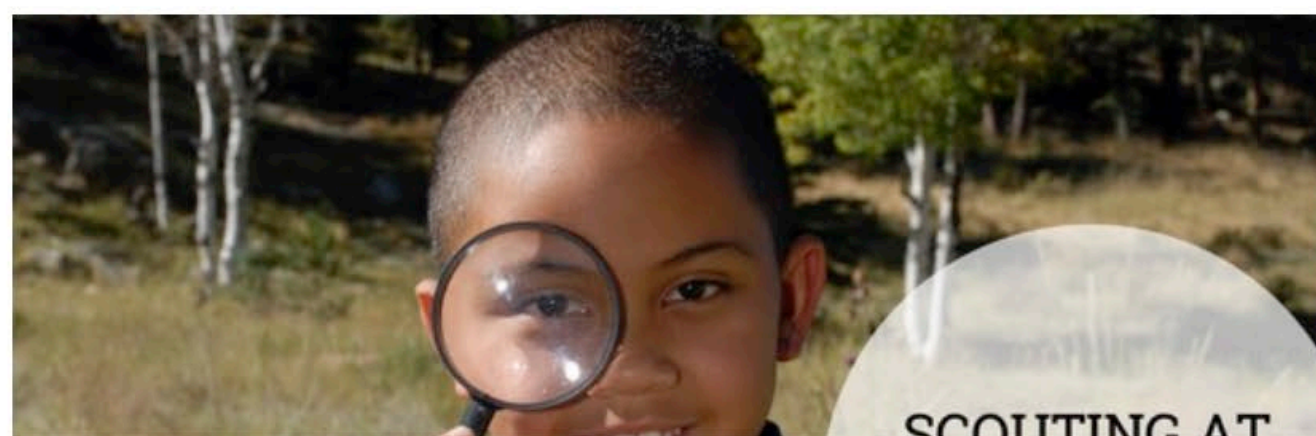




Exploring



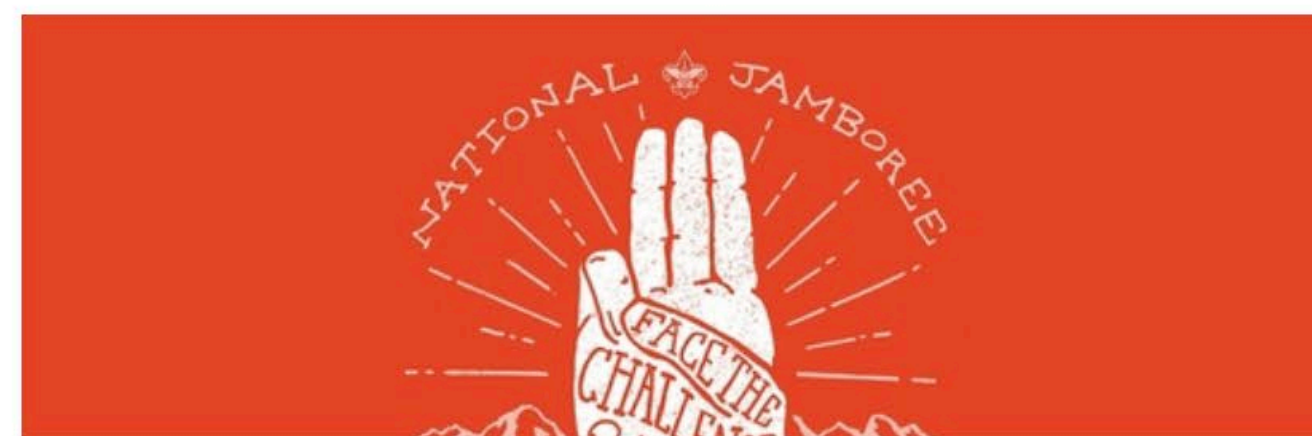
Scouting at Home



Sea Scouts



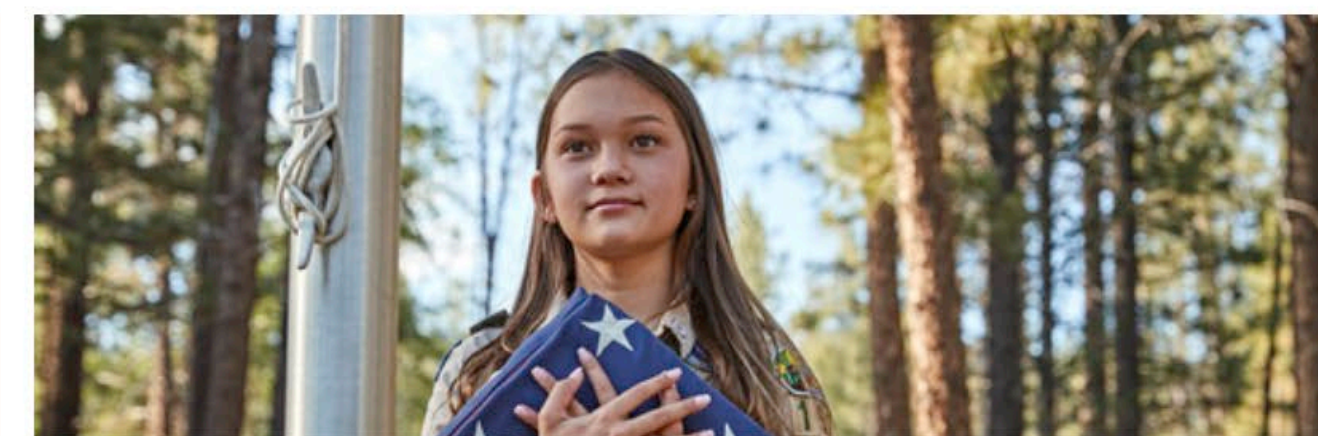
Jamboree 2021



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

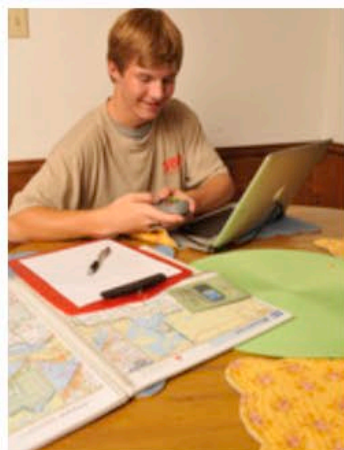
Race/Ethnicity

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

# of People

- ☐ 1 26
- ☐ 2 3

Keywords



