

Strategic Communications Plan

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Brand Gap Analysis

Current Messaging

OCS...

- Creates meaningful ceremonies
- Organizes recognition events
- Bring together families, educators, community leaders

Operational Reality

OCS...

- Provides event planning coaching and playbook
- Chapters organize events using OCS materials/name
- Recruiters → OCS → enlistees, OCS → Chapters → Recruiters, Chapters recruit local volunteers



Brand Gap Analysis

Current Messaging

Recommendation:

Shift to platform language

Operational Reality

OCS...

Provides event planning coaching and playbook

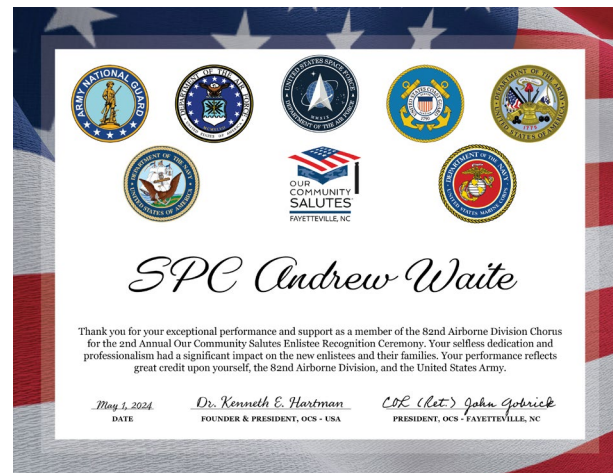
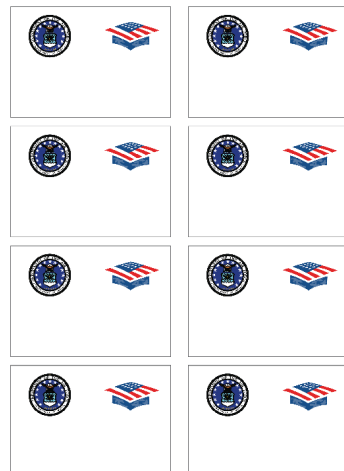
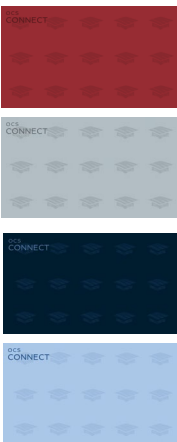
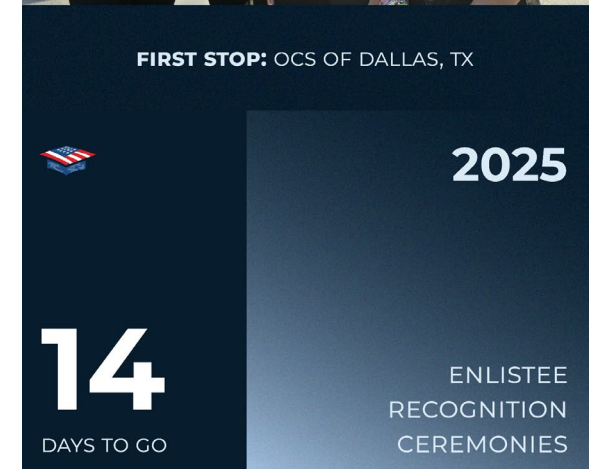
• Organizes recognition events

• Chapters organize events using

OCS links recruiters with community leaders and provides the playbook for local recognition ceremonies

Recruiters → OCS → Chapters → Recruiters, Chapters recruit local volunteers

Brand Gap Analysis—Visual Inconsistencies



Brand Gap Analysis—Visual Inconsistencies

Recommendation:
Keep the tassel in your color scheme

OCS text can change colors to the primary blue, white, or black.



New Brand System



OUR
COMMUNITY
SALUTES®

THE FIRST TO SAY THANK YOU



OCS
CONNECT
ONE MISSION, ONE COMMUNITY

, → . is stronger

#1d4d87 (primary blue)
#5277a1 (accent/camo blue)
#ffffff
#df2528
#000000



OUR
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SALUTES®

THE FIRST TO SAY THANK YOU

#1d4d87 (primary blue)
#5277a1 (accent/camo blue)
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New Brand System

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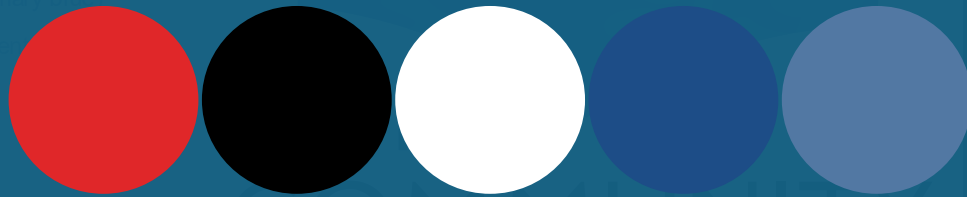
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New Brand System

