CAPP 1502 Encampment and NCSA Marketing Playbook

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Assistant National Public Affairs Officer

Playbook

New for 2023

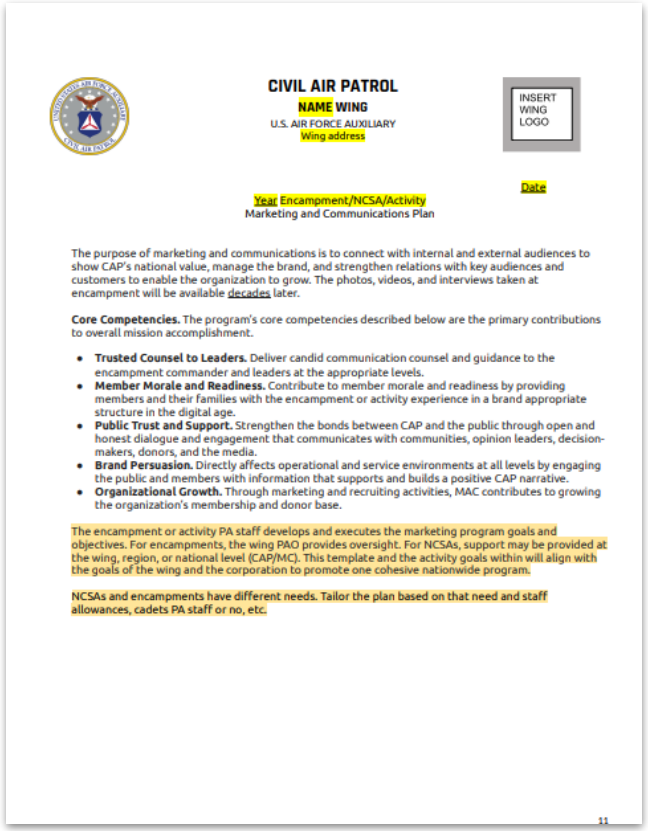
- PA/MAC Playbook for large scale activities
- Template style, tailor it to your staff size and abilities

Best Practices

- Encampments and NCSAs are recruitment drivers
- Properly curated content can drive recruitment for more than the immediate event
- Partner with wing PA staff for social and web postings

Expectations for Activities

- Use the provided template for your PA Plan
- It's a guide. Edit the highlighted areas, but feel free to adjust everything
- We know there's a lot, use as much as you can and add to your plan next year



CIVIL AIR PATROL
NAME WING
U.S. AIR FORCE AUXILIARY
Wing address

INSERT WING LOGO

Date

Year Encampment/NCSA/Activity
Marketing and Communications Plan

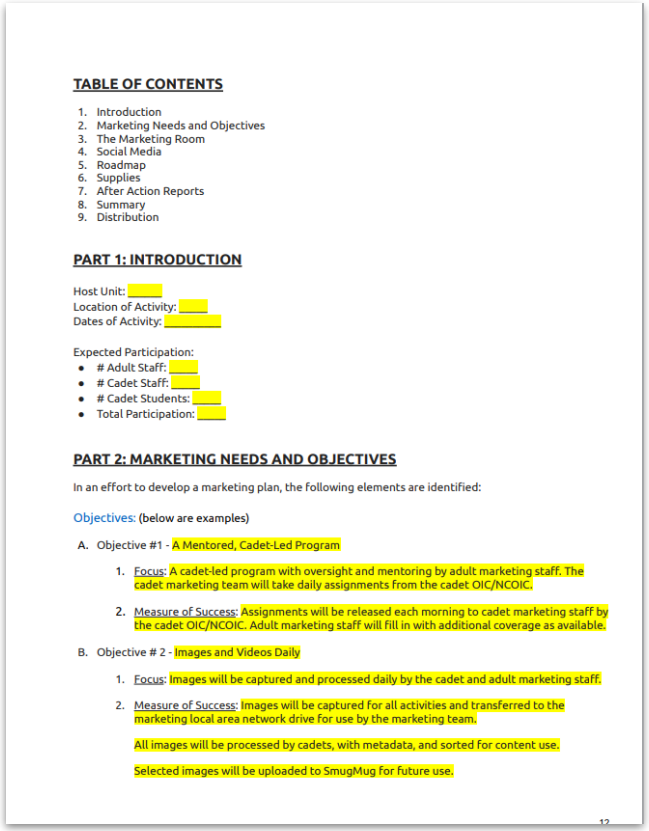
The purpose of marketing and communications is to connect with internal and external audiences to show CAP's national value, manage the brand, and strengthen relations with key audiences and customers to enable the organization to grow. The photos, videos, and interviews taken at encampment will be available decades later.

