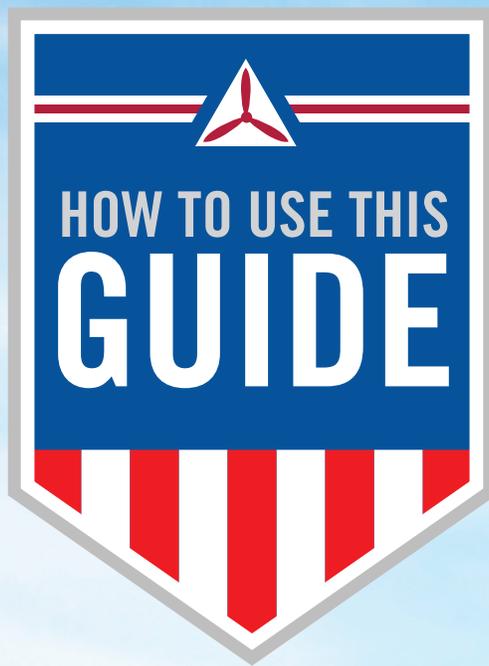


CIVIL AIR PATROL[®]



**BRAND
RESOURCE
GUIDE**





WHAT IS BRANDING AND WHY IS IT SO VITAL FOR OUR SUCCESS?

Branding is the craft and discipline of creating emotional attachments and intellectual associations with our organization. Deliberately shaping these attachments and associations, and then delivering them consistently through every point of contact we have — both internally and externally — will allow Civil Air Patrol (CAP) to build greater brand value.

This value can make a real difference in so many ways. A strong brand is more trusted, more appreciated, and more respected. Those feelings will translate into measurable returns to virtually every action we undertake as a group to grow Civil Air Patrol.

A STRONG BRAND EQUATES TO:

- » A stronger attraction to potential new members.
- » More support in local fundraisers.
- » More support for our requests for coverage from local and national media.
- » More interest from the younger generation, including young adults.
- » More support from Congress.

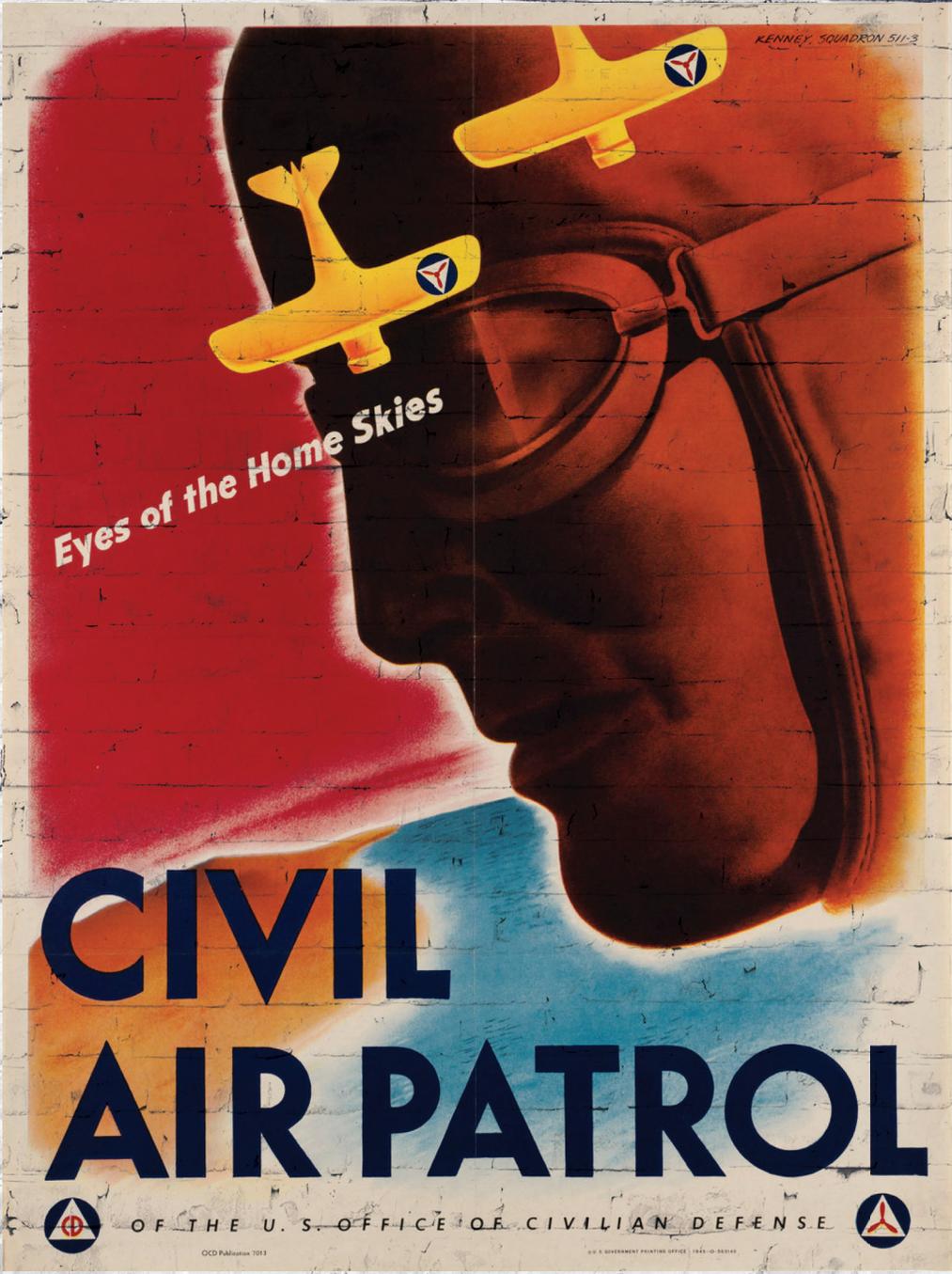
And ultimately, more awareness for the important work we do to protect, educate, and cultivate the people that define our country.

