

TAP Promotion Plan

After your unit has selected an *Adventure* and the details have been decided -- what the *Adventure* will be, where & when it will take place and what it will cost, pending final details, the unit should begin promoting the *Adventure* to its youth and adult membership. They will need to know the who, the what, the where, the how much and perhaps most importantly the why.

The promotion plan should sell the “sizzle”— the fun, the experience, the excitement, **The *Adventure!***

- Some ideas for promotion include:
- email blasts
 - add links to unit website, if applicable, and email the full unit membership.
- postcards
- unit meeting announcements
- distribute brochures, if available, at unit meetings, courts of honor or at other times when parents are in attendance
- follow up phone calls

Do not be satisfied with one method or one attempt to promote the *Adventure*. People need to hear the message 5 or 6 times before it starts to make an impression. Depending on space available, you may fill your *Adventure* quickly.

No two *Adventures* will be the same, so the unit’s promotion plan needs to be customized to the *Adventure*. Some *Adventures*, by their nature, will be for smaller crews, 8 or 10 youth & adults, they may be limited by the destination or by rank or age requirements. There may be other limits on size as well. Some *Adventures* may also be open ended and you may want to consider promoting your *Adventure* to other units—the more the merrier.

When to start promoting your *Adventure* will also be dictated by the *Adventure*. Some *Adventures* may require up to 24 months of planning. Others may come together in a matter of weeks or months. Plan accordingly.