

Planning Sheet

Public Relations Situation: Promotional campaign to increase membership in Neighborhood Scout Troops.

Analysis of Key Publics: 1. Local families with boys ages 7-13; wants/interests/needs

- *Mentorship for young men
- *Safety for scouts
- *Socialization options for kids
- *Life training and skills

2. Local families with girls ages 7-13; wants/interests/needs

- *Mentorship for young women
- *Empowerment

Core News: Neighborhood Scout Troop is open for enrollment in after-school programs for young boys and girls that provide mentorship and socializing opportunities for youths.

Benefit Statement: Neighborhood Scout Troop can instill life skills and training that will create strong, empowered youths while providing a safe learning environment. Parents will see their children maturing and socializing with other local youths.

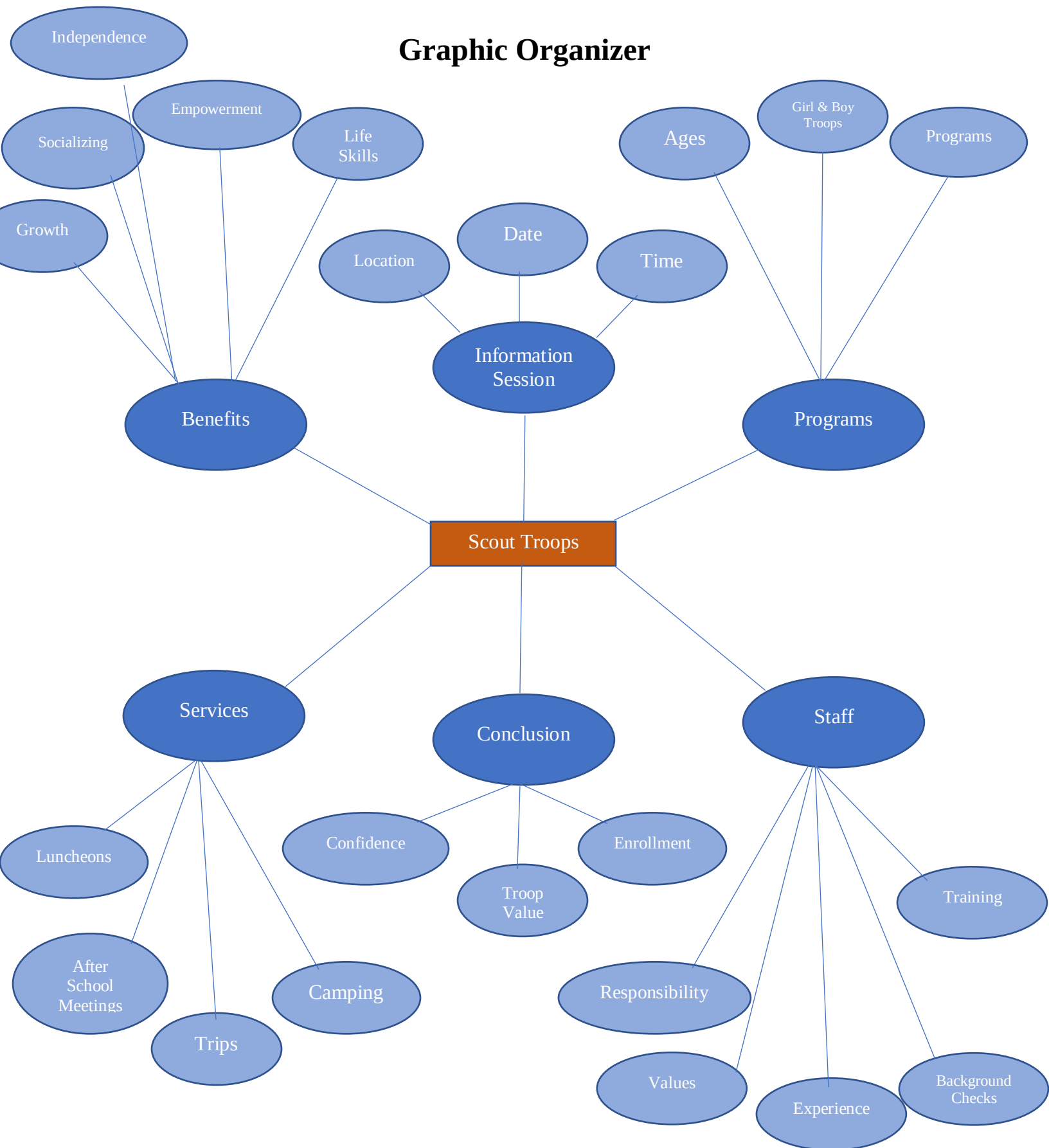
Tone of Message: The tone should be warm, friendly, and informative. Parents should feel encouraged to enroll their children in Troops and know that safety and growth are of absolute importance.