WHO IS RESPONSIBLE FOR BRANDING?

We all are. Our brand is our most valuable asset and we must all protect and promote it. This Brand Resource Guide is designed to give everyone the power to consistently tell and share our story, and build long-term value for our brand.

Just as we train hard to complete our missions and work to prepare ourselves to answer the call of our community, we must also prepare ourselves to effectively build awareness for the difference we are making.

Use this resource guide to better understand who we are and make yourself ready to concisely, clearly, and consistently tell others why we matter. Share the message herein. Build the CAP brand with the same passion and pride with which you serve, protecting the reputation for excellence that so many have worked so long to earn.



Eyes of the Home Skies

KENNEY, SQUADRON 511-3

CIVIL AIR PATROL



OF THE U.S. OFFICE OF CIVILIAN DEFENSE



OCD Publication 1931

U.S. GOVERNMENT PRINTING OFFICE: 1925-O-30348

★ SEMPER VIGILANS ★

CIVIL AIR PATROL IS THE BENEVOLENT AUXILIARY OF THE UNITED STATES AIR FORCE.

It is made up of nearly 59,000 citizens in service to their country. Formed in the lead-up to World War II, CAP has three missions: **1) AEROSPACE EDUCATION:** maintain America's superiority in aerospace and now cyberspace technology, both internally and externally. **2) CADET PROGRAMS:** cultivate the development of strong values and character in our nation's youth. And **3) EMERGENCY SERVICES:** protect the homeland through search and rescue, force multiplication, disaster relief, and counterdrug missions.

Beyond the clear and powerful outcomes of its many missions, CAP contributes to the greater good of our nation by serving as a resource that develops people of character and passion and serves as a source for citizens who seek to serve.

CAP's past is measured in shores and shipping lines defended against German U-boats. It is measured in hundreds of lives saved — over 85 percent of inland search and rescue operations are led by Civil Air Patrol. CAP volunteers are always among the first to respond with critically needed intel and communications at natural disaster sites, and its members are there, on the ground, providing support and relief. Its past can be measured in the hundreds of millions of dollars in offset costs and supplemental resources it delivers each year to maximize the fighting power and focus the might of the U.S. Air Force.

