

CY22

2022

YEAR IN REVIEW

MARKETING & COMMUNICATIONS



YEAR IN REVIEW: 2022

The marketing and strategic communications (MAC) team worked diligently in 2022 to expand the marketing effort for the organization, support internal customers, introduce new processes and procedures, find dynamic new ways to raise awareness on a national scale, launch a new corporate identity, and develop new regulations and tools to help manage the brand.

The MAC team consisted of four paid and 12 volunteer national staff (whose support ranged from approximately 10 to 50+ hours per month). For most volunteer staff, participation and contributions on MAC's national staff were additional duties, meaning they also donated time and energy to the organization at the local level. Volunteer staff support was an essential supplement to the paid staff and we are grateful for their willingness to share their expertise.

Summary

The 2022 marketing and strategic communications effort built on the success of 2021 and included national media network news coverage, special promotions, an array of marketing and recruiting activities, brand management efforts, and commissioned art. Perhaps the most significant project in 2022 was the launch of Civil Air Patrol's first all-new, purposefully designed corporate identity in more than 80 years. The launch of the brand's new visual identity, trademarked as the Flying V, is the result of more than 30 months of effort. The project was completed in-house by the MAC team at minimal expense to the organization (aside from nominal consulting and legal fees to file the trademark).

2022 By The Numbers

- \$32,997,035 advertising equivalency for CAP media coverage
- 5,863,172 web page views on GoCivilAirPatrol.com
- 5,366,982 social media impressions
- 901,075 GoCivilAirPatrol.com website visitors
- 494,198 social media engagements
- \$27,923 generated in *Volunteer* magazine ad sales
- 70 national-level media news releases distributed

About this Report

This Year in Review captures a small cross section of marketing and strategic communications activities executed by MAC during calendar year 2022. The report is divided into three sections: Marketing, Communications, and Brand Management. Each section is populated with brief descriptions of key projects completed or initiated in 2022 including a thumbnail image and link where possible. The Year in Review is not an exhaustive compilation of all MAC activities; the report highlights only a cross section of projects.

Notes:

- 1) Images outlined with a magenta border include a link
- 2) A Key Performance Indicators (KPI) dashboard is on page 20
- 3) Other metrics are noted on pages 20 and 21
- 4) An organizational chart is located on page 22

**MAGENTA
OUTLINE
INDICATES
A LINK**



MARKETING

1. Cable Television Exposure

Nick News on Nickelodeon

Facilitating an opportunity with Nickelodeon provided another chance for Civil Air Patrol to benefit from national cable television exposure. Working with the producer of Nick News (former cadet Tiffany Williams), CAP arranged for Nickelodeon to film cadet orientation rides, drill, STEM activities, and more to produce a six-minute feature segment for Nick News. The Nickelodeon target audience – ages 12-14 – aligns perfectly with CAP cadet age. Featuring CAP provided an opportunity to inspire youth and attract them to CAP.



This project was completed with the assistance of the CAWG

2. Pilot Recruiting Campaign

AOPA Pilot Ad Campaign

The Aircraft Owners and Pilots Association has more than 400,000 members and a foundation with more than \$30 million in assets. Its monthly magazine, *AOPA Pilot*, is the general aviation industry's sole top-tier publication. After a 2020 AOPA member survey revealed that only 36% were familiar with CAP, MAC negotiated a media buy for both print and digital ads. As a general rule, purchasing ad space in any industry's top-tier publication delivers 70% of the target audience – in this case aviators who are essential to CAP's mission sustainability.

Plane & Pilot Ad Campaign

Plane & Pilot is the industry's top, second-tier publication. MAC continued a full print and limited digital advertising schedule for 2022 that directed interested parties to a [GoCivilAirPatrol.com](https://www.GoCivilAirPatrol.com) landing page as a call to action to find a squadron and plan a visit. Additionally, MAC continued to collaborate with the *Plane & Pilot* editor-in-chief as a creative content provider by submitting compelling stories that also included CAP mentions for additional earned media exposure beyond the paid campaign. This resulted in some of the increased earned media exposure CAP captured in 2022.



Aviation For Women Ad Campaign

Complimentary advertising continued in the two Women in Aviation International publications based on the partnership between CAP and WAI. The ads were placed in *Aviation for Women*, the bimonthly trade publication of the association. Ads were a mix of full-page and half-page based on remnant space. A half-page ad was also planned for *Aviation for Girls*, an annual publication for youth 8–17 interested in pursuing careers in aviation.

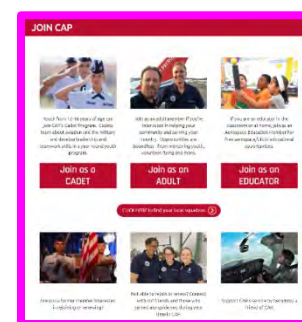




3. Other Recruiting Campaigns

A different webpage was used to track recruiting efforts beyond the scope of the targeted pilot and aircrew recruiting campaigns mentioned previously. JoinCAP.com is the webpage noted on recruiting material used on QR codes and marketing events, open houses, recruiting cards, and more.

The JoinCAP.com webpage has more universal content about the variety of membership possibilities ranging from full membership as a youth or adult to friends of CAP and alumni opportunities.



