



Proposed National Marketing Plan

CAP National Board Meeting
Aug. 9, 2007
Atlanta, Ga.

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Where We Are

- **Integrated Marketing Communications**

Integrated Marketing Communications - a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service or organization are *relevant* to that person and *consistent* over time. (American Marketing Association)



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Where We Are

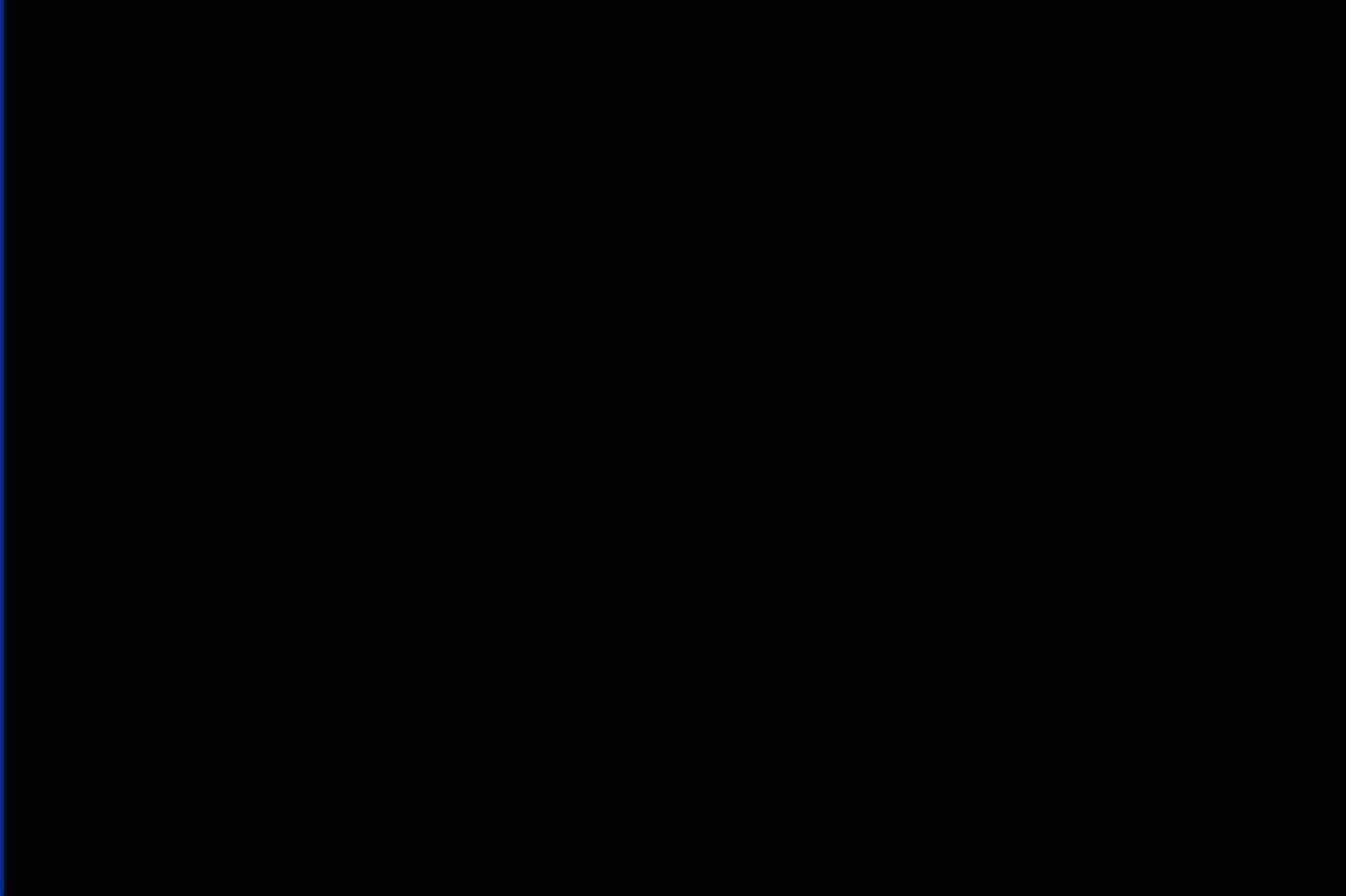
- **Long-term Branding Strategy**

Brand- A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.
(American Marketing Association)



