

Once Upon A Weekend

Girl Scouts of NYPenn Pathways
Spring 2015 Campaign Plan
Syracuse University | PRL 325

girl scouts



of nypenn pathways

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COMMUNICATIONS

Table of Contents

Executive Summary	2
Situational Analysis	3
Problem Statement	3
Opportunity Statement	3
Statement of Harm	3
SWOT	4
Research	5
Summary	5
Parents	6
Daughters	8
Recommendations	9
Goals & Objectives	9
Strategies & Tactics	10
Strategy Justification	11
Key Messages	12
Schedule	14
Budget	16
Open House	16
Promotion	16
Evaluation	17
Evaluation Plan	18
Auri Consultants	20
References	23
Appendices	24
(1) Girl Scouts Profile	24
(2) Linkages Chart	26
(3) Linkages Chart Expanded	27
(4) Invitation for Open House Text	28
(5) Schedule for Open House Text	28
(6) Congratulations to the Winning Troop Text	29
(7) Schedule for the 2-Night Stay at a Camp Text	30
(8) Email Blast Text	31
(9) Brochure Text	31
(10) Twitter Handle & Tweets	32
(11) Facebook Posts	34
(12) Script/Scene Description	35
(13) Pre & Post Campaign Surveys	37
(14) Messaging Questionnaires	39
(15) OUAW Graphics	40



Executive Summary

The Girl Scouts of NYPenn Pathways is a non-profit organization that builds the courage, confidence and character of girls through regular meetings, volunteerism and outdoor activities, specifically camping. Recently, the organization has been forced to close a number of its camp properties and will be forced to close more if it can't increase attendance by members of the Girl Scouts organization.

Auri Communications proposes a campaign that will keep the Girl Scouts of NYPenn Pathways camps in operation by informing Girl Scouts and their parents of the NYPenn Pathways camps and their offerings and promoting engagement between Girl Scout camps and the girls that they serve.

Auri seeks to achieve its campaign goals by the beginning of the 2016 summer season by hosting open houses at each of the four camp locations, incentivizing cookie sales by rewarding the highest-earning troop with a free weekend stay at one of the camps and strategically distributing promotional materials to the parents of Girl Scouts. Upon a successful proposal, Auri will immediately begin producing promotional materials, engaging parents via social media and planning the aforementioned events.

A successful campaign will be exhibited by an increase in awareness of the camps and their amenities, an increased preference of camping in comparison to other Girl Scout activities, an increase in attendance at the camps, an increase in the number parent volunteers and an increase in the number of repeat visits of the camp.



Situational Analysis

Problem Statement

The primary problem that the Girl Scouts of NYPenn faces, is a lack of awareness of and interest in its four summer camps. As a result, attendance at these camps suffers. Exposing the girls to the prospect of camping in advance of the summer season gets them excited and increases their interest in returning. In addition, spring and fall weekend camping allows parents to feel more comfortable about letting their girls go to camp for the extended summer programs. Without awareness of the camps and their programs—as well as parent volunteers to take the girls - these camps cannot operate.

Opportunity Statement

Our campaign provides the unique opportunity to touch both parents and their children with the idea that these campsites are just like the fairy tales they read growing up. By creating the idea that girls can make their own adventures at these camps, parents become involved in helping their girls be creative, having fun in the outdoors and “finding their wow” within the Girl Scouts like never before. “Once Upon a Weekend...” and the tagline “Putting the magic back into camping” will be used on all promotional materials, email blasts and social media posts thus increasing awareness of the four camps to the parent audience, as well as increasing their attendance and willingness to volunteer in the future.

Statement of Harm

If the Girl Scouts of NYPenn Pathways continue to see a drop in camp attendance, the organization will suffer gravely. As a result of the decrease in revenue from camp goers, the final four camps will be sold and the Girl Scouts of NYPenn Pathways will not have the opportunity to provide its girls with the outdoor experiences that it promises. Camping helps teach girls the core values that the organization was founded upon. Without this fundamental activity, the Girl Scouts of NYPenn Pathways risk a decrease in membership and losing its foothold in the community.

Strengths

- Size
- History (Established)
- Digital Cookie
- Leadership development (communication, team building, community, loyalty)
- Community service opportunities
- Strong alumni network
- More charitable organizations/foundations
- Diversity of troops/scouting

Weaknesses

- Lack of funding
- Lack of parent volunteers
- Camp closings
- Outdated Website
- Troop leader time constraints
- Perception (Cookies)
- Stigma of being a girl scout
- Regulations (CPR Training, Boys aren't allowed, etc.) High turnover rate (40% of scouts leave annually)

Opportunities

- Increased exposure of the feminist movement More leadership roles for women in the world
- Untapped alumni network
- Health trends
- Using Social Media to their advantage
- Expected increase in disposable income in the economy Expected increase in corporate profit
- Potential non-member participation in camping

Threats

- Changing tastes in girls
- More programs/opportunities for young girls/over saturation
- Volunteer time constraints
- Overuse of technology
- Increased transparency
- Decrease in revenue in youth organization industry

Research

Summary of Previous Research

According to previously conducted research there are numerous barriers that dissuade participation by both girls and volunteers. These barriers include a lack of training for volunteers in CPR as well as first aid training, which hinders the ability of girl scout troops to safely go on camping trips (O'Donnell, 2014). In addition, parents generally do not volunteer because of the time and financial commitments that are required of Girl Scouts of America volunteers (Knowledge Research Inc, 2014). The distance of campsites also contributes to the time commitments for volunteers and further deters parents participation. This distance is also greater when not all Girl Scouts of America campsites are operating during the wintertime, creating very long drives for some.

