SELLING THE OUTDOORS TO A MILLENNIAL
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Millennials & Scouting

- In 2013 the BSA surveyed 1600 parents
  - They want fresh & relevant experiences for their children
  - They expect youth organizations to do what is right & positively impact the community
  - More than half agreed that “The BSA offers life changing experiences”
  - Almost half reported that they had never been asked to join Scouting
SELLING THE OUTDOORS TO A MILLENNIAL

• Central Region Camping Trends
• What is a Millennial?
• What do we know about Millennials?
• How does Scouting market to Millennials?
• What does Scouting have to offer Millennials?
NATIONAL CAMPING REPORT: Central Region Boy Scout Camping

Central Region
Total Boy Scout Membership
2012 to 2017

- 2012: 181,459
- 2013: 178,022
- 2014: 167,061
- 2015: 160,958
- 2016: 156,544
- 2017: 148,025

Prepared. For Life.
Total Resident Camping
2012 to 2017
NATIONAL CAMPING REPORT:
Central Region Cub Camping

Cub Membership
2010 to 2017

Membership 309,776 305,138 302,602 285,957 257,712 247,556 241,921 242,466
NATIONAL CAMPING REPORT: Central Region Cub Camping

Total Camping
2010 to 2017

- 2010: 161,142
- 2011: 145,516
- 2012: 133,862
- 2013: 135,266
- 2014: 134,642
- 2015: 127,871
- 2016: 127,838
- 2017: 122,231
NATIONAL CAMPING REPORT:
Central Region Cub Camping

Cub Camping by Type
2010 to 2017
WHAT IS A MILLENNIAL?
WHAT IS A MILLENNIAL?

![2015 Age Pyramid Diagram]

- **Millennials 19-37 (83M)**
  - Men: 11.4, Women: 11.0
- **Boomers 51-69 (74M)**
  - Men: 10.5, Women: 10.8

The diagram shows the age distribution and gender ratio for Millennials and Boomers in 2015.
Millennials

• Some Characteristics:
  – Confident, upbeat & open to change
  – Very liberal
  – Supportive of progressive social policies
  – Value & accept diversity
  – More ethnically & racially diverse
• Some More Characteristics:
  – Best educated
  – 75% have a social media profile
  – About ½ are married & ½ have children, not the same half
  – Economic conditions have slowed marriage & parenthood
• Even More Characteristics
  – Have strong moral values, but do not belong to organized religions
  – Very comfortable with technology
  – Less trusting than previous generations
• And a Few More Characteristics
  – Carry more debt, but are optimistic about future
  – 50% describe themselves as independent as opposed to Democrat or Republican
Millenials: Self-Selected Descriptors

- Friendly: 85%
- Open-minded: 81%
- Intelligent: 80%
- Responsible: 73%
- Thoughtful: 73%
- Caring: 71%
- Fun-loving: 65%
- Independent: 63%
- Creative: 62%
- Curious: 59%

Top 10 phrases or adjectives that best describe Millenials.
Millennials & Scouting

• Marketing to Millennials
  – They use the internet to do their research & they are looking for products & services that will enhance their lives & experiences
    • They are looking for the best for themselves & families
  – They rely heavily on peer reviews & referrals
    • Invite them to share their experiences on social media (UGC)
  – They love to purchase on line, but it has to be fast & easy
    • They do not like click troughs & having to reenter information
    • PayPal is a big plus
Millennials & Scouting

• **Marketing to Millennials**
  – **Quality & service are critical.** They can easily find alternatives & won’t be back if they are not satisfied
  – Understand & speak to their important values
  – Understand their life style & find ways to add to their experiences
  – Make sure they are informed & involved - - be transparent
  – Aggressively use social media
Millennials & Scouting

• **Marketing to Millennials**
  – Today’s families are busy & they are looking to spend quality time with their children
  – **Parents are concerned with the lack of outdoor activity for their children**
  – **Scouting offers parents & families opportunities to make the most of their time with their children & many fun adventures**
  – Coupons make a difference
  – They are looking for organizations that make a difference in people’s lives
Camping Data Analysis Discussion

• Central Region Cub Camping Surveys
  – Data from two surveys of parental attitudes
    • 2 different councils in 2014
  – Data from a survey sent to SE’s, council program directors & camp directors August/September of 2015
Camping Data Analysis Discussion
Council Survey

Day Camp Barriers

- Lack of Den/Pack participation: 50
- Conflict with other activities: 42
- Job conflicts: 40
- Lack of adult: 40
- Program awareness: 36
- Distance: 26
- Day care: 24
- No friends attending: 21
- Cost: 19
- Location: 17
- Conflict with other camp: 10
- Lack of experience: 7
- Lack of equipment: 6
Camping Data Analysis Discussion
Council Survey

Resident Camp Barriers

- lack of Den/Pack participation: 31
- job conflicts: 30
- program awareness: 30
- conflict-other activities: 27
- cost: 25
- lack of adult: 25
- lack of experience: 16
- distance: 14
- day care: 13
- no friends attending: 12
- lack of equipment: 8
- location: 8
- conflict-other camp: 7
Camping Data Analysis Discussion
Parent Survey

Attendance Barriers - Parents

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>69</td>
</tr>
<tr>
<td>No Pack or Den</td>
<td>58</td>
</tr>
<tr>
<td>No Friend</td>
<td>57</td>
</tr>
<tr>
<td>Sports Conflict</td>
<td>55</td>
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<tr>
<td>Vacation</td>
<td>55</td>
</tr>
<tr>
<td>Program Awareness</td>
<td>54</td>
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<tr>
<td>Job or Home Conflict</td>
<td>48</td>
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<tr>
<td>Distance</td>
<td>36</td>
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<tr>
<td>Child Care</td>
<td>33</td>
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<tr>
<td>Lack of Adult</td>
<td>32</td>
</tr>
<tr>
<td>Other Camps</td>
<td>26</td>
</tr>
</tbody>
</table>
Cub Camping Discussion