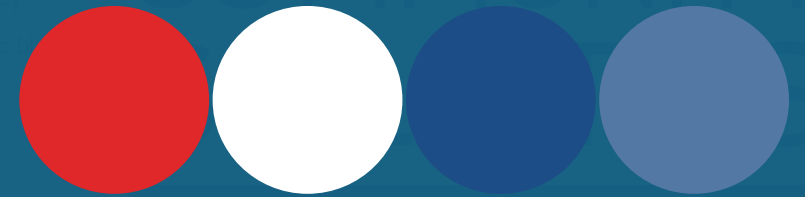
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#000000 (black)
#ffffff (white)
#e61e24 (red)
#000000 (black)
#000000 (black)



OUR
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SALUTES®

THE FIRST TO SAY THANK YOU

#1c4d8b (primary blue)
#ffffff (white)
#000000 (black)
#e61e24 (red)
#000000 (black)



THE FIRST TO SAY THANK YOU





Implementation Roadmap

- Chapter Marketing Toolkit

Quick Wins

- Recruiter one-sheet
- Email signature

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Sincerely,
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OR oscusa.org

Name
Title
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501(c)(3) Tax-Exempt Organization | EIN: 81-2878038
Telephone | Email address
Website





Recommended KPIs

- Tier A: Core Success Metrics (Track)
 - Event registration & attendance rates
 - Geographic expansion (# of active chapters)
 - Recruiter partnerships
- Tier B: Leading Indicators (Monitor)
 - Email performance (predicts registration success)
 - Social media engagement (measures awareness/interest)
 - Media coverage (reach beyond direct marketing)
- Tier C: Nice-to-Have (Don't Prioritize Yet)
 - Website traffic & conversions (only when strategically driving traffic)
 - Donor/sponsor engagement (fundraising KPI)
 - Campaign-specific ROI (not there yet)

Implementation Roadmap

- Tier A: Core Success Metrics (Track)

- Tier B: Leading Indicators (Monitor)

Recommendation: Tier C: Nice-to-Have (Don't Prioritize Yet)

3 KPIs

- Event attendance rate (% registered who attended)
- Of active chapter hosting ceremonies per year
- Email list growth rate



KPIs to Increase Donation/Participation

- Primary (Track)
 - \$ Amount donated (monthly/quarterly)
 - Donor email list growth
 - # of ceremonies held
 - Chapter retention rate
- Secondary (Time-permitting)
 - Email-to-donation conversion rate (only when running a campaign)
 - New chapter sign-ups
 - New donor acquisition count
 - Donation page traffic



KPIs to Increase Donation/Participation

- Primary (Track)
 - \$ Amount donated (monthly/quarterly)

Recommendation:

4 KPIs

- Secondary (Time-permitting)
 - \$ donated (quarterly)
 - Event attendance rate (% registered who attended)
 - Of active chapter hosting ceremonies per year
 - Donor email list growth rate

Stage

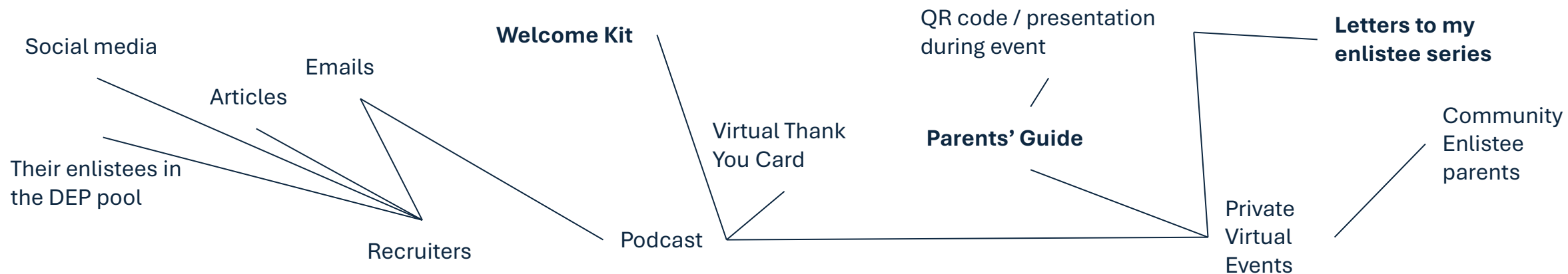
Recruiters

Invitation

Ceremony

Ship Date

Touchpoints



Pain Points

- Unconnected until Ceremony (focus is on enlistees)
- Unconnected at Ceremony (focus is on enlistees)
- Unconnected after Ceremony (forgotten paperwork in all the chaos)
- Lack of clear benefits to parents/guardians
- Chaotic graduation season
- Forgot to save/lost the QR code

Customer Journey Map of Enlistee Parents/Guardians to **get them to OCS Connect**

OCS Connect "One Mission, One Community"
<https://www.ourcommunitysalutes.org/ocs-connect>



Simplified Customer Journey Map

Awareness

Social media

Interest

Landing page with
donation CTA

Action

One-click donate

Retention

Automated thank you email
Quarterly impact email (“Your
\$50 supported 3 ceremonies”)

Donor Journey

Recruitment

Recruiter referral

Activation

First Ceremony
Checklist

Retention

Monthly email with
success stories
from other chapters

**Re-
engagement**

“Plan your next ceremony”
reminder at 6-month mark

Chapter Volunteer Journey