

# 3 Marketing and External Communication Programs

The objectives of the CCGA marketing and promotion programs are to raise public awareness, improve the public perception of the Auxiliary and use various means to bring the organization to the attention of the generations who will support it in future years.

## Press Releases & Media Backgrounders

When participating in public events such as SAR Competitions, Annual General Meetings, Award Presentations, etc. the CCGA issues press releases and media backgrounders in order to draw the public's attention to these events and gain public recognition.

During the period covered by the last Business Plan, media kits were prepared for each annual ISAR. The releases provided significant media coverage of the event in newspapers and on television.

## Contribution to various Publications/Projects

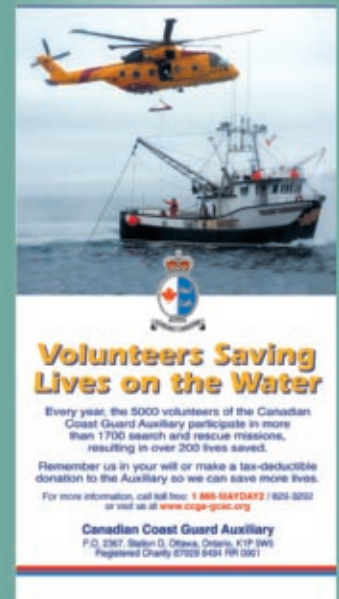
The CCGA National Office takes advantage of the offer by several publications to provide coverage of the Auxiliary in their pages. The CCGA National Office also regularly provides pictures, video footage and resources for interviews. The same material is regularly used by CCGA regional Associations in their own internal publications or for various projects that require video materials or photos. In addition, the CCGA is often highlighted in *Oceans*, *Echo* and other DFO publications.

In order to fulfill these requests, copyright-owned photos and video archives are stored on CD ROMs and made available. Photos can also be downloaded from the national Web Site.

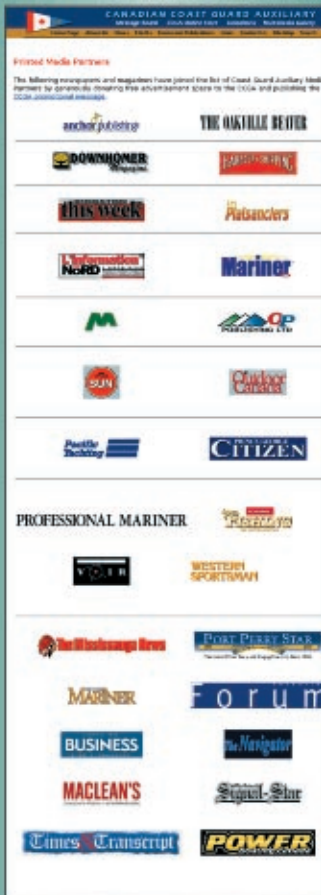
## Public Service Announcements

Starting in 2001, the CCGA initiated a *Public Service Announcement Program* to raise the profile and visibility of the Auxiliary in the general public. The basic principle of this program is simple: The CCGA develops awareness material and makes it available free of charge to the media. The media can use the material to fill unsold advertising spaces and time slots. In return, the advertising space and time are provided at no cost to the CCGA.

In 2005, the CCGA Radio Public Service Announcements won an Award of Excellence at the Communicator Awards - Audio Competition. The Award of







Excellence is given to those productions whose ability to communicate puts them among the best in the field.

The *Report on CCGA Marketing Campaigns* published in 2003 showed that in excess of \$1.5 million worth of advertising was donated to the Auxiliary over a three year period. The efficiency of the campaigns is measured by using response cards which are returned to the CCGA. The cards indicate the rotation (light-medium-heavy) of the messages aired by the broadcaster.

The development phase of the program is now completed and the CCGA has material available for the printed media (ads in various sizes and formats), television (30 sec. ads) and radio (four different audio messages). All PSAs are available in both official languages.

The CCGA has also developed a media distribution list to which the PSAs are sent annually.

Distribution of the PSAs will continue in the coming business plan period. The distribution list will be updated to focus more specifically on those media located where Auxiliary units are active.