Core Competencies. The program's core competencies described below are the primary contributions to overall mission accomplishment.

- **Trusted Counsel to Leaders.** Deliver candid communication counsel and guidance to the encampment commander and leaders at the appropriate levels.
- **Member Morale and Readiness.** Contribute to member morale and readiness by providing members and their families with the encampment or activity experience in a brand appropriate structure in the digital age.
- **Public Trust and Support.** Strengthen the bonds between CAP and the public through open and honest dialogue and engagement that communicates with communities, opinion leaders, decision-makers, donors, and the media.
- **Brand Persuasion.** Directly affects operational and service environments at all levels by engaging the public and members with information that supports and builds a positive CAP narrative.
- **Organizational Growth.** Through marketing and recruiting activities, MAC contributes to growing the organization's membership and donor base.

The encampment or activity PA staff develops and executes the marketing program goals and objectives. For encampments, the wing PAO provides oversight. For NCSAs, support may be provided at the wing, region, or national level (CAP/MC). This template and the activity goals within will align with the goals of the wing and the corporation to promote one cohesive nationwide program.

NCSAs and encampments have different needs. Tailor the plan based on that need and staff allowances, cadets PA staff or no, etc.



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2. Marketing Needs and Objectives
3. The Marketing Room
4. Social Media
5. Roadmap
6. Supplies
7. After Action Reports
8. Summary
9. Distribution

PART 1: INTRODUCTION

Host Unit: _____
Location of Activity: ____
Dates of Activity: _____

Expected Participation:
- # Adult Staff: ____
- # Cadet Staff: ____
- # Cadet Students: ____
- Total Participation: ____

PART 2: MARKETING NEEDS AND OBJECTIVES

In an effort to develop a marketing plan, the following elements are identified:

Objectives: (below are examples)

A. Objective #1 - A Mentored, Cadet-Led Program
   1. Focus: A cadet-led program with oversight and mentoring by adult marketing staff. The cadet marketing team will take daily assignments from the cadet OIC/NCOIC.
   2. Measure of Success: Assignments will be released each morning to cadet marketing staff by the cadet OIC/NCOIC. Adult marketing staff will fill in with additional coverage as available.

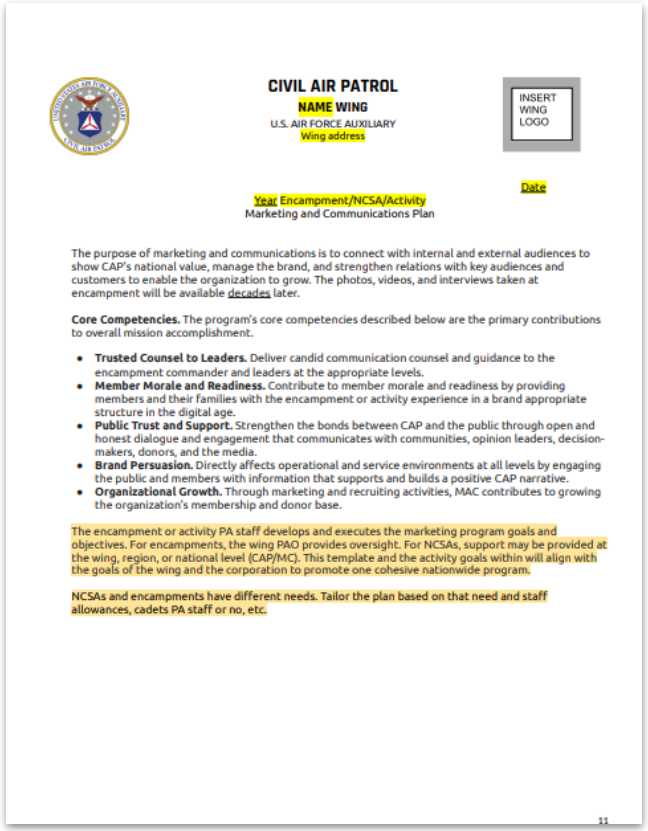
B. Objective # 2 - Images and Videos Daily
   1. Focus: Images will be captured and processed daily by the cadet and adult marketing staff.
   2. Measure of Success: Images will be captured for all activities and transferred to the marketing local area network drive for use by the marketing team.

      All images will be processed by cadets, with metadata, and sorted for content use.

      Selected images will be uploaded to SmugMug for future use.

Expectations for Activities

- Reach out to the Wing PAO.
- The Activity Plan should be a joint development between the Activity Director/PAO and the Wing PAO.
- Your activities will help to drive Civil Air Patrol membership, and that starts in the wing.