4. Volunteer Magazine

Spring Issue

For the second consecutive year since the magazine's complete overhaul, CAP *Volunteer* won gold in the Hermes Creative Awards international design competition in the association publication category. The blend of improved photography, design, creative writing, and art also helped support a long-overdue advertising rate increase to bring *Volunteer* ad rates in alignment with comparable publications. A third party sells advertising and manages ad sales on behalf of MAC.



Fall Issue

The Fall issue featured CAP's youth programs. Several cadet special activities were featured ranging from academies included in the University of Rocky Mountain Region held at the U.S. Air Force Academy, to the cover story about the 75th anniversary of the International Air Cadet Exchange. The cover story, written by one of the two cadets serving on MAC's national staff, helped reenergize the IACE program. Other activities mentioned in the issue included Cadet Leadership School, Engineering Technologies Academy, Honor Guard Academy, Space Force Operations Academy, and more.



2022 Hermes Creative Award

For the second consecutive year since the magazine's complete redesign, CAP *Volunteer* won an international competition for magazine design and editorial content in the Membership Publication category. It took two years to overhaul the magazine with more diverse imagery, more dynamic graphics, an improved layout, and a wider variety of writing styles to inform and entertain an array of internal and external audiences including adult members, educators, alumni, youth, donors, legislators and more. The award-winning redesign also supported MAC's increase in advertising rates.





Revenue Generation

Part of the strategy to overhaul *Volunteer* magazine included a new approach to advertising sales. MAC strived to make the advertising a better mix of value-added content for the reader more than a random collection of ads. A new vendor was engaged to sell ads with specific guidance from MAC on the type of ads desired for the *Volunteer* reader. MAC increased ad rates and eliminated advertising options smaller than one-quarter page. The long-term goal is to have income from advertising sales offset production costs thereby eliminating the magazine as an expense while keeping the ratio of editorial content to ad pages at 6:1.

5. Event Marketing

EAA AirVenture

AirVenture is the nation's largest aviation event, attracting more than 1,000 journalists, 10,000 aircraft, 20,000 RVs, and more than 650,000 attendees. Beginning in 2021, MAC supported the Wisconsin Wing effort to maximize exposure to this audience. In 2022, MAC supported two displays, an 80'x40' exhibit space in the education area, and a smaller footprint in Boeing Plaza at show center. The main exhibit featured a 20'x20' free-span, high-peak tent, large-format graphics, and a CAP aircraft. The secondary footprint, made available through a collaboration with the Air Force Recruiting Service and Government Relations, included a second CAP aircraft at Boeing Plaza.



This project was completed with the assistance of the WIWG

Air, Space, and Cyber Conference

The annual event provided an opportunity for tremendous exposure among the Air Force and Space Force general officer corps and other notable individuals. MAC supported GVRs efforts at the event, resulting in a face-to-face meeting with the Secretary of the Air Force and many other supporters of Civil Air Patrol as the Air Force auxiliary. While CAP's footprint was very small and in a poor location, traffic at the event brought powerful people to CAP's doorstep for key conversations.





Airlift/Tanker Association Conference

Working closely with the Gail S. Halvorsen Aviation Education Foundation during the memorial celebration of Halvorsen's life led to a collaboration at Airlift/Tanker Association Conference in Colorado. CAP's 10'x10' exhibit space was conjoined with the Halvorsen Association exhibit to create a larger footprint and stronger presence in a high-traffic and highly visible portion of the exhibit venue.

6. Original Art

Silvered Wings Series

Some of the most anticipated and popular media posts and PROPS content of 2022 surrounded the periodic releases of original art by CAP's National Artist. The Silvered Wings series was an offshoot of the popular *Timeline Flight* painting created for the 80th anniversary that captured some of the aircraft CAP operated from 1941 to the present day. MAC is working on a licensing agreement for 2023 to monetize the art as a supplemental revenue stream.



7. Collateral Overhaul

A number of jobs were on hold pending the launch of the new logo. One such project involved a complete overhaul of Civil Air Patrol's marketing collateral. Since no two CAP brochures matched, the organization's marketing material more closely resembled a random collection of content than a cohesive family of collateral. In August, MAC launched a project to redesign all of CAP's material into an expandable and flexible collateral system beginning with the recruiting material below. The cadet, adult, pilot, and teacher recruiting materials (originally four differently sized pieces with different logos, styles, designs, etc.) were redesigned as a set that includes the new mission statement, QR code for easy access to join, images showing diversity, call to action, and more.





8. 2022 Top 10 List

There were many amazing accomplishments in 2022 – too many to feature in a social media length video. Ten accomplishments were selected that represented as many different directorates as possible without repeating accomplishments featured in the 2021 Top 10 video. The two-minute video was distributed via social media, PROPS, CAP.news, and GoCivilAirPatrol.com. The Top 10 achievements featured in the video are noted below (in no particular order):



1. 151 Lives Saved (including 88 in one mission during Montana's flooding disaster)
2. Legislative Day Hybrid Campaign (88% of Congress reached - biggest ever)
3. 200th Cadet Wings Pilot (including first Ray Foundation pilot)
4. In-person NatCon Returns (more than 1,000 participants)
5. Operation Pulse Lift (exceeds 1,000 days/18,000 units)
6. Logo Launch (first purpose-built logo in 80 years)
7. Inaugural JanEX Prize/Contest (and GIS Award)
8. Nickelodeon Feature on Cadet Programs
9. Membership Exceeds 60,000
10. 36 New Aircraft Procured