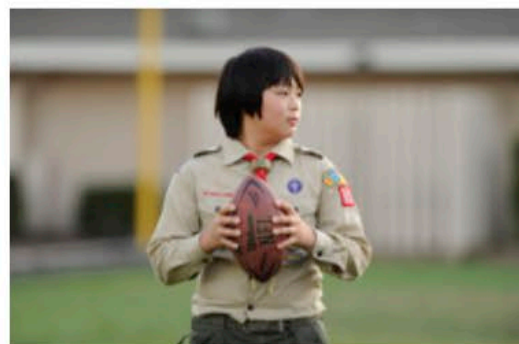
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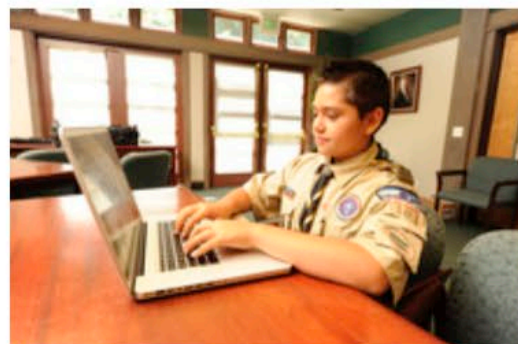
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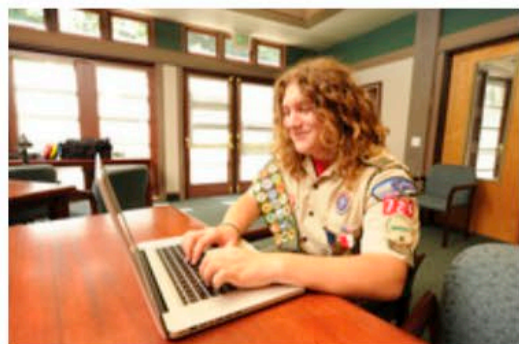
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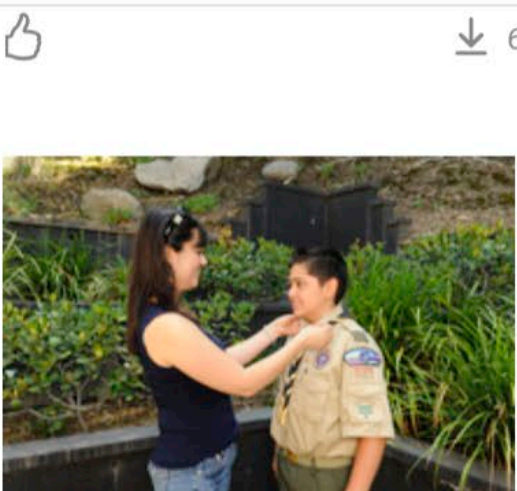
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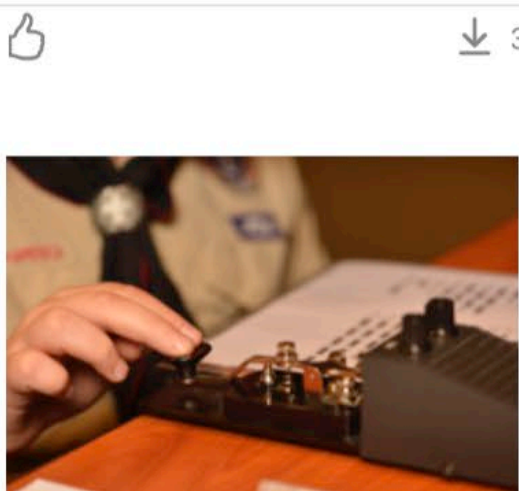