## Special Events

The National Office contributes to a number of special events:

- **Annual General Meetings**
  - The CEO makes a PowerPoint presentation, informs the membership of the highlights of the year from a national perspective and answers their questions;
  - The CEO presents recipients with National Awards;
  - The National Office covers the AGM in The Auxiliarist, the National Web Site and the CCGA E-Newsletter.
- **Conventions**
  - The CEO represents the Auxiliary at conventions such as the United States Coast Guard Auxiliary National Conference and SARSCENE and delivers PowerPoint Presentations on various topics related to the Auxiliary.
- **Award Ceremonies**
  - The CEO represents the Auxiliary and accepts awards on behalf of National Council.



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- **Boat Shows**

- The National Office provides promotional and educational material for distribution at Boat Shows and other public events.

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- **Regional SAR Competitions**

- The National Office reports on regional SAR competitions in *The Auxiliast*, the National Web Site, the *Annual Calendar* and the *CCGA E-Newsletter*;
- The National Office provides photo and video services for media coverage of these events.

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- **International SAR Competition**

- As a member of the ISAR Organizing Committee, CCGA National is responsible for the preparation of marketing and fundraising material for the event (Sponsorship Brochure, ISAR TV PSA, ISAR Web Site, etc.) and to provide assistance to the local Organizing Committee.

In addition, as part of the committee, the CCGA National Office is responsible for selecting events and insuring the safety of the participants.

## CCGA Branding

- **Production of Promotional Material**

- The CCGA National looks after the elements of the *National Identification Program* such as Flags (CCGA & ISAR), Pins, Badges, Ball Caps, design of logos, etc. The office also supervises the *CCGA Fulfillment Program* and authorizes items which are put on sale with the CCGA logo and crest (including uniforms and jackets for participants attending the ISAR Competition).

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- **Brand Protection**

The CCGA National Office ensures the protection of the CCGA image, trademarks and copyright.



## 4 Fundraising Initiatives



Another mandate of the CCGA National Office is:

"To raise funds, cost effectively, from a diverse range of sources, in support of the financial needs of the CCGA, by developing high quality relationships with our supporters."

In managing the corporate fundraising strategy, the CCGA National Office engage selected companies through sponsorship and promotional activities in order to enhance the image and brand values of the CCGA, to create opportunities to raise funds, and to reduce cost of procurements through sponsorships.

In managing its personal & corporate donation fundraising strategy, the CCGA National Office will invest efforts & resources into developing long term relationships with all supporters, thereby encouraging and optimizing repeatable contributions.

### ISAR Competition Sponsorship

In recent years, the International Search and Rescue Competition has become the Marketing Flagship of the CCGA. Media coverage of that event is unequalled when compared to any of the other activity of the Auxiliary.

Both the CCGA and USCG Auxiliary are trying to secure a long term agreement to obtain coverage of the event on an annual basis. The more media coverage ISAR obtains, the more appealing it will become for sponsors.

To maintain and enhance the popularity of the event and make it self sufficient financially, additional time and effort will be directed to Prospects Database Development, Sponsor Cultivation and design and distribution of the Sponsorship Package. Both the United States Coast Guard and the Canadian Coast Guard remain strong supporters of ISAR.

### Partnership Development

The CCGA has developed partnership agreements with similar organizations (USCG Auxiliary) to promote exchange of expertise and provide additional training opportunities for Auxiliarists.





The CCGA has also developed partnership agreements with suppliers in order to reduce the cost of important supplies. One example is the partnership agreement with MediaWave for the initial development of the CCGA Web Site.

Another is the agreement with Mercury Marine to supply motors & parts to the CCGA at reduced cost. Mercury Marine also provides visibility to the CCGA by donating advertising space to the Auxiliary in the "Welcome to the Mercury Family" brochure (20,000 copies published every year and distributed to every new owner of Mercury motor & equipment). Various other suppliers such as Protexion Products have made equipment donations to support the CCGA SAR Competitions.

## Fulfillment Program

The Fulfillment Program was developed together after a Partnership Agreement was reached with Festival Promotions. Festival Promotions is also the official supplier of the ISAR Competition in Canada. The CCGA obtains royalties from sale of gear & equipment identified with the Auxiliary/ISAR logos.

In addition to the on-line "Coast Guard Store", the CCGA also publishes an insert with the Auxiliarist which allows readers to order gear and equipment identified with the CCGA or ISAR logo. The insert is also distributed to CCGA Donors, Sponsors and Associate Members and is available on-line on the CCGA and ISAR Web Sites.

