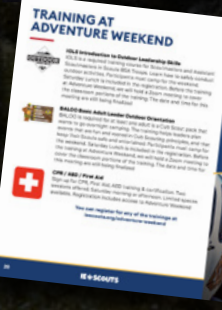
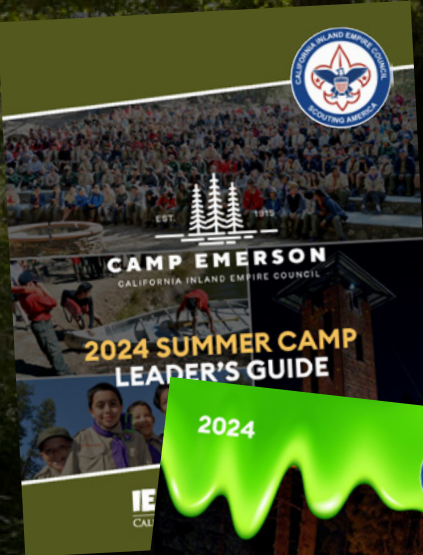




IE  **SCOUTS**
CALIFORNIA INLAND EMPIRE COUNCIL

2025 NATIONAL MARKETING AWARDS
“PROGRAM IMPLEMENTATION”

LEADER'S GUIDES



CAMP PROGRAM GUIDES



2024

CALIFORNIA INLAND EMPIRE COUNCIL
BSA

CAMP PROGRAM GUIDE & CALENDAR

CAMP. EXPLORE. DREAM. DISCOVER.

Dear Scout Leaders, our staff and our scouts are excited to see you and your scouts at Camp Emerson this summer. We are excited about the fun and learning that will be yours and your scouts' at Camp Emerson. We are excited about the fun and learning that will be yours and your scouts' at Camp Emerson.

BOZEEKER SCOUT RESERVATION

Home to Camp Emerson and Camp Brown, the reservation is located in the San Jacinto Mountains at approximately 5,000 feet elevation. Scouts and their families have been camping here for over 100 years! Take time to canoe in our lake, experience the soothing sounds of Strawberry Creek, or take a hike on our 25 miles of trails.

CAMP EMERSON SUMMER FUN

Every year, Camp Emerson staff provides quality programs to Scouts and their families. Enjoy some summer fun at one of our sessions:

Scouts BSA Resident Camp
Week 1: July 7-13
• 4-Day Trek Option Available
• 5-Day Trek Option Available
Week 2: July 14-20
• 5-Day Trek Option Available

Cub Scout Resident Camp
July 21-24

Adventure!

MERIT BADGE PROGRAM

- Archery
- Astronomy
- Biology
- Camping
- Climbing
- Emergency Preparedness
- Environmental Science
- First Aid
- Geology
- History
- Life Skills
- Leadership
- Mathematics
- Nature
- Outdoor Skills
- Personal Fitness
- Public Speaking
- Search and Rescue
- Shooting Sports
- Signs, Signals & Codes
- Soil and Water Conservation
- Swimming
- Wilderness Survival
- Wood Carving

HIGHLIGHTED PROGRAM

- Log Rolling
- Running Foot Ball
- W & C Climbing Tower
- Climbing
- 5 Day Trek
- Black Powder Shooting
- Mountain Biking
- Blacksmith & Metal Works
- Trail to First Class
- Hiking Trails
- Camp Games

BERRIE EMERSON

Are you looking for another chance to show off your Halloween costumes? Berrie Emerson is a premier weekend event of games and contests, wrapped up with trivia or trivia and a campfire.

Session 1: October 12-13
Session 2: October 19-20

ZOMBIE SURVIVAL WEEKEND

Put your skills to the test and see if you have what it takes to survive this ScoutsUSA program!

October 26-27

WINTER CAMP

Did you know you can camp year-round at Camp Emerson? Sleep in a tent or stay in the warmth of a cabin... the choice is yours. Structured programs will keep you busy all weekend long.

Session 1: January 19-21
Session 2: January 26-28
Session 3: February 9-11
Session 4: February 16-18
Session 5: March 1-3

Fun Times!

Teamwork!

Top Shot!

West Rodeo!

Snow Fun!

ADVENTURE WEEKEND & SHERIFF'S RODEO

Family Fun, Scout Skills, Program Activities, and So Much More!

SEPTEMBER 27-30, 2024
Glen Helen Regional Park

SUPPORT LOCAL SCOUTS

Start your next ADVENTURE. POWERED BY POPCORN!