COMMUNICATIONS

9. Internal Communications

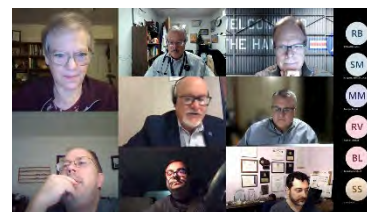
PROPS e-news

MAC continued to compile and distribute PROPS into its third year. The stated purpose of PROPS is to inform members of the activities, news, and accomplishments happening in the organization. Distribution includes adult and cadet members, legislators, teachers, strategic partners, alumni and friends, and more. One objective of PROPS is to raise awareness and stimulate recruiting efforts. To that end, PROPS was modified to facilitate email-forwarding that retains the original formatting. In May, PROPS also shifted from weekly to biweekly publication to help reduce workload to keep other projects moving ahead. PROPS is archived on CAP.news.



10. Strategic Communications Advisory Group

The Strategic Communications Advisory Group, consisting of the eight region Public Affairs Officers continued to meet online monthly. The group served as a conduit between NHQ and key PAOs in the field to convey information, discover best practices for communications, and share success stories from wing- and unit-level activities. The region PAOs were instrumental in providing feedback on the development of new regulations – especially CAPR150-1 Marketing and Communications Program, which includes a new specialty track.



11. Legislative Day Campaign

2021 Report to Congress

The 2021 Report to Congress is one of the showcase pieces created by NHQ annually. Working in concert with Government Relations and various department chiefs, the Report to Congress illustrates Civil Air Patrol's value to the nation. Sections were dedicated to Emergency Services, Cadet Programs, Aerospace Education, statistics, and financial data. An interactive version of the report was also created with embedded videos as bonus content.





2021 Wing Reports

Each year, MAC collaborates with wing commanders, PAOs, and Government Relations Advisors in each of the 52 wings to develop tailored reports. The front of each highlighted a key contribution CAP made to the state. The reverse side included a statistical analysis of the year that illustrated the value of CAP to the state as an emergency services provider, education partner, and facilitator for youth development and excellence. When used in conjunction with the Report to Congress, the Wing Report complemented the national-level activities with CAP's impact on state and local needs. This project was completed with the assistance of all wings



2021 Fact Sheet

The annual Fact Sheet represents a compilation of statistical data and highlights of the previous year. As a single-sheet document, the Fact Sheet is an easy-to-digest, condensed brief that features the most significant items from the Report to Congress, including an overview of the three programs (emergency services, aerospace education, and cadet programs), highlights of each program from the previous year, and key data about lives saved, the financial value of volunteer time, number of students reached, hours flown, and more. The Fact Sheet was updated with the new logo in July for use during the remainder of the year.



2021 Annual Report

The Annual Report, formerly known as the Financial Report, is another important piece of collateral produced annually that is primarily used by Philanthropy for the transparency of publishing financial data illustrating Civil Air Patrol's stewardship of the funds contributed by generous donors. The Annual Report blends financial data with statistical data and excerpts from the Report to Congress as an overview of emergency services, aerospace education, and cadet programs activities from the preceding year. The report recognizes CAP's generous donors and is a companion piece to the Report to Congress.



12. Reputation Management

Fatal Aircraft Accident

Civil Air Patrol lost two members in a tragic aircraft accident during a routine Tsunami Warning System mission in February. Due to the sensitivity and high-profile nature of the accident, MAC managed media coverage, spoke with media outlets, briefed Hawaii Wing leadership, supported local PA activities, and more. The addition of a "mourning band" on the command emblem was added to the Brand Portal along with guidance on proper usage for a period of one week on local social media and websites as a means of helping fellow members mourn the loss of their comrades.

This event supported the HIWG





Members in the News

Throughout the year, CAP was drawn into the media limelight for all the wrong reasons, typically as the result of member/former member actions. In 2022, media inquiries surrounding the sentencing of January 6 rioters, the Times Square attacker, sexual misconduct, racist social media posts, and more required the MAC team to set other projects aside to interact with local and national news media to manage CAP's reputation. Reputation management created a considerable drain on MAC resources due to the number of instances and the small MAC staff.

THE HILL

Two members of Civil Air Patrol arrested for roles in Capitol riot

13. Public Affairs

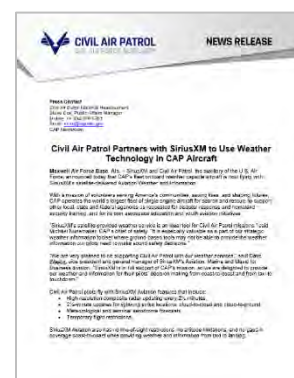
Super Bowl LVI Fertile Keynote

One annual opportunity for national media coverage is the Super Bowl. Civil Air Patrol always participates in the pre-event joint training exercise and subsequent media coverage. Local PAOs are supported by MAC's national staff as the Super Bowl subject matter expert to maximize exposure of this high-profile media event. After the event, the Super Bowl Continuity Book was updated with lessons learned and opportunities for continuous improvement for the team to benefit from in 2023. This project was completed with the assistance of the CAWG



Media Releases

Seventy media releases were distributed in 2022. Collectively, the releases generated 17,758 total mentions and reached a potential readership of 17.4 billion. These releases were a combination of NHQ- and field-generated releases. For releases associated with Air Force-assigned missions, MAC works closely with the First Air Force PA team to coordinate messaging, obtain approvals, secure quotes from general officers, and to boost CAP's exposure by leveraging the supplemental reach of the Air Force news audience. Additionally, the MAC team assisted CAP PAOs nationwide with the editing, rewriting, coaching, and mentoring required to facilitate the development of local media releases that adhere to public relations best practices, proper grammar, CAP Style, and more.