## Associate Membership

Between 2001 and 2003, the National Office conducted a series of five pilot projects to test and measure the response rates to direct mail solicitation campaigns in various areas and various periods during the year. Solicitation material and mailing lists were developed to conduct these pilot projects.

Sustaining members are classified within several categories depending on their level of contribution. Relatedly they obtain various levels of recognition/benefits.

The results of the pilot projects were published in the *Report on Direct Mailing Campaigns* presented to the National Council in August, 2003.

The Report concluded that CCGA direct mailing campaigns were most efficient (and profitable) when conducted prior to the Christmas period and when associated with the sale of the *Annual Calendar*. These periods delivered the best response and renewal rates.

Following the recommendations of the report, the National Office set up an Annual Direct Mail Campaign using an updated version of the solicitation material and a new portion of its prospects database.

The image shows a Mercury Marine order form. At the top, it says "Mail or Fax Order Form" and "Canadian Coast Guard Auxiliary". The Mercury logo is prominent. Below the logo, it lists "Mercury Marine" and "MARINE PRODUCTS AND SERVICES". There are fields for "ORDER NUMBER" and "DATE". A table with columns "QUANTITY", "DESCRIPTION", "UNIT PRICE", "TOTAL PRICE", "TAXES", and "TOTAL" is present. Below the table, there are sections for "CUSTOMER INFORMATION" and "SHIP TO ADDRESS".

The image shows a direct mail solicitation form for the Canadian Coast Guard Auxiliary. It features a header with the text "Support the Canadian Coast Guard Auxiliary" and "When Someone is In Trouble We're Never Far Away!". There are several photographs of people in maritime settings. A "Get a Tug Day!" badge is visible. The form includes a "Volunteers Saving Lives on the Water" logo and a "Get the Tug Book" badge. At the bottom, there is a section for "Canadian Coast Guard Auxiliary" with fields for name, address, and contact information.



The National Office is also conducting a review study of its Fundraising programs using an external consultant. The first goal of the Waterfall Study is to review the National programs in order to identify those that provide the best return. The second goal is to canvass the regions to identify the fundraising programs being conducted and make recommendations to better coordinate the regional/national efforts..

Now that all the data fields that need to be collected have been identified, and the fundraising software selected in 2005, current data is being moved to the new donor/prospect database.

### Calendar Sales

The campaign to sell the *Annual Calendar* is now linked to the direct Mail Campaign and to the recruitment of associate members.

### Vessel Donations – In Memoriam Donations

The Vessel Donation and In Memoriam Donation programs were introduced in 2003. Promotion of these programs is currently limited to The Auxiliarist and the National Web Site. The promotion of these programs will be likely expanded to include external advertising tools. Also, a Corporate Program could be developed to solicit companies for donations of surplus equipment that can be useful to the CCGA.

**Canadian Coast Guard Auxiliary**  
Volunteers Saving Lives on the Water  
**Vessel Donation Program**

You're engaged boating or fishing for many years but the water has never so long as you've owned. Like a car, your vessel needs your attention. Your vessel's condition, state of maintenance, and your skills to run your boat safely are very important.

The biggest cost you face and your vessel can take on getting underway is the cost of insurance. The Canadian Coast Guard Auxiliary (CCGA) is looking for people to help with this.

Choosing your vessel to the Canadian Coast Guard Auxiliary is a gift and many pleasures. When you are contacted by a representative of the CCGA, we look after the vessel's insurance and transportation. All expenses there to make you a Programmer. Simply fill out form CCGA-1. You'll be happy to know you're helping with the national water safety program you're proud to be a part of.

With your contribution, you will become a Benefactor Member of the CCGA and receive all the benefits that come with this prestigious membership, including a lifetime subscription to our national publication, *The Auxiliarist*.

All types of vessels are accepted, including fishing vessels, pleasure craft, and more.