But for all its past success, Civil Air Patrol's greatest value is what it provides for America's future.

CAP cadets are the bright minds that will pilot our country's future. They will become entrepreneurs, doctors, scientists, soldiers, civic leaders, teachers, astronauts, and, yes, even pilots. They will help protect our homeland against our known enemies, and they will imagine and develop the skill sets we need to win the unknown battle for cyberspace that lies ahead.

CAP teaches integrity and service and it demands excellence and respect. As each new generation charts the course for our culture, Civil Air Patrol is "always vigilant" in protecting the values that propel American character.



SITUATION

TO FULFILL OUR PROMISE TO THE NATION, CIVIL AIR PATROL MUST INCREASE AWARENESS AND ATTRACT CADETS AND CITIZEN VOLUNTEERS.

CAP is a vital force for the American homeland. We develop leadership skills in each new generation of young people, both for aerospace and for the broader economy. We respond in the air and on the ground to natural disasters and acts of terrorism. We save an average of 70 lives each year through our search and rescue efforts. And, we are a tremendous force multiplier for the U.S. Air Force. We prove our worth in direct return on the investment made in us. Last year, our actions offset \$155 million in defense spending on an investment of only \$29.7 million in funding.

While there is great need for CAP, there is little awareness.

THE DIRECT RESULT OF LOW AWARENESS:

- » Up and down recruiting years with a decade of flat membership.
- » Most recruits come from member referrals, resulting in greater homogeneity.
- » Heavier dependence on government funding (versus member dues and private sector donations).
- » Increased challenges in securing congressional support/funding.
- » Waning connection with younger generations.

TO COMPLICATE MATTERS:

- » CAP has little budget for branding.
- » While direct branding dollars have remained low, the competition to attract volunteers and donations has become much more aggressive.

THE SOLUTION:

Empower YOU and the 59,000 other proud and passionate members of CAP to consistently tell our story and build the awareness America needs to have of us.



STRENGTHS

REAL RESULTS: CAP saves an average of 70 lives a year. CAP volunteers offset over \$155 million in Air Force costs.

CRITICAL MISSIONS: Disaster response on ground and air, medical transport for Red Cross, STEM and cybersecurity education and leadership training.

VISIBLE MISSIONS: Our aerial photos show just how needed we are.

POWERFUL PARTNERS: The U.S. Air Force, FEMA, and the Department of Defense.

STRONG BASE: 59,000 proud and passionate members.

IMPORTANT ALUMNI: Col. Eric Boe and Lt. Col. Nicole Malachowski.

COMPELLING HISTORY: World War II performance.

VOLUNTEERS: Emotionally vested.

LIFELONG PROGRAM: From youth to adult.

COST EFFECTIVENESS: \$120-\$160 per flying hour.



WEAKNESSES

INCONSISTENT MESSAGING: A consistently told story will build greater brand value.

MESSAGING LACKS EMOTION: We must communicate “why” CAP matters, over and above “what” we do.

LOW SOCIAL REACH: We must aggressively use social media formats and venues that appeal to a younger audience.

NEED FOR MORE DIVERSITY: Need more ethnic and gender diversity.

“AIR”: We do so much more than our name suggests.



★★ BRAND ★★
OPPORTUNITIES



WE MUST REINVIGORATE OUR BRAND BY CONNECTING PEOPLE TO THE REASON WHY WE DO WHAT WE DO.

Civil Air Patrol has been in action for many years. What we do has changed over the years as we have adapted to the new needs our nation has faced. When called upon to protect shipping lanes, we were there. When asked to maximize the fighting focus of the Air Force, we answered. And when tasked with responding to the disasters that strike our communities, we rushed to serve in the air and on the ground.