14. Diversity Campaign

MLK Day and Black History Month

Collaborating with the national Diversity team and historians, MAC expanded the annual content calendar to include key diversity recognitions and celebrations. Black History Month was the first execution. Graphics were distributed to a wide range of NHQ teams that produce newsletters, host their own social media channels, and/or websites to help coordinate branding between different OPRs.





Women's History Month

Continuing to celebrate Civil Air Patrol's diversity, a Women's History Month campaign was developed for March. The campaign included social media and web features that highlighted accomplishments of female CAP members of all ages. Other pieces created for the campaign were published on CAP.news and PROPS during the month-long recognition.



Asian American Pacific Islander Heritage Month

In May, MAC created an Asian American Pacific Islander social campaign. The content featured the contributions of a cross section of CAP members of AAPI descent in a few select posts during the 30-day celebration. This campaign also allowed MAC a rare opportunity to include and promote CAP's overseas units in the Asia Pacific region.



PRIDE Month and Juneteenth

June included two very different and equally important recognitions – Pride and Juneteenth. While celebrating Pride month falls outside of the strategy of acknowledging diversity-focused recognitions codified by U.S. law, the Diversity team felt that recognizing the LGBTQIA+ community was an important part of CAP's diversity initiative. Of all diversity celebrations, Pride month, using just three simple words, generated far more responses from members and social media followers than any other post (which significantly increased MAC workload and indicated there is still considerable work to do regarding acceptance, tolerance, and respect among some factions of the membership).

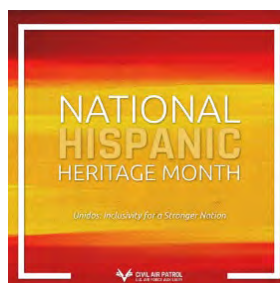


National Hispanic Heritage Month

National Disability Employment Awareness Month

National American Indian Heritage Month

Clustered together were the final three observances Civil Air Patrol officially recognized in accordance with the Defense Equal Opportunity Management Institute. Content about members who identify with each of these three groups was generated in a collaboration between MAC and the Diversity team as part of CAP's overarching diversity and inclusion initiatives.





15. Operation Pulse Lift

Collects 10,000 Units Release (February)

Collects 15,000 Units Release (September)

Reached 1,000 Days (December)

Launched in 2017, Operation Pulse Lift is Civil Air Patrol's longest-running mission. During the pandemic, the mission ramped up significantly to help the American Red Cross meet the nation's critical blood shortage. MAC added a blood unit counter to PROPS and distributed national-level media releases at milestone goals of 10,000 and 15,000 units collected and 1,000 days.

16. Impact Features

A series of human interest features was developed at Philanthropy's request to promote the impact CAP members are having inside and outside the organization. The ongoing series featured articles on both cadets and adult members. The popular features were published on CAP.news, the Alumni & Friends newsletter, and social media to reach as broad an audience as possible. All articles are archived on CAP.news.



17. National Conference

Communications

MAC assisted with the development of a marketing and communications strategy to promote the 2022 National Conference. PROPS, web, social media, and stand-alone email campaigns helped generate excitement, keep the event top-of-mind, and create a sense of urgency. A variety of conference graphics, signs, printed pieces, and a commemorative coin were developed for the first in-person conference since 2019.



Brand Management

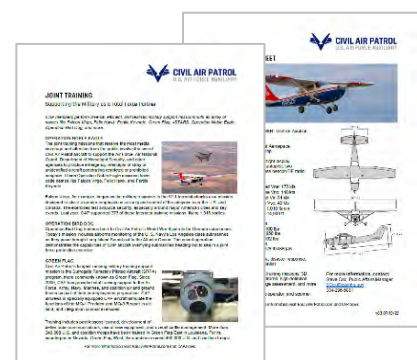
In order to avoid diluting the brand with additional event graphics, annual conference themes, and constantly changing slogans, MAC developed a convention promotional strategy for the next five years that celebrates the host wing, captures the essence of the location (using a skyline or landmark and keywords associated with the city), and builds on the Connect - Collaborate - Celebrate concept. This effort helped protect the new logo while in its infancy by minimizing widespread application of event-specific, single-use event graphics that traditionally have been misused as a replacement for the corporate logo.





18. InfoSheet Series

After the logo launch, MAC updated the ever-expanding series of single-page InfoSheets promoting various aspects of Civil Air Patrol programs, capabilities, fleet, history, technology, notable members, and more with the new logo. New topics were added to the suite of InfoSheets and all were placed on the Brand Portal for easy access by any member meeting with media, donors, civic leaders, or agency partners, or hosting an open house, or recruiting event, and more.



