

**AFRICA SCOUT FOUNDATION**  
**COMMUNICATIONS STRATEGY 2017 - 2022**  
(Draft 2 - 20170622)

<p><b>Goal 1: Stakeholders Engagement</b>  Better Engagement with the Stakeholders of the Foundation</p>		
<p><b>Ambition</b>  To develop strategies to better engage current stakeholders (members/contributors, board and supporters) in order to enhance active participation, instill a sense of ownership of the Foundation and unlock more funding opportunities</p>		
<p><b>Focus Area 1</b>  Membership Management</p>	<p><b>Focus Area 2</b>  Member Engagement</p>	<p><b>Focus Area 3</b>  Recognition of Members</p>
<p><b>Milestones</b></p> <ol style="list-style-type: none"> <li>1. Development of a comprehensive and up-to-date database of ASF's stakeholders</li> <li>2. Creation of a segmented mailing list for all ASF's stakeholders</li> <li>3. Monitor and track the growth of membership in each category</li> </ol>	<p><b>Milestones</b></p> <ol style="list-style-type: none"> <li>1. Adequate and timely response to queries about the Foundation</li> <li>2. Disseminate quarterly news updates to all stakeholders of the Foundation</li> <li>3. Prepare and disseminate an annual report, complete with narratives and audited accounts and list of new members and contributors for the year</li> </ol>	<p><b>Milestones</b></p> <ol style="list-style-type: none"> <li>1. Development and production of entry level recognition items for each membership category</li> <li>2. Development of special recognition systems for key supporters of the Foundation</li> <li>3. Publication of the names of all members on the Foundation's website as per the various categories</li> </ol>

<p><b>Goal 2: Supporting Fundraising</b> Supporting the Foundation's Fundraising Activities Through Impact Communication</p>	
<p><b>Ambition</b> To properly document activities and initiatives of the Foundation and their impacts; and provide support for campaigns and events that enhance its financial growth and sustainability.</p>	
<p><b>Focus Area 1</b> Project Documentation</p>	<p><b>Focus Area 2</b> Events and Campaigns</p>
<p><b>Milestones</b></p> <ol style="list-style-type: none"> <li>1. Compile comprehensive documentations of proposed and ongoing projects of the Foundation</li> <li>2. Document and disseminate stories of the impact of the Foundation's projects or projects supported by the Foundation</li> <li>3. Produce informational and promotional material for each project of the Foundation</li> </ol>	<p><b>Milestones</b></p> <ol style="list-style-type: none"> <li>1. Support the regular organization, branding and publicity of the Foundation's events at national, zonal, regional and world levels</li> <li>2. Invite and encourage members of the Foundation to participate in various national and regional Scout events</li> </ol>

**Goal 3: Branding and Communications**

Developing and Managing Corporate Branding and Communication Systems of the Foundation

**Ambition**

To develop and protect the Foundation's brand and to establish and maintain efficient and effective communication systems in order to build and maintain a favorable image.

**Focus Area 1**

Image and Branding

**Focus Area 2**

Communication Channels

**Focus Area 3**

Promotion and Marketing

**Milestones**

1. Undertake a complete rebranding of the Foundation and develop clear brand guidelines
2. Develop a corporate profile document for the Foundation
3. Register, protect and manage the use of the Africa Scout Foundation brand

**Milestones**

1. Develop and maintain a modern and fully responsive corporate website for the Foundation
2. Create official corporate email accounts for use in the Foundation's Communications
3. Establish, manage and regularly update social media channels for the Foundation

**Milestones**

1. Develop and produce assorted digital and print promotional material for the Foundation
2. Support the development and implementation of targeted ASF's digital marketing campaigns through different online platforms
3. Development of marketing tools such as testimonial videos and publications from donors and contributors to encourage others to join and contribute

**Goal 4: Networking and Partnerships**

Enhance the Development of High value Networks and Partnerships to the Foundation's Mission

**Ambition**

To win over high level support for the Foundation in order to position it as a credible partner in youth development so as to attract and retain donors who believe in the values and impact of the work of Scouting in Africa

**Focus Area 1**

Fellowship Programmes

**Focus Area 2**

Networking and Partnerships

**Milestones**

1. Appointment of prominent African personalities as goodwill ambassadors of the Foundation
2. Establishing fellowship programmes for members of the Foundation such as:
  - **The Order of the Mafeking Fellowship** - a programme created to acknowledge and commend individuals who become donors to the Africa Scout Foundation - to meet every three years at each Africa Scout Conference; and
  - **The Nyeri Fellowship** - a fundraising, advocacy and social networking event to provide current and potential donors with an opportunity to network while contributing to Scouting, interact with Scouts, visit different Scout projects and advocate for Scout values - to be held annually during the Africa Scout Day celebrations

**Milestones**

1. Establishing and maintaining favorable relations with key regional supporters of Scouting such as the African Union, regional blocs, governments, business and community leaders to generate good will and drum-up support for Scouting in Africa
2. Participation in youth development and public interest affairs to enhance visibility
3. Develop and implement joint youth programmes and projects in partnership with organizations with similar objectives