Intended Outcomes: *Provide information on the Neighborhood Scout Troop program
*Instill confidence in the positive environment Scout Troops can provide
*Encourage enrollment in Scout Troops

Action Statement: Inviting parents to information session, facilitating enrollment in the Scout Troops, and informing the key publics of Troop opportunities.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

Graphic Organizer



Edited First Draft

~~Young people need~~ extracurricular activities ~~to~~ instill a sense of responsibility and independence ^{in kids} as they grow older. Neighborhood Scout Troops is ~~committed to~~ molding the leader ~~s~~ of tomorrow through our after-school programs.

Enrollment is now open ~~and we are holding an information session to~~ interested parents and children. ^{are invited to join info session}

The information session will take place Sunday, February 4, 2018, at 6 o'clock ^{PM}. The session will be held at the Summerwood Community Center at 1320 West Lake Houston Parkway, Humble, Texas 77346. Refreshments and snacks will be provided.

Neighborhood Scout Troops is an organization ~~committed to~~ providing beneficial after school programs to youths. Children will learn valuable life skills through wilderness adventures, social activities, field trips and more. ~~Although separate,~~ we ~~do~~ offer troops for boys and girls. Our ~~workers~~ are committed to providing quality leadership to children in a fun, safe environment.

^{TROOP LEADERS} So visit our information session for more ^{details} information and to sign your child up for a troop! At Neighborhood Scout Troops we guarantee a fun, exciting, educational option for children's after school programs- Scout's Honor.

Edited Second Draft

[Parents seeking a rewarding after-school program for their children look no further:
Neighborhood Scout Troops ^{is} open for enrollment!]

Centered,
bold

Neighborhood Scout Troops ^{is} molding the leaders of tomorrow by providing beneficial after-school programs to youths. Scouts learn valuable life skills, independence, and responsibility through wilderness adventures, social activities, field trips and more. Troops are ~~available~~ for boys and girls ages 7-13. Our Troop Leaders are trained professionals committed to providing quality mentorship to children in a fun, safe environment.

Graphic

open
to

Interested families are invited to our information session where details, registration info, and more will be available! Parents will have the opportunity to ask questions, meet our Troop Leaders as well as parents of currently enrolled scouts. The session will take place ~~Sunday~~ February 4, 2018, 6:00PM at the Summerwood Community Center- 1320 W. Lake Houston Pkwy, Humble, Texas 77346. Refreshments and snacks will be provided. For more information or to locate the Community Center visit our website at www.NST.org.

[At Neighborhood Scout Troops we guarantee a fun, exciting, educational option for children's after school programs- Scout's Honor.]

↓
insert graphic

Bold,
italics
or
Scout's Honor



Parents seeking a rewarding after-school program for their children look no further:

Neighborhood Scout Troops are open for enrollment!

Neighborhood Scout Troops are molding the leaders of tomorrow by providing beneficial after-school programs to youths. Scouts learn valuable life skills, independence, and responsibility through wilderness adventures, social activities, field trips and more. Troops are open to boys and girls ages 7-13. Our Troop Leaders are trained professionals committed to providing quality mentorship to children in a fun, safe environment.

Interested families are invited to our information session where details, registration info, and more will be available! Parents will have the opportunity to ask questions, meet our Troop Leaders as well as parents of currently enrolled scouts. The session will take place February 4, 2018, 6:00PM at the Summerwood Community Center- 1320 W. Lake Houston Pkwy, Humble, Texas 77346. Refreshments and snacks will be provided. For more information or to locate the Community Center visit our website at www.NST.org.

At Neighborhood Scout Troops we guarantee a fun, exciting, educational option for children's after school activities- *Scout's Honor*.