SCOUT NIGHT PARTNERS

Logansport
Bourbon
Bourbon
Bourbon
Bourbon
Bourbon

COMMUNICATION PLAN



COMMUNICATIONS PLAN

www.IEScouts.org



FOCUS #1 MARKETING MATERIALS

The "Marketing Materials Manual" within the Communications Plan, provides the guidelines of approved and vetted marketing materials that are effective and consistent with the organization's branding and identity. It is the responsibility of all staff and volunteers to ensure that all marketing materials are consistent with the organization's branding and identity.

From brochures and pamphlets to digital communications and promotional videos, and all in between, our marketing materials are designed to be effective and consistent with the organization's branding and identity. This manual provides the guidelines for creating and using marketing materials that are consistent with the organization's branding and identity.



BRANDING GUIDE ONLINE

Find a variety of online branding materials, including logos, banners, and social media graphics, on the IEScouts.org website. These materials are designed to be consistent with the organization's branding and identity.

OBJECTIVES

- Manage all public-facing branding materials and ensure they are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

CONTENTS

INTRODUCTION	2
PLAN SUMMARY AND OBJECTIVES	3
FOCUS #1: MARKETING MATERIALS	4
FOCUS #2: ONLINE AND SOCIAL MEDIA	5
FOCUS #3: MEDIA AND PRESS RELEASE	6
FOCUS #4: COMMUNICATION WITH STAKEHOLDERS	7
CONCLUSION	8

INTRODUCTION

The California Inland Empire Council (CIEC) Scouting America, Inc. is a 501(c)(3) nonprofit organization that provides Scouting programs to youth in the Inland Empire region of California. The organization's mission is to provide Scouting programs to youth in the Inland Empire region of California, and to ensure that all youth have access to Scouting programs.



PLAN SUMMARY

- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

MARKETING MEDIA



California Inland Empire Council #045
2020-21 Legislative Session
Palo Alto, CA 94301
Phone: 650-750-1000
www.IEScouts.org

IDENTITY AND BRANDING GUIDE



GRAPHICS

ACCEPTED GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



FOCUS #2 ONLINE AND SOCIAL MEDIA

This focus on "Online and Social Media" recognizes the potential of digital marketing and social media to reach a wide audience. It provides guidelines for creating and using digital marketing materials and social media content that are consistent with the organization's branding and identity.

UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



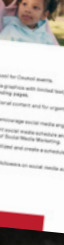
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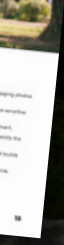
UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



UNACCEPTABLE GRAPHICS



OBJECTIVES

- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.



ACTION ITEMS

- Create and maintain a website for the organization.
- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

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IE SCOUTS COUNCIL, AND EVENT SOCIAL MEDIA PAGE GUIDELINES

1. All social media pages must be approved by the Council Executive Committee.
2. All social media pages must be consistent with the organization's branding and identity.
3. All social media pages must be updated regularly.
4. All social media pages must be monitored for inappropriate content.
5. All social media pages must be deleted if they are found to be inappropriate.



FOCUS #3 MEDIA AND PRESS RELEASE

The focus on "Media and Press Release" recognizes the potential of media and press releases to reach a wide audience. It provides guidelines for creating and using media and press release materials that are consistent with the organization's branding and identity.

From press releases and media kits to social media posts and video content, this focus provides the guidelines for creating and using media and press release materials that are consistent with the organization's branding and identity.

OBJECTIVES

- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

ACTION ITEMS

- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

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FOCUS #4 COMMUNICATION WITH STAKEHOLDERS

The focus on "Communication with Stakeholders" recognizes the potential of communication with stakeholders to reach a wide audience. It provides guidelines for creating and using communication materials that are consistent with the organization's branding and identity.

From press releases and media kits to social media posts and video content, this focus provides the guidelines for creating and using communication materials that are consistent with the organization's branding and identity.



OBJECTIVES

- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

ACTION ITEMS

- Develop a variety of marketing materials, including brochures, banners, and social media graphics, that are consistent with the organization's branding and identity.
- Create a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.
- Provide a variety of branding materials and templates for marketing materials and ensure they are consistent with the organization's branding and identity.

CONCLUSION

The California Inland Empire Council (CIEC) Scouting America, Inc. is a 501(c)(3) nonprofit organization that provides Scouting programs to youth in the Inland Empire region of California. The organization's mission is to provide Scouting programs to youth in the Inland Empire region of California, and to ensure that all youth have access to Scouting programs.