19. Public Service Announcements

Top Gun: Maverick Movie Release

The much-anticipated 2022 release of Top Gun: Maverick created an opportunity to develop an action-packed public service video. MAC produced a 30-second, wide-format, high-definition video featuring military traditions, missions, cadets, and adult members in action. The PSA video with a light music track culminated with dramatic footage of an intercept mission with a call to action to “Find a squadron near you.” In most markets, running the PSA in theaters was cost-prohibitive but some theaters aired the segment free of charge.



AirVenture

As mentioned in item #5, CAP attended AirVenture, the world's largest aviation event, in July. Each day during the weeklong event included an airshow in the afternoon and feature-length movie in the evening outdoors on a five-story tall screen. MAC secured one of three coveted spots to air the PSA video each night before a captive audience of nearly 2,000 aviation enthusiasts.



Out of the Blue

“Out of the Blue” is a program on the Middle Tennessee State University public access channel that has considerable reach throughout Tennessee and beyond to 20 other states. A member of the MAC National Staff and Advisor to the Chief of Marketing and Strategic Communications is the executive producer and facilitated repeated airing of CAP's public service announcements.





20. Year-end Natural Disaster Coverage

The final quarter of 2022 was particularly intense with large-scale natural disasters that required much heavier than usual workload from MAC to generate content, respond to media requests, coordinate and prepare reports for GVR to supply to members of Congress, and coordinate media distribution with various agencies involved including but not limited to FEMA, USGS, 1AF, and other state and local emergency management entities.

Hurricane Fiona Response Report (September)

While not fully recovered from the effects of Hurricane Maria, the island of Puerto Rico was hit hard by Hurricane Fiona, leaving portions of the territory without power and water. An after-action report that resembled the Puerto Rico Wing Report was compiled with images of and statistics about CAP's involvement and support in the following days. The report was provided to the Government Relations team and was delivered to Puerto Rico's resident commissioner in Washington, D.C.

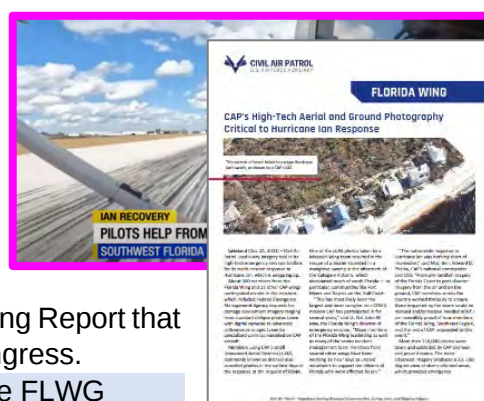
This project was completed with the assistance of the PRWG



Hurricane Ian Response Report (October)

One of the most devastating hurricanes to strike the mainland United States occurred in late October. CAP's support before and after the disaster netted a significant amount of news coverage in print and digital and on television. A Missouri Wing sUAS team was also credited with a lifesaving mission that generated a tremendous amount of news coverage. In much the same fashion as the Hurricane Fiona report, a report was created resembling the FLWG Wing Report that was distributed to all of Florida's 39 members of Congress.

This project was completed with the assistance of the FLWG



Mauna Loa Volcano Eruption (November)

After lying dormant for 38 years, the eruption of the world's largest active volcano generated international attention. CAP was called upon by the U.S. Geological Survey to assist with aerial observation and imagery in the earliest stages of the eruption. As with the two hurricanes mentioned above, the Mauna Loa eruption provided multiple opportunities for high-profile exposure for CAP in local, regional, and national news media. Multiple media releases were distributed, and CAP members were interviewed on-camera to highlight the work of Civil Air Patrol to serve our nation and neighbors.



This project was completed with the assistance of the HIWG



21. 2022 Top Social Media Posts

Social media efforts for the year collectively generated 5,366,982 impressions with 494,198 engagements (the number of times users engaged with content). This 9.1% engagement rate represented a 71% increase over 2021. As CAP's membership continued to increase, so too did the social media audience with a net increase of 11,527 across all channels.

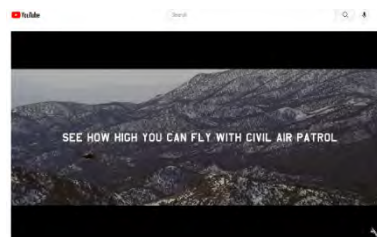
Twitter (12,856 followers)

The tweet that generated the most engagement on Twitter occurred on June 30. There were 703 engagements that spanned a wide range of opinions from those who vehemently disliked the new logo or and didn't understand CAP's modernization strategy to those who were excited about the major step forward in the organization's sophistication and appreciated the thoughtful nature of the 30-month process to create and introduce a new logo.



YouTube (13,400 followers)

YouTube is the second most popular search engine behind only Google. CAP's top YouTube post for the year was the public service announcement video. The same video was posted on all other CAP national social media channels, aired frequently on "Out of the Blue," and has been used in multiple places as both a PSA and CAP promotional and recruiting piece.



Instagram (20,053 followers)

The Instagram post announcing the new CAP logo was also that channel's top post for the year – it received 2,929 total engagements with 2,481 likes. The second highest number of engagements was on December 1 featuring CAP's anniversary with 2,558 total engagements and 2,421 likes. This post showcased CAP's legacy of volunteers serving America's communities, saving lives, and shaping futures.



LinkedIn (17,190 followers)

The post from CAP's National Legislative Day generated the most engagements on LinkedIn. The post with the second highest engagements was on Aug. 26 from CAP's National Conference. It had 2,370 total engagements with 278 reactions to the post.





