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:

- Shutterfly
- Facebook
- Twitter
- Outlook
- Email
- E-Newsletter
- Print Newsletter
- Other:
- 3rd Party Software
  - Toolkit
  - Cub Trails

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