- ★ **WHAT WE DO CHANGES. WHY WE DO IT NEVER WILL.**
- ★ **WE ARE CITIZENS IN SERVICE TO OUR COUNTRY AND COMMUNITY.**
- ★ **WE ARE PASSIONATE ABOUT PROTECTING THE VALUES UPON WHICH OUR COUNTRY WAS BUILT.**
- ★ **WE ARE COMMITTED TO THE EDUCATION AND DEVELOPMENT OF OUR NATION'S FUTURE LEADERS.**

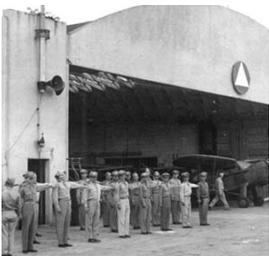
Communicating those things will let people know why CAP matters. It is how we will build a broader and richer connection within our communities and across the nation.

We MUST reinvigorate the brand by projecting the exclusivity and honor of being a member of Civil Air Patrol. We proudly welcome people of every age, race, nationality, or faith to join our mission, but we also recognize that Civil Air Patrol is not for just anyone. Ours is a culture of character. We demand excellence and we constantly challenge ourselves to be more and do more.

We are not just looking for fresh faces. We want and need the best, the brightest, and the most committed. Our promise to our members is an opportunity to build character and put that character into action in ways that are meaningful to our country and communities. Time with us is a unique combination of fun and challenge, personal development, and the value of making a real difference for people in need.



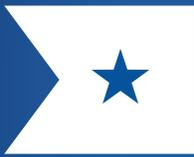
WHO WE ARE IN ONE LINE



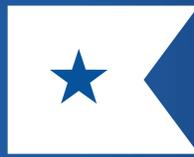


FOR PATRIOTS AGES 12 AND UP, CIVIL AIR PATROL IS A VITAL FORCE THAT PROTECTS AMERICANS IN NEED BY RESPONDING TO EMERGENCIES, PRESERVES THE VALUES THAT MAKE OUR COUNTRY GREAT BY DEVELOPING YOUNG LEADERS, AND ENSURES OUR COUNTRY'S PREEMINENCE IN AEROSPACE AND CYBERSPACE EDUCATION BY DEDICATING OURSELVES TO TEACHING FUTURE GENERATIONS.





OUR PERSONALITY



An important part of building brand value is being always vigilant about expressing the brand's personality and character in every communication, from recruitment posters to conversations with friends. Ask yourself, "does the communication I am giving or reviewing project our values and our personality?"

OUR CORE VALUES:

INTEGRITY

We do the right thing. Courageously. Always. We expect the highest levels of conduct. We earn respect for our self-discipline. And we reward those whose character shows in all that they do.

VOLUNTEER SERVICE

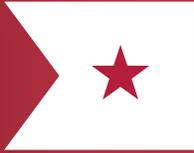
Service to humanity is the very essence of our organization. We all give willingly of our time, energy, and personal resources. We must never forget that some of us have made the ultimate sacrifice while serving.

EXCELLENCE

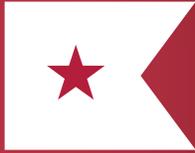
Ours is a culture of continuous improvement. We are committed to the consistent improvement of humanitarian service to our country.

RESPECT

CAP members come from all walks of life. We treat each other with fairness and dignity. This is what makes us a strong and mission-capable team.



OUR PROMISE



CIVIL AIR PATROL

DEVELOPS CHARACTER AND ADVANCES EDUCATION. WHILE MANY VOLUNTEER ORGANIZATIONS PERFORM ACTIVITIES, OUR MEMBERS COMPLETE MISSIONS FOR FEDERAL, STATE, AND LOCAL AGENCIES AND MENTOR FUTURE GENERATIONS OF LEADERS.

OUR ACTIONS RESTORE HOPE, REBUILD COMMUNITIES, AND SAVE LIVES. YOUNG MEN AND WOMEN CAN EXPECT TO BE CHALLENGED AND WILL BE REWARDED WITH THE CONFIDENCE, SELF-WORTH, AND ACCOMPLISHMENT THAT CAN ONLY COME FROM RISING TO THE OCCASION AND MAKING A REAL AND MEASURABLE DIFFERENCE WHEN CALLED UPON.

