

## **Slide 1 – SC Intro**

[Big reveal, and they announce that they will be working for SC]

\*That's right, you get to work with us, Scouts Canada. My name is \_\_\_\_\_. I've been with the organization for \_\_\_\_\_ years.

# and my name is \_\_\_\_\_. I've been with the organization \_\_\_\_\_ years.

We're excited to be your case for this competition. This is your chance to experience real life as an ad executive.

\* But first we have to help you help us, by giving you the information you need to do a good job. Who here has heard of, or is familiar with Scouts Canada? [Pause] In fact, who was in either the Scouting or Guiding program at some point [Pause]

#Excellent. Well, a brief overview of Scouts Canada, for those who may not be familiar with us, might be in order.

We are the country's leading youth development organization, offering challenging programs for youth ages 5-26. Yes we are co-ed, and have been throughout the entire organization since 1997.

\*Our Mission is "To contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society."

\* Over 74,000 young people enjoy Scouts Canada's programs, which are provided by 23,000 caring and dedicated volunteers. Volunteer driven and dependent. Our growth is dependent on sustaining enough volunteers for youth to join

\*Our programs have three main focuses....

## **Slide 2 – Healthy Active Living**

#... Healthy Active Living...

Essential for lifelong success – develop healthy active individuals through activities such as: hiking, camping and outdoor activities

## **Slide 3 – Leadership**

#...Leadership...

Experiential learning provides opportunities for youth to develop & practice leadership skills

Members lead with courage and confidence

"Learning by Doing"

## **Slide 4 – Environment Stewardship**

#...And Environmental Stewardship

Our programs are designed for youth to develop and practice sound environmental ethics

## **Slide 5- Youth Program**

\*Our five main programs are separated out by age

In the early elementary school ages of 5-7 we have the Beaver Scouts.

The older elementary ages of 8-10 are the Cub Scouts.

The Scouts are tweens, and run from 11-14.

## **Slide 6 – Membership Numbers**

\*To give you an idea of how Scouting is in our local community, we'd like to show some quick stats.

In our local council, the blue covered area, (North Van, Vancouver, Burnaby and Richmond) we have 4,139 Youth and 1,131 Volunteer members.

## **Slide 7 – Bring on the Adventure**

#Since this is afternoon is all about Marketing, let's talk Marketing.

A few years back we had the tagline, "Bring on the Adventure".

## **Slide 8- Creating A Better World**

#More recently we have used "Creating a better World" on an orange background.

\*Well that was until the end of August.

#Correct. This September saw the launched of our new campaign,

## **Slide 9 -It starts with Scouts**

#"It starts with Scouts", which you saw a sneak of earlier.

\*This is an example of the material that we are currently using. Make friends. Don't add them.

#So this is where you come in. If you pay attention to what's in front of you, you may be able to pick out that the target audience for this advertising is not Adult Volunteers.

Scouts Canada does not have an articulated strategy for marketing to Young Volunteers, and that is your job today.

## **Slide 10 – The Question**

\* Specifically, today's question is: How can Scouts Canada attract post-secondary young adults (ages 18 to 26) to become volunteer leaders?

## Slide 11 – What do Volunteers do?

\*What do volunteers do

2 hours week meeting (1.5hr meeting plus set up and wrap up)

Training is provided for all leaders, appropriate for which age section they are working in. Individuals are accountable for achieving the basic level course for their section within the first year of their new role.

A typical weekly hourly demand is 2 hours a week for the weekly meeting (1.5hr meeting plus set up and wrap up) plus monthly outdoor activities. Examples could include hikes, camping, large field games, community events or field trip style events. They could also expect a few more hours every quarter for a planning meeting. If a volunteer is only available less frequently than weekly meetings, they can volunteer when appropriate. A leader is expected to provide quality work, and engage in professional and responsible behavior.

Volunteers work in a team, so no new leader would be on their own. They would be tasked with activities appropriate to their comfort and skill level. A new leader would start by assisting other leaders to put on activities, while slowly graduating to putting on activities with the help of others. Eventually they may be asked to take on leadership responsibility.

## Slide 12 – What's required from each team

# To help you answer the question, we have some pieces of the puzzle you should work with to help guide your work

#Number one. A Segmentation of target market. What parts of the post-secondary should we target and why. Just like we saw a few minutes ago, one advertisement will not work for everyone. Perhaps there is a certain faculty on campus that will be easier to market to. Think interests, location, and volunteering experience for further examples. Maybe they

\*Number two. Identify competition and propose how to position Scouts Canada.

Are there other volunteer organizations or time occupying activities that we compete with, and how should we differentiate ourselves from them?

#Number three. A realistic timeline and action plan for a 1 year campaign

Remembering that our program runs from September through roughly June, what specific actions should be completed when. Some things to keep in mind are campaign periods, events and marketing channels.

\*Now, that's the required stuff. To differentiate **your** team,

A budget of your marketing plan. Now keep in mind we are a non-profit, and look for “most bang for your buck” actions

#Creativity

Combination of different media channels (online, social, direct, traditional) It takes seven times seeing/hearing something before it sets in.

# Be specific and practical

ideas or opportunities for implementation locally (in Greater Vancouver) would go a long way.

# results prediction is also something that would count.

### **Slide 13 – Questions**

\* So that's what we have for you. There is more information in the handouts, and we will all be wandering around to help answer any questions you may have.

#Good luck and see you in 50 minutes