



# Brand Messaging Training

Prepared by

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BRAND PSYCHOLOGY

What is “brand consistency” and  
why is it important?

**Positioning and visuals aligned with values and identity is crucial. It allows the brand's audience to recognize its characteristics more and more with each touchpoint.**

*Remember:* Our ultimate goal is to **grow Scouting** which will in turn **shape the future** of our entire community.



**Brand consistency** is how an organization delivers messages aligned with its core values, brand platform, audience experience, and visual brand identity elements.

It ensures that your brand is **easily recognizable** across all marketing channels and touchpoints. This creates a cohesive, consistent brand identity, a unified experience, and **builds trust** for both your existing and potential audiences.

- ✓ Follow messaging and brand guidelines
- ✓ Utilize canned assets and templates
- ✓ Repurpose content
- ✓ Set a content plan
- ✓ Let the GCC marketing folks assist



BRAND PLATFORM

# Discovering & Building Character



## **Discovering & Building Character**

In Scouting, every new adventure, every campout, and every badge is a chance to learn new skills and gain new experiences. Scouts and their families are welcomed into an inclusive community that encourages them to try new hobbies, serve their community, and explore the outdoors while learning about the world around them. Through these experiences, Scouts gain knowledge and skills; create and strengthen relationships with family, friends, and communities; and learn to lead values-based lives that build their character and leadership abilities, setting them up for future success.

# Elevator Speech

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*We help kids discover and build character in fun and engaging ways.*

Scouting provides a blend of recreational and educational activities that allow members to explore the outdoors, try new hobbies and learn new skills, serve their community, and build relationships with families and friends. Our goal is to help each Scout build strong values so they can go on to be future leaders with fulfilling and successful lives.



# Value Prop Messaging

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## ***For Scouts***

In Scouting you'll develop new skills, try new hobbies, make friends, learn teamwork, experience the outdoors, and serve your community—all while having fun and discovering more about the world.

## ***For Parents***

Scouting helps your kids learn new skills, bond with you and their friends, and build character by learning to lead a values-based life that sets them up for future success.

## ***For Donors***

Scouting benefits its members, their communities, and the future by helping youth build character, learn about the world and grow into inspired leaders.



BRAND MESSAGING

# Voice, tone, and speaking “non-Scout”

**Voice** is your brand's personality. It's the unique way that your brand communicates with the world on outward facing materials and touchpoints. Your brand voice never changes, regardless of situation, touchpoint, or medium.

**Tone** is a subset of your brand voice and adds specific flavors to each piece of messaging based on audience, situation, and medium.

***Main difference: Brand voice remains constant. Brand tone can change based on the situation.***

## Our voice is lively, knowledgeable, and adventurous.

Adjectives	Do's	Don'ts
Lively	<ul style="list-style-type: none"> <li>✓ Speak with passion/enthusiasm</li> <li>✓ Focus on the positive</li> <li>✓ Be welcoming, inclusive and engaging</li> </ul>	<ul style="list-style-type: none"> <li>✗ Use negative language</li> <li>✗ Use unwelcoming language</li> <li>✗ Act unenthused or unexcited</li> </ul>
Knowledgeable	<ul style="list-style-type: none"> <li>✓ Share knowledge and expertise</li> <li>✓ Be helpful when we can</li> <li>✓ Teach the audience about who we are and what we do</li> </ul>	<ul style="list-style-type: none"> <li>✗ Make the audience feel stupid</li> <li>✗ Use exclusive language/jargon</li> <li>✗ Attempt to explain topics we aren't experts in</li> </ul>
Adventurous	<ul style="list-style-type: none"> <li>✓ Show our love for the outdoors</li> <li>✓ Find and share new experiences</li> <li>✓ Ask questions</li> </ul>	<ul style="list-style-type: none"> <li>✗ Be repetitive</li> <li>✗ Shoot down new ideas</li> <li>✗ Focus on unadventurous activities/ideas</li> </ul>

**Here are some topics to focus on in your messaging.**

## *Growth*

Share messages that show the growth of members and the organization. Discuss how Scouting leads to growth.

## *Building Character/Leadership*

Share messages about leadership skills and character. Discuss how Scouting can help build character and leadership.

## *Adventure/Discovery*

Highlight campouts, trips, activities, hobbies. Create messages that focus on how Scouting helps its members discover the outdoors and learn new things.

## *Skills*

Showcase some of the many skills and talents of our members. Both the ones they learned on their own, and the ones they learned through Scouting.

## *Values*

Scouting is built on strong values...don't be afraid to share those values and their impact.



BRAND ASSETS

Available To You



# Visual Assets & Guides

## Visual consistency is as important as brand messaging

In addition to internal items such as letterhead and presentation decks, there is also a one-page brand messaging cheat sheet and several templates available to you, including:

- ✔ Posters
- ✔ Flyers
- ✔ Social Media Graphics
- ✔ Print Ads



BRAND ELEMENTS

**What is Scouting all about?**  
We help kids discover and build character in fun and engaging ways.

Scouting provides a blend of recreational and educational activities that allow members to explore the outdoors, try new hobbies and learn new skills, serve their community, and build relationships with families and friends. Our goal is to help each Scout build strong values so they can go on to be future leaders with fulfilling and successful lives.

**What are the benefits of Scouting?**

*For Scouts*  
Scouting helps you develop new skills, try new hobbies, make friends, learn teamwork, experience the outdoors, and serve your community—all while having fun and discovering more about the world.

*For Parents*  
Scouting helps your kids learn new skills, bond with you and their friends, and build character by learning to lead a values-based life that sets them up for future success.

*For Donors*  
Scouting benefits its members, their communities, and the future by helping youth build character, learn about the world and grow into inspired leaders.

**Brand Voice**  
Our voice is lively, knowledgeable, and adventurous

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**Voice in action**  
Here are some topics to focus on in your messaging

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*Adventure/Discovery* - Highlight campouts, trips, activities, hobbies. Create messages that focus on how Scouting helps its members discover the outdoors and learn new things.

*Skills* - Showcase some of the many skills and talents of your members. Both the ones they learned on their own, and the ones they learned through Scouting.

*Values* - Scouting is built on strong values; don't be afraid to share those values and their impact.

**Need assistance?**  
Contact [GCC.Marketing@Scouting.org](mailto:GCC.Marketing@Scouting.org)



NEED ASSISTANCE?

Contact

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