In terms of scout participation, previous research has found that driving factors in the decline of numbers includes changing interests of girls as well as perceptions of the organizations being uncool. Recent attempts to revamp the Girl Scout curriculum have not been very successful in efforts to attract more girls to scouting, with the girls that are currently enrolled in the program feeling confused by the changes (O'Donnell, 2014). In addition, previous research suggests a desire for better amenities at campsites including; heating, plumbing and electricity.

Parents

Demographics

- Women, 35-55 years old
- 7,512 adults (as of 2012) in NYPenn Pathways
- All have daughters
- Full-time job holders
- Live in the suburbs and the city
- Are relatively affluent (\$58,800/year)
- Have a college degree
- A regular participant in religious services
- Established members of the community with an average length of residence of 6 to 9 years
- 56% Caucasian, 38% African American, 33% Hispanic, 27% Asian

Psychographics

***Research from Fall 2014 Graduate Advertising Class with Carla Lloyd**

- Attitudes about the problem at hand: financial expense (that includes: drivers' fee, event planning, outdoor activities, gas, and food expense not reimbursed most times)
- They would appreciate incentives: a free night of troop camping, reimbursement of membership fee even though camping and these expenses are a part of their membership fee that they pay annually
- Thought that Camp Hoover is only open during the winter instead of the other three camps, and that the camps are also closed during the summer because they are reserved (limited resources)
- Girls don't want to be outdoors in the winter because it's too cold; they want the heat
- There are a lack of resources at the camps: restrooms, electricity, refrigerators
- Spending 1020 hours planning these events over a period of weeks
- Moms taking time off work to do GS work, and it takes 1.55 hours to drive to a camp

Influentials

- Celebrity mothers
- Social media
- Mothers in their reference groups
- Moms are motivated with the need for love and respect from their children, but are also concerned with the safety aspects as their children are the ones going into these possibly dangerous situations and the availability of resources to maintain their basic needs (food, shelter, water)
- Parents want to see their girls succeeding and having a good time

Media Habits

- Social media and Internet savvy want brands they can trust
- Very active on email and online platforms
- Consume traditional media but blend it with technology (magazines on the go)
- 90% have access to Internet; spend more than 2 hours on the Internet a day
- 72% have a Facebook page; Facebook is the most widely used platform for mothers
- High awareness of other social media sites (Pinterest, Instagram, Tumblr)

Daughters

Demographics

- Girls, 5-11 years old
- 17,535 girls as Girl Scouts (as of 2012) in NYPenn Pathways
- White/Non-Hispanic
- Live in the suburbs and the city
- “The State of Girls: Unfinished Business,” a report by the Girl Scout Research Institute, shows that almost half of girls ages 5 to 17 in the U.S. belong to minorities, up from 38 percent in 2000. They will be in the majority, at 54 percent, by 2030. Latina girls, who made up 16 percent of girls in 2000 are projected to be almost a third by 2030.

Psychographics

- Not enough time to go camping girls have other commitments
- Friends aren't doing it, friends aren't Girl Scouts (peer pressure)
- Camps are too far and they don't want to be in the car for more than an hour
- Not interested in camping because they have other competing interests

Influentials

- Dominance (preference for control, giving orders, winning, doing better than others)
- Decision Avoidance (pushing decisions off to someone else, preference for someone else to take on leadership roles, reliance on others to make decisions and solve problems)
- Positive Problem-Solving (taking initiative to solve problems, optimism, consensus building, making decisions)
- Church, Sports, Dance/Athletics occupy their time
- Girls want to be accepted by their friends, sometimes in more of a peer pressure way than anything else, but also want to increase their friendship base to add to their need of belonging.

Media Habits

- One-third of all kids age 7-13 own their own cell phone
- Half of 10- to 13-year-olds have their own cell phone
- 28 percent of all tweens own a tablet, up from 5 percent two years ago, per The Intelligence Group's Cassandra Report (Winter/Spring 2013)
- 53% of tweens indicated YouTube as their favorite website, 24% indicated Facebook as their favorite website
- Shopping sites are also popular with tweens



Recommendations

Goals & Objectives

Goal 1: Inform Girl Scouts and their parents of the NYPenn Pathways camps and their offerings

Objective #1: To increase awareness of the camps and their amenities by 10 percent by the beginning of the 2016 summer camping season.

Objective #2: To increase preference of camping rather than other activities among the girls by 25 percent by the end of the year.

Goal 2: Promote engagement between Girl Scout camps and the girls they service

Objective #1: To increase attendance at the camps by 10 percent by the end of the camping season.

Objective #2: To increase the number of parent volunteers by 10 percent by the end of the 2016 camping season.

Objective #3: To increase the number of repeat camp visits among Girl Scouts.

Strategies & Tactics

Strategy 1: Create special events to showcase the camps and their amenities

1. Tactic 1: Open House for the Camps (special event)
 - a. Written: invitation, schedule
 - b. Picking one camp with the most amenities; ideally all four camps
 - i. Pick a camp, all parents and girls were invited to meet a camp leader
 - ii. Showed them around camp, broke down the week's events
 - iii. Showcase each of the amenities
2. Tactic 2: Winning Troop Camp 2Night Stay (audience participation)
 - a. Written: Congratulations letter, schedule
 - b. One of the prizes for top cookie sales
 - i. A trip to the camp, troop based competition
 - ii. 2 night stay for free for the troop that sells the most in the 2015 season

Strategy 2: Sending out information to parents about all the things one could do at camp

1. Tactic 1: Email blast
2. Tactic 2: 3x5 Brochure Card
3. Tactic 3: Social media revamping
 - a. New Twitter handle for the camps
 - i. Tweets
 - b. Facebook posts for camp amenities
4. Tactic 4: Creation of videos promoting camps

Strategy Justification

1. Create special events to showcase the camps and amenities
 - a. *Justification:* We believe that creating special events focused on showcasing the camps and their amenities will help persuade parents and their girls that NYPenn Pathways camps are a viable option for weekends and extended summer stays. Special events allow for direct communication between the target audiences and the Girl Scouts of the USA and those target audiences to experience the camps first hand.