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How We Got Here

Year	Cadets	Seniors	Total Membership
2002	26,983	35,991	62,974
2003	26,652	35,209	61,861
2004	24,356	34,100	58,456
2005	22,721	33,492	56,213
2006	21,892	33,697	55,580



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How We Got Here

- Why?
- What can be done to reverse the trend?
- Step One: Research!
 - CAP Officers Focus Group
 - Current & Former CAP Members Survey
 - National Phone Poll



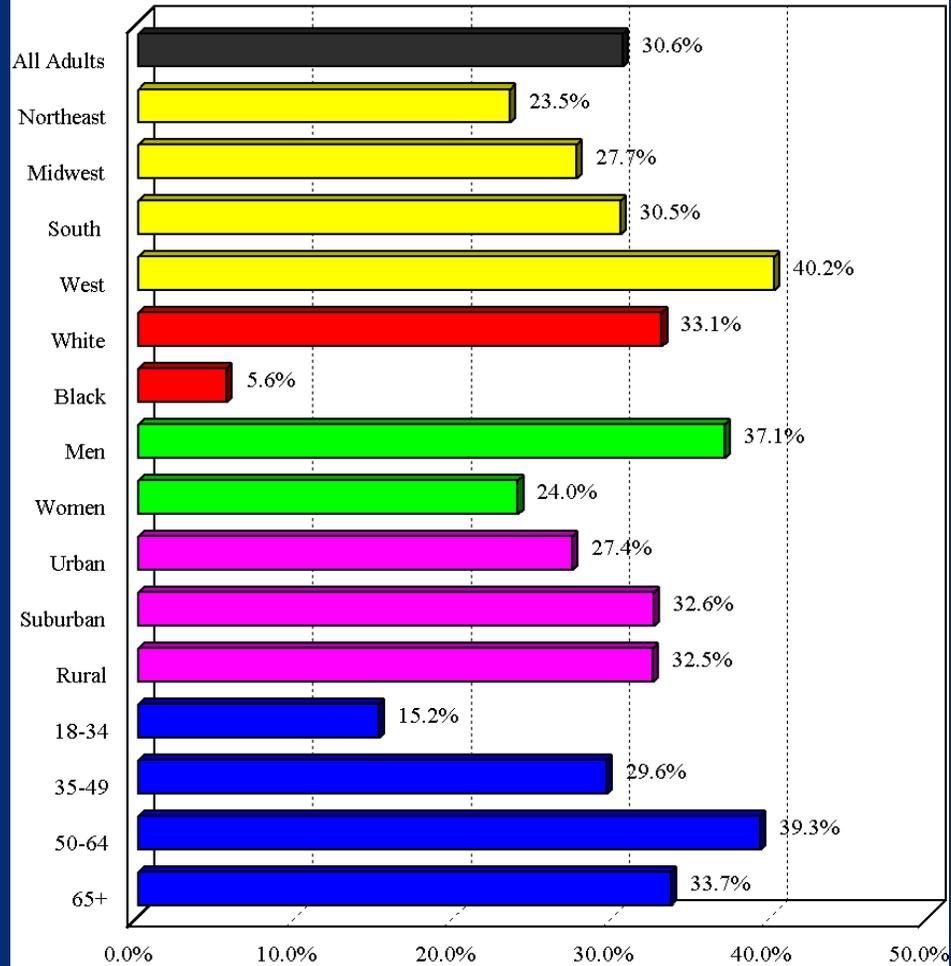
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Chart A

Level of Familiarity with CAP



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Chart G

Proportion Who Are Aware That the Civil Air Patrol Has Done Things to Benefit Their Community