Facebook (89,472 followers)

The most popular Facebook post was also the new logo post on June 30. The second most popular post featured a CAP cadet who received appointments to all five military academies. The cadet post received 8,030 total engagements with 3,497 reactions.

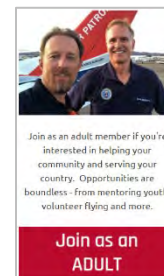




BRAND MANAGEMENT

22. “Active Seniors”

Part of the rationale of creating an updated corporate identity (logo) was to help the organization’s brand persona appear more youthful. To that end, MAC proposed moving away from referring to adult members as “seniors,” or worse, “active seniors” in favor of something more appropriate. Both terms, “senior” and “active senior” give the impression that Civil Air Patrol is an organization for retired or elderly people more so than the dynamic organization it is. MAC communications shifted to using “adult” member and focused on showing images of more youthful adults in marketing material.



23. Brand Modernization

Logo Launch

After a 30-month effort to research and develop a new visual identity, MAC launched Civil Air Patrol’s first all-new, thoughtfully designed logo in more than 80 years. The modernized logo was announced by Gen. Phelka on June 30. The new visual identity created better alignment with the Air Force as a Total Force partner and positions CAP with a more modern and youthful persona.



Website Updates

Within minutes of the logo launch, every website operating the SiteViz content management system was updated automatically by IT with the new logo. Many more national-level and third party-hosted sites were updated manually with the help of various directorates to reflect the new corporate branding soon after the launch. In 2023, after the completion of a major website conformity project, all of CAP’s 1,000-plus websites will benefit from the website brand continuity project (see item #25). Websites that don’t conform to brand and IT security requirements will be shut down.

CAP.news Reskin

Soon after the launch of the new logo, CAP’s news website completed a reskin of the home page to give it a similar look and feel to GoCivilAirPatrol.com. This was done to help GoCivilAirPatrol.com and CAP.news have a more cohesive feel as the organization’s top two websites. CAP.news will begin a major reorganization project in 2023 to make the Resources section a more effective collection of media resources for both internal and external audiences.

GoCivilAirPatrol.com



CAP.news





Secondary Brand Identity Convention

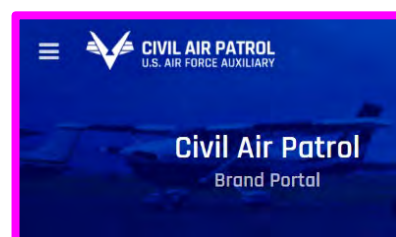
Introducing a new visual identity generated dozens of identity-related downstream projects, including the development of new and updating existing identity conventions and creating tools for members to be self-sufficient in creating properly branded material. In 2020, MAC created a secondary identity convention beginning with Volunteer University to help gain control of the visual identity and eliminate the growing number of random corporate identities that had no association with each other and only loosely support the brand.



In 2022, a web-based identity-generating tool was added to the Brand Portal to help standardize Civil Air Patrol branding with the new logo. After the logo launch in June, all secondary identities were converted to the new look, new brand colors, and brand fonts and many new ones have been created.

Brand Portal (brand.GoCivilAirPatrol.com)

MAC continued to add and update properly branded assets and provide style guidance on the Brand Portal. After the logo launch in June, the site was updated with the things members and staff would need immediately post-launch, including but not limited to business card templates, email signature generator, updated presentation templates, new color palette, instructions on proper application of the new logo and more. Early adopters made good use of the Brand Portal and the new logo began to appear properly used in countless applications.



24. Website Overhaul Project (all 52 Wings)

With more than 1,000 CAP websites, there was a tremendous amount of obsolete and inaccurate information about CAP between various websites, little brand cohesiveness, and zero opportunity for search engine optimization to help attract potential new members, donors, partners, and more. MAC initiated a highly ambitious, complicated, and labor-intensive project to begin to gain control of CAP's footprint on the world wide web.

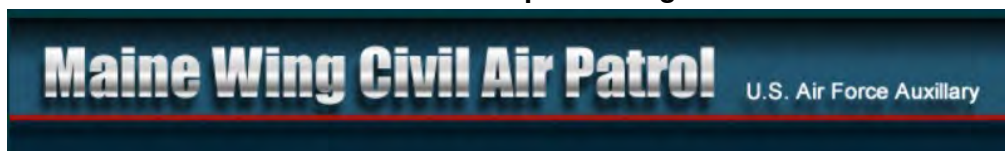
MAC's solution to improving brand management, increasing CAP awareness, enhancing recruiting effectiveness, and standardizing brand messaging was to develop a strategy to accomplish all of the above while also reducing workload at the local level and minimizing risk to the organization through better IT security. Making each wing website the focal point for each state, MAC began standardizing the homepage, top level navigation, and top-level content on all 52 wing websites. The project placed the burden on MAC to keep all 52 wing websites consistent and accurate. The project began in early 2022 and is scheduled for completion in 2024.

Future state of all properly branded wing sites from Alaska to Puerto Rico





Current state of some brand-noncompliant wing websites



25. Regulations and Publications

Regulations and publications provide the necessary guidance and governance to ensure compliance and consistency.