2. Sending out information to parents about all the things one could do at camp
 - a. *Justification:* We believe that creating newsworthy content targeted towards parents of the Girl Scouts will help increase awareness and promote the engagement with the facilities that NYPenn Pathways has to offer. Through this created content, parents can learn more information about the camps and be persuaded to volunteer their time as well as comforted in sending their daughters.

Key Messages

Campaign Theme: Once Upon A Weekend

Target Public: Parents & Girls

Message 1: Comfort/Safety

1. We know you're worried about being away from your daughter because
2. you and your daughters have never visited our camps.
3. What if there is a way to ease the transition?
4. Our camp has CPR certified volunteers, constant supervision, and first aid training.
5. You can even volunteer your time to be sure her first adventure is a safe one.
6. You're daughter is a Girl Scout for a reason; the sisterhood protects its own.
7. We have the resources to keep them safe,
8. Let the adventures begin!

Pretest: While the girls are answering the Amenities questionnaire, give the parents the Leadership Development/Comfort & Safety message questionnaire at five troop meetings.

Message 2: Camp Amenities

1. Camps are known for marshmallows and spooky stories around campfires,
2. but our camps are more than s'mores.
3. One camp has it's own island, with a cave and hieroglyphics from cave-women long ago.
4. You can climb a 100 foot tall fire tower at Camp Amahami and see as far as 50 miles.
5. You can see waterfalls and master ropes courses, go horse riding, hike trails, and paddle in canoes.
6. Just think of all the adventures you can have if you go to camp.
7. Don't let Rapunzel and Tiana, Pocahontas or Merida have all the fun.
8. Be adventurous. Be exciting. Be courageous.
9. Go to camp and start your own adventure.

Pretest: Ask Girl Scouts questions about this message at five different troop meetings with a paper questionnaire.

Message 3: Leadership Development

1. Certain things can't be taught in school,
2. such as leadership, teamwork, and individuality.
3. These qualities are taught with experience.
4. Camp allows girls to grow in a safe and welcoming environment.
5. There is a dedicated staff ready to help your daughter become strong and empowered.
6. Camp can help Girl Scouts find their wow.
7. She is her own hero. You don't need to save her, she can save herself.
8. The independence she will find will help her in all aspects of life, beyond the camping experience.
9. Let your daughter experience the adventure of camp herself.

Pretest: While the girls are answering the Amenities questionnaire, give the parents the Leadership Development/Comfort & Safety message questionnaire at those five troop meetings.

Schedule

Monthly Time Line

July 2015

- Get girls/parent video release permissions
- Outsourcing the videography of promotional video at the camps
- Hire photographer to accompany video production company for camp photos
- Send out Messaging Surveys
 - Moms & Daughters at 5 different troop meetings

December 2015

- Create Camps Social Media accounts
- Send out Pre-Campaign Surveys
 - Moms & Daughters for awareness
- Finalize promotional video with music and text
- Contact hiring company for open houses
- Hire social media intern for 6-month duration

January 2016

- Send out email blast for #OUAW with Photo #1
- Announce troop competition
- Print copies of brochure/handouts/visuals for open houses and 2-night stay
- Make social media accounts for NYPENN_Camps live
 - Set up Owly account to make links shorter for social media blasts
 - 4 Facebook posts per week
 - 2 Tweets per day
- Release 2 promotional videos this month on YouTube accounts

February 2016

- Send out email blast for #OUAW with Photo #2
- Announce open house events
- Maintain Social Media accounts
 - 4 Facebook posts per week
 - 2 Tweets per day
- Release 2 promotional videos this month on YouTube accounts
- Contact catering for open houses

March 2016

- Determine winning troop
- Email Blast about winning troop
- Send out email blast for #OUAW with Photo #3
- Maintain Social Media accounts
 - 4 Facebook posts per week
 - 2 Tweets per day
- Buying arts and crafts supplies for open houses
- Contact van rental company to reserve two 15-seater vans

April 2016

- Send out email blast for #OUAW with Photo #4
- Host open houses
- Maintain Social Media accounts
 - 4 Facebook posts per week
 - 2 Tweets per day

August 2016

- Send out Post-Campaign Surveys
 - Moms & Daughters for awareness
- Evaluate Social Media metrics
 - Twitter, Facebook, YouTube

Budget

Open House

Labor	\$960	Hiring 15 people to staff the camps at \$8/hr for the duration of the open house events
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Food	\$4,000	Providing lunch for 200 girls, maximum capacity, and their parents at \$10/person
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Day's Activities	\$1,500	Purchasing supplies for arts and crafts and outdoor sports activities
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Promotion

Video Production	\$3,200	Hiring an independent contractor to produce 4 camp promotional videos
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Photography	\$250	Hiring an independent contractor to take promotional photographs of the camps
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Free Troop Camp	\$1,250	Sponsoring a troop of 25 girls for a 2-day troop camp at the established rate of \$50 per girl
Promotional Materials	\$840	Producing 500 postcard-sized brochures and purchasing 500 stamps to send out to girls & parents; producing invitations, congratulations and programs
Digital/Social Media Manager	\$14,400	Staffing for Facebook, Twitter and other platform management - 1 person at \$15 an hour for 6 months
Vans	\$507	Purchasing two 15-seater vans to provide two-way transportation for the winning troop and leaders to camp
Evaluation Surveys	\$2,500	Creating and distributing surveys using the Qualtrics web platform
Total	\$29,407	

Evaluation Plan

Goal 1: Inform Girl Scouts and their parents of the NYPenn Pathways camps and their amenities

Objective 1: To increase awareness of the camps and their amenities by 10 percent by the beginning of the 2016 summer camping season

Evaluation 1: Surveys will be distributed prior to the campaign and after (See Appendix 13)