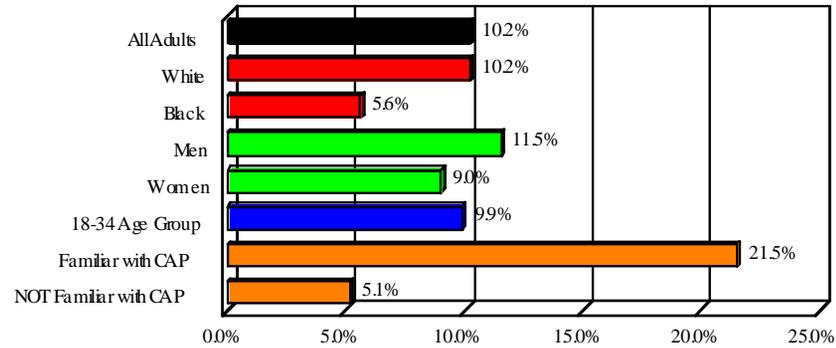


Chart G-1

Ways the Civil Air Patrol Has Benefited Communities

	Those who indicated that CAP has benefited their community	All Adults
Search & Rescue	28.9%	3%
Educate Youth	10.8%	1.2%
Help Patrol Community	11.2%	1.2%
Protect the environment	4.8%	0.5%
Not Sure	36.2%	NA
Not aware that CAP has done things which have benefited community	NA	89.8%



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Plan of Action

- **Do Three Things:**
 - Garner greater awareness
 - Gain more new members
 - Retain more current members



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Objective 1

- Establish brand synergy among internal and external CAP audiences so that every communication piece speaks with one voice by Spring 2008.



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How?

- Tagline
- Toolkit
- Uniform explanation paragraph
- Standardized brand



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Objective II

- Improve awareness among all stakeholder groups so that baseline awareness from the 2006 Southeast Research Inc. Report increases 30% over three years.



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How?

- Produce and place 30-second PSA
- Place at least one article in local print or online media each quarter.
- Secure local TV coverage at least once per year (with National Headquarters successfully garnering broader media coverage at least twice per quarter).
- Speak at local civic clubs, schools, association meetings or other community-based gatherings at least three times per year.



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- Boost visibility within local communities by actively partnering with Points of Light Foundation on a national and local level to connect CAP members with community service opportunities.