To Contact the Canadian Coast Guard Auxiliary  
c/o National Business Manager  
P.O. Box 2007, Station D, Ottawa, Ontario K1P 2W5  
Phone: (613) 861-2714 • Fax: (613) 866-8802 • E-Mail: [volunteer@ccga.ca](mailto:volunteer@ccga.ca)

**Memorial Donation**

I wish to make a donation to the Canadian Coast Guard Auxiliary in memory of:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Province: \_\_\_\_\_  
Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_

1. I am a member of the CCGA  
2. I am a member of the CCGA  
3. I am a member of the CCGA  
4. I am a member of the CCGA  
5. I am a member of the CCGA  
6. I am a member of the CCGA

Please complete and mail with your donation to:  
Canadian Coast Guard Auxiliary  
c/o National Business Manager  
P.O. Box 2007, Station D  
Ottawa, Ontario K1P 2W5  
Phone: (613) 861-2714 • Fax: (613) 866-8802  
E-Mail: [volunteer@ccga.ca](mailto:volunteer@ccga.ca)



## 5 Administration

### Liaison with CCG, OBS (TC), NSS & other Agencies

The administrative workload on the National Office is increasing as a result of more demanding government requirements from organizations that benefit from public funding.

For the Auxiliary, this translates into additional time being spent on collecting data and producing reports on performance indicators, managing NIF projects or collaborating with the Program Review process.

In the coming years, resources will have to be allocated to important projects such as: Renewal of the Contribution Agreement, Agreement with Transport Canada (Safe Boating Programs), Program Review, Performance Measurement and NIF Projects.

### National Policy Development

Development of National Policies is done under the guidance of National Council. These policies cover several sectors of activity and provide a consistent interpretation of national guidelines such as reimbursement rates, insurance coverage, operational guidelines, etc.

### International Affairs

In recent years, strong ties were developed with the USCG Auxiliary. Following the signature of a Memorandum of Agreement in 1999, a joint Canada-United States ISAR Committee was formed to discuss issues of common interest between both organizations. The National Office continues to work on strengthening these partnerships for the benefit of both organization.

### National Council Meetings

The Coast Guard Auxiliary National Council meets 2-3 times a year. Each meeting is usually followed by joint meetings with regional and national representatives of the Canadian Coast Guard. The meetings are planned by the CCGA in coordination with the SAR Branch of the CCG in Ottawa. Tasks include the development of agendas, distribution of minutes to the participants and following up on decisions made.

### Budget Management

The National Office supervises the process of establishing the annual budget allocations for each of the six CCGA associations (sharing of funds originating from the Contribution Agreement).





The process includes the review and approval of Business Plans prepared in each region and the development of the **National Business Plan**. Also, about every three years, all six CCGA associations go through an external financial audit.

### NIF Program

The process of filing applications for funds from the NIF (New SAR Initiatives Fund) has evolved in recent years. Regional CCGA submissions are now prioritized although the National Office also files complimentary requests to support equitable distribution of funds between the regions

### Correspondence/Maintenance of Archives/Minutes, etc.

The National Office looks after an increasing amount of correspondence including an important flow of incoming and outgoing e-mail traffic. Various mailing lists are also maintained. Files are kept up-to-date and all important documents archived.

Most of the correspondence originates from Services to members, Solicitation to donors/sponsors and Media/public requests for information.

A significant portion of this larger volume is the result on an increase of visibility of the organization and higher public awareness.

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## 6 Conclusion

### The period 2006-2008 promises to be challenging



The budget allocation originating from the Contribution Agreement will likely be maintained close to the current level over the 2006-08 business plan period.

The transfer of the Office of Boating Safety to Transport Canada raises a number of questions on the funding and supervision of Safe Boating Programs conducted by the CCGA. The Auxiliary will have to maintain close ties with the Office of Boating Safety, Transport Canada to ensure consistency and that the needs of the CCGA are being adressed.

Accountability requirements for the same level of funding will be more stringent and additional time will be required to administer & report on the use of public funds. As per Treasury Board Guidelines, CCGA funding will also be subject to the application of various Performance Indicators increasing the workload of individual members.

The results of the Governance Study will likely clarify jurisdictions and responsibilities in a number of fields. This will have a positive impact by providing clearer directions and orientations to a number of programs and open the door to better coordination of efforts between the national and regional offices.

Handwritten signature of Robert Petipas in blue ink.

**Robert Petipas**

Chief Executive Officer  
Canadian Coast Guard Auxiliary

Handwritten signature of François Vézina in blue ink.

**François Vézina**

National Business Manager  
Canadian Coast Guard Auxiliary







# Volunteers Saving Lives on the Water



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