Evaluation 2: Twitter, Facebook, YouTube Scorecards

- | | | |
|-----------------------------|-----------------------------|--------------------|
| • Twitter: | • Facebook: | • YouTube: |
| • # of Tweets | • # of Likes | • # of Views |
| • # of Re-tweets | • # of Shares | • # of Comments |
| • # of Mentions/
Replies | • # of Comments/
Replies | • # of Subscribers |
| • # of Favorites | • # of Ow.ly Clicks | |
| • # of new
Followers | | |
| • # of Ow.ly Clicks | | |

Objective 2: To increase preference of camping rather than other activities among the girls by 25 percent by the end of the year

Evaluation 1: Surveys will be distributed prior to the start of the campaign and after (See Appendix 13)

Goal 2: Promote engagement between Girl Scout camps and the girls they serve

Objective 1: To increase attendance at the camps by 10 percent by the end of the camping season

Evaluation: Compare attendance between 2015 and 2016 camping seasons

Objective 2: To increase the number of parent volunteers by 10 percent by the end of the 2016 camping season

Evaluation: Compare the number of volunteers between 2015 and 2016 camping seasons

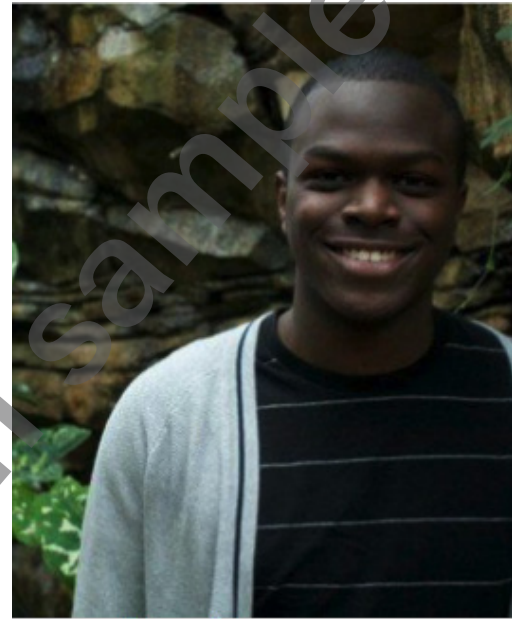
Objective 3: To increase the number of repeat camp visits among Girl Scouts

Evaluation: Compare the number of repeat camp visits between the 2015 and 2016 camping seasons

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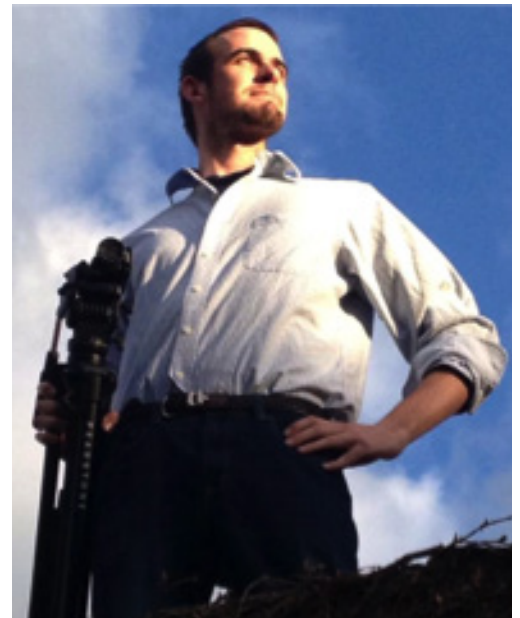
A.J. Allen

A.J. Allen, 21, is a senior at Syracuse University, where he is majoring in public relations and entrepreneurship. He has worked as a design editor for his school's daily newspaper, The Daily Orange, and maintained a monthly blog for The Wall Street Journal's Classroom Edition. Last summer, he interned at Burson-Marsteller in its consumer and brand marketing practice, where he conducted research and planned events for a host of clients. In addition to listening to music, Allen enjoys playing basketball with his friends, watching Syracuse basketball and cheering on his local football team, the Pittsburgh Steelers.



Christian Unkenholz

Christian Unkenholz, 20, is currently a student at Syracuse University majoring in public relations and political science. His previous work includes working at the White House Office of Management and Budget Communication Office leading up to the release of the 2015-2016 fiscal year budget. In addition, he has worked as an intern for the Global Health Network of Uganda teaching health education initiatives to local children as well as organizing financial donations to the organization as the Financial director of Nourish International. He has also worked for the Mayor of the city of Syracuse, Stephanie Miner, where he worked on projects aimed to improve the transparency of the liquor and lottery license process, and city budgetary process.



Chelsea Rakonza

Chelsea Rakonza, 21, is a senior public relations major, sociology minor, at Syracuse University. As a brother of the community service fraternity on campus, Alpha Phi Omega, she is heavily involved with community service both on and off campus. Her desire to stay active with the community stems from her thirteen years of experience as a Girl Scout. Currently she is focusing on her studies while keeping busy as a sales associate at her local Eddie Bauer store. She has gained great retail, customer service, and communications experience from her job that she can apply towards her work in her future endeavors.



Courtney Inbody

Courtney Inbody, 21, is a senior public relations major, marketing and anthropology minor at Syracuse University. She is currently an Account Supervisor at Hill Communications, the student-run public relations firm through S.I. Newhouse School of Public Communications. She has worked on the Institute of Veteran and Military Families and Startup Insider Initiative accounts. She is also a Leadership Intern at the Mary Ann Shaw Center for Public and Community Service, where she has been a tutor for 3 years in the Syracuse City School District. As an intern, she spearheaded the re-branding efforts for the Center and is the Public Relations Manager for Corps Council, the leadership team of the Literacy Corps.



