



Calendar, Communication & Funding Goals

GOAL 1

Improve Event Visibility:



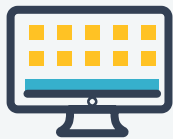
WEBSITE

HUB, Support Center, and Calendar brings all critical information together in one spot.



CALENDAR

Calendaring will improve by implementing reoccurring dates for programming where applicable.



18-MONTHS OUT

Black Pug Calendar will be populated with events, program descriptions, and locations.



SPRING HOMECOMING

This event is the annual reveal of the council's program from August to August.

GOAL 2

Improved Ability to Make Decisions and Register:



OFFER TRAINING

GCC will offer training to units to help plan robust 12-month calendars in late-May through August.



6-MONTHS OUT

Full details for all events will be online and registration live at this time.

Our Commitment to Provide Reliable Program:



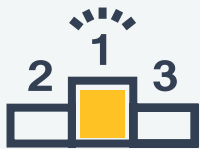
LOW MAKE OR BREAK NUMBERS

All training events will need a minimum of 10 participants and other programs need a minimum of 50 in order to meet program and budgetary minimums.



EARLY REGISTRATION

To simplify early registration, GCC will provide units the ability to register early without providing names.



MULTI PRICING TIERS

Multiple pricing tiers to encourage registration:

6 MONTHS – 60 DAYS OUT

GCC will offer **early bird** pricing to encourage sign ups.

60 – 30 DAYS OUT

This is the **normal fee** and may include incentives such as T-shirts or other customized items.

UNDER 30-DAYS

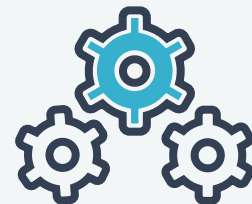
Registration is still open but will include a **late fee**. Final event approval and supplies will be ordered if event minimums are met.

2-WEEKS OUT

GCC will send an automated email that reminds units to populate their participant data 2 weeks out or the Black Pug system will drop reservations.

DAY OF

Day of Registration is 2x normal registration fee (if allowed at all).



MARKETING PLAN

All events will have a marketing plan that encourages registration at critical points.



GRAND CANYON COUNCIL
Boy Scouts of America

#DISCOVERYOURPATH