• http://www.pointsoflight.org/centers/find_center.cfm



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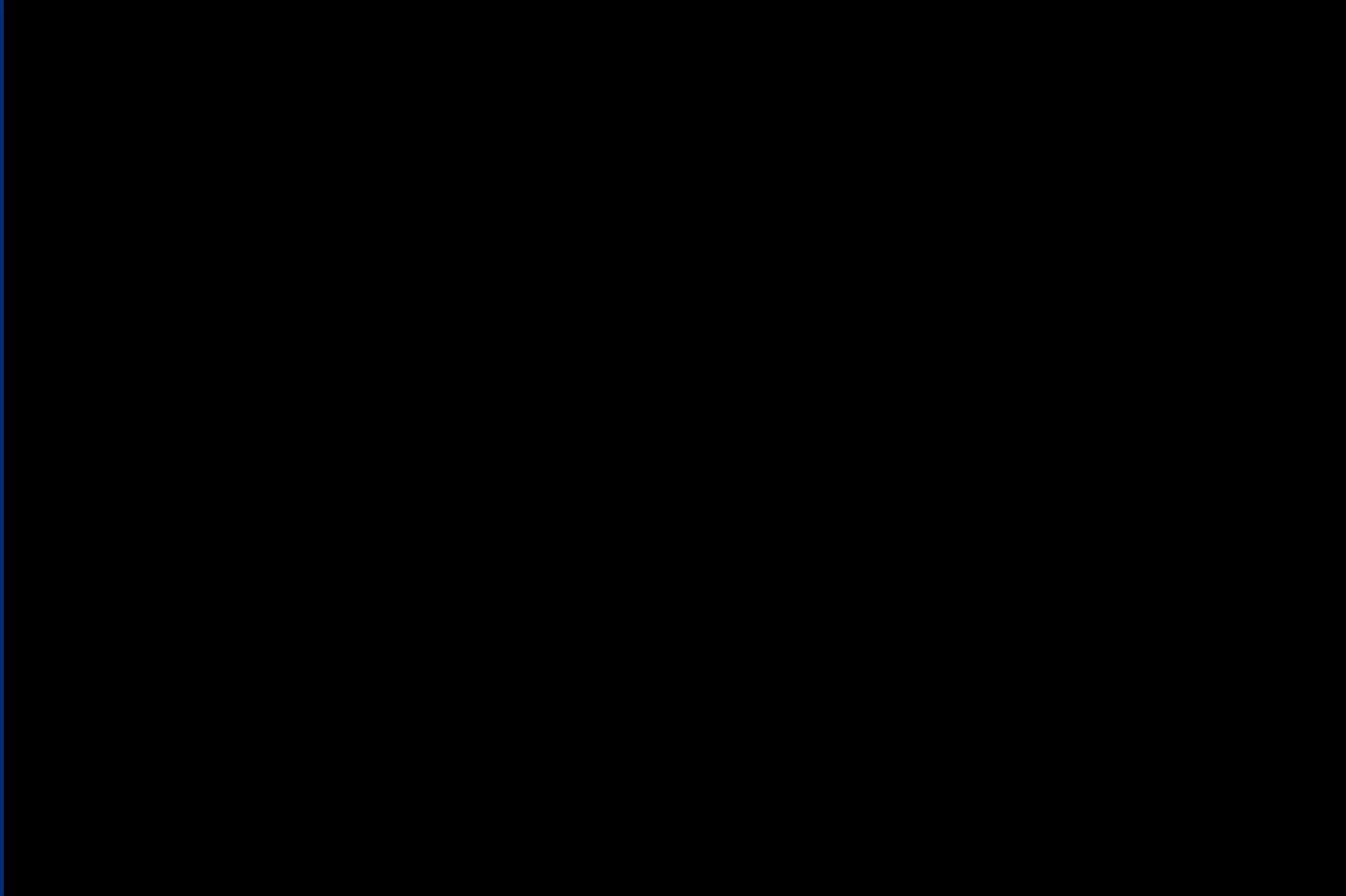
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- National Headquarters is in the process of finalizing a Memorandum of Understanding (MOU) with The Weather Channel.
- Commanders/PAOs will complement the national effort by creating relationships at the local level with hometown media outlets to provide SDIS images and ride-along opportunities as appropriate in exchange for on-air credit.



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- Increase name and brand recognition by providing car/van wraps for every sanctioned CAP vehicle over three years.
- Strengthen awareness among military members nationwide by having commanders and PAOs near each military base establish a rapport with the senior leadership and public affairs staff.
- Improve Congressional ties by having each Wing PAO include the Congressional office in their state in the distribution of items of interest and other branded communications.



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Objective III

- Increase new memberships by 5% above the 2006 level during year one, 10% during year two and 25% during year three.



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	Year One 5% increase	Year Two 10% increase	Year Three 25% increase
Total NewMembers (since 2006)	2,800	5,600	14,000
NewMembers (by year)	2,800	2,800	8,400
AverageNewMembers (per squadron)	1.65	1.65	4.94
Total Members	58,880	61,600	70,000



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- Purposefully foster relationships with local groups who have a natural affinity for patriotism, civic duty, aerospace education, leadership development and service to community.
- YOU know your community better than anyone!



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Community Groups

- Retired Air Force groups/associations
- Chaplains at local Air Force bases, hospitals, prisons, etc.
- Home school associations
- Local ROTC squadrons
- Boy Scouts/ Girl Scouts
- AARP
- Local Red Cross
- Local pilots/smaller community airports
- Ham Radio Operators
- American Legion, VFW



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- Use current members and donors to reach potential members and/or donors in their circle of influence.
- Partner with the military to specifically market to retiring or resigning servicemen and women.
- Place *Volunteer* magazines at your nearest military base as appropriate



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Objective IV

- Cultivate greater retention rates among current members by 25% during 2008-09 and 50% by 2010, with 2006 figures serving as the baseline.



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- Foster sense of community and belonging nationwide by providing online forums for discussion and idea sharing.
- Create and maintain a clean, comprehensive, real-time database of members and donors nationwide.
- Develop a “welcome” system used when active members move to a new city or state.
- Consistently administer exit surveys to aid in better understanding reasons for decreasing retention rates.



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