**WE
ARE**





MISSION BRIEF



YOUR MISSION:
THINGS YOU CAN DO NOW TO BUILD
BRAND AWARENESS



THE FOLLOWING PAGES WILL OUTLINE A FEW SIMPLE, BUT POWERFUL THINGS YOU CAN DO AS INDIVIDUALS AND AS A SQUADRON TO HELP OTHERS UNDERSTAND THE VALUE AND IMPORTANCE OF CIVIL AIR PATROL.



#1. USE THIS BRAND RESOURCE GUIDE

Our brand is defined by those who live it every day. There are 59,000 of us, but it is up to each of us, as individuals, to spread the word. Read this book. Internalize our values and project them in all that you do. When you put on the uniform, remember what it stands for and why there are restrictions. When you attend an event, invite others to join you. When you send an e-mail to a friend or colleague about CAP, make sure it embodies our values and speaks in the voice of our brand. And when you tell the story of CAP, rely on the recommended strategies provided in this guide, so that your story will be magnified by the consistency with which it is told. In all things large and small, be always vigilant about our brand.

IF YOU ARE A SQUADRON LEADER, make sure everyone in your squadron has reviewed this guide and can tell the story of our brand consistently and with the same passion and pride with which they serve.

IF YOU ARE A PAO, use this book as your guide for evaluating the many communications you see and approve. Craft your media releases, blog posts, e-mails, tweets, and Facebook updates in ways that communicate our three missions and convey the importance of CAP:

“CAP educates to maintain America’s superiority in aerospace and cyberspace technology.”

“CAP develops leaders and future leaders, by instilling character and values in our youth.”

“CAP protects the homeland and preserves the values that make our country great.”

This guide should serve as a filter for all messages and help you decide if a particular message builds our brand.

#2. BE CONSISTENT

IF YOU ARE A PAO, make sure metadata provided to customers not only meets their needs but also specifies CAP and that all captions include CAP as the source credit.



(SOURCE: Civil Air Patrol)

ALL PERSONNEL SHOULD ensure that all of your CAP e-mails have the following signature:



Maj. John Doe, CAP

XYZ Wing Director of Operations

(H) 805.543.2919

(C) 805.704.1399

U.S. Air Force Auxiliary

gocivilairpatrol.com

mowgcap.us/ (note: listing the local wing website is optional)



#3. ENGAGE WITH AND EXPAND ON SOCIAL MEDIA

IF YOU ARE A SQUADRON PAO, establish and maintain Twitter, Facebook, and Instagram pages for your squadron if you have not done so already. If you are unfamiliar with these things, reach out to other members and cadets in your squadron and enlist their help or assign them this duty. See CAP Facebook page and Twitter account for approved avatar and header images.

5 SIMPLE THINGS THAT WILL BUILD AWARENESS VIA SOCIAL MEDIA:

1. Post photos of cadets flying an aircraft for the first time on Instagram, Twitter, and Facebook.
2. Use Facebook and Twitter to post rescue and relief activities of your squadron.
3. Follow and repost appropriate CAP-related tweets, Facebook, and Instagram posts from members of your squadron.
4. Follow and repost appropriate Twitter, Facebook, and Instagram content from the National CAP social media accounts.
5. Post and tweet links to any positive press coverage – national or local – that CAP receives.

Once these basics are in place, we will have a foundation to build upon to generate even more awareness through social media.

For more information regarding the protocol for social media, please refer to CAPR 190-1, Section 11, Subsection (b)

#4. ENCOURAGE THE CREATION OF SOCIAL CONTENT

IF YOU ARE A SQUADRON COMMANDER OR PAO, ask all of your members to help build awareness for CAP by following and friending the squadron and national social media channels and by including references to the brand in their personal social media accounts:



Ask your squadron to share its positive experiences on Facebook, Twitter, or Instagram accounts, and to use hashtags or links to the national CAP accounts in their posts, where appropriate.

