



Develop your timeline

Planning template for your campaign

Once you've set a clear goal and identified your target audience ([see resource](#)) for your recruitment campaign and you know when you want to launch, you are all set to start planning your campaign.

This resource will help you to plan every step of the way using retro-planning. It lays out what needs to happen in the months and weeks leading up to your launch, with clear milestones and deadlines for each month.

The timeline serves as a template which you may use to plan your NSO's membership recruitment campaign from six months prior all the way to launch day. It lists all the recommended steps that should be followed. The actual timeline details may need to be adapted based on your needs and context. The estimated time given for the campaign is six months, but your NSO may choose a shorter time frame and complete the campaign in less than six months.

Timeline

6 months before launch day

- Set up your Recruitment Campaign team
- Use this template to design your own timeline
- Get clarity on budget, resources, capacity and expertise available
- Undertake initial gap analysis (expectations vs reality)
- Identify best practice from other NSOs / other (youth) organisations

5 months before launch

- Plan on how to engage your local groups in this initiative ([see resource](#))
- Map communication channels that young people and potential volunteers are using / identify which ones you are not engaged on
- Begin your in-depth analysis
 - Where are the gaps in our NSO that we are trying to fill?
 - What is happening in society, and our communities outside Scouts?
 - What communities / demographics are underrepresented in our NSO?
 - How easily can people join local groups? What are the barriers?

4 months before launch

- Gain feedback from local groups about their needs and expectations ([see resource](#))
- Work out the key messages for your target audiences
- Develop look & feel of your campaign
- Develop your messaging
- Identify and reach out to partners that can support the promotion of the campaign at the national and local level (local media, schools etc)

3 months before launch

- Decide on key targets / KPI's for your campaign
- Develop your social media campaign: adapting your key messages to the platforms you plan to use; create graphical elements, etc





- Develop your communication matrix
- Define the different channels of communication you will prioritise/use
- Provide guidance to groups on how to effectively welcome new members and/or volunteers once they start arriving

2 months before launch

- Provide guidance to your groups on what they can expect from the national level and on how to contribute to the active campaign
- Identify which local groups will be involved and what are their logistical needs (tech support etc)

1 month before launch

- Tell groups what information you will be asking them to track and feedback in the review phase
- Share with your groups a social media package for the launch of the campaign. Make sure they are fully on board and understand they can't use the materials until launch day. (Embargo)
- Have an FAQ or a Q&A session for your Local Groups around the MRC
- Provide guidance and promotional material to partners who can support the promotion of your MRC

2 weeks before launch

- Write one-page press release and connect with national, regional and local media contacts
- Friendly reminder to local groups about the launch and the logistics (launch date and time, social media package etc)
- Draft a communications plan for the launching day and weeks post-launch

1 week before the launch

- Define a contact person local groups can reach out to if they have any questions around the MRC or for trouble shooting on the MRC launch day
- Set and share the next steps regarding the monitoring and evaluation of the campaign
- Send press-release reminder

Day of the launch

- Press release should get published in local/national press

1 week after the launch

- Thank you message to the partners, supporting network and media
- Follow up with Local Groups for any further support or questions
- Continuation of communicating on different channels i.e. social media



TIMELINE



START

6 months

Set up a team and start exploring

4 months

Create look & feel of campaign, define personas

5 months

Begin a deeper analysis and some other preparations

3 months

Define KPIs, develop communication, social media campaign

2 months

Follow up with your local groups

2 weeks

Write a press release, send out reminders

1 month

Social media package, FAQ, Q&A. Almost there!

1 week

Prepare troubleshooting for the Launch Day



LAUNCH DAY!