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Brainstorming	120 minutes	\$400
Research	140 minutes	\$100
Meeting	370 minutes	\$1,625
Writing	1100 minutes	\$1,375
Total	28.8 hours	\$3,500

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Appendices

Appendix 1: Girl Scouts Profile

History

- Juliette “Daisy” Gordon Low assembled 18 girls from Savannah, Georgia, on March 12, 1912, for the first Girl Scout meeting.
- With the goal of bringing girls out of isolated home environments and into community service and the open air, Girl Scouts hiked, played basketball, went on camping trips, learned how to tell time by the stars, and studied first aid.
- Juliette Gordon Low moved the national headquarters to New York City in 1915.
- The sale of cookies as a way to finance troop activities began as early as 1917 when the Mistletoe Troop in Muskogee, Oklahoma, baked cookies and sold them in its high school cafeteria as a service project.

Size

- Today, there are 2.8 million Girl Scouts
- 2 million girl members and 800,000 adult members working primarily as volunteers.
- More than 59 million women in the U.S. today are Girl Scout alumnae
- Girls at home and abroad participate in troops and groups in more than 92 countries
- In NYPenn Pathways there were 17,535 girls and 7,512 adults in 2012

Mission Statement

Girl Scouting builds girls of courage, confidence, and character who make the world a better place.

Girl Scout Promise

On my honor, I will try:

To serve God and my country, To help people at all times, And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

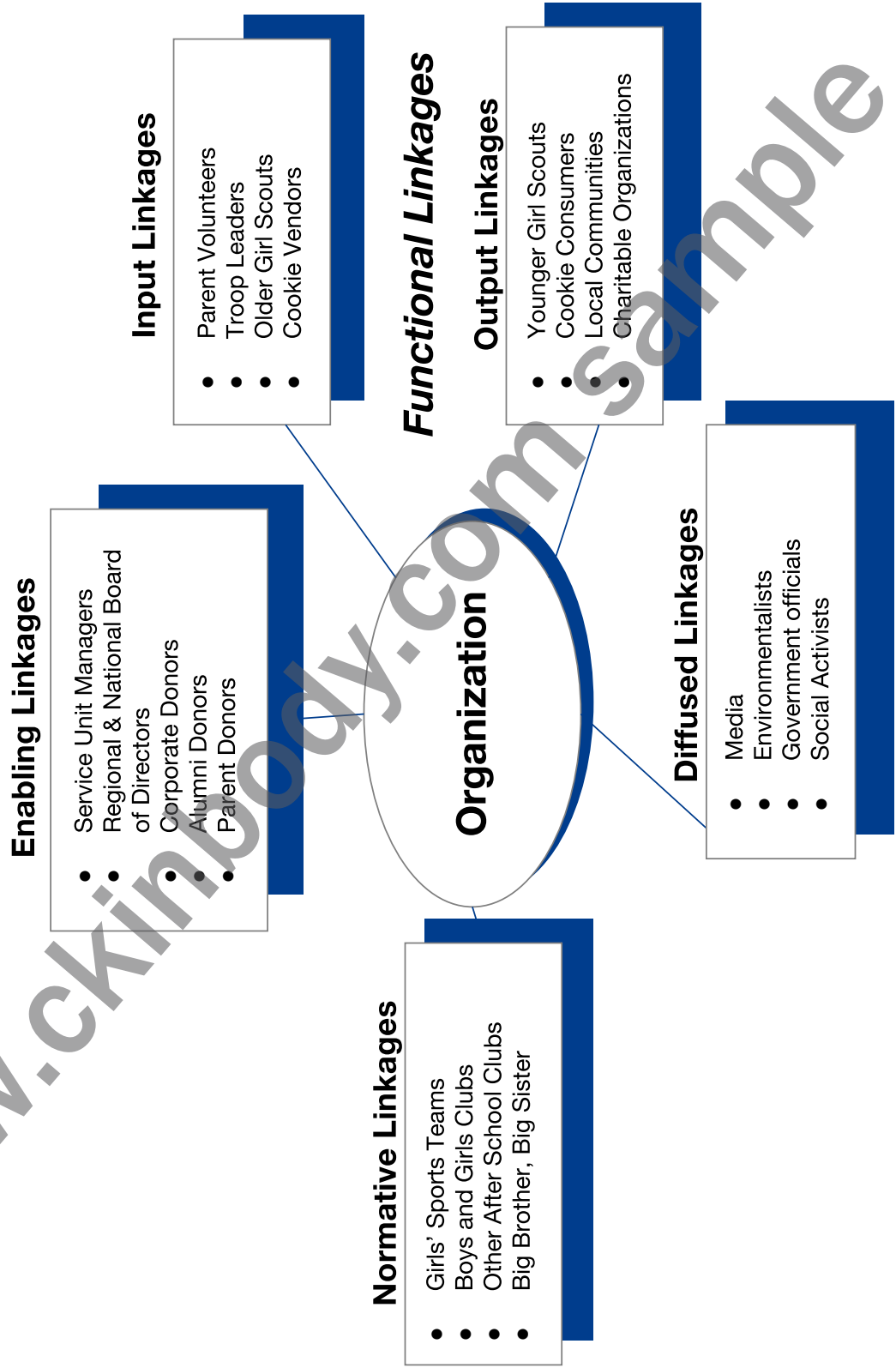
Budget

- Girl Scouts of America: 2013 Operating Revenues: \$118,968,000,
 - Operating Expenses: \$131,752,000
 - Operating Deficit: \$12,184,000
- GSNYPENN: 2012 Operating Revenues: \$7,566,858
 - Operating Expenses: \$7,867,333