Consider holding social media contests to stimulate the creation of content from your volunteers, especially the cadets. For example:

CAP PHOTO CONTEST

- » CAP squadron members (especially cadets) take pictures of themselves in interesting locations or doing activities in keeping with the CAP mission and values.
- » Members must have something in the photo that identifies themselves as CAP (logo, uniform, Tshirt, ribbon, hat, poster, airplane, etc.).
- » Images could be posted to all 3 major social media channels, with the contest and squadron tagged.
- » Time contest around peak travel times (Christmas break, spring break, summer vacation) to encourage members to increase CAP visibility in new and far-flung places.
- » Winners could be featured on the squadron homepage or even on the National page. Multiple winning photos could be collaged into the main header image on the squadron's profile page.

#5. SPREAD THE WORD

IF YOU ARE A SQUADRON PAO, download, print, and distribute the following cards on the back of your CAP business card. Encourage your members to always carry them, as both a constant reminder of our message and as a tool to help them spread the word effectively and consistently. Use the cards below, or you can download a printable PDF at <http://bit.ly/1t05kVn>.



WE ARE CIVIL AIR PATROL

★ ★ ★

FOR PATRIOTS AGES 12 AND UP, CIVIL AIR PATROL IS A VITAL FORCE THAT PROTECTS AMERICANS IN NEED BY RESPONDING TO DISASTER, PRESERVES THE VALUES THAT MAKE OUR COUNTRY GREAT BY DEVELOPING YOUNG LEADERS, AND ENSURES OUR COUNTRY'S PREEMINENCE IN AEROSPACE AND CYBERSPACE EDUCATION.

★ ★ ★



WE ARE CIVIL AIR PATROL

★ ★ ★

FOR PATRIOTS AGES 12 AND UP, CIVIL AIR PATROL IS A VITAL FORCE THAT PROTECTS AMERICANS IN NEED BY RESPONDING TO DISASTER, PRESERVES THE VALUES THAT MAKE OUR COUNTRY GREAT BY DEVELOPING YOUNG LEADERS, AND ENSURES OUR COUNTRY'S PREEMINENCE IN AEROSPACE AND CYBERSPACE EDUCATION.

★ ★ ★



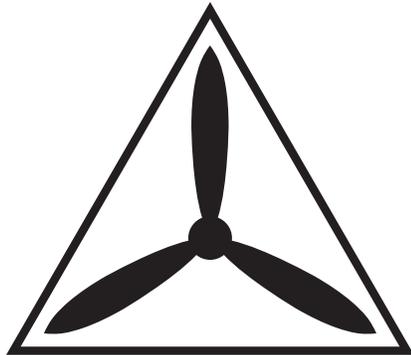
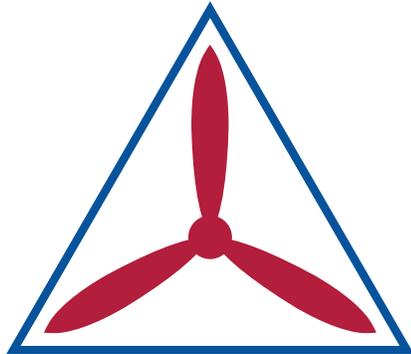
WE ARE CIVIL AIR PATROL

★ ★ ★

FOR PATRIOTS AGES 12 AND UP, CIVIL AIR PATROL IS A VITAL FORCE THAT PROTECTS AMERICANS IN NEED BY RESPONDING TO DISASTER, PRESERVES THE VALUES THAT MAKE OUR COUNTRY GREAT BY DEVELOPING YOUNG LEADERS, AND ENSURES OUR COUNTRY'S PREEMINENCE IN AEROSPACE AND CYBERSPACE EDUCATION.

★ ★ ★

★ CAP LOGOS, SEALS, & EMBLEMS ★



CIVIL AIR PATROL NAME, SEAL, LOGO, COMMAND EMBLEM AND FLAG ETIQUETTE

bit.ly/1rGZqET

★ NOTES ★



CAP NATIONAL HEADQUARTERS

105 South Hansell Street, Bldg. 714
Maxwell AFB, AL 36112
877.227.9142

gocivilairpatrol.com