As MAC continued a shift from a public affairs model to a marketing model, existing regulations needed to be updated and new regulations needed to be created to fill some voids in governance of the brand and social media.

CAPR 150-1 Marketing and Communications Program

CAPR 150-1 was drafted to complete the shift from a public affairs (PA) model to a marketing and communications (MAC) model. The strategy behind the regulation also included helping reduce workload on commanders and staff by eliminating the need for each unit to create a new plan PA every year. The new MAC regulation provides guidance and templates for units to use from the wing level down to assure that all units are conducting similar promotional activities and are using standardized assets (from the Brand Portal) to help move the needle farther faster than 1,000+ unique and unrelated plans would. CAPR 150-1 includes the following:

Specialty Track: A collection of all-new specialty track content was created to train MACOs (marketing and communications officers) with a much broader skill set than the existing PA specialty track. Under CAPR 150-1, Technician-level MACOs will receive a broad range of training in multiple marketing-related disciplines including graphic design, photography, social media, creative writing, public affairs, recruiting, and more.



Senior and Master level courses will allow MACOs to focus and hone specific skills aligned with their interests. Wings may have multiple MACOs trained with different areas of expertise.

Marketing Guide: To help nonmarketers understand marketing basics and to better manage the brand, a marketing plan pamphlet was created. It includes a “how-to” guide and a template to support the development of a wing-level MAC plan. This is designed to guide wings through the process of developing an annual calendar of events, activities, and promotions that support the wing's marketing objectives.

CAPR 150-1 Marketing and Communications Program replaces CAPR 190-1 Public Affairs Program

CAPR 150-2 Brand Identity Program

In order to manage the CAP brand, a new regulation was developed. CAPR 150-2 provides guidance on how to use the brand's visual identity (e.g., wordmark, symbol, logo, seal, and command emblem) properly.

Brand Portal: This website extension of CAPR 150-2 serves as a repository for brand assets (e.g., logos, graphics, fonts, color palette, etc.) and provides guidance on CAP Style and deviations from AP Style. The Brand Portal allows MAC the opportunity to update brand content without the need to change the regulation for each subtle change.

CAPR 150-2 Brand Identity Program absorbs the name, seal, logo, and command emblem portions of CAPR 900-2 Name, Seal, Logo, Command Emblem, and Flag Etiquette

CAPR 150-3 Social Media Policy

In the absence of a social media policy, MAC began developing a regulation to fill the void. The policy specifies approved channels and the process that must be followed with IT and MAC before any new channels will be authorized for official use. The expectation is that having a policy in place will make it easier for CAP to minimize damage to the CAP brand at the hand of members posting inappropriate material and comments on official social media channels.

Social Media Guidelines: The existing CAPP 152, *Social Media Guidelines*, is being replaced with CAPR150-3, a much more comprehensive resource guide for all members that outlines the dos and don'ts of good social media behavior, best practices, and expectations for using both official CAP and personal social media channels.



Key Performance Indicators (KPI) Dashboard

The KPI dashboard shown below is based on metrics from calendar year 2022.



PFD (Performance Dashboard)

- 1 WINGS** indicates the number of wings represented with news articles on CAP.news, PROPS, *Volunteer* during the year. **52 wings = 100%**
- 2 VISITOR** indicates the average number of monthly visitors to GoCivilAirPatrol.com. **75,090 (most are members)**
- 3 REVx100** indicates total revenue generated from two issues of *Volunteer* magazine advertising sales. **\$27,975**

ENG Monitor (Engagement)

- 4 FOLLOWERS** is one simple benchmark of the social media effort year over year. **Social media engagement has increased 71%** with new social media tools like Sprout Social and new Digital Engagement Team dedicated to social media.
- 5**

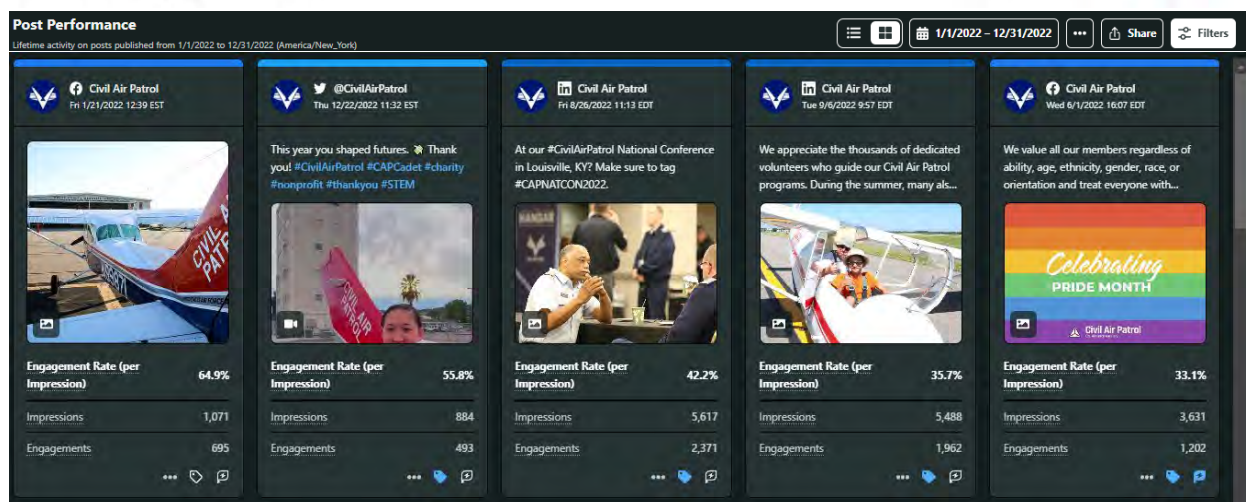
Channel	1/3/2022	12/28/22
LinkedIn	14,392	17,190
YouTube	12,200	13,400
Instagram	16,942	20,053
Twitter	12,239	12,856
Facebook	85,803	89,472

The total net audience growth was **11,527**.



