

MOBILE AREA COUNCIL THREE-YEAR STRATEGIC AND BRANDING PLAN

JANUARY 2022 THROUGH DECEMBER 2024

Scouting is for Everyone.



Strategic Planning Committee

Art Forward- President of Forward Consulting, author of the GET REAL About Branding® book and software. Chair of the Strategic Planning Committee – Mobile Area Council

Elizabeth Stevens—President and CEO, Downtown Mobile Alliance

Paul Roberts—President of Roberts Insurance and Past President – Board of Directors, Mobile Area Council

Kellie Hope—Director of Regional Affairs, Business Council of Alabama

Dr. Stephen McNair –Owner and President of McNair Historic Preservation, Inc.

William Bryant – Scout Executive/CEO, Mobile Area Council

Many scouts, teachers, parents, volunteers, law enforcement and juvenile justice professionals, faith institution members and others helped the committee understand the many different kinds of customers scouting can serve today.

Introduction

The Mobile Area Council Three-Year Strategic and Branding Plan was prepared using the GET REAL Process®. The process focuses on building growth and long-term equity by identifying customers, understanding and meeting their current needs.

This plan is designed to meet current needs of the over 650,000 people scouting can serve in Mobile, Clarke, Baldwin and Washington counties.

Three-Year Strategic and Branding Plan

The plan's Vision has two parts:

1. All people in Mobile, Baldwin, Clarke and Washington Counties will have free access to scouting's key tools (the Scout Oath and the elements of the Scout Law) and examples of how following them benefits youth and society on the council's web site.
2. Scouting's character building, life skills and leadership training reinforced by safe, fun experiences will be available to all youth from 5 through 17 through membership in Cub Scouts, Scouts BSA, Explorers, Venturing and Sea Scouts.

Brand Benefit • All the young people of Mobile, Baldwin, Clarke and Washington

Counties have guidance

and examples that help them make choices that positively affect their lives, families, faith, education, fellow students, neighborhoods and communities.

Compelling Focus • Members, parents, professionals, volunteers and supporters of the Mobile Area Council prepare young people for success in life and to contribute to the wellbeing of their families, faith institutions, educational environments, neighborhoods and communities by practicing, communicating, and teaching the Scout Oath and Scout Law.

Brand Promise

- "Scouting Is For Everyone"
- Everyone in the council's service area can benefit from today's scouting: boys, girls, parents, families, volunteers, educators, fellow students, donors, government leaders, businesspeople, faith institution members, neighbors and communities. The fact is, scouts help themselves and help society as they learn and set examples for youth and adults.

Deliverables:

Youth Safety and Youth Protection Achievement Goals

- Make youth safety and youth protection our number one priority by teaching our policies to all members, parents, associates, and volunteers and asking them to remind each other of these policies as they engage in or supervise activities.

Funding Development Achievement Goals

- Increase yearly donations to \$500,000 by the end of 2024, by explaining what the Mobile Area Council is doing to meet the traditional and new needs of its customers and proving we are doing it with progress reports. Match yearly goals to projected budgets and track January 2022 through December 2024; 25% increase per year

Community and Civic Engagement

- Visit 100 organizations that can proactively support scouting i.e. teachers and school administrators, school boards, law enforcement, juvenile justice system, businesses, civic groups, housing board, parent-teacher groups, women's groups, faith institutions and tell the "Scouting Is for Everyone" story, pointing out the needs scouting meet for both girls and boys. Make specific suggestions of how they can participate. Provide them with three-fold brochures to give to boys, girls and their parents. Follow up with Progress Reports and contacts. January 2022 through December 2024.

Membership Engagement

- Increase membership in Clarke and Washington counties by 25% between January 2022 through December 2024.
- Increase membership in Mobile and Baldwin counties by 25% between January 2022 through December 2024.
- Increase units in Clarke and Washington counties by 15% between January 2022 through December 2024.
- Increase units in Mobile and Baldwin counties by 30% between January 2022 through December 2024.