Peers

- Boy Scouts
- Boys & Girls Clubs
- Big Brother, Big Sister
- Venture Scouts

Appendix 2: Linkages Chart



Appendix 3: Linkages Chart Expanded

Organizational Linkages

D= Public is directly affected by the problem/opportunity

I= Public is indirectly affected by the problem/opportunity

Enabling Linkages

- Service Unit Managers: Oversee the operations of troops in the area (D)
- Regional & National Board of Directors: Sets operational standards and determines the organization's core values (D)
- Parent Donors: Donate locally to their daughters' troops to help with programming (D)
- Corporate Donors: Donate large sums of money to the organization to continue their pursuit of core values (I)
- Alumni Donors: Donate to the Girl Scouts of America (I)

Input Linkages

- Parent Volunteers: Contribute time and resources to their daughters' troops and local camps (D)
- Troop Leaders: Lead troops and organize regular activities (D)
- Older Girl Scouts: Organize activities for the younger members of other troops (D)
- Cookie Vendors: Produce Girl Scout Cookies (I)

Output Linkages

- Younger Girl Scouts: Participate in the programming that the Girl Scouts of America provides (D)
- Cookie Consumers: Buy cookies from local girl scout troops (I)
- Local Communities: Benefit from community service activities (I)
- Charitable Organizations: Benefit from fundraising activities (I)

Diffused Linkages

- Media: Covers relevant activities of the organization (I)
- Environmentalists: Debates the organizations operations as they affect the environment (I)
- Social Activists: Discuss the organization's corporate and nonprofit associations (I)

Normative Linkages

- Other Civic, Youth and Social Organizations Engage potential/current members with other time-consuming activities (I)

Appendix 4: Invitation for Open House Text

Ready for adventure? The Girl Scouts of NYPenn Pathways welcomes you and your daughter to open lodge days at our camps Comstock, Treefoil, Hoover, and Amahami. You'll be able to tour our beautiful facilities, meet our friendly staff members, and connect with other parents and their daughters throughout a fun filled day of activities and the great outdoors! Lunch will be provided. You can find the full schedule of open lodge days enclosed with this invitation. What adventures are you going to have this weekend? Start yours. Hope to see you soon!

Appendix 5: Schedule for Open House Text

- 10:00a.m. Arrival and Check-In
- 10:30 Welcome and Introductions
- 11:00 Camp Tours
- 12:00p.m. Lunch
- 1:00 Break into groups for sessions
- Parents:*
- “Her First Adventure:” Q&A Session with Camp Senior Staff
 - “Beyond the Listserv:” Easy ways to get more involved with the Girl Scouts
 - “Her Own Hero:” How the Girl Scouts is guiding girls to become leaders of today
- Daughters:*
- Arts and Crafts
 - Field Games
 - Boating on the waterfront
- 3:00 Team Building Activity for Parents and Daughters
- 4:00 Closing Campfire: Songs, Skits, and S'mores
- 5:00 Farewell for Now!

Appendix 6: Congratulations to the Winning Troop Text

Dear Troop _____,

Congratulations! Your troops' fantastic performance during cookie season has earned a free 2Night Stay at one of our four beautiful campsites! Your troop can choose to spend a weekend adventure at either Camp Comstock, Treefoil, Hoover, or Amahami. Once there our enthusiastic staff will help guide your troop on a weekend adventure that they will never forget. Between nature hikes, ropes courses, swimming, boating, arts and crafts, and so much s'more there'll never be a dull moment as the girls learn more about themselves, each other, and the great outdoors.

We are so excited to be able to offer this wonderful experience to your troop who has truly earned it through its exemplary performance. A full schedule for the weekend is included with this letter. Once you find a weekend that you would like to come visit simply call our office at (315) 698-9400 so we can put you on the schedule. Again congratulations, and let the adventure begin!

Regards,
Girl Scouts of NYPenn Pathways

Appendix 7: Schedule for the 2-Night Stay at a Camp Text

Saturday

- 10:00a.m. Arrival and Check-In
- 10:30 Nature Hike
- 11:30 Unpack Overnight Gear
- 12:00p.m. Lunch
- 1:00 Ropes Course
- 3:30 Waterfront Fun! Swimming and Boating
- 5:30 Arts and Crafts Activity
- 6:30 Dinner
- 7:30 Campfire: S'mores, Stories, and Songs
- 9:00 Night Hike
- 10:00 Bedtime

Sunday

- 8:00a.m. Wake Up and Pack Up
- 8:30 Breakfast
- 9:30 Team Building Activity
- 11:00 Farewell for Now!

Appendix 8: Email Blast Text

Have you or your girls ever wanted to experience the adventures of our camps without making a full commitment? Now you can!

The Girl Scouts of NYPenn Pathways will be hosting an open house at each of our four camps: Comstock, Trefoil, Hoover and Amahami. During each of the open houses, you and your girls will have an opportunity to participate in a variety of activities that will familiarize you with the camps' offerings as well as the Girl Scouts organization.

Follow the link for more information on how you could give your girls a once in a lifetime experience that will stay with them forever.

Appendix 9: Brochure Text

Lead your girls on new adventures!

At the four Girl Scouts of NYPenn Pathways camps, the possibilities are endless. Whether they're kayaking on Ithaca's Lake Cayuga, navigating one of the many ropes courses or playing in a tee-pee, your girls will make new discoveries and exercise their imagination. Our supportive parents and eager girls are just a couple of the many reasons we're putting the adventure back into camping.

