NCSA Activity Director Marketing and Publicity Resources Guidance

CAP/CPA works to market your activity within the guidelines provided ICL 25-01 to CAPR 190-1 dated March 2025. This ICL is in effect until CAPR 150-3 is published.

Website Activity Page

Each activity has its own listing on ncsas.com. By July 15 (Winter Activities) or October 15 (Summer Activities), Activity Directors should notify CAP/CPA if there are any updates that need to be made to the website listing including but not limited to:

- Basic Activity Information: Dates, fees, location and course description
- Registration Prerequisites
- Pre-arrival assignments or other advanced work
- Arrival and departure details (authorized airports and arrival/departure times), activity contact information (email)

Once complete and approved, your Welcome Letter and Packing List will be posted to the website activity page as an additional resource.

CAP Cadet Programs Marketing Tools

CAP/CPA will utilize social marketing through our Facebook Page and email marketing to the membership to promote and raise awareness about NCSAs and key deadlines related to the application season. Informational webinars and office hours are typically offered to the general membership and unit and wing leadership to encourage high levels of participation and smooth approval processes, respectively.

Photos and Videos

Each activity will have folder created for each season on media.cap.gov. One folder per activity no matter the length of the activity. You will be provided with an upload link each year. NOTE: Once photos or videos are uploaded, they cannot be taken down unless you contact us to remove them. Please curate your photos and videos in advance so that only your best options are added to that site.

At the end of your activity, please select the top 5-10 photos from your activity and add them to your Photos folder in your activity's OneDrive.

Please work with your PAO to add photos and videos each day of your activity. If you have a compelling story – specific milestone, new curriculum, unique field trip or speaker, etc. – we'd love to hear about it early in the season so we can partner with CAP Marketing and Communications (MAC) to get on their publication schedule for CAP News, PROPS and CAP corporate social channels.

Social Media: Engaging with participants, families and alumni

Each Cadet Programs-managed activity has its own Facebook Group underneath the CAP Cadet Programs Facebook Page. This group is where you invite staff, students, parents and alumni to be involved with your activity. Each activity is encouraged to create a “Public” event within its Facebook Group that covers the dates of the activity each year. Posting in that Public Event allows the greater community to follow along during the activity dates. See page 8 of the Marketing and Communications Playbook CAPP 150-12 updated June 2025 for more details on how to create a Public Event.