Social media impressions for the year totaled **5,366,982 impressions**, with **494,198 engagements** (the number of times users engaged with our content). CAP's engagement rate of 9.1% (the number of times users engaged with content as a percentage of impressions) increased 71% during the year.

Engagement Rate (per Impression)	9.1%	↑32%
Twitter Engagement Rate	5.5%	↑29.3%
Facebook Engagement Rate	8.0%	↑16.3%
Instagram Engagement Rate	12.0%	↑66.4%
LinkedIn Engagement Rate	8.7%	↑31.6%

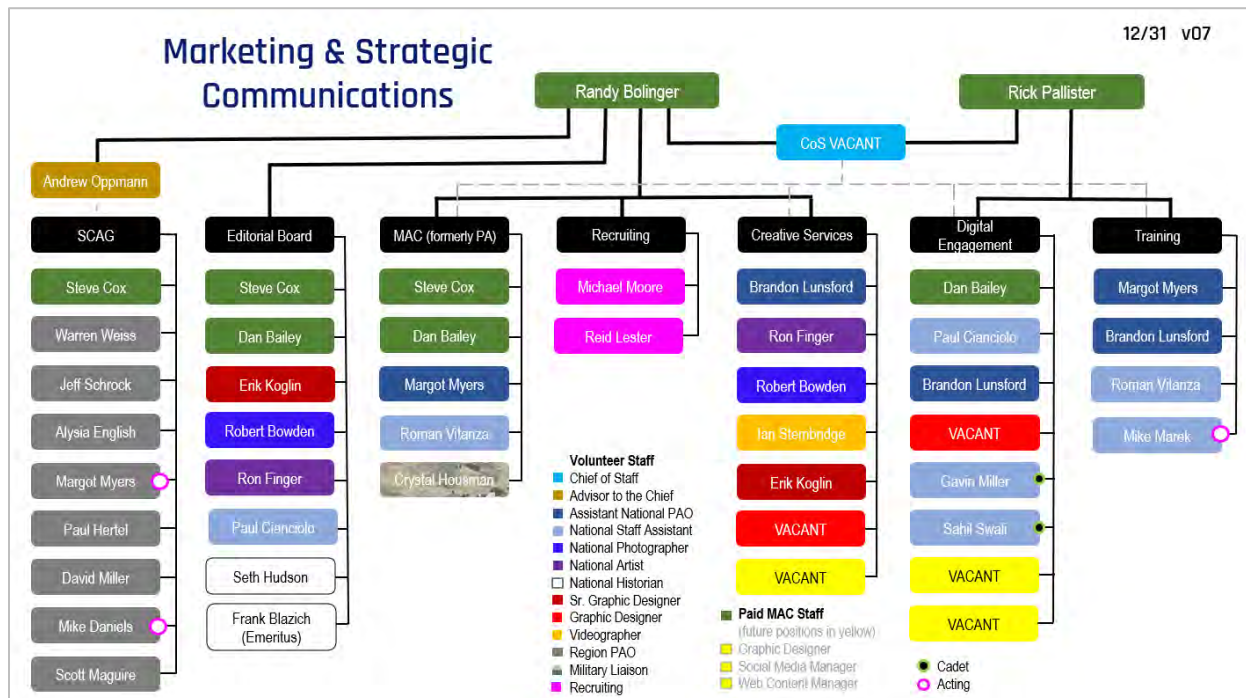


MAC's improved social media performance was the result of new tools and a dedicated Digital Engagement Team. In early 2022, the MAC team deployed the social media management tool Sprout Social which enabled MAC to more easily create, duplicate, and automate social media posts across all platforms and maintain better brand consistency. The tool includes many reports that MAC used to manage and monitor social media performance, which was then used to enhance future posts. One key feature is Sprout Social's recommendation engine that suggested the best time (day and hour) to post for each individual social media channel based on when the most CAP followers are online.

- 6 **PROPS** shows the performance of the biweekly e-newsletter at the end of each quarter (the graph shows weekly **open and click-through rates above the norm**).
- 7 **AD EQUIVALENCY** shows the amount of advertising funds CAP would have spent to achieve an equivalent amount of media coverage as was earned by public affairs efforts. In 2021, the ad equivalency for Civil Air Patrol media coverage was \$14,643,769. In 2022, **advertising equivalency soared nearly 2½ times to \$32,997,035** in part due to national television exposure through CAP's cadet program on Nickelodeon and year-end natural disasters including CAP's coverage of the Mauna Loa eruption and support of major hurricanes Ian and Fiona.



Organization Chart



For questions, please contact:

Randy S. Bolinger
 Chief of Marketing and Strategic Communications
rbolinger@capnhq.gov
 (912)707-1219

###

2022 Challenge Coins created by MAC