Appendix 10: Twitter Handle & Tweets

@GSNYPENN_Camps *GSNYPENN Pathways Camps*

Tweets

- Don't be nervous to let your girls go to camp! Our camps have CPR certification, first aid training, and constant supervision
- You can volunteer to make sure your daughter's first time camping is a safe and adventurous one!
- Your daughter is a #GirlScout for a reason! The GS sisterhood takes care of its own, especially at one of our 4 camps
- We have the resources to keep your #GirlScout safe. She will be looked after by moms, sisters and aunts just like you!
- Our camps are more than s'mores. Follow #OnceUponAWeekend to get updated on the latest and greatest adventures at our 4 @GSNYPENN campsites
- #CampTrefoil has its own island that your daughter can row to, with a cave and hieroglyphics from long ago #OnceUponAWeekend
- #CampAmahami has a fire tower! Fire towers are used to spot dangerous wildfires from over 50 miles away #OnceUponAWeekend
- Volunteer at #CampAmahami to help your daughter climb the fire tower, and to her highest potential
- Your daughter can ride horses and hike beautiful trails at #CampHoover to learn about nature, leadership and fearlessness #OnceUponAWeekend
- Your daughter can master ropes courses in the midst of trees and wonderful waterfalls at #CampComstock. Watch her succeed! #OnceUponAWeekend
- Help your daughter be just as adventurous and brave as Rapunzel, Pocahontas, Merida or Tiana #OnceUponAWeekend
- Tell your daughter to be adventurous, exciting and courageous. Take her to camp and start her own adventures #OnceUponAWeekend

- Leadership, teamwork, courage and individuality can't be taught in school. Let the outdoors be your daughter's mentor #OnceUponAWeekend
- Camp allows our #GirlScouts to grow in a safe, fun and welcoming environment #OnceUponAWeekend
- Our dedicated camp staff is ready to help make your daughter stronger and more empowered than ever before #OnceUponAWeekend
- Camp can help your daughter find her WOW! #OnceUponAWeekend
- Volunteer at our camps to help your daughter find her WOW!
- Your daughter is her own hero. You don't need to save her, she can save herself. Camp can let her confidence shine #OnceUponAWeekend
- Camping helps our #GirlScouts become independent and confident. These qualities go beyond the camp, into everyday life #OnceUponAWeekend
- Let your daughter experience the adventure of camping for herself #OnceUponAWeekend
- Our camp's amenities go beyond canoeing, hiking and rope climbing. These adventures help our girls become daring, hopeful and accomplished

Appendix 11: Facebook Posts

- Want your daughter to experience fun and adventure? We have four camps that can provide just that. She can start her own adventure on our beaches, riding in canoes and learning archery, and make new friends!
- Here at our camps, we make sure the girls have a fun and safe time finding their WOW! Our camps have CPR certification, first aid training, and constant supervision. Volunteer to make sure your daughter's first time camping is a safe and adventurous one!
- Our camps help reveal the heroine in your daughter. Our dedicated camp staff is ready to help make your daughter stronger and more empowered than ever before. Let our camping experience help your daughter's confidence shine!
- Our camps are more than s'mores. They're a place for girls to find their WOW adventures to be had! Your daughter can ride horses and hike beautiful trails at #CampHoover to learn about nature, leadership and fearlessness.
- *Meet Sophie! She just spent her weekend at #CampTrefoil climbing rock walls, canoeing, and learning about the exotic wildlife in the area. Next on her list is #CampHoover! She would love to share the adventure with your daughter.
- Of our four camps, which has been your daughter's favorite? Share with us in the comments below! #CampHoover, #CampTrefoil, #CampAmahami, #CampComstock.
- Hey parents! This is *Lisa! She is the camp director at #CampAmahami and would love to meet you. She's the one who makes sure your daughters have a safe and life changing experience at camp. Feel free to stop by and say hello to her during your daughter's next adventure!
- Want to be there when your daughter finds her WOW? Our camps are always looking for volunteers just like you to help the girls' experience be the best it can be!
- Our camps are all about creating everlasting memories and lifelong skills. What adventure did your daughter have this weekend? Help spark some ideas and share below! #OnceUponAWeekend

Appendix 12: Script/Scene Description

FADE IN:

EXT. HIKING TRAIL - DAY

A group of girls have formed a circle around their camp counselor, all looking down at something in her hands.

SOPHIE, the youngest and smallest of the group, shot from her perspective.

SOPHIE

(standing at the outside of the group, she stands on her toes, trying to see)

What is it guys? I can't see.

GIRL

(opens up to let Sophie into the circle, and gestures in)

Come here, Sophie! You gotta see this.

Sophie finds her way to the front and is startled at the sight of a salamander in the counselor's hand. She slowly backs away in fright.

CAMP COUNSELOR

(crouching down to Sophie's height)

Oh no, it's okay Sophie. He's not mean. Do you want to hold him?

SOPHIE

(shakes her head no, continues to shy away)

CAMP COUNSELOR

Are you sure?

(she slowly closes the gap between them)

I'll be right here next to you the whole time.

GIRLS

(sharing various words of encouragement)

You can do it Sophie! It's so cool! You'll love it!

Sophie looks around at all the girls smiling and cheering her on, she turns back to the camp counselor, cups her hands together and slowly gestures them toward her. The counselor gently places the salamander into Sophie's hands, keeping

(CONTINUED)

one hand underneath Sophie's for support. Sophie flinches at the creature's touch.

SOPHIE
(peers down at the salamander
and then back up at the
counselor)

CAMP COUNSELOR
So what do you think?

SOPHIE
(she looks back down again at
the creature and starts to
giggle)

CAMP COUNSELOR
Pretty cool, huh?

SOPHIE
(nodding in agreement,
gigglingly)
He feels funny.

DISSOLVE TO:

GRAPHIC SCREEN

Graphic includes a background with text that reads, "What adventures are you going to have this weekend?"

GIRLS (O.S.)
(continued giggling and
chattering about the
salamander)

DISSOLVE TO:

GRAPHIC SCREEN

Next graphic states the campaign's title, "Once Upon a Weekend", with a website linked to the camps' information.