Attendance Barriers - Councils

Attendance Barriers - Parents
Camping Data Analysis Discussion
Marketing

Marketing Tools Used
Councils

- Email: 56
- Internet: 54
- Brochures: 52
- Pack Meetings: 48
- Social Media: 46
- Direct Mail: 39
- Phone Calls: 22
- DVD/Video: 18
Camping Data Analysis Discussion Marketing

Most Effective Marketing Tools
Council

- Pack meetings: 35
- Brochures: 20
- Direct mail: 20
- Social media: 20
- Email: 17
- Internet: 14
- Phone calls: 11
- DVD/Video: 4
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• What can councils do?
  – Use the tools available
    • Honest & thorough SWOT of each program
    • Use the NCAP standards for a rigorous self-assessment (Day Camp)
    • Make good use of the Continuous Camp Improvement Plan (CCIP)
    • Parent evaluations - - use a 10 point scale, B’s & C’s not good enough
    • Use the CFET - - what can you do to improve facilities?
    • Use the Outdoor Program Committee Guide
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• National Camping Task Force has learned that council camping programs offering a quality staff & program, with quality equipment are successful
  – Dedicated to a quality guest experience in all aspects
  – Staff at national high adventure bases set the example
    • “anything less than a 10 is considered a failure”
  – Quality program follows from a quality staff
  – Starts at the top from the Scout Executive to the council camping professional to the Camp Director & Program Director
    • Critical 1st step is to invest in the staff
    • working conditions, housing, food, time off, work environment
SELLING THE OUTDOORS TO A MILLENNIAL

• The council needs to commit to the steps needed to reach the “A” level experience
  – If they cannot make that commitment, then maybe they need to think about not offering the programs that are not at that level
    • Vast majority of Cub Day Camp are offered by volunteers at local parks

• Millennial parents are the key to Cub camping
  – Is the council doing all they can to reach these parents?
  – Does your program meet their needs?
  – How easy is it to sign up & pay for camp
SELLING THE OUTDOORS TO A MILLENNIAL

• **Unit presentations**
  – Schedule a camp promotion with Scouts and parents.
  – Best opportunity to get to parents

• **Camp brochures**
  – Should be colorful, attractive, and easy to read.
  – Should include all camping programs.
  – Should be sent to all registered Scouts.
  – Should be sent at the right time.
  – Should include photos of smiling faces having fun.
Unit Presentations

• PRESENTATION MUST SCRIPTED, WELL REHEARSED & WELL PRESENTED
  – Only “one kick at the cat”

• Camp promotion for scout units.
  – Reach out to all units in your council

• Coordinate with pack meetings and courts of honor
  – Maximizes parent awareness

• Seek support of unit leader
SELLING THE OUTDOORS TO A MILLENNIAL

• **Video presentations**
  – Should be brief and high energy, and include live sounds of camp excitement.
  – Limit the talking heads.
  – Should show lots of faces of Scouts having fun.
  – Mention Scouting’s values.
  – Adequately describe food and living conditions.
  – The appropriate length. (Five to eight minutes is the ideal length.)
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• **Council website**
  – Should be on the landing page.
  – Should include colorful images.
  – Should include tools to sign up for camp and receive key information

• **Newspaper articles**
  – Weekly and biweekly papers are especially responsive.
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• Promotional items
  – Early-bird discounts
  – Special patches
  – Incentives for units that promote and recruit other units to camp.
  – Incentives for units that hold camping presentations (i.e., drawing for a free session of camp for a Scout in attendance).
Who Conducts Unit Presentations

- Camping committee members
- Order of the Arrow lodge members
- Camp staff members
- Experienced and enthusiastic unit leaders
Brainstorming Marketing Ideas

• Websites: Make them useful and present content that is helpful to someone who wants to learn about what it takes to come to your camp.
• Council newsletter
• Table displays at events: A standard display should always be available for use at all council or district events.
Brainstorming Marketing Ideas

- Order of the Arrow presentations
- Postcards: They’re cheap and portable.
- Roundtables: Conduct regular visits during the registration season and follow-up visits after the camping season closes.
- Target unit visits: Determine which units do not come to your camp and follow up with them directly and personally.
Brainstorming Marketing Ideas

- Scout office displays: Make a display so that people walking into a council office can find out about the camping program.
- Specific program marketing
- Seconds: Offer a discount for youth who come back for a second session.
- Individual/buddy programs
- Camp newsletters (off-season)
Brainstorming Marketing Ideas

- Teaser videos: Prepare a series of 30-second videos to capture attention and inform. Release on the council website, YouTube, social media sites, etc.
- Scout executive letters
- Camping and non-camping units: Send personal invitations to come to camp and to thank units for supporting camp.
Brainstorming Marketing Ideas

• Social media sites (Facebook, Twitter, blogs, etc.): These allow for rapid updates and notifications.
  – Encourage user generated content

• Social media advertising: Ads are inexpensive (pay per click) and can be directed to customers who have indicated interest in related areas. This results in your message being delivered to an audience that is more likely to buy.
Brainstorming Marketing Ideas

• Free camp certificates: As an incentive for units to give a unit camping presentation, give away one session of camp for one youth. It’s a small price to pay for the opportunity to get in front of your customer and potentially attract an entire unit to camp. This method works particularly well in Cub Scout packs.

• Staff day camp: Connect professional staff with the importance and experience of camp to encourage them to promote it.
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• Questions?
• Thoughts?