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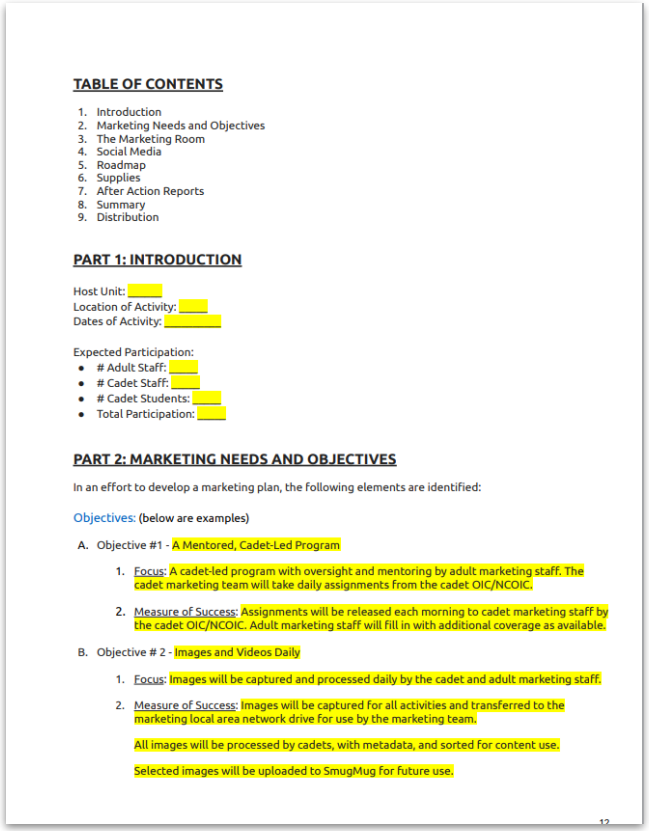

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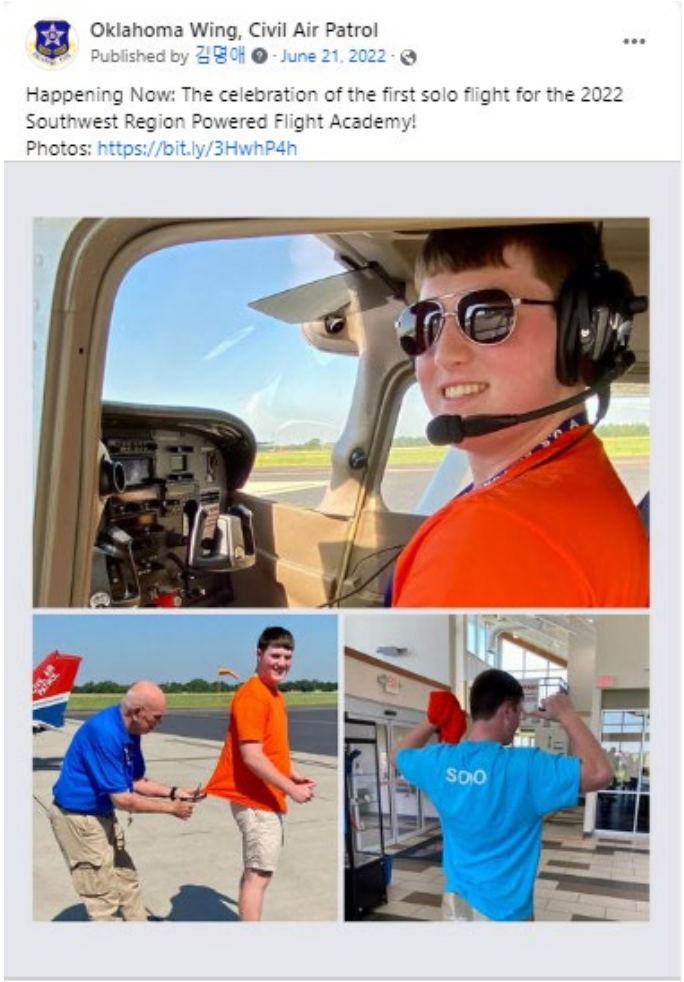
Expectations for Activities

- Use photos.cap.gov for your photo dumps, not Facebook.
- This preserves quality and allows use of hero shots by wing and CAP/MC for various marketing purposes later on.

Expectations for Activities

- Partner with the wing PA team to utilize the Wing's Facebook pages.
- The social goal is always to reach the public, to show off the cool stuff our cadets get to do.
- Post your top four photos on Facebook and a link to the album. Keep post text short.