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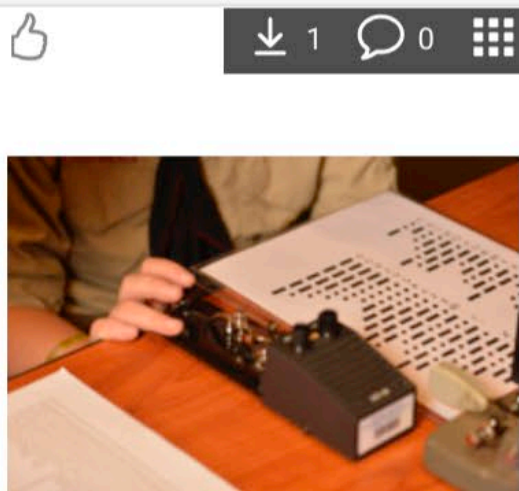
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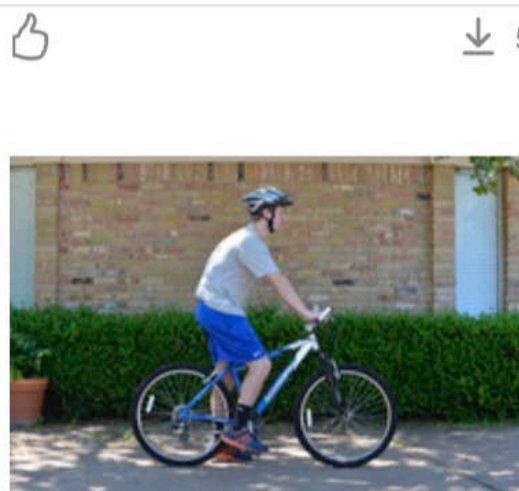
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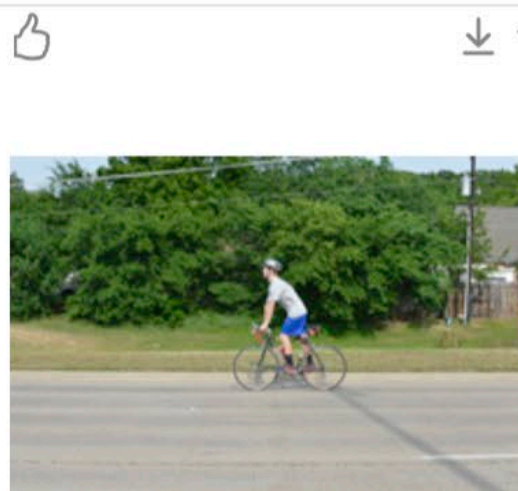
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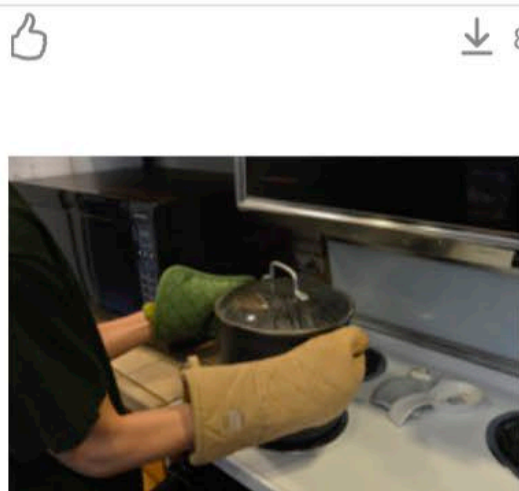
6952-NF-0023... BC-1.jpg 3