With a variety of communication materials and strategies, this plan provides the guidelines for creating and using communication materials that are consistent with the organization's branding and identity.

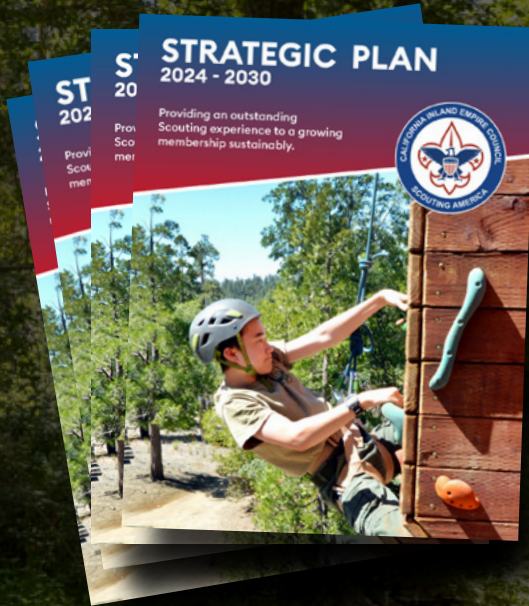
From press releases and media kits to social media posts and video content, this plan provides the guidelines for creating and using communication materials that are consistent with the organization's branding and identity.

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STRATEGIC PLAN



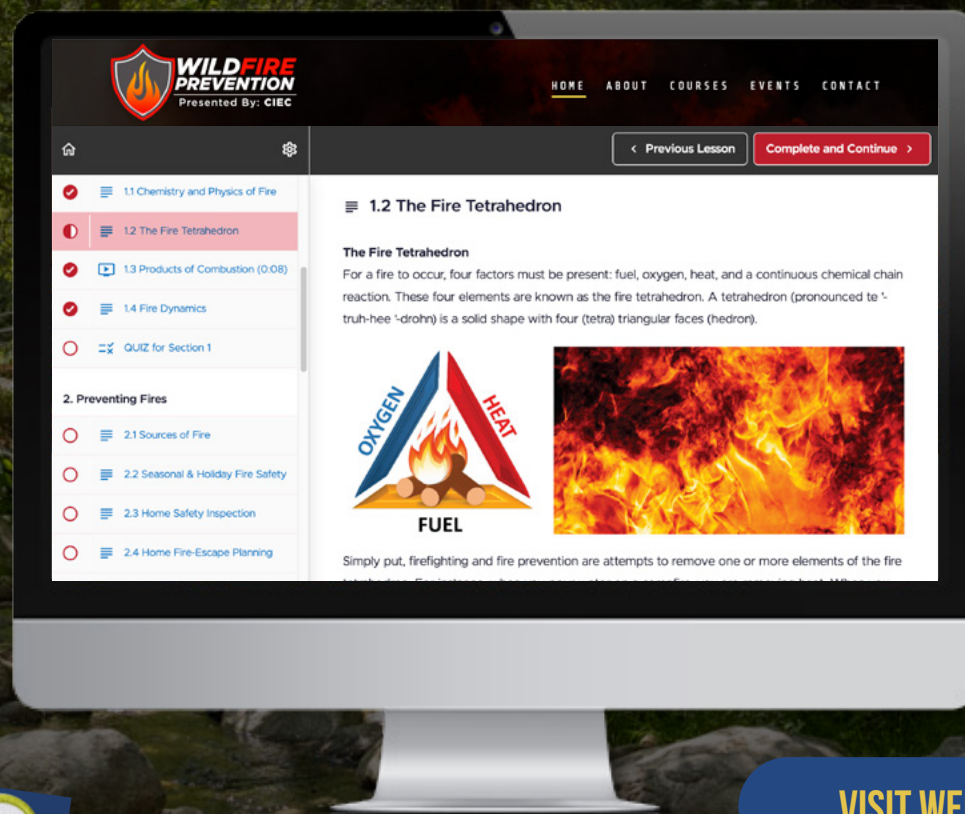
FIRE SAFETY MERIT BADGE: ONLINE PROGRAM



HANDBOOK



FIRE SAFETY MERIT BADGE ONLINE COURSE



SOCIAL MEDIA POSTS



VISIT WEBSITE

- FREE Online Merit Badge Course
- Fun Interactive Tools & Widgets
- Easy Access to Fire Safety Course
- Secure Tracking & Reporting