Best Practices - Storytelling

- The human element
- Emotion, humanity, and show camaraderie
- Look for a hook

Best Practices - Photography

- The single most important asset produced at activities that has a lasting impact.
- Photos can make or break the organization's image.

Best Practices - Photography

- There is a time and place for group photos
- Most photos should contain 3-5 people, or fewer
- Hero shots are preferred

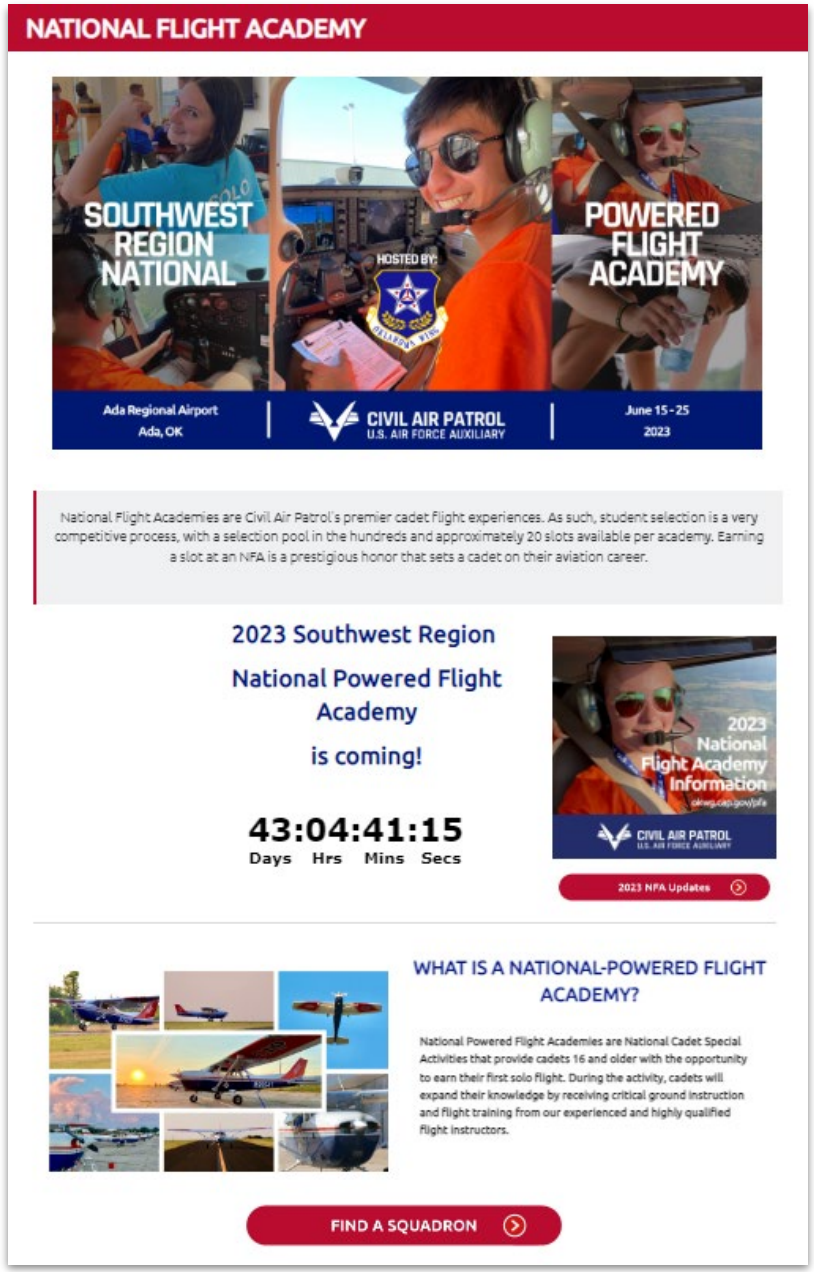
Create a Facebook Event

Best Practices - Social Media

- Post 2-3 times leading up to the event on the wing Facebook page.
- Social media algorithms punish accounts that post too much in a day.
- To avoid this limit postings to one per day.

Best Practices - Website

- Partner with the wing your activity is hosted in and add a landing page to the wing website.
- Change the narrative, change the thinking. This is all about recruitment on a larger scale. No longer the best kept secret.
- okwg.cap.gov/nfa



End Results

- Use the Brand Portal for all branding, including logos. brand.goCivilAirPatrol.com
- To relieve the burden on commanders, wing public affairs officers, and activity PAOs.
- To help the national effort to raise awareness of Civil Air Patrol

One Civil Air Patrol

If we look beyond the immediate activity, together as a team we can impact youth for generations to come.

Questions?

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