Appendix 13: Pre & Post Campaign Surveys

Pre-Campaign Awareness/Preferences Survey for Parents

1. I am aware of the Girl Scouts of NYPENN Pathways camp programs. (Listing + Likert Scale)
2. I am aware of the cost of camping at Girl Scouts of NYPENN Pathways camps. (Likert Scale)
3. I am aware of the amenities offered by the Girl Scouts of NYPENN Pathways camps. (Listing + Likert)
4. I feel comfortable sending my daughter to camp. (Likert Scale)
5. I find camping to be a worthwhile experience for my daughter. (Likert Scale)
6. Have you ever visited any Girl Scouts of NYPENN Pathways camps? (Y/N)
7. Have you volunteered at any of the camps before? (Y/N)

Pre-Campaign Awareness/Preferences Survey for Girls

1. I've attended a Girl Scouts of NYPENN Pathways camp. (Y/N)
2. Camp activities sound interesting and fun. (Likert Scale)
3. I would like to camp with my troop. (Likert Scale)
4. I would like to camp with my family. (Likert Scale)

Post-Campaign Awareness/Preferences Survey for Parents

1. I am aware of the Girl Scouts of NYPENN Pathways camp programs. (Listing + Likert Scale)
2. I am aware of the cost of camping at Girl Scouts of NYPENN Pathways camps. (Likert Scale)
3. I am aware of the amenities offered by the Girl Scouts of NYPENN Pathways camps. (Listing + Likert)
4. I feel comfortable sending my daughter to camp. (Likert Scale)
5. I find camping to be a worthwhile experience for my daughter. (Likert Scale)
6. Would you return to use our camping facilities again in the future? (Y/N)
 - a. Why or why not? (Open-ended)
7. Were there any difficulties with transportation to the camps? (Y/N)
8. Do you plan on volunteering for our camps in the future? (Y/N)
 - a. If not, why? (Open-ended)
9. What can we do to make our camps more accessible to your family? (Open-ended)
10. On the following 1-5 scale, rate your overall experience with our camps: (Rating)

Post-Campaign Awareness/Preferences Survey for Girls

1. I've attended a Girl Scouts of NYPENN Pathways camp. (Y/N)
2. Camp activities sound interesting and fun. (Likert Scale)
3. I would like to camp with my troop. (Likert Scale)
4. I would like to camp with my family. (Likert Scale)
5. What was your favorite part about camp? (Open-ended)
6. Do you plan on attending another one of our camps? (Y/N)
 - a. If not, why? (Open-ended)
7. What fun activities would you like to see added to our camp? (Open-ended)
8. What's something you learned from your camping adventure? (Open-ended)
9. On the following 1-5 scale, rate your overall camping experience: (Rating)

Appendix 14: Messaging Questionnaires

Safety/Leadership Development Questionnaire for Parents for “Once Upon A Weekend”

1. Tell us about your safety concerns when it comes to your daughter at camp.
2. What would make you feel more comfortable to let your daughter go to camp?
3. What safety precaution do you think our camps should take to make you feel more comfortable to let your daughter be there?
4. Does our message about safety resonate with you? (Y/N)
 - a. Why? What specific aspects did you like? Dislike?
 - b. Did it touch upon the safety concerns you listed above?
 - i. If not, what safety concerns should be touched upon?
5. What qualities do you believe your daughter embodies by being a Girl Scout?
 - a. What qualities would you like her to have from this experience?
6. Does our message about leadership development resonate with you? (Y/N)
 - a. Why? What specific aspects did you like? Dislike?
7. What qualities would you like us to add that were not mentioned?

Amenities Questionnaire for Girls for “Once Upon A Weekend”

1. What do you think about when you hear the word ‘camp’?
 - a. Do you want to go to camp? (Y/N)
 - b. What fun things do you want to do at camp?
2. Who are your 3 favorite Disney Princesses? Why?
 - a. Do you think they are exciting, courageous and adventurous? (Y/N)
3. Did you like all of the fun activities listed that you could do at camp? Such as the fire tower, the island, horseback riding, and others? (Y/N)
 - a. Which ones did you like the most?
 - b. Which ones did you like the least?
4. Do you like Tiana, Merida, Pocahontas and Rapunzel?
 - a. What adventures do you remember them having in Princess and the Frog, Brave, Pocahontas, and Tangled?
 - i. Do you think you could do those things at camp? (Y/N)

Appendix 15: OUAW Graphics



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Once Upon a Weekend...
Put the adventure back into camping!

www.gsnypenn.com Sample



gsnypenn

Once Upon a Weekend...
Put the adventure back into camping!

www.gsnypenn.com Sample



Once Upon a Weekend...

Put the adventure back into camping!



Once Upon a Weekend...

Put the adventure back into camping!



Once Upon a Weekend...

Put the adventure back into camping!



Once Upon a Weekend...

Put the adventure back into camping!

https://www.dropbox.com/sh/mmkshhj8y66aofl/AAB7QciUD_vG0wRBxfuq35R_a?dl=0

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COMMUNICATIONS

Agency Rate

Brainstorming at \$50 per hour per person	120 minutes	\$400
Research at \$50 per hour	140 minutes	\$100
Meeting at \$75 per hour per person	370 minutes	\$1,625
Writing at \$75 per hour	1100 minutes	\$1,375
Total	28.8 hours	\$3,500

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COMMUNICATIONS

Appendix Reference

Open House Invitation	pg. 28	Appendix 4
Open House Schedule	pg. 28	Appendix 5
Troop Congrats	pg. 29	Appendix 6
2-Night Stay Schedule	pg. 30	Appendix 7
Email Blast	pg. 31	Appendix 8
Brochure Card Text	pg. 31	Appendix 9
Tweets	pg. 32	Appendix 10
Facebook Posts	pg. 34	Appendix 11
Promo Video Script	pg. 35	Appendix 12
Pre-Campaign Surveys	pg. 37	Appendix 13
Msg. Questionnaires	pg. 39	Appendix 14
Schedule	pg. 14	
Budget	pg. 16	
Post-Campaign Surveys	pg. 37	Appendix 13
Social Media Scorecards	pg. 18	
Dropbox Link	pg. 42	