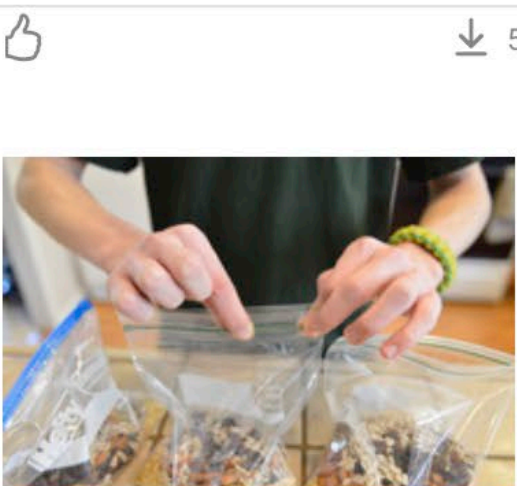
6955-NF-0249... BC-1.jpg 5



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



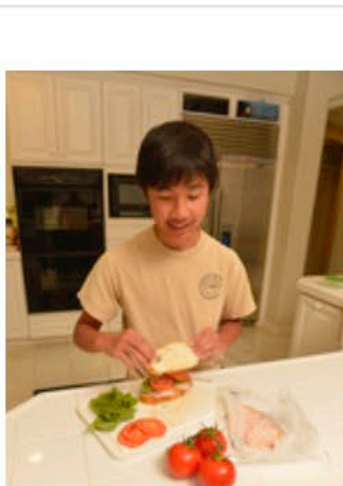
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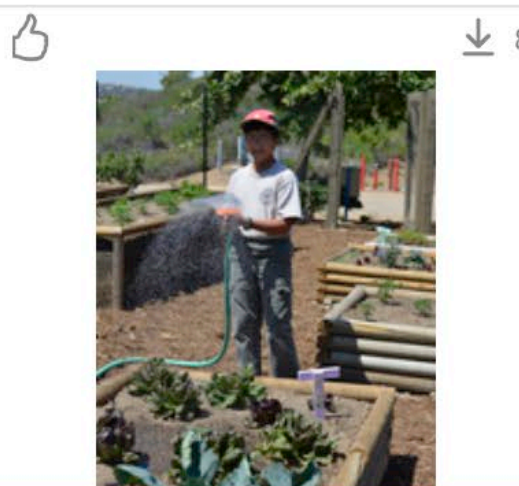
6952-NF-0023... BC-1.jpg 9



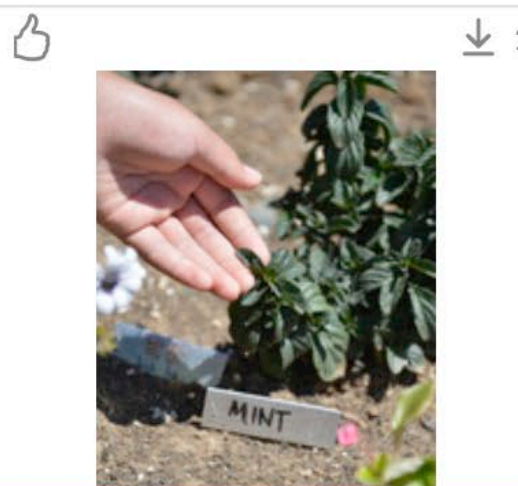
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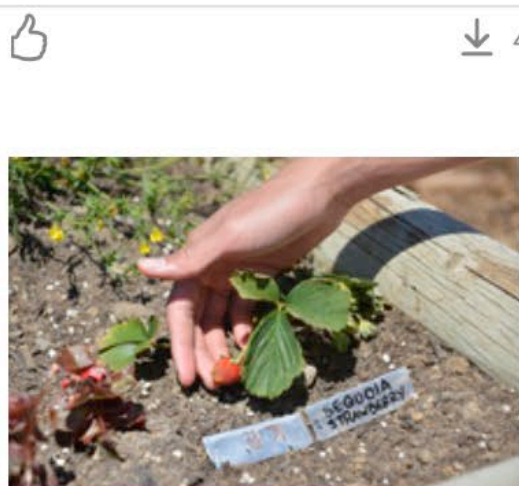
6952-NF-0023... BC-1.jpg 9



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



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



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





# QUESTIONS





# Upcoming Meeting Schedule

## Marketing & Communications

**Monthly Connect and Tech  
for chairs and leads**

**3<sup>rd</sup> Tuesday at 7pm on Teams**

**Join the Basecamp**

**Contact:**

**[Cynthia.Griffiths@scouting.org](mailto:Cynthia.Griffiths@scouting.org)**



## Who?

Program Committee Chairs

Program Committee Members

District Vice Chairs of Marketing

District Communications

District Chairs

District Webmasters