



UNIT JOURNEY 2.0 COMMUNICATION PLAN

Steps:

1. Gather Contact Information for parents and/or leaders
2. Choose a method of communication (or two)
3. Choose a communicator (or two)
4. Communicate frequently (weekly, monthly, quarterly)
5. Establish ways for two way communication
6. Always be on the lookout for new options
7. Poll parents and leaders regularly about the quality of communication and meeting their needs

Determine a Method or Options for Communication Tools:

- | | | |
|-------------------------------------|---|---|
| <input type="checkbox"/> Shutterfly | <input type="checkbox"/> Email | <input type="checkbox"/> 3 rd Party Software |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> E-Newsletter | <input type="checkbox"/> Toolkit |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Print Newsletter | <input type="checkbox"/> Cub Trails |
| <input type="checkbox"/> Outlook | <input type="checkbox"/> Other: | |

Communication Outline/Timing:

School Calendar	August/September
Unit Calendar for School Night and Parent Orientation	September
Committee Leader Meeting Notes	Week before Unit Meeting
Unit Meeting Reminder	3 days before
Pack meeting/Court of Honor Reminder	3 days before
Den/Patrol Meeting Reminder	5 days before
Summer Camp Information	3 months before
Special Activities/Events Information	2 months before
Friends of Scouting	December/January
Fundraising/Product Sale	1 month before & during
Training Information	Quarterly
Advancement	Monthly



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